

# Request for Proposal (RFP) for Social Media Management Services

## 1. About Nasscom Foundation

Established in 2001, Nasscom Foundation has been witness to the transformative power of technology for over two decades. Part of the Nasscom ecosystem, we are the only neutral not-for-profit organization representing the Indian tech industry. We remain rooted to our core philosophy of TechForGood, where our efforts are focused on unlocking the power of technology by creating access and opportunity for those who need it the most. We work on helping people and institutions transform the way they tackle social and economic challenges through technology. We have five key areas of intervention - Digital Literacy, Skilling and Employability, Women Entrepreneurship, Scaling Social Innovation and Empowering NGO Ecosystem.

## 2. Purpose of the RFP

Nasscom Foundation invites proposals from experienced and qualified social media agencies ("Agency" or "Vendor") to manage, create, and grow our digital presence across key social media platforms. The objective is to partner with an agency that can strategically enhance our brand storytelling, engage our community effectively, and drive measurable impact for our social mission.

**RFP Number:** NF/SMM/RFP/2024-25/01

**Proposal Submission Deadline:** [25<sup>th</sup> September, 2025]

**Subject:** Selection of a Social Media Agency for Digital Media Marketing and Management

**Email:** [rfp@nasscomfoundation.org](mailto:rfp@nasscomfoundation.org)

## 3. Scope of Work (SOW)

The selected agency will be responsible for the end-to-end management of Nasscom Foundation's social media properties. The key deliverables include, but are not limited to:

### A. Content Strategy & Calendarization:

- Develop and maintain a comprehensive monthly content calendar aligned with Nasscom Foundation's mission, key events, and campaign goals.
- Research and conceptualize innovative campaign ideas for specific events, initiatives, and program launches.

### B. Content Creation & Management (Total Volume: 38-40 posts per month):

- The agency will be responsible for a total of **approximately 38-40 social media posts per month** across all platforms. This includes:
  - **Static & Carousel Creatives:** Design high-quality, brand-aligned static posts, infographics, and carousel posts.

- **Video Content:**

- **Editing:** Create and edit **short-form videos** (Reels, Shorts, etc.) aligned with campaigns.
- **Creation:** Conceptualize, script, and produce **both short-form and long-form video content** for platforms like YouTube and others.
- Formats to include GIFs, animations, and other engaging visual content as per the content direction.

**C. Platform Management:**

- Manage and post content on Nasscom Foundation's key social media handles, including but not limited to:
  - Facebook
  - Instagram
  - Twitter (X)
  - LinkedIn
  - YouTube
- Community engagement: Respond to comments and messages in a timely and professional manner.

**D. Analytics & Reporting:**

- Provide monthly analytics and insights reports for all managed properties.
- Track key performance indicators (KPIs) like engagement rate, reach, impressions, follower growth, and video views.
- Offer data-driven recommendations for strategy optimization.

**E. Campaign Management:**

- Ideate and execute paid boosting campaigns for select posts to amplify reach, subject to prior approval and media spends.
- Manage and report on the performance of these campaigns.

**4. Project Duration**

The initial contract term will be for **one (1) year**, effective from the date of signing, with the possibility of renewal on an annual basis based on performance review.

**5. Proposal Requirements**

Interested agencies must submit their proposal including the following:

1. **Company Profile:** Overview, years of experience, and client portfolio, specifically highlighting experience with non-profits or CSR initiatives.
2. **Team Structure:** Details of the team that will be dedicated to the Nasscom Foundation account, including roles and profiles of key members.

3. **Understanding of the Brief:** A preliminary approach to managing Nasscom Foundation's social media, including how you would align with our social mission.
4. **Proposed Content Strategy:** Sample ideas for 2-3 campaign concepts relevant to Nasscom Foundation's work (e.g., digital literacy, diversity in tech, volunteering).
5. **Work Samples:** Links to relevant social media campaigns or handles managed by your agency.
6. **Pricing and Commercials:**
  - Detailed monthly retainer fee (in INR) inclusive of all services listed in the SOW.
  - Clear mention of applicable GST.
  - Clarification on any additional costs (e.g., video production, paid boosts, stock assets) that are NOT covered in the retainer.
  - Payment terms and invoicing schedule.
7. **Mandatory Documents:** (To be submitted upon shortlisting, prior to contract execution)
  - Permanent Account Number (PAN) Copy
  - GST Registration Certificate
  - Company Registration Certificate
  - Experience Statements from at least two past clients

## 6. Terms & Conditions (Key Highlights from Standard Nasscom Foundation Agreement)

- The engagement will be on a **principal-to-principal** basis.
- All intellectual property created for the project will be the sole property of Nasscom Foundation.
- The Agency must adhere to strict confidentiality terms regarding Nasscom Foundation's information.
- Nasscom Foundation reserves the right to terminate the agreement for underperformance or breach of terms, as per the standard contract clauses.

## 7. Submission Details

Please submit your complete proposal in PDF format via email to:

**Email:** [Insert Procurement/Contact Email ID]

**Subject Line:** Proposal for RFP No. NF/SMM/RFP/2025-26/01

*Nasscom Foundation reserves the right to accept or reject any or all proposals received without assigning any reason whatsoever.*

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**Disclaimer:** This RFP is for information purposes only and does not constitute an offer. The final terms and conditions will be as per the standard Nasscom Foundation Vendor Agreement.