



**ARTIFICIAL LIMBS MANUFACTURING
CORPORATION OF INDIA
(A GOVERNMENT OF INDIA UNDERTAKING)**



**UNDER UNION MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT
AN ISO 9001:2008 COMPANY, GT ROAD, KANPUR– 209217
Ph: 0512-2770176, Fax 0512-2770617 Email: sm_spc@alimco.in
Website: www.alimco.in**

EOI Ref. No.: PT/EOI/01/AX Dtd.04.02.2020

CALL FOR EXPRESSION OF INTEREST

ALIMCO, is a Govt. of India Undertaking functioning under the aegis of Ministry of Social Justice & Empowerment, is one of the largest manufacturer of Assistive Aids & Devices to the Persons with Disabilities.

ALIMCO is also one of the Implementation Agency of the Government of India Schemes namely: Assistance to Disabled Persons (ADIP Scheme) and Rashtriya Vayoshree Yojna (RVY Scheme) to provide quality aids and assistive devices to Divyangjans+and Senior Citizens all over the country.

The priority is being given by the Government of India to implement the above schemes. Hence, it is important to disseminate information about these schemes on social media to reach out to all section of society. This has also necessitated the engagement of Media Consultant & Communication Strategist, to cover the activities of the Corporation and Administrative Ministry on social media on real-time basis so as to conceptualize the activities of the Corporation as well as the Administrative Ministry.

Therefore, ALIMCO invites **EXPRESSION OF INTEREST+** from reputed Media Consultants & Communication Strategist who may be interested to associate with ALIMCO for devising digital communications and Social Media strategy for ALIMCO as media consultant. Interested parties may send their proposal in writing giving complete details of their business, brief write up on relevant experience of the team and ability to handle the scope of work laid down etc. For details, please refer ALIMCO website www.alimco.in.

The above proposal may be sent by post / email at the above mentioned address so as to reach to the Corporation on or before 2nd March 2020 till 03.00 PM.

General Manager (Project & Commercial)

Artificial
Limbs Manufacturing Corporation of India (ALIMCO)
G.T. ROAD, KANPUR –209217



REQUEST FOR EXPRESSION OF INTEREST

FOR

Media Consultant &

Communication strategist

REQUEST FOR EXPRESSION OF INTEREST

FOR Media Consultant & Communication strategist

Contents

Introduction to ALIMCO
Background to the request for Eol.....
Objective of the Eol.....
Response format
Important dates and contact details

Introduction to ALIMCO

ALIMCO set up in 1972 by Government of India for manufacture and distribution of aids & appliances for persons with disabilities has emerged as one of the largest manufacturers of artificial limbs and rehab aids in South Asia & Africa today. Headquartered in Kanpur, it is working under the aegis of the ministry of Social Justice & Empowerment, Govt. of India.

ALIMCO produces various categories of products with respect to variants under the following heads:

- Orthotic and prosthetic appliances
- Mobility Aids
- Aids for hearing Impaired
- Aids for visually handicapped
- Aids for mentally challenged
- Fitment Tools and Equipment
- Assistive Devices for Leprosy affected Persons

ALIMCO has a wide reach and rich experience of working with various stakeholders in the Disability space in India

- The company has provided for 4.30 million beneficiaries, covering geographical area of 3.28 million Sq. Kms. encompassing 600 districts & 5500 blocks within 36 States/Union territories in India.
- Main manufacturing unit is in Kanpur, Uttar Pradesh along with auxiliary production and regional marketing centers spread across 8 cities.
- Works in the servicing space and conducts camps in association with various state governments, district authorities for fitting and distribution of aids and appliances.
- ALIMCO has registered impressive growth in its top line and bottom line over the past few years with FY 2016-17 sales of INR Rs.235 Crores (Y-o-Y growth 24.10% from Rs. 189.35 Crores to Rs. 235 Crores) with a CAGR of 23.49% over five years.

The key strengths of ALIMCO include:

- **Deep access to Indian market**
 - Strong distribution and dealer network, complemented by experience of working with various government sponsored programs, bodies and policies.
 - Major implementing agency for ADIP Scheme of MoSJ&E, GOI,
 - Sole implementing agency for ADIP-SSA Scheme & RVY Scheme of GOI
- **Understanding of the local context**
 - ALIMCO has In-depth understanding of the Indian disability space, including the unique requirements for localization of product features to ensure adoption.
- **Goodwill & social mandate**
 - ALIMCO has a social mandate to provide quality disability aids for the poor. Over time it has built considerable goodwill and reputation in the disability space.

Background to the request for EoI **And Objective of the EoI**

ALIMCO is a nodal agency for implementation of Government of India's Assistance to Disabled Persons (ADIP Scheme) and Rashtriya Vayoshree Yojna (RVY Scheme) for providing quality aids and assistive devices to Divyangjans and Senior Citizens below the poverty line.

The priority being given by the Government of India to the above schemes has made it crucial for widespread dissemination of information about the scheme and its coverage in the social media. This has necessitated the requirement of Media Consultant & Communication strategist, to work on variety of initiatives for covering the activities of the corporation in social media on real-time basis and conceptualizing the field activities of the corporation as well as the administrative ministry, which broadly covers following :-

- a) Devising digital communications and Social Media strategy for the corporation and administrative Ministry. Creating awareness of schemes and events to reach out to the last man in the country.
- b) Providing Social media plan for ALIMCO focusing on promoting initiatives & policies
- c) Creating awareness about the products and services being offered, the advancements and latest and new products being planned to cover even the new disabilities.
- d) The consultancy should ensure the execution of all activities like Digital Media Monitoring, Digital Media Research and Social Media Management.
- e) Constructing and communicating impactful social media roadmaps which engage the right audience and deliver the right messages.
- f) Designing, preparing and executing strategic digital communication plans by defining actionable, goals, drawing out an implementation approach and carrying out the plan to create and strengthen its campaigns.
- g) Live Streaming of the events being organized, the CSR markets and the CSR initiatives. And creating a buzz around live telecast.

- h) Strategies for increasing the followers of the corporation in platforms of social media.
- i) Creating strategies for quick disposal of any complaints in social media so as to arrest negative publicity may be due to some vested interest or otherwise.
- j) Content writing for publication in social media, print media and internet in Hindi and English.

SELECTION PROCESS :-

- a) Based on EOI response / details received against EOI with a brief write-up on experience of the team and ability to handle the scope of work etc. with testimonials demonstrating work/ article in any newspaper or print media of national repute shall be called for presentation to the Corporation giving their plans for the scope of work as defined above and on how their proposed services to the Corporation shall add value to the Corporation and to the various stakeholders of the Corporation especially the Administrative Ministry (MoSJ&E), GOI, as well as to the last man in the country.
- b) The presentation shall be given in front of the Team of officials of the Corporation along with External Experts from Institution/other PSUs/Administrative Ministry which shall be evaluated on the basis of contents / deliberation made in the proposed presentation meeting. Based on evaluation, the team will recommend for Qualifier Parties/respondent. The Parties finalized by the Team after looking into the presentation shall only be called to participate in RFP.
- c) Subsequently, the corporation shall follow a two bid process RFP (Request for Proposal) for empanelment/engagement of Media Consultant & Communication Strategist with detailed Scope of work together with Mandatory Technical parameters and sent to only qualifier parties/EOI respondents to apply for both the Technical Bid as well as Financial Bids which will be finalized based on General Financial Rules 2017 (Rule No. 192) as score for the quality of technical proposal to the cost for 70 : 30

Response format

Expression of interest is solicited from interested firms, providing information in the following format::

S. No.	Criteria	Description
1.	Organizational Name & Profile	Overview of the organization
1.1	Experience	Brief write up on experience of the team and ability to handle the scope of work with testimonials demonstrating work/ article in any newspaper or print media of national repute
1.2	Geographies and Markets	The geographies and markets currently served by the firm in India / globally
1.3	Financial track record	Financial parameters demonstrating firms sustainability over 5 years preceding the date of submitting the EoI
2.	Demonstrated success in P&O field	Overview of running Social Media Campaigns on twitter and Facebook, or successful business model.
3.	India experience if any	Short description summing up running Social Media Campaigns / Digital Communication in India, business model and successes if any
4.	Relevant quality certification / accreditation	List of quality certification/ accreditations relevant to the relevant field.
5.	Past experience with such type of engagement / empanelment , if any	Any Business Tie-up done in the past with brief overview of the party involved and scope of engagement

Important dates and contact details

- Interested parties are requested to send in their response to this request for **EOI by 2nd March, 2020 in electronic format.**
- Queries to the request for EOI may be submitted in writing or over email, latest by 25th Feb,2020 on email address given below:

sm_spc@alimco.in

- **Interested parties may contact or visit ALIMCO on any working day on or before 15th Feb,2020:**

Contact Persons:

Shri Ritesh Srivastava
Sr. Manager
(System, Projects & Coordination)

Cell no.: +918874208602
