



### DETAILED TERMS & CONDITION FOR IEC AND SOCIAL MEDIA AWARENESS CONTENT CREATOR

- (1). Agency should have been registered at least 02 years before
- (2). Agency should have a registered office in Varanasi with all facility like high end computers, full time content writer, IEC creativity designer, photographer, drone expert, photo/video editor with latest technology etc.
- (3). Agency should have PAN No., GST registration No.
- (4). Agency should enclose and provide copy of work done related to Information education and communication (IEC) campaign material, social media content, sample photo shoots, brochure/booklet design etc.
- (5). Agency should have at least 2 years of work experience in the related field/work.
- (6). Agency is required to submit monthly bill for the work done.
- (7). All dispute are subject to Varanasi jurisdiction.

### SCOPE OF WORK

- (1). Agency will work on high quality contents like news update, event updates, development work of Cantonment Board, before and after images of work/events etc.
- (2). Agency will provide high quality digital content/creativities for various Information education and communication (IEC) campaign and outreach programmes as and when required.
- (3). Agency will provide high quality digital content/creativities for social media, informative brochure/booklet as and when required.
- (4). Agency will manage all social media account and keep them updated with innovative contents related to latest works/events/campaigns in Cantonment in order to keep the general public aware about the happening in Cantonment area.
- (5). Agency will provide at least 20 creatives per month and 02 reels per week.
- (6). Agency will manage all social media ads like engagement ads, video view ads, recall ads, reach ads etc.
- (7). Agency will provide expert photographer and drone expert for at least 02 shoots per month as per requirement
- (8). Apart from shoots mentioned in point 6. agency will also provide expert photographer and drone expert for special event: like Swachhta Bharat Abhiyan, Swachhata Hi Seva, E-waste drive, Independence Day, Republic Day etc as per requirement.
- (9). Agency will also cover for 4-5 development works, parks, school, hospital, office in a half day shoot.
- (10). Agency will be responsible for providing all digital content in raw and edited format post each shoot.
- (11). Agency will be required to shoot on multiple location for a particular event in Cantonment area.