



## **HOME MANAGEMENT & CARE GIVERS SECTOR SKILL COUNCIL**

### **Request for Proposal (RFP) for Corporate Video Creation Home Management & Care Givers Sector Skill Council (HMCSSC)**

Home Management & Care Givers Sector Skill Council (HMCSSC) invites vendors for Social Media, Branding, and Website Development for the Home Management & Care Givers Sector Skill to improve visibility.

Prospective Providers who meet the pre-qualification criteria may furnish their Request for Proposal (RFP) with all the necessary documents via email on or before 22<sup>nd</sup> July 2024 by 18:00 hours.

HMCSSC reserves the right to extend the last date indicated above for which the RFP is invited.

**Client:**

**Home Management & Care Givers Sector Skill Council**

A-15, Okhla Phase II

New Delhi 110020

Phone No: 011-42831823

E-Mail – [info@dwsscindia.com](mailto:info@dwsscindia.com)

## **Part I – General Terms**

### 1. Objective of RFP

- The Objective of this RFP is development of the Company Website, strategy development, and community engagement via social media platforms for the Home Management & Care givers sector to enhance Visibility.
- The Website and Branding shall be developed as per the demand of the HMCG Industry.
- The selected vendor would be responsible for developing the required website and online content as per the Terms and Conditions laid down by HMCSSC.
- This invitation of RFP intends to share the details of the scope of work entailed as part of this proposed partnership between the Company and HMCSSC

### 2. Authority Issuing the RFP

- This RFP is issued by the Home Management & Care Givers Sector Skill Council (HMCSSC)
- The contact person for this RFP is Mr. Sushant Soni

The decision of HMCG SSC with regard to the shortlisting of Vendor through this RFP will be final and HMCG reserves the right to reject any or all the RFPs received without assigning any reason.

### 3. Tentative Calendar of Events

The following table indicates important milestones and timelines for the completion of bidding activities:

<b>S. No.</b>	<b>Milestone</b>	<b>Date</b>
<b>1</b>	Release of Invitation of Request for Proposal (RFP)	17th July 2024
<b>2</b>	Last date for submission of written questions by the prospective vendors	22nd July 2024
<b>3</b>	Clarifications issued by HMCSSC for the questions raised by prospective Vendors	25th July 2024
<b>4</b>	Last date for submission of Quotation through email	22nd July 2024
<b>5</b>	Evaluation of RFPs and finalization of Applicants for Presentation to HMCSSC	26th July 2024 (Tentative)



## **Part II – Background and Scope of Services**

- **About HMCSSC:** HMCSSC is a non-profit company (Sec. 8) registered under the aegis of National Skill Development Corporation (NSDC) and the Ministry of Skill Development and Entrepreneurship, Govt. of India, (MSD&E) with the purpose to define and operate this key Sector wherein the Care Givers and Domestic Workers can find decent employment through proper skilling, work, and safe and smooth migration, minimum wages and other aspects of social security. The sub-sectors covered are Housekeeping/ household Services and Caregiving (Non-Clinical). HMCSSC partners with Training Providers and Assessment bodies for imparting training, and certification and constantly upgrading the skilling eco-system.

### **Scope of Work**

#### **Social Media**

- Strategy development
- Content creation and curation
- Platform management (e.g., Facebook, Instagram, LinkedIn, Twitter)
- Community engagement
- Analytics and reporting

#### **Branding**

- Brand identity development (logo, color scheme, typography)
- Brand guidelines
- Messaging and tone of voice

#### **Website Development**

- Website design and layout
- User experience (UX) and user interface (UI) design
- Content management system (CMS) implementation
- E-commerce functionality (if applicable)
- Mobile responsiveness
- SEO optimization
- Analytics setup



## Part IV – Formats

Letter for Submission of RFP

Date:

Place

HR & Admin  
Home Management & Care Givers Sector Skill Council

**Subject: Submission of RFP for Social Media, Branding and Development of Social Media**

We hereby submit our RFP in response to the application for RFP for Social Media, Branding and Development of Social Media related ~~documents~~ (as mentioned in Part 2, scope of work) issued by HMCSSC and we hereby confirm the following:

1. The RFP submitted by \_\_\_\_\_ (Name of the company) is as per the Terms and Conditions of the RFP issued by HMCSSC
2. We have examined in detail and have understood and abide by all the terms and conditions stipulated in the RFP Document issued by HMCSSC. Our application is consistent with all the requirements stated in the RFP Document.
3. The information submitted in our Application is complete, is strictly as per the requirements as stipulated in the RFP Document, and is correct to the best of our knowledge and understanding. We shall be solely responsible for any errors, omissions, or misrepresentations in our Bid.
4. We understand that HMCSSC reserves the right to cancel this RFP at any time without assigning any reason whatsoever.
5. This RFP is valid for a period of 90 days from the time of submission

Signature of Authorized Representative  
(Company Stamp)

Designation:

## Part IV – Formats

### 1. Application Form for Submission of RFP

#### 1.1 Applicant Details

Name of Organization	
Address	
Email	
Contact Person	
Contact Mobile/ Landline	
Website	
Company Registration Type and Registration Number	
Total Number of Employees	
Year of Incorporation	
Total Experience	

#### 1.2 Project Details (Details of Development/ Projects executed in the last three years)

<b>S. No.</b>	<b>Name of Client</b>	<b>Details, if Any</b>

#### 1.3 List of Sector Skill Councils with whom the applicant has partnership MOU

<b>S.No.</b>	<b>Name of Sector Skill Council</b>	<b>Nature of work done</b>

1.4 Experience working in the Skilling Sector

<i>Total no of Experience and nature of work</i>	
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1.5 Proposed Quotation;

	<i>Particulars</i>	<i>Quote in INR</i>
(A)	For the Development of Website, Social media and branding with all the aspects	
(B)	Proposed Timeline of project	

I hereby declare that the information furnished is true to the best of my knowledge

For any concerns, please mail us on [info@dwsscindia.com](mailto:info@dwsscindia.com)

**Evaluation Criteria**

- Experience and Expertise
- Quality of Proposal
- Creativity and Innovation
- Cost-effectiveness
- References and Past Performance

Signature of Authorized Representative  
Company Stamp  
Designation: