

## **The Gujarat State Co-operative Agriculture & Rural Development Bank Ltd.**

(A Leading Co-operative Banking Institution)

### **APPOINTMENT OF SOCIAL MEDIA CONSULTANT FIRM**

Kheti Bank invites online bids from reputed and experienced Social Media Consultant Firms for managing and strengthening the Bank's digital presence, branding, promotional campaigns, public communication, and multimedia engagement activities across various social media platforms.

#### **Scope of Work**

- \* Management of official social media platforms.
- \* Content creation in Gujarati, Hindi & English.
- \* Creative post designing and branding.
- \* Video reels, short films, and promotional creatives.
- \* Social media campaign management.
- \* Digital advertisement planning and execution.
- \* Live event coverage and digital broadcasting.
- \* Reputation management and public engagement.
- \* Analytics, reporting, and growth strategy.
- \* Photography, videography, and multimedia support.

#### **Eligibility Criteria**

- \* Minimum 5 Years experience in Social Media Management / Digital Branding.
- \* Experience of handling campaigns for Banks, Government Organizations, or reputed institutions.
- \* Adequate technical manpower and creative team.
- \* Preference for multilingual content creation capabilities.

#### **Tender Details**

Tender Type : E-Tender

Tender Fee : ₹1,500 + GST (Non-Refundable)

EMD : ₹10,000 (Refundable)

Bid Submission Period : Within 5 Days from Publication up to Dt.30/05/2026 11:59 pm

Project Category : Social Media Consultancy & Digital Branding

Contract Period : As per Bank Requirement

Bank Details : The Gujarat State Co-operative Agri. & Rural Development Bank Ltd.

ICICI Bank Ltd., S.G.Road Branch, Ahmedabad

Account No. 029505005623

IFSC Code : ICICI0000295

#### **General Terms & Conditions**

- \* The Bank reserves the right to accept or reject any or all bids without assigning any reason.
- \* Incomplete applications shall be rejected.
- \* The selected agency must maintain confidentiality of Bank-related information.
- \* The agency shall comply with all branding and communication guidelines issued by the Bank.