

# Kerala State Organ and Tissue Transplantation Organization (K-SOTTO)

Registered under Travancore Cochin Literary, Scientific & Charitable Societies Act 1955

Reg. No. TVM/TC/669/2021

Instituted under sec 31(2) of the THO&TR 2014 and notified as per SRO No. 691/2022



Date:28/09/2024

## Expression of Interest– Social Media Campaign for Deceased Donor Organ Donation Requirements

**Kerala SOTTO Invite EOI from qualified firms for the social media campaign Scheduled to run from November 2024 – April 2025**

K-SOTTO stands for Kerala State Organ and Tissue Transplant Organization. It's a government-established charitable society in Kerala, India, dedicated to promoting deceased donor organ and tissue donation within the state. K-SOTTO ensures the ethical and legal aspects of organ and tissue donation are followed in Kerala. This involves overseeing the removal, storage, and transplantation of organs and tissues. K-SOTTO who acts as the office of the Appropriate Authority under THOT Act 1994.

Our proposed social media campaign aims to leverage various platforms to inform, engage, and inspire action among our target audience regarding organ donation. The campaign will focus on dispelling myths, sharing personal stories, and providing accessible resources to facilitate registration.

### Campaign Components:

**Social Media Platforms:** Facebook, Instagram, WhatsApp Channel, Youtube

- **Informative Posts:** Clear and concise posts explaining the importance of organ donation, the process of registration, the impact on recipients, address myths and misconceptions, and highlight the benefits of donation.
- **Short Videos:** Development of short videos on important topics related to organ donation. Experts may speak on controversial points, clarify the myths.
- **Reels:** Reels on important facts related to organ donation from shall be relevant and widely circulated.
- **Inspirational Stories:** Share stories of organ donors and recipients, highlighting the life-saving potential.

- **Infographics:** Utilize visually appealing infographics to present complex information about organ donation in a simplified and digestible format.
- **Testimonials:** Feature testimonials from families of organ recipients, emphasizing the gratitude and appreciation they have for the gift of life.
- **Impact Videos:** Produce videos that showcase the positive outcomes of organ donation, showcasing the improved quality of life for recipients and the fulfilment experienced by donors.
- **Partnership with influencers:** Collaborate with celebrities and Social Media influencers to spread the message about organ donation.
- **Virtual Donation Drives**
- **Live Q&A Sessions:** Host live Q&A sessions with medical experts and organ donation advocates to answer audience questions in real-time.

## Campaign

- Hashtag Campaigns (# Keraladonateslife)-(Model)

## Campaign Calender

Sl.NO	Duration	Content
1	November First Week(1-6)	<p><b>Campaign Launch</b></p> <p><b>Platform:</b> All</p> <ol style="list-style-type: none"> <li>1. <b>Official launch post:</b> Eye-catching visuals and a clear message explaining the campaign's purpose and importance of organ donation.</li> <li>2. <b>Launch video:</b> Powerful video featuring testimonials from organ donors, recipients, or medical professionals (consider subtitles for wider reach).</li> <li>3. <b>Launch Social Media Posts:</b> Begin sharing campaign content across all platforms according to the pre-scheduled calendar.</li> <li>4. <b>Partnered influencer content:</b> Influencers</li> </ol>

		share dedicated posts supporting the campaign and encouraging their audience to learn more.
2	Second Week- Third Week (2 week-12 )	<p><b>Ongoing Engagement</b></p> <p><b>(Rotate across platforms)</b></p> <ul style="list-style-type: none"> <li>• <b>Publish Scheduled Content:</b> Maintain a steady stream of engaging content across platforms according to the pre-defined content calendar.</li> <li>• <b>Informative posts:</b> Clear explanations about organ donation myths, eligibility criteria, and the process.</li> <li>• <b>Inspirational stories:</b> Share stories of organ donors, recipients, and families impacted by organ donation.</li> <li>• <b>Infographics &amp; videos:</b> Visually appealing content presenting key facts and statistics about organ donation.</li> <li>• <b>Holiday-themed posts:</b> Adapt messages to relevant days of National/ International importance (e.g., National Doctors' Day highlighting the role of medical professionals in transplants)</li> <li>• <b>Testimonials:</b> Feature testimonials from families of organ recipients, emphasizing the gratitude and appreciation they have for the gift of life.</li> <li>• <b>Run Contests/Giveaways:</b> Organize interactive contests or giveaways to encourage participation and brand awareness (e.g., photo contests promoting stories about organ donation).</li> <li>• <b>Partnership posts:</b> Collaborate with hospitals, transplant centers, or influencers to amplify the message (2-3 per week).</li> </ul>

## Frequency

- **Facebook:** 4 posts per week (Poster/Video)
- **Twitter:** 1-3 tweets per week (including retweets of relevant content)
- **Instagram:** 1-4 high-quality images/videos per week with engaging captions and stories
- **YouTube:** 1-2 informative/inspirational videos per week

## Deliverables (Monthly)

### Social Media Campaign (6Month)

1. 15 Monthly Themed Posters
2. 2 Reels
3. 3 Success Stories (Testimonials)
4. 1 Interview (Byte)
5. 2 Celebrity Videos
6. 1 Informative Video
7. 1 Infographic/Video

### Estimate of Campaign Components

SI No	Component	Time	No	Amount
1	<b>Social Media poster (Including Content Creation)</b>		<b>100</b>	350/One <b>35,000</b>
2	<b>Short Video</b>	1-2 Minutes	<b>15</b>	4,000/One <b>50,000</b>
3	<b>Creative Video</b>	50 Second	<b>5</b>	5,000/One <b>25,000</b>
4	<b>Testimonials (Video)</b>	1 Minute	<b>20</b>	2,500/One <b>75,000</b>
5	<b>Reel</b>	40 Second	<b>20</b>	2000/ One <b>40,000</b>
6	<b>Celebrities Video</b>	50 Second	<b>12</b>	<b>15,000</b>
7	<b>Infographics</b>		<b>10</b>	1000/Piece <b>10,000</b>
8	<b>Infographic Video (Animation)</b>	30 Second	<b>7</b>	4,000/One Video <b>28,000</b>

9	<b>Campaign Management (Including Social Media Boosting)</b>			<b>10,000</b>
10	<b>Social Media Contest</b>		<b>2</b>	<b>12,000</b>
			<b>Grand Total</b>	<b>3,00,000/-</b>

## Content

The Content for the Social media campaign and the products of material as detailed above shall cover the following broad Content area.

- **Lack of awareness about brain death:** Many people might not understand the concept of brain death and mistakenly believe a person on a ventilator is still alive. This can hinder discussions about organ donation with families.
- **Misconceptions about deceased donation:** Myths like disfigurement of the body, financial burden on families, or religious restrictions on organ donation can deter families from consenting.
- **Religious or cultural beliefs:** Certain religious or cultural beliefs may discourage organ donation.
- **Lack of awareness about registration process:** Many people might not be familiar with organ donation or the registration process.

## Objectives

- To increase awareness about organ donation, educate the public on its importance, and encourage sign-ups for organ donation registries through a compelling social media campaign.
- Increase K-SOTTO Social media followers by 30% Within 6 months.
- Raise Organ donation awareness by 25% among Kerala within 6 months.
- Increase organ donor registrations by 20 % within 6 months.
- Address and dispel common misconceptions about organ donation.

# **Social Media Campaign for Promoting and Raise awareness about Deceased Donor Organ Donation**

**EOI NUMBER: NO.467/B/2024/K-SOTTO**

## **DESCRIPTION OF REQUIREMENTS**

K-SOTTO invites qualified media firms and Start up to submit an Expression of Interest (EOI) to participate in a social media campaign promoting and raise awareness about deceased organ donation and transplantation.

The EOI shall be submitted in original either by hand in sealed envelope addressed to the Executive Director, Kerala State Organ and Tissue Transplant Organization (K-SOTTO), Ist Floor Old House Surgeon Quarters, Super Specialty Block, Medical College, Ulloor, Trivandrum, or by email (EOI) document should be in PDF formats only) to **ed.ksotto@gmail.com** on or before the close of office working hours on **10/10/2024**. The Application must be submitted in the **English/Malayalam language**. All required information must be provided, responding clearly and concisely to all the points set out. A portfolio showcasing your company's previous work/campaigns is a mandatory part of your application. Any application which does not fully and comprehensively address this request for EOI may be rejected. Applications may be withdrawn in writing, prior to the closing time specified in this request for EOI. Applications shall not be modified after the deadline for submission. The evaluation committee shall evaluate the proposals based on eligibility criteria, technical requirements and other terms and conditions of EOI document. The committee shall be empowered to take appropriate decisions on minor deviations, if any.

On the basis of the submitted information and evaluation by the evaluation committee, K-SOTTO shall draw up the shortlist of Companies/Service Providers. Only short-listed Companies/Service Providers will be invited to submit technical and financial proposals. K-SOTTO reserves the right to accept or reject any EOI, and to annul the selection process and reject all Expression at any time, without assigning any reasons thereby incurring any liability to the affected Companies/Service Providers.

### **General Instructions:**

1. All information given in writing to or verbally shared with the Company/Service Provider in connection with this request for EOI is to be treated as strictly 'confidential'.
2. The request for EOI shall be duly signed by the Company/Service Provider's Authorized Representative.
3. Company/Service Provider shall not assign, delegate, subcontract or otherwise deal with any of its rights or obligation under this contract without prior written permission of K-SOTTO.
4. At any time prior to the deadline for submission of proposals, K-SOTTO for any reason, whether on its own initiative or in response to the clarification request by a prospective company/service provider, modify the EOI document.
5. K-SOTTO at its discretion may extend the deadline for the submission of proposals.

6. Submitting a reply to this request for EOI does not automatically guarantee the company/service provider, that they will be considered for receipt of the solicitation when issued.
7. Any false, incomplete or defective information submitted may result in the rejection or cancellation of EOI application.
8. This information is not intended to be exhaustive and interested parties are required to make their own inquiries in order to submit the EOI.
9. After submission of proposals, the Evaluation Committee of K-SOTTO may ask the prospective company/service provider to give a detailed technical presentation, covering following points:
  - Knowledge, skills, expertise of prospective company/service provider pertaining to product for which proposal is submitted.
  - Development of a work plan and related communication documents.
  - The financial proposals

## **COMPANY/SERVICE PROVIDER INFORMATION & REGISTRATION DOCUMENTS**

- Name of the Company
- Address
- Phone Number
- Email Address
- Name and Designation of the Authorized Person
- Legal Status (Provide certified copies of Registration) Certificate of Incorporation, Partnership Deed/Memorandum and Articles of Association or any other equivalent document showing date and place of incorporation, certified by an authorized signatory
- VAT Registration number

## **ANY OTHER INFORMATION**

In addition to the required information, company/service provider may provide company portfolio and other related documents, if any.

### **Last date of submission of EOI:**

The last date of submission of EOI is 10.10.2024


EOI Opening Date & Time is 14.10.2024 & 3PM

### **Contact Details**

**Email id:** [ed.ksotto@gmail.com](mailto:ed.ksotto@gmail.com)

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