

# CARPET EXPORT PROMOTION COUNCIL

(Setup by Ministry of Textiles, Government of India)

## Expression of Interest (EOI) For Engaging a Social Media Management Agency

Ref. No.: CEPC/SM/EOI/2025/

Date: 30<sup>th</sup> July 2025

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### 1. Introduction

The Carpet Export Promotion Council (CEPC), an apex body setup by the Ministry of Textiles, Government of India, invites **Expression of Interest (EOI)** from **qualified and experienced social media management agencies** for handling CEPC's social media platforms in a professional and impactful manner.

The Council aims to enhance its digital outreach and visibility in line with its core objective of promoting Indian handmade carpets globally. The selected agency will support CEPC in promoting events such as the India Carpet Expo and drive engagement with its 2,000 active member exporters.

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### 2. Scope of Work

The selected agency will be responsible for comprehensive management of CEPC's social media platforms, including but not limited to:

- Formulating and executing a digital media strategy
- Designing creative graphics, infographics, videos, and short reels
- Maintaining a **minimum frequency of 3 posts per week**, with additional posts as and when required (e.g. during events, announcements, or important campaigns)
- Regular posting and monitoring of platforms including Facebook, Instagram, X (Twitter), LinkedIn, YouTube & LinkedIn.
- Running targeted promotional campaigns and boosting posts
- Analytics, reporting, and content performance optimization

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### 3. Eligibility Criteria

Interested agencies must meet the following minimum eligibility conditions:

- Minimum **1 year of experience** in managing social media for **reputed organizations**, preferably in the Government, Public Sector Undertaking, Export Promotion Council, or industry association sectors

- Must have a dedicated in-house team for **content writing, graphic design, and social media marketing**
  - Demonstrated experience managing verified social media accounts
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#### 4. Submission of EOI

Interested agencies are invited to submit their **Expression of Interest** along with the following documents:

- Company profile and credentials
  - Brief write-up on relevant experience and list of reputed clients handled
  - Portfolio of recent work with verifiable links or references
  - Concept note or approach for CEPC's digital media management
  - Indicative cost/fee structure
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#### 5. Important Dates

- **Last date for submission: 7<sup>th</sup> August 2025**
  - **Mode of submission:** Email (soft copy)
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#### 6. General Terms

- This is an EOI and not a Request for Proposal (RFP). The Council reserves the right to shortlist agencies and seek detailed proposals thereafter.
  - CEPC reserves the right to accept or reject any or all EOIs without assigning any reason.
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#### EOI will be submit to

Sh. Anuj Jangira, Assistant Director  
[anuj@cepc.co.in](mailto:anuj@cepc.co.in), +91-9013131503