



Ministry of Electronics and Information Technology  
Government of India

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# Expression of Interest (EOI)

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**For selection as  
Social Media Partner of  
G20-DIA (Digital Innovation Alliance)**

**MeitY Startup Hub**

(Ministry of Electronics & Information Technology (MeitY)  
Electronics Niketan, 6, CGO Complex, Pragati Vihar, New Delhi-110003)

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## **Background:**

The G20 Digital Innovation Alliance (G20-DIA) aims to recognize and support innovators that have digital solutions for various world economies. The Ministry of Electronics and IT has chosen the six themes which are of critical significance for global communities. These themes are Ed-tech, Health-tech, Agri-tech, Fin-tech, Secured Digital Infrastructure, and Circular Economy.

There would be various outreach events, sessions around the themes, workshops, expert sessions etc. Each member state would create their own jury as well the criteria for selection of the innovations on their own to select the top 6 innovations to be represented (one from each theme). The deadline for receiving nominations from member states shall be 15<sup>th</sup> May 2023.

The top 6 innovation entries from each member (including invited members) state shall be invited to India for a three-day event at Bangalore in August 2023 which would comprise of innovation showcase, interaction with various stakeholders under each theme, esteemed panel discussions, investor connects and pitching. A total of 174 startups from G20 member states and 9 invited guest countries will be participating.  $[(20+9) * 6 = 174 \text{ Innovations}]$ . Along with the applicants, the member state shall also nominate key stakeholders of their innovation ecosystem (Entrepreneurs, Unicorns, Corporates, Investors, Prominent members, officials etc.) to accompany the innovators/entrepreneurs.

Startups from all the countries will be shortlisted by May15th 2023, and these 174 startups will be provided mentoring support, capacity building workshops, and investor & customer connect programs and session for three months before the Mega Summit in August. More than 10 roadshows will be conducted across various cities in India as well as virtual roadshows for the program will be done in G20 countries.

During the three-day event, innovators will get a chance to pitch their solutions to a strong diversified jury committee which would have academia, corporates, mentors, ministries and investors recognized under each theme. This jury would choose the top 3 digital innovations in each category that will be awarded.

## **2. Objective:**

In furtherance to the social media support G20-DIA in terms of increasing awareness, and engaging audience, MeitY Startup Hub (MSH) invites potential social media partners to submit their Expression of Interest (EOI) with a brief concept note on their previous works to partner for the G20-DIA event as a social media partner. The prospective social media partner would be a legal entity with prior experience in setting up awareness campaigns, mass promotion and other outreach activities for startup events.

## **3. Deliverables:**

The social media partner will provide the following support:

- Create strategies and online awareness campaigns to amplify the outreach and promotional activities of G20-DIA, in order to get maximum participation from the startups as well as other stakeholders in the startup ecosystem.
- Provide team to support in creating content and for promotion of the G20-DIA events/activities i.e. roadshows, challenges and the mega-summit, both pre and post the event.
- Engage the social media influencers for the promotion of the G20-DIA events/activities.
- Provide mentoring support to startups in social media and marketing domain
- May be engaged in events and startups selection and support programs

## **4. Timeline:**

The project will run for Eight months from January 2023 to September 2023.

## 5. Scope of Work:

The Partner undertakes to establish a collaborative working partnership to the extent that such coordination, collaboration and resource sharing is in compliance with all the laws, rules, and regulations applicable as per the Government of India requirements.

## 6. Eligibility Criteria:

A legally established entity in India compliant with the applicable acts, rules, and regulations as stipulated by Government of India, and relevant company act. Aside from India, the partner should have international presence in the G20 countries so as to provide effective support to startups in their home country.

## 7. General Terms and Conditions:

- The assignment will be purely on a pro-bono basis, no financial support/payments/charges will be provided to the partner for the activities undertaken as part of this engagement.
- Any IP or content created as part of this program will be the property of MSH
- The EOI containing the concept note along with other relevant supporting documents should be submitted online through the link given on MSH official website. Manual submission of EOI is not permissible.
- Deadline for online EOI submission is 15<sup>th</sup> February, 2023 till 5:00 PM.