

**India Trade Promotion Organisation  
(Administration Department)**

**Dated 27<sup>th</sup> May, 2020  
New Delhi**

Office Order No.....430.....

**Subject: - Nomination Order- reg. Social Media Management.**

Social Media is the most profitable digital marketing platform that can be used to increase the business visibility these days. It is vital to develop online presence in order to actively participate in today's hyper-connected business ecosystem and to effectively communicate company's brand in a positive and authentic way. Department of Commerce is also actively monitoring the social media activities of departments/ offices under its administrative control and reviewing the same on regular basis. It is expected by DoC that Departments/ PSUs under its administrative control proactively publish content on their respective social media handles and run effective social media campaigns/ ads.

2. As a step towards planning, developing and implementing an effective Social Media marketing campaign for ITPO, following **'Nodal Officers'** are nominated from their respective department to create, curate and compile all the data relating to all departmental fairs/ conferences/ seminars (including third party event related activities), activities, achievements, social campaigns, adoption of Govt. schemes by ITPO, outcome of important meetings/ IECC review meetings/ Board Meetings etc.

<b>S. No.</b>	<b>Department</b>	<b>Nodal Officer</b>
1.	FS-II Department	Sh. Praful Nair, Manager
2.	FS-I Department	Sh. Ravi Prakash Pareek, Senior Manager
3.	BDD Department	Sh. Saurabh Yadav, Manager
4.	Finance Department	Ms. Anchal Agrawal, Manager
5.	Administration Department	Ms. Asif Siraj, Manager
6.	CS Department	Sh. V.P. Malik, Senior Manager
7.	IECC Unit	Sh. Amrit Chitranshan, Manager

The above proposed Nodal Officers will have the following mandate:

- a. The Nodal Officers will endeavor to create, curate and compile all the data relating to departmental fairs/ conferences/ seminars (including third party event related activities), activities, achievements, social campaigns, adoption of Govt. schemes by ITPO, outcome of important meetings/ IECC review meetings/ Board Meetings etc. and invariably provide content on weekly basis or earlier to the Core working Group. **The concerned Nodal Officer will be required to submit a written explanation to management if no relevant, original, high-quality data/ information is received on weekly basis or earlier.**
- b. The Nodal Officer(s) will take internal approvals of the competent authority through their respective departmental HODs and submit approved content to

the Core Working Group through email and on WhatsApp Group only, in order to keep log and trail of the data shared. The Core Working Group will subsequently create creative content for social media campaigns/ ads harnessing on the data received from the Nodal Officers.

c. This job will form part of the annual KRAs of the nominated Nodal Officers.

3. A social media "**Core Working Group**" consisting of the following officers is nominated:-

- a) Sh. Sanjay Vashist, Manager, CPPR.
- b) Sh. Manish Yadav, Deputy Manager, IT.
- c) Sh. Sahil Aggarwal, Deputy Manager, D&D.
- d) Ms. Monica Gehlot, Deputy Manager.

The Core Working Group shall have the following mandate:-

- a) Design, create and manage promotions and social ad campaigns.
- b) Create, curate and manage relevant, original, high-quality content (images, video, written and audio/ podcast).
- c) Oversee designs (i.e. Social media graphics for Cover Pages, Profile Pics, Thumbnails, Ads, Twitter Profile, Landing Pages, Blogs etc.
- d) Identify and improve organizational development aspects that would improve content (i.e. Nodal Officers` training and/ or attendance at industry specific conference/ seminars).
- e) The Core Working Group will analyze the quality & quantity of content shared by the departmental Nodal Officers on bi-monthly basis and submit a report on monthly basis to the concerned HOD

The Core Working Group will report to Sh. Brij Lal, DGM, HOD (D&D). Sh. Abhishek Chauhan, Manager will also assist the Core Working Group till completion of his hand-over phase(as per recent transfer/ posting orders dated 21/05/2020).

  
(Col. Pushpam Kumar, SM)  
OSD (Admin.)

To:-

- All Nodal Officers
- Members of `Core Working Group`
- M(AC)
- DGM (BL)
- All HODs

Copy to:-

- PS to CMD
- PS to ED