

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA
UNSTARRED QUESTION NO. 2079
TO BE ANSWERED ON 02.08.2023

INFLUENCER MARKETING AGENCY

2079. SHRIMATI MALA ROY:

Will the Minister of ELECTRONICS & INFORMATION TECHNOLOGY be pleased to state:-

- (a) whether the government has floated any tender for empanelment of Influencer Marketing Agency with mygov.in ; and
- (b) if so, the details thereof, agency-wise along with the reasons thereon?

ANSWER

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI RAJEEV CHANDRASEKHAR)

(a): Yes, Request for Empanelment (RFE) was published on 7th March 2023 for empanelment of Influencer Marketing Agencies with MyGov.

(b): MyGov has published a RFE (Request for Empanelment) to empanel Influencer Marketing Agencies with MyGov for enabling wider dissemination and enhance citizen engagement to a higher level. The agencies will be required to work with MyGov for dissemination of information related to various campaign /initiatives of MyGov.

In response to the said “Request for Empanelment (RFE), total 14 bids were received. In the 1st Phase, 4 Agencies have been empaneled with MyGov and remaining 10 bids are under evaluation. No work has been assigned to these empaneled agencies and no expenditure has been incurred so far.

Name of 4 agencies empaneled with MyGov

1. M/s Appinventiv Technologies Pvt Ltd ,
2. M/s Clanify Media Pvt Ltd,
3. M/s Savin Communication Private Ltd and
4. M/s Windchimes Communications Pvt
