



Tender Notice No. 148/EDB-Admin/2018-19 Dt. 25-10-2018

**Andhra Pradesh Economic Development Board
(APEDB)**

**NOTICE INVITING REQUEST FOR APPLICATION (RFA)
FOR PROFESSIONAL CONTENT WRITER (Part Time) FOR SUNRISE
NEWSLETTER.**

Apart from the EDB's specific strategies for investment promotion, external engagement, and facilitation the organization is embarking upon a media, branding, and dissemination-strategy to attract investors to the state. Sunrise Newsletter is a by-monthly newsletter initiative by APEDB was inaugurated by the Hon'ble Chief Minister of Andhra Pradesh on 16th, August, 2017 in Vijayawada.

The objective of the newsletter is to showcase investment paradigms taking place in Andhra Pradesh and also directly connect with investors across the world. The newsletter is now reaching around 35 thousands of potential investors across the globe including government departments in India. The newsletter has got the global attention due to its outreach.

To maintain the global standard and professional ethics in writing the newsletter, the APEDB is proposing to invite the professional content writer to engage in the content development of Sunrise Newsletter.

Responsibilities

- APEDB is looking for a Professional Content Writer to engage in developing the content for the Sunrise Newsletter, Government of Andhra Pradesh, and enrich the newsletter in terms of maintaining it with professional standard.
- Content Writer responsibilities include conducting thorough research on industry and investment-related topics, generating ideas for new content types, fact-checking and proofreading articles before publication.
- If you're familiar with Andhra Pradesh's Vision of development and in the areas of investment, industrial activities, investment promotion and entrepreneurship, start up and we'd like to meet you.
- Ultimately, you'll deliver quality writing pieces that appeal to EDB's potential investors, attract and boost the brand Sunrise Andhra Pradesh.

Workflow

1. The content writer will receive raw -content from respective coordinator in EDB
2. Approximate articles for each issue would be between 30 to 40 articles
3. The word count in each article would be between 150 to 450 words
4. Research industry-related topics, in additional to the articles received
5. Coordinate with Media and Communication Division in EDB for all the communication
6. Fact-check on core-content, Names, Designation, Organization etc
7. Proofreading the content before printing and publishing the newsletter.
8. The content writer will mostly work from home, but it is required for content writer to come to EDB office, Hyderabad when there is a requirement.

Feel free to share your CV including experience, skills, samples of your work or portfolio of your published articles, books etc.

(PROPOSAL DUE DATE: November 15, 2018)

(This document is meant for exclusive purposes of submitting the Proposal against this RFA document and shall not be transferred, reproduced or otherwise used for purposes other than that for which it is specifically issued)

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Andhra Pradesh Economic Development Board invites
CVs/Applications for engaging Professional Content Writer for the
Sunrise Andhra Pradesh Newsletter, Andhra Pradesh Economic
Development Board.

Details will be available on the tender page of www.apedb.gov.in

For any queries please send e-mail to: balaiah.k@apedb.co.in or Administrative
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