

19 July 2021

File No: D-34001/2021/NGMA
National Gallery of Modern Art
New Delhi

TENDER NOTICE
INVITATION FOR QUOTATIONS
Name of the work: Social Media Management

Section 1

National Gallery of Modern Art, Delhi is planning to market aggressively through all the major social media management like Facebook, Instagram, Twitter, Youtube, LinkedIn, Snapchat, etc for the promotion of upcoming exhibition and Development and Hosting of NGMA PODCAST .Initially, work would be assigned for 3 month period and extended further upto 12 months based on assessment of performance.

Section 2

- The principal aims and objectives of the National Gallery of Modern Art
- To acquire and preserve works of modern art from 1850s onward
- To organize, maintain and develop galleries for permanent display
- To organize special exhibitions not only in its own premises but in other parts of the country and abroad.
- To develop an education and documentation centre in order to acquire, maintain and preserve documents relating to works of modern art
- To develop a specialized library of books, periodicals, photographs and other audio visual materials
- To organize lectures, seminars and conferences, and to encourage higher studies and research in the field of art history, art criticism, art appreciation, museology and the inter-relations on visual and performing arts.

NGMA wants to hire a multimedia agency which can handle social media through multiple channels for our upcoming exhibition to create the hype about it. And, also for Development and Hosting of NGMA PODCAST Social media handling is a creative activity, especially in the field of art & culture, involving inputs, contents, and presentation in an innovative manner.

Section 3

Scope of work

- Agency will be responsible for complete takeover of the existing social media handles from NGMA. & may be required to create different social media platforms.
- The agency will be responsible for creation of aesthetic and meaningful content related to our upcoming exhibition.
- Agency will do the video editing/ audio chips etc from the raw inputs received from the NGMA. The video shoot will be done by the agency in the creation of promotional videos.
- Agency will give all the social media platforms an aesthetic look by putting up a new creative line with overall theme/strategy approved by NGMA for the period of engagement i.e 3 months.
- Uploading of new & creative contents on various social media platforms such as Facebook, Instagram, Twitter, etc and ensure enhanced market reach digital marketing. Daily promotional or conversational updates in the form of text, photos, audio, interactive content, interviews, testimonials, online surveys and others on all the social media platforms in consultations with NGMA.
- Awareness on social media platforms. Also, getting to know newer platforms for social media engagement and suggesting strategies to NGMA accordingly.
- Agency has to be regularly involved in populating, publishing and updating the content as and when required on 24*7 basis.
- Generate awareness and buzz about the upcoming exhibition and engage users for participation and spreading it. The agency will have to be in regular touch with concerned officers of division.
- Round the clock running of social media sites, updating, analysing social media trends, moderation and intervention when required.
- Feedback/comment analysis on a daily basis. Agencies should also provide detailed analytics & reports about social media and people engagement.
- Providing amplification of Digital marketing communication through both paid and non-paid promotion.
- Innovative ideas for better reach
- NGMA Podcast shall be in monthly episode format which will be in conversation cum storytelling, format i.e 1 episode per month.
- Typical duration of one episode to be of maximum 20 minutes audio content each.

- The Podcast shall run over popular platforms viz spotify, apple podcasts, etc
- Audio creation and editing work. Audio files will also be provided by the agency. Management once content is onboarded over Podcast platform
- Development and Promotional teasers for PODCAST, and uploading on social media for better reach.

Interested parties are requested to submit quotation in sealed envelope within 7 (seven) days of the publication of this notice to the following

Dr Jyoti Tokas
HoO and Curator

Terms and conditions

01 Bidders eligibility criteria:

- 1) Bidder should be a registered entity and should be authorized service provider of the quoted work and should submit the relevant documents/certificates.
- 2) (Certificate of Incorporation/Registration, PAN Card, GST Registration certificate)
- 3) The bidder should have PAN/TAN/GST/TIN registration in their name.
- 4) The bidder should have registered an office and/or authorized branch/office in Delhi-NCR area.
- 5) The firm/agency should not have been blacklisted by any Government organization.
- 6) Even though the bidders meet the above qualifying criteria, they are subject to be disqualified if they have:
 - i) Made misleading or false representation in the forms, statements and attachments submitted in proof of the qualification requirements ; and/or