

NATIONAL COUNCIL OF SCIENCE MUSEUMS
SECTOR-V, BLOCK-GN, BIDHANNAGAR,
KOLKATA : 700 091.

NOTICE INVITING E-TENDER

TENDER NO.18012/7/19(170)

**Invitation of Quotation for PR, Digital and Social Media Campaign for the Exhibition
“*Superbugs: The End of Antibiotics?*”**

1. Introduction:

National Council of Science Museums (NCSM), an organisation under the Ministry of Culture, Govt. of India is organising an International travelling exhibition “Superbugs: The End of Antibiotics?” in collaboration with the Science Museum Group, London. The exhibition has been planned to be inaugurated at National Science Centre, Delhi on September 6, 2019 and thereafter will travel to Mumbai, Bengaluru, and Kolkata and will be in circulation from September 2019 to August 2020. Venue of the exhibition will be National Science Centre, Delhi, Nehru Science Centre, Mumbai, Visvesvaraya Industrial and Technological Museum (VITM), Bengaluru and Science City, Kolkata.

‘Superbugs: The End of Antibiotics’ exhibition explores how society is responding to the enormous challenge of antibiotic resistance, featuring scientific research from across the globe and the personal stories of those waging war on the Superbugs. Bacteria, tiny organisms capable of causing disease, are becoming resistant to our most powerful weapon against them, antibiotics and turning into Superbugs. Humanity’s overuse of the life-saving drugs in medicine and agriculture has aggravated the problem. Faced with a crisis on a global scale, people are responding with innovative solutions, giving us hope that we can overcome one of the greatest medical challenges of our age. The unique travelling exhibition shall contain real stories, artefacts, interactives and immersive display using latest technologies to create awareness amongst the public and children in particular. Around 1 million visitors are expected to visit the exhibition during its tenure of one year in circulation.

NCSM intends to hire an agency or agencies for Digital and Social Media promotion and PR of the exhibition. The agency will invite Media people and arrange for Press Conference during the inauguration of the exhibition at all the four venues – Delhi, Mumbai, Bengaluru and Kolkata. Agencies may apply for only one part as mentioned in the Scope of the Work or both (Part-I and Part-II) as per their choice and capabilities.

The purpose of the PR and Social & Digital Media Campaigning is to create awareness among the target public and motivate them to visit the exhibition at all four places.

2. Scope of the Work:

| Sl. No. | Items | Deliverables by the Agency |
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| I. | Part-I | Social Media and Digital Promotion |
| | Duration of the Campaign | September 2019 –August 2020 |
| 1. | Maintenance and Promotion of Social Media Pages of the Exhibition on Facebook, Twitter and YouTube. | <ul style="list-style-type: none"> The agency will have to prepare content (Graphical/Animation/AV) in consultation with NCSM officials and post on the Social Media pages of the exhibition. Duration of AV content will be less than 2 minutes generally but Duration of One AV content may be 2-5 minutes per month). The agency will have to submit a Monthly report which may consist of data such as, Facebook (No. of Posts made, Likes on Posts, Reach, No. of Followers added), Twitter (Tweets, Retweets, Impressions, Followers added), YouTube (Subscriber added, Views on Videos) etc. mentioning reach to the target public. Suitable Hashtags may be used in promotion |
| 1.(a) | Facebook | <ul style="list-style-type: none"> Minimum Content Posting – 15 per month Minimum AV content posting – 4 per month Minimum Likes and Followers – 10,000 per month Boosting of Posts so as to reach out to the target people such as School and College students, Medical Fraternity, Nursing Students etc. Suitable Hashtags may be used in promotion |
| 1.(b) | Twitter | <ul style="list-style-type: none"> Minimum Content Posting – 15 per month Minimum AV content posting – 4 per month Minimum Followers – 7,500 per month Promotion of Posts so as to reach out to the target people such as School and College students, Medical Fraternity, Nursing Students etc. |
| 1.(c) | YouTube | <ul style="list-style-type: none"> Minimum AV Content Posting – 4 per month Minimum Subscriber 3000 per month Minimum Video Views – 20,000 per month |
| 2. | WhatsApp Blasting, SMS and E-mail Marketing | <ul style="list-style-type: none"> Sending messages related to the Exhibition ‘Superbugs: The End of Antibiotics?’ to the People in Delhi, Mumbai, Bengaluru and Kolkata Minimum 5, 00,000 messages to be sent in each city either through SMS or WhatsApp. In addition to this E-mail Messages to be sent also. The agency will have to prepare draft messages in consultation with NCSM officials and send the final version with the approval of the competent authority of NCSM. |

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| 3. | Blogging | <ul style="list-style-type: none"> • A Blog on the exhibition has been developed. The agency will have to identify key Science Bloggers, mainly from India and invite Blog Posts related to the Exhibition and all related topics like Superbugs, AMR etc. In such blog posts name of National Council of Science Museums (NCSM) should appear positively. |
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| II. | Part-II | Media Invitation and arrangement of Press Conferences at New Delhi (September 2019), Mumbai (December 2019), Bengaluru (March 2020) and Kolkata (June 2020) |
| 1. | Inviting Media during the Inauguration and making arrangements for the Press Conference | <ul style="list-style-type: none"> • The agency will have to Invite Media people during the inauguration and to the Press Conference on the day of Inauguration at New Delhi (September 2019), Mumbai (December 2019), Bengaluru (March 2020) and Kolkata (June 2020) and also to ensure sound Media coverage by prominent media houses. |
| | | <ul style="list-style-type: none"> • Arrangement of Press Conference at Delhi, Mumbai, Bengaluru and Kolkata. • Invitation to Media, Follow up with Media people to ensure maximum participation of Media People (More than 30) at each place. The media houses should consist of 10-15 National Media and Others from Regional, Local and Prominent Web Portals. Science based journalist, media houses, bloggers etc. may be invited. • The agency will have to ensure coverage accordingly in Print, web and Electronic Media. • The agency will have to submit entire coverage to NCSM in soft and hard copy. The coverage of Electronic Media should be submitted in DVDs/Pen drives. • Crisis Management: The agency shall monitor every activity carefully and manage any crisis situation which damages or may damage the reputation of the Exhibition, NCSM or any of the stakeholders. Any negative response from public, media etc. on any platform should be handled carefully and promptly so as to avoid any crisis situation. An immediate well planned counter strategy will be required by the agency to manage any such damage/situation. |

Social Media and Digital Promotion for the exhibition “*Superbugs: The End of Antibiotics?*”

| Sl. No. | Items | Deliverables by the Agency |
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| PART – I SOCIAL MEDIA AND DIGITAL PROMOTION | | |
| Duration of the Campaign : September 2019 – August 2020 | | |
| 1 | Maintenance of Social Media Pages of the Exhibition on Facebook, Twitter and YouTube. | Development of Content for Social Media Graphical (15 per month) and AV content (4 per month) |
| 2 | Facebook, Twitter and YouTube | Posting and Promotion of Content using promotional features on Facebook, Twitter and YouTube (Boosting of Posts etc.) |
| 3 | WhatsApp Blasting, SMS, E-mail marketing | At least 5,00,000 messages to be sent in each of the four cities Delhi, Mumbai, Bengaluru and Kolkata |
| 4 | Blogging | At least 2 Blogs per month |

Arrangement of Press Conferences and Media Coverage for the exhibition “*Superbugs: The End of Antibiotics?*”

| Sl. No. | Items | Deliverables by the Agency |
|--|---|----------------------------|
| Part-II : Media Invitation and arrangement of Press Conferences at New Delhi (September 2019), Mumbai (December 2019), Bengaluru (March 2020) and Kolkata (June 2020) | | |
| 5 | Inviting Media during the Inauguration, making all necessary arrangements for the Press Conference and media coverage | |

Checklist:

| Sl. No. | Documents required |
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| 1. | Copy of Certificate of Registration |
| 2. | Audited Report of Company's turnover for the last 3 years |
| 3. | Details of GST registration |
| 4. | PAN No. and a Copy of the PAN |
| 5. | IT Return for last 3 years |
| 6. | Previous Work Order and Work Completion Certificates of Last Three Years which should be related to the work for which applying in this tender. |