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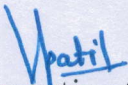
Shree Siddhivinayak Ganapati Temple Trust
Prabhadevi, Mumbai 400028

Sub: Appointment of Social Media Agency.

Terms & Conditions:

1. The social media agency should have its office in Mumbai and must have a good track record for meeting its brand building and social media management requirements. They should have an in house studio with a multi - camera set up.
2. The agency will be required to manage all the social media accounts of the Temple and ensure that all the relevant information about the Temple, upcoming events, news, images and videos shall be posted on the official accounts only.
3. The social media agency shall also be required to take up additional works during the special occasions & festivals celebrated at the Temple, as may be required by the Trust.
4. The bidder should have at least 05 (five) years of experience in social media management and production. Experience should be counted on the basis of date of registration of bidder company/agency. The bidder should have live streaming technology for real time broadcasting and high-end equipment for media production.
5. The bidder should have team of;
 - i. Video editors
 - ii. Content writers
 - iii. Graphics designers
 - iv. Social media managers
 - v. Audio visual technicianswho should possess relevant qualifications in their respective field.
6. The bidder should have an average annual turnover of Rs. 50,00,000/- (Rupees Fifty Lakhs Only) for last 03 (THREE) consecutive financial years.

7. The bidder should have staff strength of at least 10 employees.
8. The bidder shall be registered as an MSME and possess a valid Udyog Aadhar certificate.
9. The bidder shall hold a valid DGIPR Empanelment certificate.
10. The agency should raise/submit their bill before 10th of every next month.
11. The agency/bidder should upload the content on social media platform only after the permission of the trust administration.
12. Any kind of activity of agency which leads to defamation of the trust will not be tolerated. Strict action will be taken against the agency and work order will be terminated with immediate effect.
13. The copy of an indicative scope of work is attached herewith; however, this may change according to the requirements of the Trust, from time to time.
14. The interested individuals/agencies can send their complete profile with the relevant details in TWO (02) sealed envelopes namely, (1) Technical Documents and (2) Financial Quote, addressed to The Executive Officer, Shree Siddhivinayak Ganapati Temple Trust, S. K. Bole Road, Prabhadevi, Mumbai 400028.
15. The last date for submission of the EOI is Saturday, 5th October 2024 till 4.00 pm.
16. Further details regarding the same will be provided once the agency is selected by the Trust.
17. All decisions taken by the Trust in this regard shall be final and binding on the parties.
18. The Trust reserves the right to reject any or all offers without assigning any reason.


Executive Officer
Shree Siddhivinayak Ganapati Temple Trust

Scope of Work

Objectives of social media agency will be to enhance online presence, build a vibrant digital community around the temple and promote festivals and major events like ganesh chaturthi and navratri, engage with the community, share daily aartis, bhajans and messages from the temple's priests, encourage donations, run campaigns to collect online donations, inform visitors and provide information about temple timings, services and special facilities.

Target audience of the agency should be;

- Devotees in India and abroad
- Tourists: people visiting for religious tourism
- Youth: connect with the younger generation through digital media to maintain spiritual values

The agency should have to focus on social media platforms like;

- Instagram: share visual stories about the temple, reels from festivals and daily aarti pictures
- Facebook: update events, share detailed posts about the temple, and host live videos
- Youtube: stream live aartis and bhajans from the temple
- Twitter: provide instant updates, event schedules, and new about the temple happenings

Social media agency should cover the following events;

- Weekly aarti live sessions (youtube, facebook): stream important aartis live
- Festival promotion (Instagram, twitter): countdown posts and stories leading up to festival events
- Temple history and stories (facebook, instagram): share the temples mythological background and interesting stories
- Religious quotes (instagram): post motivational or spiritual quotes using hashtags like #mondaymotivation or #dailyblessings
- Photography of the temple (Instagram, facebook): share high-quality images of the temple, idols and rituals
- Behind-the-scenes (stories): show preparations for the aartis, decoration and priest preparations
- Hashtags: #siddhivinayak #ganpatibappamorya #dailyaarti #spiritualjourney #vinayaktemple

- Daily: religious quotes, blessing messages and temple photos
- Weekly: on elive aarti and one video (temple activities, bhajans)
- Monthly: festival-related posts and videos, special temple events
- Seasonal: special promotions for diwali, ganesh chaturthi and Navratri
- Collaborations: to boost temple visibility with local influencers or spiritual leaders
- Work related to cyber cell and cyber crime
- Promotion of svt app and temples website
- Linking of svt app to all social media handlers like facebook, Instagram, twitter, etc.

Indicative Scope of Work

Selected Social Media Agency shall provide following indicative services (subject to approval of the Trust):

BASIC
Aligning the social media and digital strategy
Analysis and engagement planning for the events
Platform Analysis & innovation
Campaign & Strategy Building
Comprehensive Reporting
Empathy Mapping
FACEBOOK
Page Creation & Management
Strategy Building/Story Boarding/Creative Ideation
Ideation on content strategy
Daily engagement and query management on working days
Page and posts Insights and analysis
Campaign Reports and Analysis
Weekly Growth Report
Profile pictures/Cover Photos
Posts
-Image based posts
-Artworks

TWITTER

Handle Creation & Management

Strategy Building and Engagement Planning

List building

Follow/Unfollow reverent accounts

Replies to Mentions and DMs

Live Events / Campaigns Ideation & execution

Skins/Profile photo/ Cover Image

Twitter contests ideation and execution

Twitter chats or Facebook Chats

Daily Tweets

- Premade

- Live/trending topics/conversations

INSTAGRAM

Handle Creation & Management

Gaining Followers

Strategy Building and Engagement Planning

Follow/Unfollow reverent accounts

Live Events / Campaigns Ideation & execution

Instagram Posts

YouTube channels

Channel creations

Creation of videos for YouTube Channel

Uploading of content on YouTube channels

Strike/claim on other unofficial channels exploiting content of the Temple

REPORTING

Weekly Job Status Report

Weekly Dashboard

Monthly Progress Report

- Fan & Follower increase

- Demographic distribution

- Contest analysis

- Overall Reach

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Technical Documents in Envelope - 1

Bidder should mention Subject as "Quotation for Social Media", Name of company, address and contact details email id on the envelope.

The bidder have to submit the following documents in Sealed Envelope No.1. Company registration certificate, gst certificate, pan card, annual turnover certificate of last 3 consecutive financial years certified by the Chartered Accountant.

Financial Quote on Letterhead in Envelope - 2

The bidder have to submit the following financial quote in Sealed Envelope No.2.

Sr. No.	Description	Amount (Rs.)
1.	Expression of Interest for Empanelment of Social Media Agency to handle all the official social media accounts of the Temple including Facebook Page, Instagram Handle, Twitter Handle, YouTube Channel to broadcast activities conducted by temple with all your equipments and manpower.	

OR

Sr. No.	Description	Amount (Rs.)
2.	Expression of Interest for Empanelment of Social Media Agency to handle all the official social media accounts of the Temple including Facebook Page, Instagram Handle, Twitter Handle, YouTube Channel to broadcast activities conducted by temple with necessary manpower without your equipments.	