

I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR

Estd. Under Punjab Technical University Act, 1996
(Punjab Act No. 1 of 1997)

Ref. No. IKGPTU/PRO/073

Date: 28/11/2024

www.ptu.ac.in

Notice Board

Sub: Call for Quotations - Manage/handle University's Social Media pages i.e. Facebook, Instagram, Instagram Threads, Twitter & Youtube for **One Year**.

Sir/Madam

Please send sealed quotation to handle **University's Social Media pages i.e. Facebook, Instagram, Instagram Threads, Twitter & Youtube for one year** to fulfillment of the following: -

- . Page Management
- . Research and Idea Generation
- . Creative Designing in Sync with the Brand
- . Engaging Content Development
- . Review Management
- . Plan & roll out contests/activities
- . Irrelevant comment Management
- . Design and manage Geo/Google Targeted ad campaigns
- . Build a strong online community over a period of time.
- . Making Instagram, Facebook reels of University Various Campuses/Events etc.
- . Manage pages to control hack/virus target/ irrelevant entries, control of digital negative effect/attacks etc.

Agencies/firms are advised to send quotation alongwith GST number & GST charges **latest by 13-12-2024** in the office of Registrar, I.K. Gujral Punjab Technical University Jalandhar-Kapurthala.

Note: Please mention on the envelop-

Upper center - "Quotation regarding Manage/handle University's Social Media pages i.e. Facebook, Instagram, Instagram Threads, Twitter & Youtube"

Down right side - Name of the firm"

Rajneesh Kumar Sharma
28/11/24

Rajneesh Kumar Sharma
Deputy Registrar-Public Relations

Copy to:

1. Registrar, IKGPTU for Information.
2. All Committee Members for Information.