

I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR

Estd. Under Punjab Technical University Act, 1996

(Punjab Act No. 1 of 1997)

Ref. No. IKGPTU/PRO/027

Date: 30/03/2020

University Notice Board

www.ptu.ac.in

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.

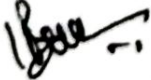
Agencies/firms are advised to send quotation alongwith GST number & GST charges **latest by 15-04-2026 (Wednesday till 05.00 PM)** in the office of Registrar, I.K. Gujral Punjab

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
Deputy Registrar-Public Relations

Copy to:

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