



NATIONAL INSTITUTE OF TECHNOLOGY TIRUCHIRAPPALLI – 15

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Corrigendum Notice

E-Tender ID: 2019_NITT_478069_1

Date: June 18, 2019

I) Name of Service to be read as :

Selection of Service Provider for PR, MEDIA & Social Media Management & Development of Content for PR, MEDIA & Social Media.

Instead of

Selection of Service Provider For Social Media Management & Development of Content for Social Media

II) Additional Specifications & Conditions :

In addition to the Specifications & Conditions available in the E-Tender document (under 6.1 detailed scope of services of scope of services under Section 6), the following Additional specifications & Conditions has been included.

Additional Specification:

Media Outreach

- The communication strategy should include print, electronic, regional media and online media including international media outreach.
- Senior team from the agency should conduct key message development workshops to develop key messages for the communication campaign.
- The agency must conduct media training workshops from time to time for key faculty and officers at the Institute to train them on effective message delivery and Do's and Don'ts.
- The agency must develop a media list covering all media - Print, Electronic, Online - with journalists covering education, startups, entrepreneurship, Science & Technology, innovation, etc. And the media list must be updated on an ongoing basis for all key metros including Chennai, Delhi, Mumbai, Kolkata, Bangalore, Hyderabad.
- Agency must organize relationship-building meetings for the institute's leadership with editors and senior journalists. Two or more relationship-building meeting per month to be organized.
- Agency must meet the Institute officials from time to time to assess quarterly performance, understand priorities for the media outreach, develop outreach strategy, and execute accordingly.
- Agency must meet faculty across Departments, reaching out to at least 10 faculty per month, including new ones, across departments, to understand the research in progress and work out a case to case strategy for media outreach for such research to highlight the outcomes and the impact. At least ten large format media stones per quarter on research should be the targeted outcome.
- Agency must provide media outreach support for ongoing announcements and events, seminars and activities of media relevance on campus. An average of 3 large events per



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quarter and about 5 small events per quarter will be held on campus for which media has to be invited and coverage to be managed.

- Ongoing media outreach with electronic media to cover student and faculty research, as well as events in the Institute, must be organized. 2 large format electronic media coverage, regional and national, to be organized per quarter.
- The agency must place at least one authored articles per quarter from key faculty in the Institute in mainline national media.
- The agency must organize one visit of a senior journalist (preferably covering Science & research) to campus from a national daily / magazine / TV to highlight the high-end research on campus.
- The agency must source opportunities for faculty of the Institute to be invited as panelist on discussions on Science research. This must be opportunities in national TV and regional TV channels.
- The agency must work with the placement cell of the institute to highlight the success stories of placements every season on campus.
- The agency will be required to work with student bodies on campus to highlight the research and activities of students.
- The agency must coordinate all media activities with the Institute's PR& media team for appropriate social media amplification.
- The agency must provide ongoing counsel during crisis. This should include alertness in media monitoring, counselling the institute on crisis communication and preparing media statements and responses to media queries and coming up with a strategy for crisis communication.
- The agency must also conduct a crisis communication workshop for key faculty and leadership to prepare them to communicate during crisis situations.
- The agency must monitor print, online and electronic media on a daily basis and send the Institute a daily monitoring report of all news clips.
- The agency must submit a dossier of coverage along with analysis of the coverage on a monthly basis.

III) Online Bid Submission End Date (mentioned in sl. no.1) and Bid Opening date (mentioned in sl.no.2) specified in D. Submission and Opening of Bids of BID DATA SHEET (BDS) under Section 5 to be read as follows:

Date & Time	To be read as	Instead of
The deadline for bid submission is Date and Time	<u>03.07.2019 (11.00AM)</u>	01.07.2019 (11.00 AM)
Bid Opening Date & time	<u>04.07.2019 (11.00AM)</u>	02.07.2019 (11.00 AM)

All other terms and Conditions of the E-Tender document remain unaltered.

Tender Inviting Authority