

SHILPARAMAM ARTS, CRAFTS & CULTURAL SOCIETY

Madhapur, Hyderabad.

TENDER NOTICE

Shilparamam Arts Crafts and Cultural Society, Hyderabad intends to start its own youtube channel for promotion of its activities to preserve, propogate and perpetuate the rich Indian Cultural Heritage.

Sealed Tenders are invited from the Experienced persons in the field for gathering information to create the content with all the required technical inputs.

Interested persons may apply to the undersigned on or before 5.10.2023 by 3.00 PM. For further details visit our website www.shilparamam.in

Sd/- **Special Officer,
Shilparamam.**

DIPR RO No.7508-PP/CL/Advt/1/2023-24, Dt:30/09/2023

Action Plan:

We propose the below solution to ensure that the YouTube channel for Shilparamam gets the audience it deserves:

- A proper qualitative and quantitative research for a compelling content will be done by the team. Based on the research, we develop the strategy that is to be implemented.
- Creating good and unique content, optimising the content, building content calendar and scheduling the content.
- Video production and promotion.

Roles of the Technical Team:

Content strategist - Responsible for gathering information, creating content, performing extensive research and analysis on recent audience trends, planning and scheduling optimising the content.

Editor - Video Editor's reviews footage, adds sounds and graphics according to the project requirements to create compelling and engaging video.

Designer - Graphic designer create images that represent the YouTube video that are bold, colorful, and engaging enough to make viewers click them.

SEO Specialist - Responsible for auditing and optimising the channel layout, playlist structures, and featured content to enhance discoverability. They also research and identify key video topics, titles, keywords, annotations, tags, and descriptions to improve search visibility by making sure they are SEO-friendly.

Photographer/Videographer - They capture or film bite-sized, audience appropriate content using creative skills. They co-ordinate and manage many aspects of video production process from start finish.

Sl No	Particulars
1	<u>Initial Setup Cost</u> - Creation of YouTube channel and all the social handles(One time)
2	<u>Monthly Maintenance</u> Recruitment and essential salary for the technical team of 5 members as follows:- Editor, Designer, SEO specialist, Content strategist and Photographer/Videographer*(details enclosed) <i>*Photographer or videographer will be available to shoot only during planned activities for the YouTube channel</i>
3	<u>YouTube channel responsive website</u> (One time)
4	<u>Consultation Charges</u>