



INSTITUTE OF HOTEL MANAGEMENT, CATERING TECHNOLOGY AND APPLIED NUTRITION

होटल प्रबंधन खानपान तकनीक एवं पोषण आहार संस्थान

(An Autonomous body under Department of Tourism, Govt. of Jharkhand)
(Affiliated to National Council of Hotel Management & Catering Technology)

BRAMBE, RANCHI-835205

Phone:-9162724666, 9162336888 | Email: ihmranchi@gmail.com | Website: www.ihmranchi.in

Letter No: IHM/Website-01/2019 (Part-II)- 3744

Date: - 9/9/24

दर (Quotation)

होटल प्रबंधन संस्थान कैटरिंग टेक्नोलॉजी एवं एप्लाइड न्यूट्रीशन, ब्राम्बे, राँची के Website Maintenance तथा-Social Media Operations करने हेतु दर (Quotation) निम्न प्रकार आमंत्रित की जाती है:-

Website Maintenance

- The graphical contents of the website should result in an eye-catching website, with a pleasant and appealing color-codes portraying activities of IHM.
- The website should be optimized for load time, response time, navigation and search etc. The optimization should cover all the areas like HTML, CSS, GRAPHICS, PDF, etc., and would be involving smaller page size and faster downloads. The website should be supported by all browsers must be GIGW / STQC compliant.
- Security audit as per statutory requirements (as and when required); Security clearance certificate.
- Obtain Web guideline / compliance certificate from STQC (as and when required)
- Modification of Site Map as and when required.
- Provide all technical support to IHM related to Software including hosting and domain registration, in case requirement arises.
- Should work closely with the IHM and designate a team to provide the requested job in a timely and professional manner.
- Publicize all cultural events on all the social media platforms.
- Create relevant tagging & linkages of content on the all platforms.
- To provide training, skill up-gradation and capacity building of the officers of IHM to handle social media sites through lecture, seminar, workshop, class room and online teaching etc.
- The agency will handle any cosmetic changes to the website, including adding new webpages or updating text/image content.
- Dynamic Feature Additions: Complex dynamic features that require extensive coding are not included in the maintenance package.
- SMS/WhatsApp OTP Integration: Integration of SMS or WhatsApp OTP services will incur additional tariffs and platform charges, billed at actual rates.
- Email Maintenance: The agency will be responsible for email maintenance on Google Workspace on actual chargeable basis for Google.

Digital Marketing Support

SEO and SEM: Comprehensive on-page and off-page SEO (Search Engine Optimization) and SEM (Search Engine Marketing) services will be provided. This includes but is not limited to:

- ✓ Keyword research and optimization
- ✓ Meta tag creation and optimization
- ✓ Content optimization
- ✓ Link building
- ✓ Technical SEO audits
- ✓ Competitor analysis
- ✓ PPC (Pay-Per-Click) campaign management
- ✓ Performance tracking and reporting

P.T.O

Digital Advertising: The agency will manage Google Ads and Meta Ads, ensuring optimal performance and return on investment.

Social Media Management: The agency will maintain social media postings through Facebook, Instagram, LinkedIn, and Twitter. This includes running paid ads and employing organic strategies for the growth of social media handles.

- Digital Creative/Video Editing Support
- Social Media and Video Content: The agency will support the creation of social media posts and video editing, ensuring high-quality digital content suitable for various platforms.
- Print Creative Support
- Print Creative Services: Print creative services will be available at the following rates:
 - [Agency will Insert specific rates here]
- Photography Support
- Photography Services: Professional photography services will be provided at the following rates:
 - [Agency will Insert specific rates here]
- Additional Considerations

Monthly Reporting: The agency will provide monthly reports on the performance of the website and digital marketing efforts.

Consultation Services: Regular consultation meetings to discuss strategies, performance, and any necessary adjustments.

Emergency Support: Priority support for urgent issues related to website functionality

Website Maintenance and Social Media Operations एवं उपर्युक्त वर्णित कार्य हेतु होटल प्रबंधन संस्थान कैटरिंग टेक्नोलॉजी एवं एप्लाइड न्यूट्रीशन, बाम्बे, राँची के पते पर दिनांक 23/09/2024 को संध्या 5:00 बजे तक दर एवं गुणवत्ता-वर्गीकरण के साथ पूर्ण विवरण एवं सभी अनुमान्य कर (Tax) सहित दर (Quotation) प्रेषित की जा सकती है। तत् पश्चात निर्णयानुसार क्रयआदेश दिया जायेगा।

नियम एवं शर्तें—

1. कोटेशन के साथ **GST Registration** प्रमाण-पत्र, आधार कार्ड, पैनकार्ड एवं विगत तीन वर्षों का ITR की छायाप्रति संलग्न करना अनिवार्य होगा।
2. कोटेशनदाता के द्वारा किसी शैक्षणिक संस्थानों, अस्पताल या अन्य **Corporate Service Sector** में कार्य किये जाने से संबंधित अनुभव प्रमाण-पत्र की छायाप्रति कोटेशन के साथ संलग्न करेंगे।
3. किसी भी कोटेशन/आवेदन को स्वीकृत करने अथवा अस्वीकृत करने का अधिकार संस्थान के पास सुरक्षित रहेगा।
4. अंतिम तिथि के बाद प्राप्त कोटेशन पर विचार नहीं किया जायेगा।


(डॉ० भूपेश कुमार)

प्राचार्य

होटल प्रबंधन संस्थान कैटरिंग
टेक्नोलॉजी एवं एप्लाइड न्यूट्रीशन
बाम्बे, राँची

:-Notice Board & Website Upload.