

SALAR JUNG MUSEUM, HYDERABAD

(Under the Ministry of Culture, Government of India)

**REQUEST FOR PROPOSAL (RFP) FOR SELECTION OF SOCIAL MEDIA
MANAGEMENT AND PUBLIC RELATIONS MANAGEMENT AGENCY**

(Limited Tender – Invited Agencies Only)

Tender Reference: SJM/CCL/SMPR/2025-26/1367

Date of Issue: 30th Jan 2026

Issued by:

Director, Salar Jung Museum

Dar-ul-Shifa, Hyderabad – 500002, Telangana State

Phone: +91 40 24576443 | Fax: +91 40 24572558

Email: salarjungmuseum1951@gmail.com

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1. NOTICE INVITING LIMITED TENDER

Salar Jung Museum, Hyderabad, invites sealed proposals from experienced and reputed agencies for **Social Media Management and Public Relations (PR)** services to promote the Museum's cultural, educational, and artistic initiatives through digital and media outreach.

This tender is issued under the **Limited Tender** process. Only invited agencies with proven experience in digital media and PR management for government or cultural organizations are eligible.

Key Tender Details

Particulars	Details
Tender Reference	SJM/CCL/SMPR/2025-26/1265-1
Type of Tender	Limited Tender (Invited Agencies only)
Duration	2 Years + Extendable by 2 + 1 Years
Mode of Submission	Physical Submission – Two Envelope System
Last Date for Submission	15 Days from advertisement at Salar Jung Museum website, up to 3:00 PM
Address for Submission	Director, Salar Jung Museum, Dar-ul-Shifa, Hyderabad – 500002
Contact Email	salarjungmuseum1951@gmail.com

2. INSTRUCTIONS TO BIDDERS

2.1 Introduction

This RFP aims to select an agency capable of delivering comprehensive digital and public communication services for the Museum.

2.2 Availability of RFP

The document is available on the Museum's website: www.salarjungmuseum.in

2.3 Eligibility

- Registered Indian entity (Company/LLP/Firm) with valid GST & PAN.
- Minimum **3 years** in operation. (exempted for agencies under startup of India)
- Average annual turnover \geq ₹50 lakh during FY 2021–22, 2022–23, 2023–24.
- Not blacklisted by any government body.

2.4 Bid Structure

Envelope 1: Technical Proposal (Forms, Credentials, Proofs)

Envelope 2: Financial Proposal (Monthly Retainer Fee)

2.5 Clarifications

Queries should be emailed to **salarjungmuseum1951@gmail.com** within 15 days of issue.

2.6 Submission Deadline

All proposals must reach the Museum office before **3:00 PM on the 15th day** from RFP issue at Salar Jung Museum website

3. TERMS OF REFERENCE (ToR)

3.1 Background

Salar Jung Museum, one of India's most significant repositories of art and heritage, seeks to expand its digital footprint through sustained social media and PR engagement. The appointed agency will plan, execute, and monitor campaigns to increase national and international visibility.

3.2 Objectives

- Enhance the Museum's digital presence.
- Promote exhibitions, events, and educational programs.
- Build awareness of India's cultural heritage.
- Strengthen public perception through media and influencer collaborations.

3.3 Detailed Scope of Work

A. Social Media Management

1. Develop annual and monthly digital content strategies.
2. Create visual, video, and interactive posts in English and Hindi.
3. Manage social media handles (Facebook, Instagram, X, YouTube, LinkedIn).
4. Ensure prompt engagement and response management.
5. Prepare analytics reports on growth and insights.

B. Public Relations & Media

1. Develop press releases, statements, and media advisories.
2. Manage press conferences, briefings, and coverage during exhibitions.
3. Maintain a comprehensive media contact list.
4. Secure feature stories and interviews in print and digital outlets.

C. Influencer & Event Coordination

1. Identify and collaborate with credible cultural influencers.
2. Ensure high-quality on-ground coverage for events.
3. Produce short-form video documentation and visual recaps.

D. Monitoring & Reporting

1. Monthly analytics report (reach, engagement, impressions).
2. Quarterly performance review.
3. Year-end impact summary.

4. EVALUATION CRITERIA

4.1 Preliminary Evaluation

Verification of eligibility, documents, and fee payments.

4.2 Technical Evaluation (100 Marks)

S. No	Parameter	Criteria	Marks
1	Annual Turnover	₹50L–1Cr: 5; ₹1–2Cr: 10; >₹2Cr: 15	15
2	Experience in Govt/Cultural Projects	3 projects: 10; 5 projects: 15; >5: 20	20
3	Team & Resources	Account Manager, PR lead, Creative Designer, Analyst	10
4	Strategic & Creative Approach	Relevance, originality, feasibility	25
5	Presentation Quality	Cultural sensitivity, clarity, design, and depth	20
6	Certifications/Awards	ISO, national awards, MoC projects	10
Total			100

Qualifying Score: 70 Marks.

Only qualified bidders proceed to financial evaluation.

4.3 Financial Evaluation

Lowest evaluated price (L1) may not be the sole criterion; quality and cost will both be considered for final selection.

5. GENERAL CONDITIONS OF CONTRACT

5.1 Duration

2 years + extendable by 2 + 1 years based on performance.

5.2 Performance Review

Quarterly review based on deliverables and KPIs.

5.3 Confidentiality

All creative work, data, and analytics remain the property of Salar Jung Museum.

5.4 Intellectual Property

Museum retains complete ownership of all developed materials.

6. PAYMENT TERMS

1. Monthly payments upon submission of invoice and approval of reports.
2. No advance payment.
3. Taxes and TDS as applicable.
4. Payment subject to performance certification by the Director.

7. ANNEXURES

Annexure I – Bid Submission Form

(On Letterhead)

Includes declaration of acceptance, signatory authorization, and company seal.

Annexure II – Technical Proposal Format

Agency background, team composition, relevant projects, creative strategy, and approach note.

Annexure III – Financial Bid Format

Item	Monthly Fee (INR, incl. taxes)	Remarks
Social Media Management		
Public Relations		
Total		

Annexure IV – Power of Attorney

Authorizing official signatory to submit the proposal.

Annexure V – Checklist

Document	Attached (Yes/No)
Cover Letter	

Agency Profile	
Experience Proofs	
Technical Proposal	
Financial Proposal	
Declaration	

Salar Jung Museum's Right to Terminate the Bidding Process:

Salar Jung Museum makes no commitments, explicit or implicit, that this process will result in a business transaction with anyone. This RFP does not constitute **an offer by Salar Jung Museum.**

Contact

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