

**Request for
Expression of Interest
for
Media Outreach Proposal**

Indian Institute of Technology (BHU) Varanasi is inviting EoI to create meaningful visibility for IIT (BHU) Varanasi in National and International media to sustain positive awareness about initiatives and achievements among target stakeholders and highlight cutting edge research work.

Companies/agencies/media centres are requested to participate by giving details on following activities as proposed by the institute:

A. Engagement with Media reporting on Higher Education and Science & Technology

- i. Create a mechanism to sustain engagement with National and International media through customized-newsletter from IIT(BHU) Varanasi.
- ii. Organize goodwill sessions with Editors at campus or off campus (preferred at Delhi if off campus)
- iii. Organize media familiarization visits to IIT (BHU) Varanasi

B. Engagement with Media for Editorial Impressions

- i. Placement of opinion/authored articles in leading dailies and magazines.
- ii. Create profiling opportunities in media
- iii. Articles on research work and its application

C. Event Lead Media Engagement

- i. Planning of Country specific events—in partnership with embassies
- ii. Leveraging internal flagship events

D. Social Media

E. Any other

- i. A powerful presence on social media to engage with wider stakeholders including national and international media.

Please Propose Financial Summary on each A - E as above year wise alongwith profile of the company/agency and team members.

A detail presentation is required on above as per the date published on IIT (BHU) website under “Tender”.

Single bid must be submitted on or before the last date in a sealed envelope marked with EoI-Media Outreach Proposal to following address:

Chairman

Press and publicity Committee

Indian Institute of Technology (BHU) Varanasi, Pin: 221005, India

CRITICAL DATE SHEET

Published Date	10-10-2019 (05:00 PM)
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Address For Presentation	Committee Room, Ground Floor, Admin Building, Indian Institute of Technology (Banaras Hindu University), Varanasi - 221005, U.P.
Address For Communication	Chairman Press and publicity Committee Indian Institute of Technology (Banaras Hindu University), Varanasi - 221005, U.P., INDIA