



# FOOD CRAFT INSTITUTE DEOGHAR

(An Autonomous Body Under the Department of Tourism, Government of Jharkhand)

Affiliated to National Council for Hotel Management and Catering Technology, Noida

Plot No. 224, Kumaitha, Near, Sports Complex Kumaitha, Deoghar 814142, Jharkhand,

Website: [www.fcideoghar.org](http://www.fcideoghar.org), Email: [principal.fcideoghar@gmail.com](mailto:principal.fcideoghar@gmail.com) Phone No.: +91 9304178232

ज्ञापक:FCID/DGR./2026-27/812

दिनांक:- 13/05/2026

## निविदा आमंत्रण सूचना (NOTICE INVITING TENDER)

Food Craft Institute, Deoghar द्वारा शैक्षणिक सत्र 2026-27 हेतु नामांकन प्रचार-प्रसार अभियान संचालित करने के लिए योग्य एवं अनुभवी सोशल मीडिया इन्फ्लुएंसर / डिजिटल प्रमोटर से सीलबंद निविदा/कोटेशन आमंत्रित की जाती है।

1. अपना पूर्ण बायोडाटा, पता, दूरभाष संख्या सहित, आधार कार्ड, ट्रेड लाइसेंस एवं पैन नम्बर उल्लेख करना आवश्यक होगा।
2. बिना कोई कारण बताए निविदा रद्द करने का पूर्ण अधिकार प्रधानाचार्य, फूड क्राफ्ट संस्थान, देवघर झारखण्ड का होगा।
3. अनुलग्नक -1, में कार्य का विवरण तथा नियम एवं शर्तें संलग्न है।
4. सोशल मीडिया इन्फ्लुएंसर / डिजिटल प्रमोटर में जिसके भी सभी दरों का योगफल न्यूनतम (Lowest-1) होगा आंतरिक क्रय समिति की अनुसंधान पर निविदा Award किया जाएगा तथा प्रचार-प्रसार हेतु कार्यदिश दिया जाएगा।
5. उपरोक्त का कोटेशन इच्छुक इन्फ्लुएंसर अपना निविदा सील बंद लिफाफे में फूड क्राफ्ट संस्थान देवघर प्लॉट नंबर 224 कुमैठा स्पोर्ट्स कॉम्प्लेक्स कुमैठा के समीप देवघर झारखंड के पद नाम एवं पते पर 10 दिनों के अंदर 23.05.2026 दोपहर 12:00 तक समर्पित करेगा उक्त तिथि एवं समय के पश्चात कोटेशन पर विचार नहीं किया जाएगा।
6. किसी भी कोटेशन को स्वीकृत अथवा और अस्वीकृति करने का अधिकार संस्थान के पास सुरक्षित रहेगा।
7. प्रचार अभियान शैक्षणिक सत्र 2026-27 की एडमिशन प्रक्रिया अवधि तक अथवा संस्थान द्वारा निर्धारित अवधि 3 माह तक संचालित किया जाएगा।

प्रशासनिक -सह -लेखा अधिकारी  
फूड क्राफ्ट संस्थान, देवघर

प्रधानाचार्य  
फूड क्राफ्ट संस्थान, देवघर



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### **Annexure - I**

#### **Scope of Work and Other Terms & Conditions** **For Social Media Marketing Influencer**

**Project Title:** Social Media Marketing Influencer Campaign for Admission Awareness (Academic Session 2026-27)

**Tenure:** 3 Months (12 Weeks)

**Objective:** To drive awareness and significantly increase admission influx for Diploma courses in Food Production, Bakery & Confectionery, Food & Beverage Service, and Housekeeping.

**Target Audience:** Students (10th/12th pass), Parents, and Career Aspirants in Jharkhand and neighboring states.

Food Craft Institute, Deoghar is a premier government-sponsored hospitality training institute offering skill-based diploma and certificate courses in Hotel Management, Catering Technology, and related disciplines. The institute aims to increase awareness and drive admissions for the Academic Session 2026-27 among students, parents, and career aspirants in Jharkhand and neighboring states.

#### **1. General Responsibilities & Deliverables**

A. The Influencer/Agency is responsible for the end-to-end management of the Institute's social media presence and promotional campaign.

- **Content Creation:** Production of high-quality Reels, Posts, and Stories.
- **Account Management:** Daily handling of the Institute's official social media handles (Instagram, Facebook, etc.), including community engagement and lead response.
- **Exclusivity:** The Influencer shall **not** associate with, promote, or represent any other educational institute or academic courses for the duration of this 3-month contract.
- **Equipment:** The Influencer must provide all necessary production gear, including professional cameras, lighting, and **drones** for aerial campus shots.

B. Platform Management

- The selected firm will have full responsibility for handling the authorized official social media platforms of the Institute (Facebook, Instagram, and any other approved platforms) for the duration of the campaign.



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- All posts, stories, reels, and community interactions related to the admission campaign will be managed by the firm under the guidance of the Institute.
- The firm shall manage these platforms judiciously, maintaining high standards of social decorum at all times.
- The agency must strictly adhere to and not violate any guidelines issued by the Government or any other relevant regulatory authorities regarding government institution social media communication.
- All posts, replies, stories, reels, and community interactions must reflect the dignity, integrity, and values of a Government educational institute.
- The firm shall monitor and moderate comments appropriately and escalate any sensitive matters to the Institute administration immediately.

## 2. Weekly Content Quota

Each week, the Influencer is required to deliver and publish:

- **2 High-Quality Reels:** Cinematic edits showcasing campus life, practical labs, or student success stories.
- **Static/Carousel Posts:** Informational content regarding fee structures, placement records, and course benefits.
- **Daily Stories:** Behind-the-scenes (BTS), "A Day in the Life," Q&A sessions, and urgent admission countdowns.

## 3. Weekly Execution Plan

### *Month 1: Awareness & Infrastructure Highlights*

- **Week 1:** Campaign Launch. Introduction to FCI Deoghar. Aerial drone shots of the campus and facilities.
- **Week 2:** Deep dive into **Food Production**. Showcasing the "Chef Life" and the professional kitchen setup.
- **Week 3:** Spotlight on **Bakery & Confectionery**. Visual focus on aesthetics and the art of baking.
- **Week 4:** Focus on **Food & Beverage Service**. Highlighting hospitality etiquette and dining hall management.

### *Month 2: Engagement & Trust Building*

- **Week 5:** Focus on **Housekeeping Operations**. Breaking stereotypes and showing the professionalism of the sector.



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- **Week 6:** Faculty Spotlights. Short interviews with instructors to establish academic authority.
- **Week 7:** Student Testimonials. Current students sharing their journey and why they chose FCI Deoghar.
- **Week 8:** "Why Deoghar?" Highlighting the location advantage, hostel life, and the vibrant campus culture.

### *Month 3: Conversion & Admission Push*

- **Week 9:** Placement Success Stories. Highlighting tie-ups with 5-star hotels and industry partners.
- **Week 10:** Detailed "How to Apply" guides. Step-by-step Reels on the admission process and eligibility.
- **Week 11:** Last Date Reminders. Creating urgency through "Limited Seats" and "Final Call" messaging.
- **Week 12:** Grand Finale. Compilation of the best moments and a final pitch from the Influencer to prospective students.

### **Note: Key Messaging Points**

- **Government Certification:** Highlighting the affiliation with NCHMCT (National Council for Hotel Management and Catering Technology).
- **Infrastructure:** Focus on the **Quantity Training Kitchen, Bakery Lab, Restaurant, Mock Rooms, Front Office, In-Campus Separate Hostel Facilities for Boys & Girls, Student Dining Hall, GYM & Sports Facilities.**
- **Affordability:** Emphasizing that it is a government-sponsored institute with reasonable fees compared to private colleges.
- **Location Advantage:** Accessibility from Deoghar Airport and Railway Station.

## **4. Technical Requirements & Standards**

- **Drone Cinematography:** Mandatory use of drone footage to showcase the scale and cleanliness of the institute.
- **Editing Style:** Trendy, fast-paced transitions for Reels to maintain high engagement with the youth demographic (17–25 age group).
- **Engagement:** The Influencer/Team must respond to comments and DMs on the Institute's handle within 4 hours during peak business hours.
- **Language:** Preference for a mix of **Hindi** and **English** (to resonate with local and professional demographics).
- **Approval:** All scripts and rough cuts must be approved by the FCI Deoghar administration before going live.



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- The employee is required to report to campus for work-related duties whenever requested.

### **5. Advertising & Boosting**

- The firm shall plan and execute targeted advertisement campaigns on Facebook and Instagram.

Recharge / Top-up for advertisements: The cost of Facebook and Instagram advertisement recharge/top-up shall be reimbursed to the selected firm/agency on actual cost basis upon submission of valid invoices, payment proofs, and utilization reports. No markup shall be permissible on advertisement spend.

### **6. Terms of Exclusivity**

- **Strict Provision:** To ensure brand integrity and avoid conflict of interest, the Influencer and their core team are prohibited from promoting any other educational entity (Schools, Colleges, or Coaching Centers) during the 3-month tenure. Any breach of this clause may result in immediate contract termination.

### **7. Payment Terms:**

A. Payment will be released in three phases after completion of each month after the verification project monitoring unit duly constituted by the Principal FCI Deoghar. Last payment will be done on submission of the following documents:

i. Invoice in Original.

All payments will be released after deduction of all statutory dues as per prevailing rules.

B. Recharge / Top-up for advertisements: The cost of Facebook and Instagram advertisement recharge/top-up shall be reimbursed to the selected firm/agency on actual cost basis upon submission of valid invoices, payment proofs, and utilization reports. No markup shall be permissible on advertisement spend.