

अतुल्य!भारत

Incredible India



## भारतपर्यटन/ INDIA TOURISM

(पर्यटनमंत्रालय, भारतसरकार/ MINISTRY OF TOURISM, GOVT. OF INDIA)

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File No. TP-1/9/2021.Asst. DG (Events)

Dated:12.12.2021

Subject: Quotation to develop an e-book titled “Go Beyond”- reg.

Indiatourism, Delhi has initiated a project to develop an e-book titled “Go Beyond”, this e-book will be part of the initiatives and activities undertaken for Azadi Ka Amrit Mahotsav (AKAM). The proposed e-book will have information about 75 places /experiences of Northern Region. The content will be all about little known/ less promoted/ potential to be developed places and experiences of the Northern Region. This book will be technology driven and will have various contemporary tools for best user experience. Highlight of this book will be the crowd sourcing of images, for which a social media campaign will be launched. Peoples Participation (JAN BHAGIDARI) is crux of AKAM and this project will be one shining example of the same.

### **Scope of the project (not limited to the following):**

1. Content Curation (R&D, Writing, Proofing) for 75 virgin Destinations across Northern states.
2. Enriching the content with SEO activity.
3. Crowd-Sourcing images through Social Media Campaign # Boosting the Photography Campaign.
4. Designing the e-travelogue - Pages 90-100
5. Interlinking of respective State Tourism Website within the Content

# interlinking B&B, Homestay options in every destination.

6. Adding animation with sound effect to the design.

7. Typesetting the complete magazine in the format that can be embedded in the Ministry of Tourism Website the states will have embedded images.

8. Animation will come with music.

9. The digital magazine will be supported on all devices.

You are requested to kindly send the quotation for the above said works by the 23<sup>rd</sup> December 2021 to the undersigned.

It is to be mentioned that any social media paid promotion the payment will be made on actual and should not be part of the quotation.

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