



IIT Mandi iHub and HCI Foundation

CIN: U73100HP2020NPL008102

Regd. Office: IIT Mandi, VPO Kamand, Mandi, Himachal Pradesh, India – 175075

Applications are invited to hire a ‘Digital Agency’ for IIT Mandi iHub and HCI Foundation

Applications are invited for hiring a ‘Digital Agency’ on retainership basis for IIT Mandi iHub and HCI Foundation (iHub), situated at the Indian Institute of Technology (IIT) Mandi Campus Kamand Himachal Pradesh, India – 175075.

About iHub: IIT Mandi iHub and HCI Foundation (iHub) is a section 8 company established under the National Mission on Interdisciplinary Cyber-Physical Systems (NM-ICPS). The vision of the iHub is to make India a leader in HCI research in the world. Based on faculty strengths, industry collaborations, and ongoing projects, the iHub’s focus will be on the following: technology (interface) development and evaluation, HRD & skill development, entrepreneurship, and collaborations. For more information, visit www.ihubiitmandi.in

Details: iHub seeks a dedicated ‘Digital Agency’ that will work in creating & managing its website(s), payment gateways, marketing codes, tracking, digital marketing, promotions, social media management, etc.

Duration

- 12 months subject to renewal at a mutually agreed retainership.

Interested parties can apply online with details, portfolio, references and retainership with email to tih@iitmandi.ac.in

Last Date of submission- 24 February 2022

***Scope of work for the empanelled agency is pasted down in Annexure A**

Workplace: IIT Mandi iHub and HCI Foundation Office, SRIC Office, South Campus, IIT Mandi, VPO Kamand, District Mandi, Himachal Pradesh - 175075

Email: tih@iitmandi.ac.in | **Phone:** +91 1905 - 267132 | **Website:** <https://www.iitmandi.ac.in/TIH-HCI>



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Annexure A

Scope of Work

- Platform - WordPress + WooCommerce + Plugins + Themes
- Hosting - Would be done by iHub in a professional data centre
- SSL - Would be the responsibility of iHub
- All source code, plugins, databases, licenses would be shared with iHub and would-be property of iHub
- Websites/stores
 - iHub
 - UAA Professional Courseware
 - UAA Associate Courseware
 - Any other sub-site or sub-store as may be required
 - Maintenance of the site(s) for the engagement duration
- Features - the list below is indicative only
 - Payment Gateway integration
 - Purchase Process
 - Subscription Process
 - UTM Integration
 - Google Analytics
 - Marketing Campaign Management
 - Campaign Tracking
 - Reports
 - User Management
 - Admin Modules
 - Banners
 - Slideshows

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- The table below describes some of the features, modules and layouts.

	Page	Panel	Section	Comment
1	All		Header	Language, Currency selection
2	All		Footer	About Us, Contact Us, Team, Company Details, Subscribe to newsletter, Other menus like openings, events, partnerships, social media links. Affiliate Program
3	Home	Panel 1	Slideshow	Configurable slideshow with a number of slides
4	Home	Panel 2-1	Slideshow	Call for proposals, adverts, openings,
5	Home	Panel 2-2	Slideshow	Advert for courses workshops, GCC, etc
6	Home	Panel 3	Courses	All upcoming courses, workshops, trainings listed, nature (short term, long term), type (certificate, diploma, degree)
7	Home	Panel 4	Domains	Interactive graphic? - Defence & Security, Healthcare, Environment & Agriculture, Information Technology
8	Home	Panel 5	Activities, Highlights	Featured Projects, Products, Technologies

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9	Contact Us			Visitors should be able to reach out via a form for specific items in the list or 'other'. Take Name, Country, Phone, Email, Subject and message from user
10	About Us	Panel 1	CSR	
11	About Us	Panel 2	Organisation	Details about company, aims, objectives, structure
12	About Us	Panel 3	Team	List the team members with bio data pages, links to LinkedIn, ResearchGate, etc
13	Product Details			Show course details, faculty details, related courses, target audience, prerequisites, fees, cart
14	Team Details			Show details of the team member - photo, bio data pages, links to LinkedIn, ResearchGate, etc
15	Ideas			Submit ideas, discuss ideas, rate them, share them
16	Resources			Links to papers, webpages, people
17	Feeds		Outbound	For social media apps, sites
18	Feeds		Inbound	From social media, web sites, etc
19	Partners	Panel 1	Slideshow	Scroll logos, images, names of all the partners
20	Partners	Panel 2		Benefits of partnership - CSR, FCRA

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21	Partners	Panel 3		Enquiry for partnership
22	Partner Details			Details of the partner and partnerships, quotes, citations by people
23	Offerings			CaaS - Subscription Plans for computing as a service, comparisons with Google, AWS, Azure, etc. RaaS - research as a service. Projects
24	Policies - IP			
25	Newsletter			Templates for various kinds of newsletters
26	Emails			Templates for various kinds of emails
27	Whitepapers			

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