

ALL INDIA INSTITUTE OF MEDICAL SCIENCES, NEW DELHI
OFFICE OF DIRECTOR

F. No. 40-30/2025-Estt.I

14.10.2025

Sub: Engagement of an agency for Public Relations & Social Media Management for AIIMS New Delhi reg.

In accordance with the need to strengthen institutional communications, enhance public engagement, and ensure effective dissemination of credible information through traditional and digital platforms, it has been decided that a specialized agency be engaged for comprehensive Public Relations and Social Media Management services at AIIMS New Delhi. The tender for engaging the said agency shall be floated on GeM by DO Store and the process for onboarding the agency shall be completed by 31st December 2025.

Action: Prof I/c Media Cell; Registrar - AIIMS; Sr. Stores Officer (DO)

The selected agency shall be responsible for the following key deliverables:

1. Public Relations & Media Management in coordination with Media Cell:

- Formulating and executing media relations, press releases, and public information campaigns.
- Managing the official AIIMS presence on all major social media platforms through high-quality, timely content and proactive engagement.
- Coordinating regular updates regarding major institutional announcements, achievements, and public health advisories.
- Providing crisis communication support and monitoring digital sentiment about AIIMS New Delhi in the public domain.
- Conducting analytics and impact assessments of all media & communications activities.

The agency shall report to Prof. I/c Media Cell for the said activities.



2. Administrative & strategic support for any surveys, rankings, awards, etc.

It is noted that it is important to provide data for various national & international rankings and surveys like NIRF, QS rankings, etc in a timely and structured manner. Also, it is important to ensure the accuracy of the data and the collation of data in a agency specific format from diverse sources. While AIIMS faculty & officials can guide in the collection of appropriate data, they are usually over-occupied with their routine work, due to which the timelines of data submission are often missed out. Hence, the engaged agency shall:

- Support and coordinate data collection and collation as required for:
 - National Institutional Rankings (NIRF, etc.)
 - International Institutional Rankings (QS rankings etc.)
 - National / International Hospital Rankings
 - Other institutional awards / recognitions.
- Assist the institutional team in developing and implementing strategy, ensuring accuracy, transparency, and compliance in all ranking-related documentation and submissions.

The concerned team of the agency shall report to the Chairperson of the committee constituted at AIIMS New Delhi for the said purpose.

3. Support in Collection, Maintenance & Establishment of Museum of Archives at AIIMS, New Delhi


To document & maintain accurate records of the glorious past of AIIMS New Delhi, it was decided vide OM No. 40-30/2022-Estt-1(DO) dt 31st March 2023 to establish a museum of Archives at AIIMS New Delhi. However, the concerned officials had expressed the requirement of supporting hands for documenting



the rich history of AIIMS and for collecting various archives. Accordingly, the engaged agency shall:

- Assist in the identification, collection, and digitalization of vital records, historical documents, photographs, awards, and memorabilia relevant to AIIMS, New Delhi.
- Catalogue and curate archival material as per museum and documentation best practices, with a view towards establishing a comprehensive and professionally managed Museum of Archives.
- Support the design, setup, and ongoing maintenance of the museum space, including exhibition planning, display, preservation, and documentation activities.

The concerned team of the agency shall report to the Chairperson of the committee constituted at AIIMS New Delhi for the said purpose.

 14/10/2022
Prof. M Srinivas
Director

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