

PUNJAB COUNCIL OF THE ARTS, LAHORE

PC-II



**FEASIBILITY STUDY REGARDING ESTABLISHMENT
OF KASUR, MIANWALI, NANKANA SAHIB & TAUNSA
ARTS COUNCILS AND HEAD OFFICE BUILDING OF
PUNJAB COUNCIL OF THE ARTS**

ADP 2021-22 (G. Sr. No. 6944)

**INFORMATION & CULTURE DEPARTMENT
GOVERNMENT OF THE PUNJAB**

1	Name of scheme	FEASIBILITY STUDY REGARDING ESTABLISHMENT OF KASUR, MIANWALI, NANKANA SAHIB & TAUNSA ARTS COUNCILS AND HEAD OFFICE BUILDING OF PUNJAB COUNCIL OF THE ARTS
2	Administrative authorities responsible for	
	i Sponsoring	Information & Culture Department, Government of the Punjab.
	ii Execution	Punjab Council of the Arts, 53-Shadman-II, Lahore
3	Details of survey / feasibility study	
	i History / Brief description and justification	<p>The Punjab Growth Strategy 2023 envisions Culturally Vibrant Punjab. The main objectives of development programme in Information & Cultural Sector are as under:</p> <ul style="list-style-type: none"> ➤ Project soft image of Pakistan. ➤ Promote culture of tolerance and peace through cultural activities. ➤ Improve the network of the existing Divisional Arts Councils ➤ Establish District Arts Councils to implement Punjab Council of the Arts Act, 1975. ➤ Involve youth in development and promotion of art & cultural activities in the Punjab. ➤ Preserve and promote traditional arts & cultural heritage of Punjab ➤ Develop a conducive environment for growth of cultural Industry in Punjab <p>The Punjab Council of the Arts (PUCAR) is an autonomous body of Information & Culture Department, Government of the Punjab. Under the Punjab Council of the Arts Act, 1975, Punjab Council of the Arts is responsible for patronage, promotion and development of art & culture in the Punjab. Under this Act, Punjab Council of the Arts has the mandate to establish District Arts Councils.</p> <p>In light of the above Act, the present development scheme namely “Feasibility Study regarding Establishment of Kasur, Mianwali, Nankana Sahib & Taunsa Arts Councils and Head Office Building of Punjab Council of the Arts” is included in ADP 2021-22 (G.Sr.No. 6944). Therefore, PC-II has</p>

been formulated to hire a consulting firm for feasibility study including justification of new District Arts Councils, HR Requirement Plan, Comprehensive Cultural Plan, Revenue Generation Plan, Marketing Plan and Social Media Projection Plan. Feasibility study will also include the upgradation of Head Office of Punjab Council of the Arts, Lahore and its Divisional Arts Councils in terms of the existing office building, HR requirement, Cultural Plan, Marketing Plan, Revenue Generation Plan and Social Media Projection.

Objectives of Hiring a Consulting Firm

A consulting firm will be hired to conduct a feasibility study for justification of new District / Tehsil Arts Councils including HR Requirement Plan, Comprehensive Cultural Plan, Revenue Generation Plan, Marketing Plan and Social Media Projection Plan. Feasibility study will also include the upgradation of Head Office of Punjab Council of the Arts, Lahore and its Divisional Arts Councils in terms of the existing office building, HR requirement, Cultural Plan, Marketing Plan, Social Media Projection Plan and Revenue Generation Plan.

The main objectives are to promote art & culture in the Punjab and to enhance income of arts councils leading to their sustainability in future. Therefore, the competent authority has desired to have the services of a consulting firm for the following tasks:

1. Scope of Work

A. Establishment of New Arts Councils

i. Survey of Areas of New Arts Councils

The consulting firm will firstly visit the areas of the following new arts councils and assess the position in terms of socio-economic benefits:

- Establishment of Kasur Arts Council
- Establishment of Mianwali Arts Council
- Establishment of Nankana Sahib Arts Council

- Establishment of Taunsa Arts Council

ii. Comprehensive Plan for development of new Arts Councils

The consulting firm will prepare a comprehensive plan incorporating the following provisions:

- Justification of feasible Arts Councils
- Preparation of HR Requirement Plan
- Preparation of Comprehensive Annual Cultural Plan
- Revenue Generation Plan
- Social Media Projection Plan

iii. Preliminary Feasibility Report

The consulting firm will prepare a preliminary feasibility report which will be shared with all stakeholders to develop consensus on the contents of the report.

iv. Final Feasibility Report

In the light of deliberations with all the stakeholders, the consulting firm will prepare the final Feasibility Report.

Justification of Feasible Arts Councils

- Criteria for selection of new arts council in line with that followed in a developing country with similar conditions in Pakistan
- Visit all the areas to assess the conditions as to whether or not present socio-economic conditions justify for the establishment of new arts councils in Kasur, Mianwali, Nankana Sahib and Taunsa.
- Facilities to be provided in a new arts council on the basis of local conditions in each proposed feasible arts council.
- Prepare architectural sketch showing facilities to be provided, façade, area and location

required for each feasible new arts council

Human Resource Requirement Plan

- Specify HR requirement for a new district / tehsil level arts council
- Suggest the mechanism to use the proposed manpower effectively.
- Define job description and responsibilities of the specific category of officers in an arts council.
- Suggest the mechanism to maintain HR data and specify analytical tools with use of IT equipment.

Comprehensive Cultural Plan

- Suggest nature of cultural activities to be run by the public as well as the private sector in an arts council.
- Continuation of cultural activities for 20 working days in a month
- Propose modus operandi to manage events in terms of time, cost and arrangement of activities.
- Prepare Annual Cultural Plan on the basis of cultural activities.

Revenue Generation Plan

- Indicate sources of income depending on the local conditions for each new arts council.
- Specify effective use of resources and measures for enhancement of income.
- Explore role of Public-Private Partnership for income generation.
- Develop business / marketing plan to be justified in terms of Benefit-Cost Ratio, Internal Rate of Return and Sensitivity Analysis.

- Develop a model for sustainability of arts councils in terms of generating revenue.

Social Media Projection Plan

- Develop mechanism to enable PUCAR to produce and project cultural activities of Arts Councils on You Tube Channel.
- Propose mechanism to develop linkage of new arts councils with the related public sector departments / agencies and the renowned international cultural institutions.

B. Punjab Council of the Arts, Lahore and its Divisional Arts Councils

a. Survey of the Existing Office of Punjab Council of the Arts, Lahore and its Divisional Arts Councils

The consulting firm will firstly visit the existing office of Punjab Council of the Arts, 53-Shadman II, Lahore and all the following Divisional Arts councils:

- Divisional Arts Council, Rawalpindi
- Divisional Arts Council, Gujranwala
- Divisional Arts Council, Faisalabad
- Divisional Arts Council, Sargodha
- Divisional Arts Council, Sahiwal
- Divisional Arts Council, Multan
- Divisional Arts Council, D.G. Khan
- Divisional Arts Council, Bahawalpur
- Open Air Theatre, Bagh-e-Jinnah, Lahore

Comprehensive Plan for development of new Arts Councils

The consulting firm will prepare a comprehensive plan incorporating the following provisions:

- Upgradation plan of the existing building of Head Office of Punjab Council of the Arts (PUCAR), 53-Shadman II, Lahore
- Upgradation of HR Plan of the existing Divisional Arts Councils
- Preparation of Marketing Plan

- Preparation of Comprehensive Annual Cultural Plan
- Revenue Generation Plan
- Social Media Projection Plan

b. Preliminary Feasibility Report

The consulting firm will prepare a preliminary feasibility report which will be shared with all stakeholders to develop consensus on the contents of the report.

c. Final Feasibility Report

In the light of deliberations with all the stakeholders, the consulting firm will prepare the final Feasibility Report.

Upgradation of the Existing Building of PUCAR

- Upgradation plan of the existing office building of Punjab Council of the Arts (**PUCAR**) at 53-Shadman II, Lahore on the basis of the sanctioned strength of HR.
- Prepare the architectural drawing showing the proposed upgradation of the existing building of PUCAR in line with by-laws of Shadman Society.

Upgradation of HR Plan of the Existing Divisional Arts Councils

- Revise HR requirement for Head Office of Punjab Council of the Arts and its Divisional Arts Councils keeping in view the trend in other neighboring countries with similar conditions in Pakistan.
- Suggest the marketing officers to be included in the revised HR with twofold objectives to promote cultural activities and to boost income of an arts council.
- Suggest the mechanism to use the proposed manpower effectively.
- Define job description and responsibilities of the

specific categories of officers working in head office of PUCAR and Divisional Arts Councils.

- Design mechanism to maintain HR data and specify analytical tools with use of IT equipment.

Marketing Plan

- Depute a dedicated Marketing Team to work in 9 Divisional Arts Councils for two months.
- Provide two months training to the nominated officers working in 9 Divisional Arts Councils by generating the physical cultural activities in the field and signing 10-15 MoUs with institutions in the private sector for enhancement of income.

Comprehensive Cultural Plan

- Suggest nature of cultural activities to be run by the public as well as the private sector in an arts council.
- Devise mechanism to continue cultural activities in a Divisional Arts Council for 20 working days in a month
- Propose modus operandi to manage events in terms of time, cost, location and arrangement of activities.
- Propose mechanism to develop PUCAR's Production for Family Theatre (linking all Divisional Arts Council) leading to revenue generation with theatrical performance.
- Prepare Annual Cultural Plan on the basis of cultural activities.
- Cultural Activity Planners to facilitate the nominated officers in 9 Divisional Arts Councils for two months training in preparation of Annual Cultural Plan and

generate physical activities in the field.

Revenue Generation Plan

- Suggest effective use of resources and specify measures for enhancement of income.
- Indicate sources of income for the existing Divisional Arts Councils.
- Explore role of Public-Private Partnership for income generation.
- Develop business / marketing plan to be justified in terms of Benefit-Cost Ratio, Internal Rate of Return and Sensitivity Analysis.
- Develop a model for sustainability of arts councils in terms of generating revenue by fully involving in the field activities.
- Propose to use the open space in the existing Divisional Arts Councils for enhancing cultural activities leading to enhancement of income.
- Propose to amend Punjab Council of the Arts Act, 1975 with reference to the proposed cultural activities to generate revenue.

Social Media Projection Plan

- Develop mechanism to enable PUCAR to produce and project cultural activities of Punjab Council of the Arts on You Tube Channel.
- Propose mechanism to develop linkage of the existing Divisional Arts Councils with the related public sector departments / agencies and the renowned international cultural institutions.
- Provide on-the-job two months practical training to the nominated officers working in 9 Divisional Arts Councils for linkage with the social media for production and projection of cultural activities.
- Social Media Facilitators to remain available in Divisional Arts Councils for 2 months practical

training to the nominated officers in production and projection of cultural activities in social media.

2. Deliverables

A. Establishment of New Arts Councils

Final Feasibility Report including the following information:

- I. Justification of feasible arts councils
- II. Architectural sketch showing the design of new arts councils
- III. HR Requirement Plan
- IV. Comprehensive Annual Cultural Plan
- V. Revenue Generation Plan
- VI. Social Media Projection Plan

B. Punjab Council of the Arts and its Divisional Arts Councils

Final Feasibility Report including the following information:

- i. Architectural drawing showing the upgradation plan of the existing building of Punjab Council of the Arts, 53-Shadman II, Lahore.
- ii. Upgradation of the HR Plan of the existing Divisional Arts Councils
- iii. Marketing Plan
- iv. Comprehensive Cultural Plan
- v. Revenue Generation Plan
- vi. Social Media Projection Plan
- vii. PUCAR's Production for Family Theatre with practical experiment linking all the Divisional Arts Councils

		<p>5. <u>CONSULTING FIRM'S PROFILE</u></p> <table border="1"> <tr> <td>a)</td> <td> Cultural Studies Expert / Team Leader BS (Cultural Studies Programme) having 10 years' experience relating to cultural activities in cultural institutions, preferably with international exposure or higher qualification with 5 years' experience </td> <td> 1 Person 4 Months </td> </tr> <tr> <td>b)</td> <td> Cultural Activity Planners BS (Cultural Studies Programme) having 3 years' experience relating to cultural activities in cultural institutions </td> <td> 9 Persons 2 Months </td> </tr> <tr> <td>c)</td> <td> Architect BSC Engineering (Architecture) having 3 years' experience </td> <td> 1 Person 3 Months </td> </tr> <tr> <td>d)</td> <td> HR Specialist MA (HR) / MPA with minimum 10 years' experience in cultural-related institutions) </td> <td> 1 Person 3 Months </td> </tr> <tr> <td>e)</td> <td> Financial Expert MBA (Finance) with 5 years' experience in finance and financial analysis) </td> <td> 1 Person 3 Months </td> </tr> <tr> <td>f)</td> <td> Marketing Expert MBA (Marketing) with 3 years' experience in marketing in product and services) </td> <td> 1 Person 3 Months </td> </tr> <tr> <td>g)</td> <td> Marketing Planners MBA (Marketing) with 3 years' experience in marketing in product and services) </td> <td> 9 Persons 2 Months </td> </tr> <tr> <td>h)</td> <td> Social Media Experts (i) BS / MS (IT) with 3 years' experience in production in social media (ii) BS / MS (IT) with 3 years' experience in marketing in social media) </td> <td> 2 Persons 2 Months </td> </tr> <tr> <td>i)</td> <td> Social Media Facilitators Team (9) BS (IT) with 2 years' experience in production in social media </td> <td> 9 Persons 2 Months </td> </tr> <tr> <td>j)</td> <td> Theatre Production Expert 20 years' experience as Writer, Director and Actor </td> <td> 1 Person 2 Months </td> </tr> </table>	a)	Cultural Studies Expert / Team Leader BS (Cultural Studies Programme) having 10 years' experience relating to cultural activities in cultural institutions, preferably with international exposure or higher qualification with 5 years' experience	1 Person 4 Months	b)	Cultural Activity Planners BS (Cultural Studies Programme) having 3 years' experience relating to cultural activities in cultural institutions	9 Persons 2 Months	c)	Architect BSC Engineering (Architecture) having 3 years' experience	1 Person 3 Months	d)	HR Specialist MA (HR) / MPA with minimum 10 years' experience in cultural-related institutions)	1 Person 3 Months	e)	Financial Expert MBA (Finance) with 5 years' experience in finance and financial analysis)	1 Person 3 Months	f)	Marketing Expert MBA (Marketing) with 3 years' experience in marketing in product and services)	1 Person 3 Months	g)	Marketing Planners MBA (Marketing) with 3 years' experience in marketing in product and services)	9 Persons 2 Months	h)	Social Media Experts (i) BS / MS (IT) with 3 years' experience in production in social media (ii) BS / MS (IT) with 3 years' experience in marketing in social media)	2 Persons 2 Months	i)	Social Media Facilitators Team (9) BS (IT) with 2 years' experience in production in social media	9 Persons 2 Months	j)	Theatre Production Expert 20 years' experience as Writer, Director and Actor	1 Person 2 Months
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li	Implementation period	7 months (Three months for hiring a consulting firm and 4 months for completion of feasibility study)																														

iii	Estimated cost	Rs. In Million							
		Core Team	Months	Cost per month	Total cost				
		Cultural Studies Expert / Team Leader (1)	4	0.300	1.200				
		Architect (1)	3	0.300	0.900				
		HR Specialist (1)	3	0.200	0.600				
		Financial Expert (1)	3	0.200	0.600				
		Marketing Expert (1)	3	0.200	0.600				
		Social Media Expert Team (2)	3	0.200	1.200				
		Cultural Activity Planners (9)	2	0.060	1.080				
		Marketing Planners (9)	2	0.060	1.080				
		Social Media Facilitators (9)	2	0.060	1.080				
		Theatre Production Expert (1)	2	0.500	1.000				
		Experiment for production of Family Theatre linking all Divisional Arts Councils			1.000				
		Service Charges to the firm @ 10% of total cost of personnel			1.000				
		Other Charges (copies of feasibility reports on new arts councils and reports on PUCAR and its divisional arts councils)			0.160				
		GST			1.500				
		Total Rs. In million			13.000				
		<p>Cultural Studies Expert as a Team Leader will manage all the other experts to submit a comprehensive feasibility report including HR plan, Marketing Plan, Cultural Plan, Revenue Generation Plan and Social Media Projection Plan.</p> <p><u>JOB DESCRIPTION</u></p> <table border="1"> <thead> <tr> <th>Member of Core Team</th> <th>Tasks / Job Description</th> </tr> </thead> <tbody> <tr> <td>Cultural Studies Expert / Team Leader</td> <td> <ul style="list-style-type: none"> Criteria for selection of new arts council in line with that followed in a developing country with similar conditions in Pakistan Visit all the areas to assess the conditions as to whether or not present socio-economic conditions justify for the establishment of new arts councils in Kasur, Mianwali, Nankana Sahib and Taunsa. </td> </tr> </tbody> </table>				Member of Core Team	Tasks / Job Description	Cultural Studies Expert / Team Leader	<ul style="list-style-type: none"> Criteria for selection of new arts council in line with that followed in a developing country with similar conditions in Pakistan Visit all the areas to assess the conditions as to whether or not present socio-economic conditions justify for the establishment of new arts councils in Kasur, Mianwali, Nankana Sahib and Taunsa.
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			<ul style="list-style-type: none"> Facilities to be provided in a new arts council on the basis of local conditions in each proposed feasible arts council. Upgradation of PUCAR and its Divisional Arts Councils <p>Team leader is fully responsible for all deliverables mentioned in TORs.</p>
		Architect	<ul style="list-style-type: none"> Prepare architectural sketch of the nature of building / specific infrastructure required for each feasible new arts council Prepare the architectural sketch showing upgradation plan of the existing office building of PUCAR.
		HR Expert	<ul style="list-style-type: none"> Specify HR requirement for a new district / tehsil level arts council and the existing Divisional Arts Councils Suggest the mechanism to use the proposed manpower effectively. Define job description and responsibilities of the specific category of officers in an arts council. Suggest the mechanism to maintain HR data and specify analytical tools with use of IT equipment.
		Financial Expert	<ul style="list-style-type: none"> Suggest effective use of resources and specify measures for enhancement of income. Indicate sources of income for the existing Divisional Arts Councils. Explore role of Public-Private Partnership for income generation. Develop business / marketing plan to be justified in terms of Benefit-Cost Ratio, Internal Rate of Return and Sensitivity Analysis.
		Marketing Expert	<ul style="list-style-type: none"> Depute a dedicated Marketing Team to work in 9 Divisional Arts Councils for two months. Depute Market Planners to provide on-the-job training to the nominated officers working in 9 Divisional Arts Councils for marketing techniques by generating physical activities leading to enhancement of income. 10-15 MoUs to be signed with institutions for enhancing income

			<p>Social Media Expert Team</p> <ul style="list-style-type: none"> • Develop mechanism to enable PUCAR to produce and project cultural activities of Punjab Council of the Arts on You Tube Channel. • Propose mechanism to develop linkage of the existing Divisional Arts Councils with the related public sector departments / agencies and the renowned international cultural institutions. • Provide on-the-job physical training to the nominated officers working in 9 Divisional Arts Councils for linkage with the social media for production and projection of cultural activities. • Social Media Facilitators to provide physical two months training to officers in production and projection of cultural activities
			<p>Theatre Production Expert</p> <ul style="list-style-type: none"> • Propose mechanism to develop PUCAR's Production for Family Theatre (linking all Divisional Arts Councils) leading to revenue generation. • Experiment for performance for Family Theatre
			<p><u>Activity Chart</u></p> <p>Activity Chart is at Annex-B</p>
	iv	TORs	The Terms of Reference (TORs) for the consulting firm are at Annex-A.
	v	Manpower requirements	The consulting firm will complete the assignment.
	vi	Financial plan	Rs. 13.000 million in ADP 2021-22 (Sr. No.6944)
4		Expected outcome of the survey feasibility study and details of projects likely to be submitted after the survey.	<p>The expected outcome of the project will be as follows:-</p> <ol style="list-style-type: none"> To expand educative and informative recreational activities by establishing new District Arts Councils. To upgrade services of the existing Divisional Arts Councils for visitors. To enhance income of Arts Councils.

It is certified that the project proposal has been prepared on the basis of instructions provided by the Planning Commission for the preparation of PC-II for Social Sector Projects.

Prepared by:

**(MUHAMMAD ABRAR ALAM)
DIRECTOR (HEAD OFFICE),
PUNJAB COUNCIL OF THE ARTS,
LAHORE**

Checked By:

**(MUHAMMAD RIZWAN SHARIF)
EXECUTIVE DIRECTOR
PUNJAB COUNCIL OF THE ARTS,
LAHORE**

Approved by:

**(RAJA JEHANGIR ANWAR)
SECRETARY,
INFORMATION & CULTURE
DEPARTMENT**

Annex-A

TORs FOR FEASIBILITY STUDY REGARDING ESTABLISHMENT OF KASUR, MIANWALI, NANKANA SAHIB AND TAUNSA ARTS COUNCILS AND HEAD OFFICE BUILDING OF PUNJAB COUNCIL OF THE ARTS

BRIEF BACKGROUND

The Punjab Council of the Arts (**PUCAR**) is an autonomous body of Information & Culture Department, Government of the Punjab. Under the **Punjab Council of the Arts Act, 1975**, Punjab Council of the Arts is responsible for patronage, promotion and development of art & culture in the Punjab. Under this Act, PUCAR has the mandate to establish District Arts Councils.

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- Prepare the architectural drawing showing the proposed upgradation of the existing building in line with by-laws of Shadman Society.

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- Indicate sources of income for the existing Divisional Arts Councils.
- Explore role of Public-Private Partnership for income generation.
- Develop business / marketing plan to be justified in terms of Benefit-Cost Ratio, Internal Rate of Return and Sensitivity Analysis.
- Develop a model for sustainability of arts councils in terms of generating revenue by fully involving in the field activities.
- Propose to use the open space in the existing Divisional Arts Councils for enhancing cultural activities leading to enhancement of income.
- Propose to amend Punjab Council of the Arts Act, 1975 with reference to the proposed cultural activities to generate revenue.

Social Media Projection Plan

- Develop mechanism to enable PUCAR to produce and project cultural activities of Punjab Council of the Arts on You Tube Channel.
- Propose mechanism to develop linkage of the existing Divisional Arts Councils with the related public sector departments / agencies and the renowned international cultural institutions.
- Provide on-the-job two months practical training to the nominated officers working in 9 Divisional Arts Councils for linkage with the social media for production and projection of cultural activities.
- Social Media Facilitators to remain available in Divisional Arts Councils for 2 months practical training to the nominated officers in production and projection of cultural activities in social media.

1. Deliverables

A. Establishment of New Arts Councils

Final Feasibility Report including the following information:

- I. Justification of feasible arts councils
- II. Architectural sketch showing the design of new arts councils
- III. HR Requirement Plan
- IV. Comprehensive Annual Cultural Plan

- V. Revenue Generation Plan
- VI. Social Media Projection Plan

B. Punjab Council of the Arts and its Divisional Arts Councils

Final Feasibility Report including the following information:

- i. Architectural drawing showing the upgradation plan of the existing building of Punjab Council of the Arts, 53-Shadman II, Lahore.
- ii. Upgradation of the HR Plan of the existing Divisional Arts Councils
- iii. Marketing Plan
- iv. Comprehensive Cultural Plan
- v. Revenue Generation Plan
- vi. Social Media Projection Plan
- vii. PUCAR's Production for Family Theatre with practical experiment linking all the Divisional Arts Councils

5. CONSULTING FIRM'S PROFILE

a)	Cultural Studies Expert / Team Leader BS (Cultural Studies Programme) having 10 years' experience relating to cultural activities in cultural institutions, preferably with international exposure or higher qualification with 5 years' experience	1 Person 4 Months
b)	Cultural Activity Planners BS (Cultural Studies Programme) having 3 years' experience relating to cultural activities in cultural institutions	9 Persons 2 Months
c)	Architect BSC Engineering (Architecture) having 3 years' experience	1 Person 3 Months
d)	HR Specialist MA (HR) / MPA with minimum 10 years' experience in cultural-related institutions)	1 Person 3 Months
e)	Financial Expert MBA (Finance) with 5 years' experience in finance and financial analysis)	1 Person 3 Months
f)	Marketing Expert MBA (Marketing) with 3 years' experience in marketing in product and services)	1 Person 3 Months

g)	Marketing Planners MBA (Marketing) with 3 years' experience in marketing in product and services)	9 Persons 2 Months
h)	Social Media Experts (i) BS / MS (IT) with 3 years' experience in production in social media (ii) BS / MS (IT) with 3 years' experience in marketing in social media)	2 Persons 2 Months
i)	Social Media Facilitators Team (9) BS (IT) with 2 years' experience in production in social media	9 Persons 2 Months
j)	Theatre Production Expert (1) 20 years' experience as Writer, Director and Actor	1 Person 2 Months

2. Duration

Four (4) months from date of award of work

ACTIVITY CHART

Sr. No.	Activity	Period (in weeks)
1	Offers received from bidders	4
2	Technical Scrutiny of bids	4
3	Financial bids opened and negotiation with the consulting firm	2
4	Contract agreement signed and work awarded.	2
5	Site survey	2
6	Preliminary Feasibility Report	2
7	Final Feasibility Report Design	2
8	Detailed feasibility study of new arts councils including justification of new arts councils, HR Plan, Cultural Plan, Revenue Generation Plan and Social Media Projection Plan	4
9	Detailed feasibility study of Head Office of Punjab Council of the Arts and upgradation of the existing Divisional Arts Council including HR Plan, Cultural Plan, Revenue Generation Plan and Social Media Projection Plan	6
	Total	28