



ANNEXURE I

DELIVERABLES FOR THE SAHAPEDIA EXPLORE FELLOWSHIP for Goa

1. **Goa Chitra Museum** – The Fellow will work closely with the Goa Chitra Museum for the following –

- a **Articles (in English):** The fellow will write 3 articles as part of the fellowship.
- i The first will be on the museum as an institution, its establishment and the stories that are associated with it. **Min. Length: 2500-3000 words**
 - ii The second article will be based on the people that make the museum a living reality, those who established it and those who run it. **Recommended Length: 800-1000 words**

These two articles can be combined if there is enough in common. A video may also be produced along with a short article, instead of the second written piece.

- iii The third article will concern the artefacts in the museum. The fellow may pick one gallery, or focus on a few artefacts. **Recommended Length: 800-1000 words**

Each of these articles must be accompanied with at least 20 images each. A writing guideline, style guide and image guide will be provided to assist you.

- b **Prepare a social media strategy** suitable for the museum's aims and its target audience, and begin the execution of this strategy. You will be assisted by Sahapedia's social media team in this work.
- c **Create Museum Experiences:** The fellow is required to create at least 3 experiences with at least 1 for children. These can be thematic tours, treasure hunts, discussions, gamified tours etc. This will also include creating brochures/flyers with the aid of Sahapedia's graphic design team. You will be assisted by Sahapedia's inhouse experts and the museum team to create these experiences.