



**MAHATMA PHULE BACKWARD CLASS DEVELOPMENT
CORPORATION LIMITED (MPBCDC)**
**14A/14B, First Floor, Mittal Chambers, 227, Nariman Point,
Mumbai - 400021**
(An Undertaking of Government of Maharashtra)



MPBCDC invites quotations from experienced publicity / media / advertising agencies (empanelled on DGIPR) for undertaking promotional activities for a period of six months for undertaking publicity of corporation's schemes with the objective of reaching to the eligible beneficiaries as per scope of work mentioned below.

The quotation for the above-mentioned work shall be submitted **only through Sealed envelope at office address. 14A/14B, First Floor, Mittal Chambers, 227, Nariman Point, Mumbai - 400021**

Last Date of Submission: Monday, August 10, 2026, 03:00 PM.

For more information please visit:

<https://mpbcdcd.maharashtra.gov.in>.

email : info@mpbcdcd.in

Sd /-

**General Manager
MPBCDC Ltd.**

Notice Inviting Quotations

MPBCDC invites sealed/email quotations from experienced publicity / media / advertising agencies (empanelled on DGIPR) for undertaking promotional activities for a period of six months for undertaking publicity of corporation's schemes with the objective of reaching to the eligible beneficiaries. At present, information about the Corporation's schemes is being disseminated through website/mobile-based information and information leaflets. However, for effective publicity and outreach of these schemes, it is necessary to use the following modes of communication. Accordingly, the scope of work is as follows:

Scope of Work

1. Preparation of Publicity Strategy

- Prepare State-level and District-level publicity plans.
- Plan publicity campaigns as per the targeted beneficiary groups.

2. Preparation of Information, Education and Communication (IEC) Material

- Prepare booklets, pamphlets, brochures, posters, banners and flex material.
- Develop publicity material in Marathi, Hindi and English.
- Prepare information on schemes in simple and easy-to-understand language.

3. Publicity through Print Media

- Publish advertisements in newspapers.
- Publish information in magazines, special issues and supplements.

4. Publicity through Electronic Media

- Prepare and broadcast radio advertisements.
- Organise FM radio jingles and interviews.

5. Outdoor Publicity

- Publicity through hoardings, unipoles, bus shelters and LED screens.
- Digital display at public places.

6. Public Awareness Programmes

- Organise public awareness programmes at District, Taluka and village levels.
- Organise employment fairs, entrepreneurship guidance camps and workshops.
- Undertake publicity through colleges, Industrial Training Institutes and voluntary organisations.

7. Media Management

- Organise press conferences.
- Issue press notes.
- Maintain regular coordination with media.

8. Audio-Visual Production

- Create video content for scheme-related publicity.

9. Digital Platform Management

- Update content for the website.
- Provide guidance regarding the online application process.

10. Monitoring and Evaluation

- Evaluate the impact of publicity campaigns.
- Analyse publicity media and outreach analytics.
- Submit monthly and final reports.

Expected Deliverables

- Annual publicity plan.
- IEC material, such as posters, brochures, booklets, banners, etc.
- Radio jingles and video clips.
- Press notes and media coverage report.
- Monthly progress report.
- Final Impact Assessment report.

Technical Qualification

- Registered company/LLP/firm with GST & PAN
- Registered with DGIPR
- Minimum 3 years' experience of similar kind of work
- Worked with at least 1 department of Government of Maharashtra
- Average turnover of at least Rs.30 lakhs during last two Financial Years
- Not blacklisted
- ISO certificate (at least 14001)

Financial Quotation Format

Sr.	Particular	Amount (Rs.)
1	Monthly retainer fees (including requirement of no. of resources and their charges)	
2	Charges for development of required materials (jingles, hoardings, video clips, posters, booklets, banners, etc) – Average cost/media material can be provided	
Grand Total with All taxes includes		

Other detailing such as number of advertisements, hoardings, jingles, video clips, etc shall be finalized at the time of selection of bidder.

Terms and conditions

1. All the publicity material shall remain the property of MPBCDC.
2. Payment shall be milestone based.
5. MPBCDC reserves the right to accept/reject any quotation without assigning reasons.

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