



**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 social media marketing (inclusive of influencer services) agencies for undertaking promotional activities for a period of six months with a view to ensuring that corporation's schemes reach eligible applicants at the grassroots level 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: Wednesday, August 12, 2026, 05:00 PM.

For more information please visit:

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

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**General Manager
MPBCDC Ltd.**

MAHATMA PHULE BACKWARD CLASS DEVELOPMENT CORPORATION LIMITED

(An Undertaking of Government of Maharashtra)

Notice Inviting Quotations

Inadequate dissemination of information about the schemes implemented by the Corporation have deprived eligible beneficiaries. MPBCDC now invites sealed/email quotations from experienced social media marketing (inclusive of influencer services) agencies for undertaking promotional activities for a period of six months with a view to ensuring that corporation's schemes reach eligible applicants at the grassroots level as per scope of work mentioned below.

Scope of Work

1. Communication Strategy

- Prepare a digital campaign plan for various schemes of Mahatma Phule Backward Class Development Corporation.
- Analyse the target audience and determine publicity methods accordingly.
- Design social media campaign planning, implementation and improvement measures.

2. Social Media Management

- Manage required social media platforms such as Facebook, Instagram, X (Twitter), YouTube, LinkedIn and others.
- Prepare Marathi, Hindi and English informational, attractive and engaging posts.
- Prepare static posts, carousels, reels, short videos, infographics, motion graphics and animated content.
- Prepare a regular posting calendar and implement it accordingly.

3. Documentation of Success Stories

- Identify successful beneficiaries from various districts.
- Prepare high-quality video content on the journey of such successful beneficiaries.
- Prepare 2-to-5-minute success story videos.
- Prepare short videos of 30 to 60 seconds for social media and other digital use.

4. Influencer Marketing

- Select social media influencers in Maharashtra from credible and relevant sectors.
- Plan and implement campaigns according to the schemes of the Corporation.
- Work with influencers from social work, education, skill development, entrepreneurship and similar sectors.
- Submit reports on the response received from influencers and the impact created.

5. Paid Promotion

- Run targeted advertisement campaigns on Meta (Facebook/Instagram), Google and YouTube.
- Run advertisement campaigns at district, age-group and beneficiary-group levels.
- Continuously monitor advertisement campaigns and make improvements wherever required.

6. Creation of Creative Material

- Prepare banners, posters, infographics, GIFs, motion graphics, information booklets and digital creatives.
- Prepare special digital material for special days, Government decisions, scheme launch, success stories and programmers.

7. Video Production

- Informational videos.
- Videos explaining schemes.
- Beneficiary experiences and testimonials.
- Videos of schemes implemented at different stages.
- Reels and YouTube Shorts suitable for social media.

8. Social Media Monitoring

- Monitor responses received on all social media platforms.
- Manage questions and doubts received from applicants as per the Corporation's instructions.
- Manage negative responses and incorrect information.

9. Analytics and Reporting

- Prepare monthly social media analytics reports.
- Analyse reach, impressions, engagement, followers growth, video views and click-through rate.
- Prepare influencer campaign performance reports.
- Prepare paid campaign performance reports.
- Measure ROI and KPI-based performance.

10. Compliance with Branding and Guiding Principles

- Follow the branding guidelines of the Government of Maharashtra (DGIPR) and the Corporation.
- Ensure all content uploaded for public dissemination is factually correct.
- Follow all rules related to copyright, data privacy and information technology.

Expected Deliverables

- Monthly social media content calendar.
- Regular social media posts, reels and videos.
- Video series of Beneficiary Success Stories.
- Implementation of influencer marketing campaigns.
- Digital advertisement campaign material.
- Monthly campaign performance report.
- All digital content in editable and final formats.

Technical Qualification

- Registered company/LLP/firm with GST & PAN
- 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 promotional activities on various social media channels – Average cost/media channel can be provided by bifurcating the required various types of media	
3	Charges of hiring of social media influencer	
4	Charges for creation of digital content (video clips, any other)	
Grand Total with All taxes includes		

Other detailing such as number of posts, jingles, video clips, etc to be published on the above-mentioned media platforms 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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