

Quotation Form

Sub.: Quotation for Consultancy / Co-ordination work for for Digital Positioning, Public Outreach & Institutional Branding of Balbharati.

Balbharati has played a defining role in shaping Maharashtra's educational and cultural foundation. Generations of students across the state have grown up reading Balbharati textbooks, poems, stories, illustrations, and lessons that continue to remain deeply rooted in public memory. The institution is not merely a textbook publishing body; it is an emotional and intellectual part of Maharashtra's identity.

However, while Balbharati's offline legacy remains extremely powerful, its digital presence today does not reflect the scale, impact, and contribution of the institution. In today's communication-driven world, institutions build credibility, visibility, influence, and public engagement through digital storytelling, social media positioning, collaborations, and community-driven initiatives. Educational institutions across India and globally are increasingly using social media not just for announcements, but for shaping conversations, influencing policy discussions, building communities, and connecting with younger generations.

Balbharati already possesses the strongest possible foundation — trust, nostalgia, credibility, and statewide recognition. What is now required is strategic positioning that transforms this legacy into a modern, future-ready public institution that is visible, respected, and actively followed by students, educators, parents, policymakers, creators, and educational organizations across India and beyond.

Scope of Work

******* Social Media Management**

Objective

To build Balbharati into a digitally visible, youth-connected, and nationally respected educational institution through strategic social media communication, storytelling, and institutional branding.

Platforms Covered

- Instagram
- Facebook
- LinkedIn
- Website Integration Support

Monthly Deliverables

Deliverable

Monthly Content Strategy

Content Calendar

Instagram Posting

Reels / Short Videos Posting

LinkedIn Posting

Stories Posting

Design Posts

Community Management

Analytics Report

Scope

Complete planning & execution

1 per month

12–15 posts

12–16 reels

8–10 posts

20–25 stories

Included

Included

Monthly

Duration

Initially the contract will be for six moth and may be extend next six month.

Terms & conditions

1. All documents created in these programs will be Balbharti property.
2. All taxes will be paid extra.
3. TDS will be deducted at source as per I. tax act.
4. As and when Balbharati committee required presentation regarding deliverable the consultant required to present Report/plan ect.
5. For outstation traveling the balbharati will arrange appropriate arrangement (Traveling/lodging & boarding or paid actual expenditure after the travel.
6. All payment will be paid quarterly within 21 days from the completion of each quarter, certificate received from the bureaus Kishor section.
7. Company/proprotor/consultant should have at list 3 years of experience in this ant list 1 one from renowned organization .

I/ We read all terms and condition and understand work and our roll clearly and for that we are quoting our price as mentioned below.

Project	Amount (INR)	GST	Total (INR)
Social Media Management (cost for Six Month)			

Attached :

1. GST Registration certificate
2. PAN
3. Company registration
4. Experience certificate / appreciation letters from appropriate authority

Notice No.:-----

Date : -----

Sign & seal