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Date: 12/08/2025

QUOTATIONS INVITED
BISWA BANGLA BISWABIDYALAY
BOLPUR, BIRBHUM

Biswa-Bangla University is a premier institution committed to academic excellence and holistic development. To strengthen its digital presence and engagement, we propose a focused **4-month social media and creative content strategy**. This plan will highlight academic achievements, promote events, enhance student engagement, and boost admission campaigns through impactful visuals and strategic communication. Sealed quotations are invited from authorized agencies providing below described work for the university.

- Increase brand awareness and online visibility.
- Engage students, faculty, and prospective applicants.
- Showcase academic and extracurricular activities.
- Promote university achievements and milestones.
- Drive admissions through targeted campaigns.

Platforms to be managed in Social Media: Facebook, Instagram and YouTube

Monthly Deliverables (Online): 10×Posters (Promotional & Special Day) and 2×Event Covers.

Regular Event Posters: Visually appealing designs for upcoming seminars, Workshops, and events and Scheduled postings with relevant links.

After-Event Reels: Short, engaging reels highlighting event moments, Publish within 48 hours to maintain momentum.

Department-Wise Updates: Class schedules, faculty highlights, guest lectures, and student achievements, and Special promotions for research work and collaborations.

Admission Campaigns: Informative posts on deadlines, eligibility, and process, Targeted ads to prospective students and Live Q&A sessions for admissions.

Achievement Highlights: Student/faculty awards, publications, alumni success stories.

University Activities: Cultural, sports, and community event coverage and Polls and interactive content.

Special Day Wishes: National, international, and university event-specific greetings.

One-Time Photoshoot Plan: Campus/Faculty/Student Photoshoot – High-resolution imagery for branding and online use.

- Testimonial Video Shoot: 2–3 Student, parent, or faculty testimonials.
- Drone Shoot: Aerial view of campus and facilities.
- Post-Processing: Color correction, trimming, audio syncing.
- Delivery: Google Drive folder within 5–7 days after shoot.

Purpose: Build a strong visual identity, Provide real, relatable content for promotions, Enhance trust through authentic visuals and Improve ad performance with high-quality creatives.

[Signature]

Vice-Chancellor

Biswa Bangla Biswabidyalay

Vice- Chancellor
Biswa Bangla Biswabidyalay
Bolpur, Birbhum, W.B