



MAHARASHTRA MEDICAL COUNCIL, MUMBAI

Established by Government of Maharashtra Under MMC Act 1965

189-A, Anand Complex, 1st Floor, Sane
Guruji Marg, Arthur Road Naka,
Chinchpokali (West), Mumbai - 400011.

Tel No.: 022-23007650

Website: www.maharashtramedicalcouncil.in

Email Id: maharashtramcouncil@gmail.com

No. MMC/Quotation/Managing the Social Media Marketing for MMC/2025/04883

Date:- 21/08/2025

Inviting Quotation for Managing the Social Media Marketing for Maharashtra Medical Council

The effectiveness and efficiency of the office is based on the adequate availability of Managing the Social Media Marketing for Maharashtra Medical Council and forms. Therefore, sealed quotations are hereby invited for Managing the Social Media Marketing for Maharashtra Medical Council as per terms & conditions mentioned below. The sealed quotations along with all the required document must reach in the office of the undersigned on or before **28/08/2025**.

Terms & Conditions :-

a) Envelope should be super-scribed "QUOTATION FOR MANAGING THE SOCIAL MEDIA MARKETING FOR MAHARASHTRA MEDICAL COUNCIL" Quotations need to be submitted on letter head through speed post/registered post/hand delivery in office of Maharashtra Medical Council, 189-A, Anand Complex, 1st Floor, Sane Guruji Marg, Arthur Road Naka, Chinchpokali (West), Mumbai - 400011.

b) The envelope must bear the word:-

"Inviting quotation for Managing the Social Media Marketing for Maharashtra Medical Council"

No. _____ as above dated _____

Address: As mentioned in point no. a)

IMPORTANT: - In the absence of information as required under b) above, if an envelope is received & opened inadvertently, the Council will not be responsible and the quotation may not be considered even if quoting the lowest rates.

- c) The Maharashtra Medical Council (MMC) plays a critical role in regulating and supporting the medical profession in the state. However, like many statutory bodies, it faces **challenges in ensuring timely awareness, clarity on procedures, and effective communication of new initiatives to the medical community**. Social media marketing offers a powerful solution to bridge this gap by **providing an accessible, fast, and engaging channel of communication**.
- d) One of the biggest challenges MMC faces is **quick turnaround time for busy professionals** like Registered Medical Professionals for all their queries. **Social media communication can significantly reduce turnaround time for resolving queries**. By deploying **Dynamic chatbots on WhatsApp Business** MMC can instantly answer **common questions**, freeing up staff to handle complex issues. Dedicated social handles on platforms like Facebook, Instagram, X(Twitter) for query resolution can ensure that **medical professionals receive timely responses, reducing frustration and improving overall satisfaction**.
- e) Another challenge MMC faces is **creating widespread awareness among registered medical professionals and medical graduates** about its services, updates, and important announcements. Through targeted campaigns on platforms such as X (Twitter), Facebook, Instagram, YouTube and WhatsApp MMC can ensure that **key messages reach a much wider and more relevant audience**. Creative use of infographics, short videos, and carousel posts can simplify complex information, making it easier for medical professionals to stay informed without being overwhelmed.
- f) **Procedural clarity** is another area where MMC can greatly benefit from social media. **Registered medical professionals often struggle to navigate registration and licensing processes due to lengthy guidelines and scattered information**. By publishing **step-by-step guides, explainer videos, and visual FAQs** across popular platforms, MMC can ensure that accurate and easy-to-follow information is always available. **Pinned posts and story highlights** can further ensure that crucial procedural details are accessible at any time without repeated searching.
- g) Additionally, new initiatives such as digital registrations, CPD programs, and grievance redressal mechanisms need timely promotion to achieve widespread adoption. Social media campaigns—using hashtags like **#MMC Updates**—combined

with live Q&A sessions on Facebook or YouTube can help MMC interact directly with doctors, answer queries in real time, and build trust. Partnering with medical associations and credible healthcare influencers can further amplify this outreach.

- h) In essence, a focused social media marketing strategy will not only strengthen MMC's communication and outreach but also create a more transparent, responsive, and doctor-friendly ecosystem** across Maharashtra.
- i) Hence, Maharashtra Medical Council desires to appoint a social media marketing agency / service provider to enhance MMC's outreach, communication, and public engagement by professionally managing its social media presence and digital communication in a structured and impactful manner. The Social media marketing agency / service provider should be responsible for managing the leading social media platform for the council, including but not limited to :-**
 - Instagram
 - Facebook
 - Twitter (X)
 - WhatsApp Channel
 - YouTube
- j) The estimated quantity of items given in the annexure is tentative and shall not be considered as minimum guarantee. The actual purchase may vary as per requirement.**
- k) Unsealed quotation will be rejected.**
- l) Quotations must be submitted on the letter head as per in prescribed Performa.**
- m) The quotations received after this deadline shall not be entertained under any circumstances. In case of postal delay this Council will not be responsible.**
- n) Overwriting or cutting is not permissible, if found, the quotation shall be summarily rejected.**
- o) L1 will not be the criteria for awarding of purchase order unless the rates are reasonable & justified. L1 will be decided for the overall value of quotation and not item wise.**
- p) RTGS/NEFT details need to be furnished by the supplier with the quotation on the letter head of supplier/firm/agency.**

q) The scope of the work should include but not limited to :-

- **Content Creation :-** Designing and developing informative, instructional, and promotional content aimed at doctors, medical students, foreign medical graduates (FMGs), CPD/CME organizers, and the general public.
- **Awareness & Ethics Communication :-** Developing multilingual content (English, Marathi, and Hindi) to disseminate information on MMC's processes, ethical practices, and public health-related communication.
- **Engagement and Interaction :-** Managing comments, queries, and interactions to build a responsive and trustworthy public communication channel.
- **Digital Adoption Campaigns :-** Promoting usage of MMC's digital platforms and services through reels, guides, walkthroughs, and infographics.
- **Ad Campaigns :-** Executing paid promotional campaigns after prior approval, to ensure increased reach and engagement.
- **Video Shoot :-** Doing Video shoot and producing Premium content for all the Maharashtra Medical council's social media platforms.
- **Reporting :-** Submitting monthly performance analytics and quarterly review presentations highlighting reach, performance metrics, and future strategies.

r) The firm/agency may satisfy the following conditions and attach self-attested copy of the same with the quotation :-

- ❖ Applicant should be a registered firm involved in rendering social media-based services with a minimum experience of One (1) year with the scope of work related to social media-based services carried out by other institutions/ firms up to the date of quotation. The Company should submit the experience certificate to meet this eligibility criteria.
- ❖ The applicant company should be a registered firm with a minimum of One (1) year of duration up to the date of quotation. The company should provide the Incorporation certificate to meet this eligibility criteria.
- ❖ Applicant should provide a declaration on his letterhead stating that - "The firm is not under liquidation, court receivership, or similar proceedings and/or is declared insolvent."
- ❖ Applicant should provide a Certificate of non-inclusion in the black list as per given format attached in annexure "2" need to be provided on Rs.500/- stamp paper duly notarized or on firm/agency letter head."

- ❖ The application should enclose the latest attested copy of the Receipt of the Income Tax Return submitted to the income tax office for the immediate previous Financial Year.
 - ❖ The application should enclose a Scanned copy of the original GST Registration certificate.
 - ❖ Self-attested copy of live PAN/TAN card.
 - ❖ The application should have a Firm registration /MSME certificate / UDYAM certificate.
 - ❖ The applicant should have previous work experience within Maharashtra Medical Council or related councils.
- s) If Quotations found vague and indefinite expressions such as “subject to prior confirmation”, “subject to immediate acceptance” etc. will be treated as vague offers and rejected accordingly and such a conditional quotation shall be rejected summarily.

Sd/-
(Dr. Rakesh Waghmare)
Registrar
Maharashtra Medical Council

QUOTATION FORM

To,
The Registrar,
Maharashtra Medical Council,
189-A, Anand Complex, 1st Floor,
Sane Guruji Marg, Arthur Road Naka,
Chinchpokali (West), Mumbai - 400011.

Sub:- Notice Inviting

"Inviting Quotation for Managing the Social Media Marketing for Maharashtra Medical Council."

Ref.:- No. MMC/Quotation/Managing the Social Media Marketing for MMC/2025/04883 Date:- 21/08/2025.

Respected Sir,

1. I/We submit the quotation for "Managing the Social Media Marketing for Maharashtra Medical Council" at Maharashtra Medical Council, 189-A, Anand Complex, 1st Floor, Sane Guruji Marg, Arthur Road Naka, Chinchpokali (West), Mumbai - 400011.

2. I/We thoroughly examined and understood terms & conditions given in the enquiry document.

3. I/We hereby offer to supply at the following rates. I/We undertake that I/We are not entitled to claim any enhancement of rates on any account during the validity of rate.

Sr. No.	Particulars	Rate	GST	Amount
1.	Monthly Service & Maintenance - A recurring fee covering continuous content creation and editing, graphics designing, strategizing content posting and managing end to end social media platforms to maximize reach with target audience.			

Note :- All costs mentioned above **will be subject to GST**, as applicable under regulatory guidelines.

Place- _____

(Signature of Authorized Person)

Date- _____

(Name)

(Designation)

Name of Firm/Company/Agency

Contact Details

DECLARATION

Date.....

To,
The Registrar,
Maharashtra Medical Council,
189-A, Anand Complex, 1st Floor,
Sane Guruji Marg, Arthur Road Naka,
Chinchpokali (West), Mumbai - 400011.

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Respected Sir,

I / We hereby confirm that our firm has not been
banned or blacklisted by any government organization/Financial institution/
Court/Public sector Unit /Central Government and no police/Vigilance enquiry/criminal
case is pending against us.

Place:

Signature of Authorized Person.....

Date:

Name.....

Designation.....

Seal