



প্রত্যাশী

প্রধান কার্যালয় : সৈয়দ বাড়ী

৯০৩/এ, ওমর আলী মাতব্বর রোড, (বহদ্দার বাড়ীর সন্নিহিত), চাঁদগাঁও, চট্টগ্রাম-৪২১২

Ref: Proc/Protyashi/Social Media Campaign/2026

Date: 15/01/2026

REQUEST FOR QUOTATION (SOCIAL MEDIA CAMPAIGN)

To

Subject: Request for Quotation for Paid Promotion on Facebook & Instagram (Post Boosting).

Dear Respective Media Agency/ Vendor,

Greetings from PROTTYASHI. This quotation is being requested from various media agency/ vendors to promote Social Media Campaign through Facebook and Instagram post boosting. Details Specification/requirement are as follows:

SL	Name of Activity	MoU	Boosting Quantity	Unit Rate	Total Rate (BDT)
01	Package 01: # Objective: To achieve audience Reach on Facebook & Instagram # Page Name: Protyashi/Nakshi Kathaa/Grassroots or any other page specified by PROTTYASHI # Target/Promotion Area: Abroad/International (Outside Bangladesh) # Boosting Quantity: 01 # Per Boosting Duration/Timeframe: 7 (Seven) Days # Per Boosting Targeted/Expected Reach: More than 5,00,000 (Five Lac) people within 7 consecutive Days	Post Boosting	01		
02	Package 02: # Objective: To achieve audience Reach on Facebook & Instagram # Page Name: Protyashi/Nakshi Kathaa/Grassroots or any other page specified by PROTTYASHI # Target/Promotion Area: Domestic/National (Inside Bangladesh) # Boosting Quantity: 01 # Per Boosting Duration/Timeframe: 7 (Seven) Days # Per Boosting Targeted/Expected Reach: More than 5,00,000 (Five Lac) people within 7 consecutive Days	Post Boosting	01		



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03	<p>Package 03: # Objective: To achieve audience Reach on Facebook & Instagram # Page Name: Protyashi/Nakshi Kathaa/Grassroots or any other page specified by PROTTYASHI # Target/Promotion Area: Domestic/National (Inside Bangladesh) # Boosting Quantity: 01 # Per Boosting Duration/Timeframe: 7 (Seven) Days # Per Boosting Targeted/Expected Reach: More than 4,00,000 (Four Lac) people within 7 consecutive Days</p>	Post Boosting	01		
04	<p>Package 04: # Objective: To achieve audience Reach on Facebook & Instagram # Page Name: Protyashi/Nakshi Kathaa/Grassroots or any other page specified by PROTTYASHI# # Target/Promotion Area: Domestic/National (Inside Bangladesh) # Boosting Quantity: 01 # Per Boosting Duration/Timeframe: 7 (Seven) Days # Per Boosting Targeted/Expected Reach: More than 3,00,000 (Three Lac) people within 7 consecutive Days</p>	Post Boosting	01		
05	<p>Package 05: # Objective: To achieve audience Reach on Facebook & Instagram # Page Name: Protyashi/Nakshi Kathaa/Grassroots or any other page specified by PROTTYASHI # Target/Promotion Area: Domestic/National (Inside Bangladesh) # Boosting Quantity: 01 # Per Boosting Duration/Timeframe: 7 (Seven) Days # Per Boosting Targeted/Expected Reach: More than 2,00,000 (Two Lac) people within 7 consecutive Days</p>	Post Boosting	01		
06	<p>Package 06: # Objective: To achieve audience Reach on Facebook & Instagram # Page Name: Protyashi/Nakshi Kathaa/Grassroots or any other page specified by PROTTYASHI # Target/Promotion Area: Domestic/National (Inside Bangladesh) # Boosting Quantity: 01 # Per Boosting Duration/Timeframe: 7 (Seven) Days # Per Boosting Targeted/Expected Reach: More than 1,00,000 (One Lac) people within 7 consecutive Days</p>	Post Boosting	01		



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Ref: Proc/Protyashi/Social Media Campaign/2026

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07	Package 07: # Objective: To achieve audience Reach on Facebook & Instagram # Page Name: Protyashi/Nakshi Kathaa/Grassroots or any other page specified by PROTTYASHI # Target/Promotion Area: Domestic/National (Inside Bangladesh) # Boosting Quantity: 01 # Per Boosting Duration/Timeframe: 7 (Seven) Days # Per Boosting Targeted/Expected Reach: More than 50,000 (Fifty Thousand) people within 7 consecutive Days				
Total Amount in BDT:					

NB. Read and follow the below terms and conditions carefully before submitting the quotation.

Terms & Conditions:

- **Deadline of the Quotation Submission:** The quotation should be submitted by **January 21, 2025**.
- The media agency / Bidders must submit the financial proposal and all legal documents by email to the mentioned address. Quotation sending address: **Email: procurement.protyashi@gmail.com**
- Quotation must be submitted using the letterhead pad of the media agency / bidder or supplier organization.
- The media agency/Bidders submit an updated copy of Trade license, NID, TIN & BIN photocopy with the financial offer using organization PAD.
- The price quotation should be submitted as per above package & specification.
- The supplier / media agency must submit a quotation in unit price, specifying the unit price and total price of the post boosting.
- **Work Duration/Deadline:** Work / Post Boosting validity should remain **01 (One) Year** from agreement date.
- **Platform:** Facebook and Instagram
- Page Name: Protyashi/Nakshi Kathaa/Grassroots or any other page specified by PROTTYASHI.
- The quoted price must remain valid and firm for one year from the date of framework agreement.
- **Post Boosting Quantity:** The quantity of post boosting may vary depending on the needs of the project or organization; however, the unit price/rate shall remain unchanged for the duration of one (01) year from the date of framework agreement.
- The total social media boosting cost should be inclusive of VAT and other related expenses.
- No advance payment will be made for providing/promoting post boosting or services.
- Payment shall be made upon receipt of a valid invoice following submission and acceptance of the schedule based boosting completion report, confirming achievement of the targeted reach quantity through post boosting.
- **Mode of Payment:** The total price will be paid through a cross cheque or pay order, or online transfer when successfully receiving the schedule wise post boosting completion report with targeted reach quantity. Partial payment against partial service is allowed.



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- Applicable income tax and VAT will be deducted at source as per government rules.
- The authority reserves the right to cancel the work order at any time if the media agency/supplier fails to promote all post boosting as per demand/schedule.
- **Language of Bid:** The Bid and all related correspondence and documents exchanged between the bidders and the purchaser shall be written in English Language only.
- **Bid Currencies:** All financial rates and amounts entered in the Bid form and price Schedule and used in documents, correspondence or operations pertaining to this quotation shall be expressed in BDT.
- **Promotion /Post Boosting/Reach Media:** Facebook and Instagram (Meta).
- **Criteria of Selection:** Financial offer 80 %, Legal Documents 10 % & Experience 10%.
- The PROTTYASHI authority reserves the right to cancel the RFQ invitation at any time.

(Monowara Begum)

Executive Director

PROTTYASHI