



BASANTI DEVI COLLEGE

Established in 1959
(Government Sponsored)
NAAC Reaccredited A+

Tender Ref. No: BDC/Web/2026/002

Date: 06.03.2026

Web Tender

Quotations are invited for Bulk SMS, WhatsApp and Email service for Basanti Devi College

Tender Specification for Bulk SMS, WhatsApp, and Email Services for Basanti Devi College

1. Scope of Services:

Bulk SMS: High-volume SMS sending (approx. 30000 per academic year), API integration, delivery reports, and support for promotional and transactional messages.

WhatsApp: Bulk messaging via WhatsApp Business API, two-way communication, rich media support, and compliance with WhatsApp guidelines.

Email: Bulk email campaigns with customizable templates (approx. 50000 per academic year, 1000+ emails at once), high deliverability, and detailed analytics (open rates, click-through rates).

2. Requirements:

User Dashboard: Easy-to-use interface for managing campaigns and tracking delivery reports.

Security & Compliance: Data encryption, adherence to applicable data protection laws and messaging regulations.

Scalability & Reliability: High uptime and quick message delivery.

Support: 24/7 customer support.

3. Proposal Submission:

Company Profile: Relevant experience and expertise.

Solution Overview: Description of proposed services.

Pricing: Breakdown of costs (SMS, WhatsApp, Email, setup/maintenance).

References: client references/Testimonials.

Reputed Vendors are requested to submit their sealed quotations in **Hard Copy** to the following address within 7 working days.

All quotes must include applicable GST.

Sealed quotations are to be dropped in the Tender Box only.

To
The Principal
Basanti Devi College
147B, Rash Behari Avenue, Kolkata – 700029

Sd/-
Dr. Indrila Guha
Principal