



The Bhagirathi Co-op. Milk Producers' Union Ltd.
(A Govt. of West Bengal Project)

Feeder Dairy: P.O-Berhampore: PIN -742101: Dist.-Murshidabad
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NOTICE INVITING PRE-QUALIFICATION - CUM - TENDER
(TWO COVER SYSTEM)

NOTICE INVITING E-TENDER NO. BU/MKTG/E-TENDER/1735

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PART 1 - STATEMENT OF PURPOSE AND BID OUTLINE

- **The Bhagirathi Cooperative Milk Producers' Union Limited**, Murshidabad, intends to develop and create marketing communications for Bhagirathi Co-operative Milk Producer Union Limited.
- The avowed aim is to develop the brand and create marketing communications in 4 districts of West Bengal.

The Bhagirathi Cooperative Milk Producers' Union Limited invites bids for “**Extensive Market Research, Communication Strategy, Creative Strategy and Brand Positioning of Bhagirathi Co-operative Milk Producer Union Limited in 4 districts of West Bengal for 5 months**” from reputed/ Bonafide Firm/Company/Agency having sufficient credentials and financial capacity. The detailed work along with the estimates and other relevant information are mentioned below.

SCOPE OF WORK

- a) Description of work : Extensive Market Research for both B2B and B2C segments; Collecting and Analyzing the Data; Developing Communication & Creative Strategy, Brand Identity and Positioning, Product Packaging Design, POP Collats Design, Retail Branding Design(creative designs to be approved by the District Magistrate)
- b) Locations : 4 Districts - Murshidabad, Nadia, Malda & Birbhum
- Specific data related to the Research will be supplied by the District Magistrate but it shall have to be conducted by the bidder

TIMELINE OF TENDER

Sl. No	Description	Important Date		Place of submission and opening of Tender
		From	To	
1.	Submission of Tender	03.08.2018	17.08.2018	Online Submission
2.	Opening of the Bid	19.08.2018	20.08.2018	The office of The Bhagirathi Cooperative Milk Producers' Union Limited

ELIGIBILITY CRITERIA

- **Experience:** Bidders should have a minimum **3 (three)** years of experience **exclusively in Advertising, Designing & Marketing Communication.**
- **Mandatory documents:** Tenderer must accompany **self-attested copies** of valid PAN card, GST registration certificate, Professional Tax Clearance challan (2016-17) and the latest I.T. return (2016-17).
- **Annual turnover of minimum Rs.10,00,000/-** ten lakhs only (Documentary evidence) Audited Annual Report of the last three financial years to this effect should be enclosed.
- **Experience:** Tenderer should enclose the credential certificates of **same nature of work** of minimum Rs.2,50,000/-(Rupees Two Lac Fifty Thousand only). **Advertising, Design & Marketing Communication related works. Such credentials should be on a singular work order.**
- **EMD:** NEFT/RTGS EMD of **Rs. 10,000 (Rupees ten thousand)** only should be deposited by **Net Banking/NEFT/RTGS in the Account details provided** with duly filled up the tender document, subsequently which will be treated as Security deposit for success full bidder and will be refunded after successful completion of the work. Earnest money of the unsuccessful tenderer will be refunded after 1(one) month from the date of opening of tender. **Offers not accompanied by the EMD will summarily be rejected.**

Bank Name	United Bank of India
Account No	0229050010001
Account Title	The Bhagirathi Co-operative Milk Producers' Union Limited
Account type	Current
IFSC code	UTBI0BGTF64
MICR Code	742027005
Bank Address	The Bhagirathi Co-operative Milk Producers' Union Limited, PO-Panchanantala N.H.-34 Berhampore DIST-Murshidabad Pin- 742101

N.B: In case a bidder does not match the criteria for eligibility as mentioned above, his financial bid will not be opened. Scanned copy of all document as required above must be uploaded in the Technical Folder.

TERMS & CONDITION

- The rate should be quoted as per specification mentioned both in **FIGURE & WORDS** simultaneously. **The rate should be inclusive of all taxes.**
- The earnest money deposited will be forfeited by the Authority in case.
 1. The tenderer withdraw tender after opening of tender / after acceptance.
 2. The selected tenderer fails to accept work order, refuse either wholly or partly the offer that would be made by the undersigned.

- I. Tax will be deducted from the bill as per Govt. order.
- Failure of any part of compliance of the order will attract prevalent Government rules with penal provisions.
- This authority shall have the right and discretion to terminate the contract and forfeit the Earnest Money Deposited in the event of any sort of breach of contract. The Authority shall have the right to accept or reject any tender without assigning any reason
- Previously terminated or suspended or black listed from any Government work from this district or any other district or any Government organization due to their improper work as well as their negligence to work properly, would not be eligible to take part in this proceeding in his/ her name or in new name/ entity. An affidavit in this regard should be submitted.
- Payment of bill will be made as per availability of fund. No claim for delay of payment due to non availability of fund will be entertained.
- At the time of payment of each bill, necessary deduction will be made as per Govt. norms.
- BIDDER INFORMATION FORM duly filled should be attached, if not, tender will be treated as cancelled.

The Bhagirathi Cooperative Milk Producers' Union Limited reserves the right to reject or cancel any or all pre-qualification documents and bid document without assigning any reason whatsoever.

Sd/-
Managing Director
The Bhagirathi Cooperative Milk
Producers' Union Limited

Memo No :BU/MKTG/E-TENDER/1735/(4),

Dated : 02/08/2018

Copy forwarded to:

1. Office Notice Board
2. Website www.bhagirathimilk.com
3. DIO, NIC to upload it in district website
4. Office Copy