



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

Notice Inviting Expression of Interest

BU/MKTG/DA/3241

Date: 12.03.2024

The Bhagirathi Milk Union is interested to create Brand awareness & Brand visibility amongst the target consumers so Expressions of Interest are invited for Social Media Advertisement of Brand Bhagirathi through Facebook, Youtube, Instagram of Bhagirathi Milk on the basis of the following Terms & Conditions and submission of the following mandatory statutory documents:

Mandatory Documents to be submitted in Technical Cover

1. PAN CARD
2. GST Certificate.
3. Credential of Execution of Similar Nature of Work preferable.

General Instruction

The bid comprises of two covers 1. Technical Cover 2. Financial cover. The mandatory documents has to be submitted duly signed and sealed in all pages along with this Notice in an envelope inscribing "Technical Cover". The rate as per the Annexure-I has to be filled and put to a separate envelope inscribing "Financial Cover". Both the Technical and Financial cover must be put/kept in a larger cover inscribing "BID against EOI for Social Media Advertisement of Brand Bhagirathi". All the Covers should be properly signed and sealed. No cover must be submitted open.

TIMELINE OF EOI

SL No.	Particulars	Date and Time
1.	Date of publication of EOI	12.03.2024 at 1100 hrs
2.	Last Date of Submission of EOI	19.03.2024 at 1500 hrs
3.	Evaluation Publication Date	To be notified later
4.	Pre Bid Meeting & Requirement Specification (Mandatory)	Between 12.03.2024 and 19.03.2024 from (1100 hours to 1600 hours)

SCOPE OF WORK

Sl. No	Description of Job	Quantity
1	Preparation of Explainer Promotional Video 2:00 to 10:00 minutes. (Which includes end to end process i.e mission & vision of the milk union, milk collection, packaging, distribution, consumer feedback etc):	1 job
2	Individual Product Video (Shorts / Reels 15 to 20 Seconds on Milk and Milk Products):	24 no(s)
3	Preparation of (duration of the campaigning will be six months) 1. Promotional or Call to action Graphics 24 no(s) 2. Festival / Client Testimonial Graphics 12 no(s) 3. Graphics showcasing Brand USP & Services 30 no(s). 4. News Items or Company Updates 12 no(s)	1 job
4	Creation of Facebook page, FB and Insta page like boost, FB & Insta campaign and video reach boost and for handling & responding and engaging with followers (duration of the campaigning will be six months)	1 job
5	Youtube Video Advertisement Campaign by providing Skipable & Non Skipable video advertisement and to boost up & to set up Local Stores in Google Map. (duration of the campaigning will be six months)	1 job

Terms & Conditions:-

The bid shall be submitted in The Bhagirathi Cooperative Milk Producers' Union Limited.

Validity of the bid: The bid once submitted will be valid for 180 days.

Job Commencement, Completion & Payment Schedule:

Job Commencement & Completion Schedule Phase I: The selected bidder shall commence the job within 7 days of acceptance of the Contract. The Contract has to be executed for 6 months from the date of Commencement of the Contract.

Budgetary Estimation for Boosting Activity: Rs 2,23,500 /- and GST 40,230/- (@GST 18%) for boost up activity in FB, Instagram, Google shall have to be paid by the party in 8 no(s) of installments (per installment @Rs 32,966 inclusive of GST) on behalf of B.C.M.P.U.Ltd and subsequently the same amount shall be reimbursed on submission of payment credentials

Payment Terms: Service charge shall be paid directly in the bank account of the party on monthly basis in NEFT/RTGS subject to submission of 3 copies of Invoices duly certified by the Concerned Official and approved by Competent Authority. Payment shall be withheld for violations of any terms and conditions stipulated in the Contract. For boost up activity in FB, Instagram, Google payment shall be made by the bidder in 8 no(s) of installments on the behalf of Bhagirathi. Subsequently the amount shall be reimbursed to the account of the party in two working days subject to submission of payment credentials.

Liquidated Damage: Delay in execution of contract shall attract penalty which shall be termed as 'Liquidated Damage'. For delay in execution of job after approval of the Milk Union due to sheer negligence of party shall attract penalty amounting to maximum 10% of the total Contract value. This shall be recovered from the bills of the party.

Other Terms & Conditions:

1. Income tax and other mandatory tax deduction shall be done as per government norms before payment.
2. This office shall have the right and discretion to terminate the contract in the event of any sort of breach of contract.
3. Any black listed bidder shall not be allowed to participate in this EOI
4. No cost escalation will be entertained.
5. Subletting of work is not allowed.
6. Penalty shall be imposed @10% of the total pending works if the works are not completed within the stipulated time mentioned in the bid.
7. Materials not adhering the approved content shall not be accepted.
8. Bidders are required to understand the requirement of the Milk Union and then quote the rates.
9. Bids of bidders not appearing in Pre-Bid Meeting shall not be considered for evaluation.
10. Service provider has to submit original invoices generated from social and digital media platforms generated to the bidder along with their invoice.
11. In case of any dispute between the supplier and the Milk Union the decision of the Milk Union shall be final and binding.
12. Media Content provided by the party shall be approved by the milk union and the service provider shall keep the Milk Union indemnified from any dispute arising due to legal and copyright issues arising in this Context.

The bid inviting authority reserves the right to reject or cancel any bid and to cancel the entire tender process without assigning any reason whatsoever.

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

Copy forwarded to:

1. Official Website (www.bhagirathimilk.com)

ANNEXURE-I

Financial Bid

Sl No	Description of Job	Service Fees (in Rs) (A)	Costing for Boost up (In Rs) (B)
1	Preparation of Explainer Promotional Video 2:00 to 10:00 minutes. (Which includes end to end process i.e vision & mission of the milk union, milk collection, packaging, distribution, consumer feedback etc): 1Number.	To be quoted by the bidder	Budgetary estimation is Rs 2,23,500 /- and GST 40,230/- (@GST 18%) for boost up activity in FB, Instagram, Google shall have to be paid by the party in 8 nos of installments (per installment @Rs 32,966 inclusive of GST) on behalf of B.C.M.P.U.Ltd and subsequently the same amount shall be reimbursed on submission of payment credentials.
2	Individual Product Video (Shorts / Reels 15 to 20 Seconds on Milk and Milk Products): 24 Nos.		
3	Preparation of (duration of the campaigning will be six months) 1. Promotional or Call to action Graphics 24 Nos 2. Festival / Client Testimonial Graphics 12 Nos 3. Graphics showcasing Brand USP & Services 30 Nos. 4. News Items or Company Updates 12 Nos		
4	Creation of Facebook page, FB and Insta page like boost, FB & Insta campaign and video reach boost and for handling & responding and engaging with followers (duration of the campaigning will be six months)		
5	Youtube Video Advertisement Campaign by providing Skipable & Non Skipable video advertisement and to boost up & to set up Local Stores in Google Map. (duration of the campaigning will be six months)		

I do hereby agree to quote the following rate understanding and abiding the terms and conditions of the EOI

Signature of the Agency