



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

Notice Inviting Expression of Interest

BU/MKTG/DA/1983

Date: 12.10.2023

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

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	12.10.2023 at 1600 hrs
2.	Last Date of Submission of EOI	19.10.2023 at 1600 hrs
3.	Evaluation Publication Date	To be notified later
4.	Pre Bid Meeting & Requirement Specification (Mandatory)	12.10.2023 till 19.10.2023 from 1100 hrs till 1500 hrs

SCOPE OF WORK

Sl. No.	Description of Job	Quantity	Phase
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)	1 job	PHASE-I
2	Individual Product Video (Short Length 15 to 20 Seconds)	8 numbers	
	(i) Premium Milk.		
	(ii) Active Milk.		
	(iii) Diet Milk.		
	(iv) Soft Paneer.		
	(v) Paneer Lite.		
	(vi) Sour & Sweet Curd.		
	(vii) Lassi.		
	(viii) Ghee.		
3	Preparation of promotional matter creation of Brand Bhagirathi total 48 nos, along with 52 no(s) of Festival matter for Facebook & Instagram (duration will be six months)	1 job	PHASE-II
4	Creation of Facebook page, FB and Insta page like boost, FB & Insta campaign and video reach boost and service charges for handling (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 along with service charge for handling. (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 complete his work as mentioned in Phase-I within 7 from the date of issuing work order. Job as mentioned in SL. No. 1 & 2 has to be delivered within 45 days from the date of acceptance of the Contract. The deliverables shall be pre-approved by the Concerned Official of the Milk Union. The Milk Union shall expedite script and content approval process by keeping close liaison with the agency.

Payment Phase-I: Payment shall be made after completion of the job as mentioned in Phase I i.e. job as per SL. No. 1 & 2 within 30 days of submission of bill/invoice in NEFT/RTGS directly in the Bank Account of the agency.

Job Commencement & Completion Schedule Phase II: Job as mentioned in Phase-II SL No. 3, 4 & 5 is to be subsequently developed by the agency after submission of Phase I and shall run in social media platform namely Facebook, Instagram & YouTube for 6 months from the date of Content Approval.

Payment Phase-II: 50% payment of the job as mentioned in Phase-II shall be made after 3 months after receipt of invoice for job mentioned in Phase-II duly certified by the Concerned Official. Agency shall submit original invoice raised by Social Media Platforms like Facebook and You Tube along with their bill/invoice.

Payment Phase-III: Remaining 50% payment shall be made after Completion of the Contract after 6 months certified by the Concerned Official.

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. Office Notice Board
2. Official Website (www.bhagirathimilk.com)

ANNEXURE-I

Financial Bid

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

Sl. No.	Description of Job	Quantity	Basic Rate	GST	Total	Phase
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)	1 job	To be quoted by the bidder	To be quoted by the bidder	To be quoted by the bidder	PHASE-I
2	Individual Product Video (Short Length 15 to 20 Seconds)	8 numbers	To be quoted by the bidder	To be quoted by the bidder	To be quoted by the bidder	
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Signature of the Agency