



The West Assam Milk Producers' Co-operative Union Ltd.

PURABI DAIRY

REQUEST FOR QUOTATION (RFQ)

Ref No: WAMUL/MKTG/RFQ / 01

Dated: 04/03/2019

WAMUL invites Quotations in sealed envelopes from eligible bidders for communication & creative agency/firm for creating CONSUMER AWARENESS/EDUCATION on Milk Marketing as per the eligibility criteria and scope of work& other terms and conditions as detailed below:

Sl No	Brief Description of Services	No of Activity/Event	Place of Campaign/Event	Remarks
1	MARKETING CONSULTANCY as per detailed specification/Scope of work/Terms and Conditions.	As per Annexure-1	Assam & Meghalaya	1 st Campaign within 15 days from the date of PO

You are requested to send your offer against the RFQ in sealed envelope latest by 14.00 hours 18th March 2019 addressing to "The Managing Director, The West Assam Milk Producers' Cooperative Union Ltd, R.K.Jyoti Prasad Agarwala Road, Panjabari, Guwahati - 781037 inscribing "Offer for Advertising Consultancy". The price bid should be as per format given in Annexure -2

Terms and Conditions for Request for Quotation (RFQ)

1. Eligibility criteria of the bidder

- The Bidder must be incorporated & registered in India, under the Indian Companies Act / Societies Registration Act/ Trust Act/ any other Act in India and should be in operations in Assam for last 5 years.
- The Bidder should have more than 5 years of experience in organizing awareness programs/campaign in the form of street plays, road shows, public events, interactive programs in school/colleges/public place etc and also experience in both electronic and print Media for awareness program development, script writing in English & Assamese language and implementation. (Proof of establishment copy and relevant registration documents need to be submitted)
- The Bidder should have completed at least 3 different awareness event/campaign of value more than Rs 10 Lakhs in each of the last two years in any Govt./Semi Govt./Public sector. (Relevant documents with client details should be submitted).
- The Bidder should have at least 2 Govt. /Semi Govt./Cooperative sector client in the last one year. (Copy of P.O should be submitted).
- The Bidder should have at least 2 years of experience (Financial Year 2016 -17, 2017 -18) in Digital and TV/Radio Media marketing with media planning team to facilitate media strategy, planning, scheduling and buying in print/electronic media, television, radio and online platform. Also empanelment as creative agency with minimum 3 (Three) nos. of government/public sector/cooperative undertakings

R.K. Jyoti Prasad Agarwala Road, Panjabari, Guwahati- 781 037

E-mail: purabimilk@gmail.com • Website: www.purabi.org, GST No. 18AAAJW0070G1Z6

- during the last five years (Relevant documents with client details should be submitted).
- The Bidders financial turn Over for each of the last three financial years ending with 31st March (i.e. 2015-16, 2016-17, 2017-18) should be more than Rs 50 Lakhs (Relevant documents required)
- The Bidder should have valid registration under various Acts that may be applicable for the contract proposed (Relevant documents required)

2. Earnest Money Deposit (EMD): NA

3. **Performance security:** Within 30 days of the receipt of the notification of the Award of the Contract from the WAMUL the successful bidder shall furnish to the WAMUL a performance security for an amount of Rs 50,000/- in the form of Bank Guarantee or a Bank Draft from any Nationalized Bank in favor of "The West Assam Milk Producers Cooperative Union Limited, Juripar, Panjabari, Guwahati-781037". The Performance Security furnished by the successful bidder will be retained by the office up to 12 Month. The PBG held by the office till it is returned to the successful bidder will not earn any interest.

Failure of the successful bidder to furnish Performance Security within the period stipulated shall constitute sufficient ground for annulment of award and the Office may make the award to the next lowest evaluated bidder.

4. **Validity of the Quotation:** Quotation must be valid for 1 year. The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.

5. **Delivery/Completion Time:** Delivery/Completion of the entire program should be completed within 12 months from the date of receipt of PO. The first activity to be taken up within 15 days from the date of receipt of the PO.

6. Price Bid

- The Prices shall be quoted in Indian Rupees only
- Each bidder shall submit only one quotation. Bidder shall not contact other Bidders in matters relating to this Quotation
- The contract shall be for the entire campaign/event period mention in RFQ.

7. **Terms of Payment:** 30% payment would be made in advance against each and every awareness program designed & balance amount to be paid after successful completion and submission of report of the program. Retainer ship Fee will be paid after each and every month after submission of Bill copy.

8. **Liquidated Damages:** If the bidder fails to deliver or perform the services within the time period(s) specified in the purchase order/contract, the WAMUL shall, without prejudice to its other remedies under the purchase order/contract, deduct from the purchase order/contract price, as liquidated damages, a sum equivalent to the following clauses which is applicable as per Order.

0.5% of the full contract value for each completed week of delay

The total amount so deducted shall not exceed 10% of the purchase order/contract value. Once the maximum is reached, the WAMUL may consider cancellation/termination of purchase order/contract, and forfeiture of performance/ deposit bond

9. Evaluation of Quotations and Award of Contract:

- The Purchaser will evaluate and compare the quotations determined to be substantially responsive i.e which Are properly signed; and Conform to the terms and conditions, and specifications
- The quotation would be evaluated for complete set of item under this RFQ.
- GST charges in connection with sale of services shall be taken into account in evaluation.
- The Purchaser will award the contract to the bidder who has complied to our Scope of work and eligibility criteria and who has offered the lowest evaluated quotation price.
- Notwithstanding the above, the Purchaser reserves the right to accept or reject any quotations and to cancel the bidding process and reject all quotations at any time prior to the award of contract.
- The bidder whose bid is accepted will be notified of the award of contract by the Purchaser prior to expiration of the quotation validity period. The terms of the accepted offer shall incorporate in the supply order.

10. **Cancellation of Contract:** WAMUL shall be free to cancel the order either in full or in part, in the case of non-performing of service/non-completion of program/event within the stipulated delivery period.

11. **Rejection:** WAMUL reserves the right to reject the services either in part or full if at the time of perform, it is noticed that the service provided do not conform to the specifications/description given in the purchase order

12. **Bidder should submit:** Self attested copy of PAN, Self-attested copy of GST, Self-attested copy of Trade License, Bank Account details on letterhead of the firm, contact details

13. For any dispute/legal issues, the jurisdiction is at Guwahati Only

Quotation can be submitted in person on or before the due date and time specified above. Such quotation should be dropped in the tender box only kept at the Office of the "West Assam Milk Producers Cooperative Union Limited, Juripar, Panjabari-Guwahati-781037"

Alternatively, the bidder can submit the quotation by registered post so as to reach the above address on or before the due date and time specified above. Quotation received after due date and time will not be considered and WAMUL shall not be liable or responsible for any postal delays.

The completed RFQ document duly signed on all the scanned signed pages by WAMUL should be submitted by the bidder along with the offer letter.

Sr. Executive - Purchase
WAMUL

ANNEXURE-1

Scope Of work

- a. Developing the communication strategy in alignment to the market research findings. (Basic market research will be conducted separately)
- b. Developing the new product launching strategy and area of communication upto the consumer level.
- c. Developing the creative idea for all media including print, radio, electronic and outdoor, in alignment with the program.
- d. Develop artwork/graphics, layout etc. for all print, outdoor medium with adoptions to any required sizes.
- e. Preparing the media plan for WAMUL and month wise plan of awareness activities/campaign for the entire year.
- f. Organizing event in different places like school/public places/society/Villages to create awareness on milk & Milk products and to promote Purabi brand along with the event.
- g. To manage different level of competition among students/House wife/Women etc to develop brand building and create brand image among them
- h. To do apartment activation program and engagement of the entire household for doing activity under the brand name of Purabi.
- i. Organizing roadshow, street play, new product launching activity and gather feedback after the end of the activity
- j. Gathering market feedback on regular basis (monthly/quarterly), analysis to ascertain impact and fine tuning the communication strategy on continuous basis. Feedback shall be gathered on monthly basis.
- k. Developing script for television spots and radio jingles along with facilitating production. Also facilitating negotiation of best rates for their production.
- l. Facilitating released of awareness program in print and broadcasting TV ads and radio spots. Also facilitating negotiation of the rates with the print, electronic and radio media.
- m. The Agency should be able to publish campaign/awareness program script in all leading National, Regional and local daily Newspapers.
- n. Supervision of execution television spots, radio jingles, outdoor, events, promotion assignments etc. in Guwahati and its suburbs.
- o. Creation of social networking pages and activity on awareness program in social media like Facebook, Twitter, YouTube etc. and their maintenance, checking out strategy and rolling out contest both video and static along with submission of monthly report of its reach and engagement. Feedback on Purabi Website hits, updating of comments received and linking to social media coverage such as Facebook, Twitter etc. shall be done on daily basis.
- p. Updating and maintain web page/website of Purabi etc. and uploading of all the activity done in entire year. Execution of branding activities, events/event management.



Module

- The Bidder has to specify/design in details the module as per the need/requirement of WAMUL's about the consumer education and awareness on Milk
- The module should be so designed so as to cover all level of age group of consumer
- The awareness program is 12 month to cover the following area
 1. Road show
 2. Street play drama
 3. Direct consumer interaction
 4. School program
 5. Event organizing
 6. Hoarding
 7. Radio jingle
 8. Electronic Media
 9. Print Media
 10. Digital Media
 11. Social Media
 12. Banner/Leaflet distribution

The bidder is advice to details the outcomes along with photograph and video from each activity of the program.



ANNEXURE -2

Format of Quotation

S. No.	Description of Service	No of Month	Fee /Month (In Rs)	GST %	Quoted Fee/ Month (In Rs) inclusive of GST Rate in Rs.	Total price inclusive of No of month & GST	Total Unit cost inclusive all (In Rs)	
							In Figure	In Words
1	Retainer-ship Fee	12						

To be filled by the bidder

Stamp & Signature of the Bidder

