



SUNDARBAN CO-OPERATIVE MILK & LIVESTOCK PRODUCERS' UNION LTD., SOUTH 24 PARGANAS

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NOTICE INVITING e-TENDER (2nd Call) FOR

Digital Marketing, Paid Media Activities & Related Services

NIT No.: SMLU/HO/SAD/e-NIT (2nd Call)/22-23/286

Date: 29.08.2022

Sundarban Cooperative Milk & Livestock Producers' Union Ltd., South 24 Parganas is inviting Online Tender (e-Tender) in two bid system for Digital Marketing, Paid Media Activities & Related Services as per specification terms and conditions mentioned hereunder:

IMPORTANT DATE AND TIME SCHEDULE

Sl. No.	Particulars	Date & Time
1	Date of uploading (Publishing) of N.I.T. Documents (Online)	29.08.2022 at 1845 hrs
2	Documents download start date (Online)	29.08.2022 at 1850 hrs
3	Technical Bid proposal submission start date (Online)	29.08.2022 from 1850 hrs
4	Bid Submission end date (Online)	05.09.2022 at 1800 hrs
5	Technical bid opening date	07.09.2022 at 1400 hrs
6	Financial Bid Opening date	To be notified later

Details of the work:

Nature of Work	Digital Marketing, Paid Media Activities & Related Services
Scope of Work	Digital Marketing, Paid Media Activities & Others initially for Kolkata area only. Extensive brand promotion, product promotion of Sundarini along with target for more and more customer awareness, market creation and customer conversion through Digital Marketing, Paid Media Activities & Related Services. Products category: Subscription through Sundarini Mobile Application and home delivery based Organic Milk (in glass bottle) and other organic milk products, Sundarini Outlet and Online Delivery based Traditional Bengali Sweets, Packed Snacks & Savouries, various Agricultural products like Indigenous Rice, Dal, Organic Honey, Mustard Oil etc.
Bid Inviting Authority	Managing Director, Sundarban Cooperative Milk & Livestock Producers' Union Ltd.

Statutory & Non Statutory Documents	<ol style="list-style-type: none"> 1. COMPANY PROFILE which consists of MOA & AOA etc. Declaration that the Company is operational for at least 3 years. 2. GSTIN (GST Registration Certificate) 3. PAN CARD 4. INCOME TAX RETURN of last 3 years. 5. Annexure-II DULYSIGNED & SEALED BY THE BIDDER. 6. MINIMUM 03 YEARS OF WORK EXPERIENCE exclusively in Digital Marketing & Paid Media Activities & Marketing Communication. COMPLETION CERTIFICATES as a proof of EXPERIENCE must be uploaded. 7. MINIMUM TURN OVER of Rupees 10 (ten) Lakhs. AUDITED BALANCE SHEET of last 3 years. 8. Required to submit a TECHNICAL PROPOSAL DOCUMENT TO DEMONSTRATE COMPETENCY OF THE BIDDER. The brief and to the point Technical Proposal Document would include the following but not limited to: <ol style="list-style-type: none"> a) Proposed Steps & Deliverables based on NIT requirement (Detailed Specifications) b) Case study/Success Story where this approach has resulted in favourable outcomes, preferably implemented by the agency. c) Defining how the outcomes will be attributed to the Digital Marketing efforts d) Required Time Frame & Paid Campaign Budget vis-à-vis Reach to consumers and Conversion e) Clientele base f) Work Profile g) Testimonials, if any <p>All these documents are mandatory. Failure to upload the documents will result in disqualification in technical bid evaluation.</p>
Earnest Money Deposit	Not Applicable. The Bidder has to give Bid Security Declaration as per format specified at Annexure-III
Technical Bid Evaluation	The Technical Bid will be evaluated by the Tender Committee. Bidders shall upload all the necessary documents in the Technical Folder which will be verified and evaluated by the Tender Committee.
Financial Bid	<p>Rate shall be quoted in the Financial bid.</p> <p>The bidder shall quote the rate online through Computer only in the space marked for quoting rate in the Bill of Quantities (BOQ). Only downloaded copies of the above documents, digitally signed by the bidder are to be uploaded (Excel file).</p> <p>The rate quoted per unit item by the tenderer shall be inclusive of all elements of taxes and duties, demands, tolls etc. The tenderer shall include income tax, GST etc. as applicable, octroi if any and all other charges if applicable while quoting the rate, FOR (freight on road) delivery of the material in the place of delivery installation and commissioning.</p>
Validity of Bid	180 days
e-Tender registration and bidding	<p>ONLINE BID SUBMISSION:</p> <p>The bidders are required to submit the Technical and Financial bid documents ONLINE i.e. uploading of the documents complete in all respect by following the Online Bid submission procedure.</p>

Download of Tender	<p>1. Download of Tender</p> <p>Tender to be downloaded only from the e-Tendering portal of Govt. of West Bengal i.e. https://wbtenders.gov.in. The tender will be submitted in two bid system i.e. Technical bid & Financial bid only through online.</p> <p>2. Online Bid submission procedure</p> <p>i. Registration of Bidders: Agencies/Bidders who are interested in participating e-tenders will have to get enrolled & registered with the Government e-Procurement system through logging on to https://wbtenders.gov.in</p> <p>ii. Digital Signature certificate (DSC): Each bidder is required to obtain a class-II or Class-III Digital Signature Certificate (DSC) having Signing and Encryption certificate for submission of tenders from the approved service provider of the National Information's Centre (NIC) on payment of requisite amount or any service provide as may be allowed by the Finance Department, Govt. of West Bengal.</p> <p>iii. Tender Download: The bidders can search & download NIT & Tender Documents electronically from computer once he logs in to the e-Tendering portal https://wbtenders.gov.in using the Digital Signature Certificate. This is the only mode of collection of Tender Documents.</p> <p>iv. Submission of Tenders: General process of submission, Tenders are to be submitted through online to the stipulated website in two folders, (one is Technical Bid & the other is Financial Bid) before the prescribed date & time using the Digital Signature Certificate (DSC). The documents are to be uploaded duly digitally signed. The documents will get encrypted (transformed into non readable formats).</p>
Award of Contract	<p>The bidder selected after evaluation of financial bid by the tender committee will be given Award of Contract, subject to fulfillment of Terms and Conditions provided in the tender.</p>
Publication of Tender	<p>1. E-Procurement Portal Govt. of West Bengal (https://wbtenders.gov.in)</p> <p>2. South 24 Parganas District Website (https://s24pgs.gov.in)</p> <p>3. Website of the Milk Union (https://www.sundarini.organic)</p> <p>4. Office Notice Board</p>

Detailed Specifications of Requirement:

Name of the Components	Qty.
Digital Marketing, Paid Media Activities & Related Services	01 Job

Component-wise Detailed Specification:

Name of the Item	Specifications of the Item(s)
Digital Marketing, Paid Media Activities & Related Services	<p>Social Media Marketing:</p> <ul style="list-style-type: none"> a) Social Media Channel Management. Reaching out to Target Groups through Facebook, Instagram, Facebook Reels, Instagram Reels/IGTV/Guides, Youtube b) Facebook: Minimum 20 static posts & 5 nos. 30-45 second slide share videos per month c) Instagram: 15-20 posts per month d) 4 Reels/Short Videos per month across all platforms accompanying existing Campaigns d) 4-5 Engagement Campaigns per year across proposed Social Media channels e) User Response Management. f) Organic Content Production and Promotion – Facebook Groups, Organic Posting, etc. g) All Content Creation
	<p>Social Media Advertisement Campaigns:</p> <ul style="list-style-type: none"> a) Paid Campaign for Brand visibility and engagement b) Paid Campaign for Product visibility and engagement c) Paid Campaign for Sundarini Mobile App installs d) Paid Campaign for Online Sales e) Paid Campaign for User Nurturing f) Inorganic Content Production for all Campaigns g) Media Management for all Campaigns h) Minimum 2 nos. Influencer Marketing Campaigns i) Story ads for Instagram j) 4-5 Ad Campaigns per month
	<p>Managing Push Notifications for Sundarini Mobile App Engagement and Repeat Purchase</p>
	<p>Google Display Network & Retargeting: Keywords Research, Campaign Building and Management, Optimizing ROAS (Return On Ad Spend), Analytics Reports like PPC, Target Audience, Demographics, Conversion rate, Proper ROI (Return on Investment) etc.</p>
	<p>Search Engine Optimization: On-Page & Off-Page SEO Activities Keyword Search & Ranking: Minimum 20 Keywords Blog Posts: 5-6 per month Backlinks: 100+ Business Listing: 4-5 per month PPT: 2-3 per month Classified Ads: 10-12 per month PDF Submission: 2-3 per month</p>
	<p>Video Marketing on Youtube: (Video raw files will provided by the Authority) Bumper video ads Non-Skippable Instream ads Ad Sequencing format</p>
	<p>Online Reputation Management: 50 Product Reviews per month Regular activity and TAT 48 hours</p>
	<p>PR Activities: Minimum 2 Influencer on-boarding and campaign management Influencer Connect</p>

Digital Marketing, Paid Media Activities & Related Services	Assistive Media Activities using Social Media & Google: 5-6 Contents/month Content Creation Campaign Management
	Sales Funnel Management Through Email or WhatsApp or SMS Marketing
	Monthly Audit of the Sundarini Website and Mobile App from UIUX and Buyers Journey Perspective
	All types of required Reporting on User Reach/App Downloads/ROI/ROAS etc.
	User Reach: Minimum 5 (five) times of Ad Budget Spent per month
	Customer Conversion: Minimum 5.0% (five percent) of User Reach per month
	Timeline for Digital Marketing & Paid Media Activities Contract: 6 months to 12 months depending upon performance and desired outcomes from the campaigns
	Advertisement Budget: Initially Rs. 60,000/- (Rupees sixty thousand only) per month including all taxes. The budget may be increased or decreased by the Authority in due course of time depending upon performance and desired outcomes from the campaigns. However, lowering of Ad Budget and higher Organic Reach has to be achieved within 6 months in tapering manner.
The Agency Cost must not increase with the increment of the Advertisement Budget.	
Paid Media Activities (Advertisement Cost) must be done by the Agency from its own fund which will be paid after submission of all supporting Invoice/ papers along with Agency Charges in every month.	

GENERAL TERMS & CONDITIONS

1. The documents submitted by the bidders should be properly indexed & digitally signed.
2. During the scrutiny, if it comes to the notice to the tender inviting authority that the credential(s) and/or any other paper(s) has/have been of any bidder found incorrect/ manufactured/ fabricated, that bidder will not be allowed to participate in the tender process and that application will be rejected outright. Sundarban Cooperative Milk & Livestock Producers' Union Ltd. reserves the right to cancel the N.I.T. at any time without showing any reason and no claim in this respect will be entertained.
3. During evaluation the Committee may summon any bidder and seek clarification/information regarding bids within the stipulated time frame. In case the bidders fail to clarify any query during the stipulated time frame the bid shall be liable for rejection.
4. The Milk Union may reject any bid from any party with unsatisfactory performance with the Milk Union or any other Milk Union in the past.
5. Inspection of materials may be undertaken at the supplier's premises whenever necessary by the Tendering Authority/ any officer authorized by the undersigned.

6. The Bidders must have local arrangement (within West Bengal) for 'prompt after sale service' of the installed unit as and when required within warranty period free of cost.
7. Bidders are required to go through the Tender Documents understand the requirement the location of the installation and commissioning and then quote their rate. Rate once quoted by the bidder shall be deemed to be quoted by the bidder after understanding the requirements of the Milk Union. Rates once quoted are final and no alteration in rate shall be allowed. All the pages of this NIT must be duly signed and sealed by the bidder as a token of acceptance of the Terms and Conditions of the NIT.
8. **Site Inspection:** It is required for the bidder to perform site inspection to be supplied at his own expense.
9. **Bid Price:** The Price should be quoted in BOQ format only. PRICE EVALUATION WILL BE DONE FOR **AGENCY COST PER MONTH** WHICH CONSISTS OF THE COST APPLICABLE FOR ALL DELIVERABLES, ADVERTISEMENT BUDGET HANDLING ETC. AS PER NIT SPECIFICATIONS AND ALL APPLICABLE TAXES. BID PRICE INCLUSIVE OF ALL TAXES. NO ADDITIONAL CHARGES WHATSOEVER SHALL BE PROVIDED. GST AMOUNT IS TO BE SHOWN SEPARATELY.
10. **Bid Validity:** The rate once quoted in this Tender shall remain valid for a period of 180 days from the date of Financial Bid Evaluation. Bidders are therefore required to assess their rates before quoting them.
11. **Warranty:** Sundarban Milk Union shall not be responsible for any kind of Copyright Infringement of any design provided by the selected bidder. The selected bidder will have to provide Declaration in writing.
12. **Payment:** 100% Payment shall be released in NEFT/RTGS to the Bank Account of the supplier after submission of 3 copies of Tax Invoice for Agency Charge along with ALL CERTIFIED PHOTOCOPIES OF TAX-INVOICES RELATED TO ADVISEMENT COSTS, DECLARATION THAT THE ADVERTISEMENT COST HAS BEEN UTILIZED FOR DIGITAL MARKETING OF SUNDARBAN MILK UNION ONLY, REQUIRED MONTHLY ANALYTICAL REPORTS in every month subject to necessary satisfactory work done certificate from respective In-Charge of the job. The payment shall be withheld, in case of violation of any tender terms & conditions.
13. **EMD & Security Deposit:** EMD Not Applicable. The Bidder has to give Bid Security Declaration as per format specified at **Annexure-III.**
14. **Insurance:** The supplier shall make arrangements for insuring the goods against loss or damage incidental to manufacture or acquisition, transportation, storage and delivery. If the equipment's is not commissioned and handed over to Sundarban Cooperative Milk & Livestock Producers' Union Ltd. within specified period, the insurance will have to be extended by the supplier at their cost till the successful installation, testing, commissioning and handing over of the goods to the Sundarban Cooperative Milk & Livestock Producers' Union Ltd.

IT IS OBLIGATORY FOR THE BIDDER TO NOTE THAT FAILURE TO MAINTAIN DELIVERY & I/C SCHEDULE OF ORDERED ITEM WILL HOLD THE SUPPLIER RESPONSIBLE & ACTION WILL BE TAKEN STRICTLY AS PER TENDER RULES LAID DOWN HEREIN WITHOUT ANY PREJUDICE OR ANY SHORT OF PLEA WILL NOT BE CONSIDERED EXCEPT ANY INCIDENT OCCURRED "BY ACT OF GOD" OR NON READINESS OF SITE BY ANY MEANS MAY BE CONSIDERED ONLY.

12. **Penal Measure:** Time being the essence of the contract, failure to supply the materials within due time or delay in installation and commissioning of the materials shall invite penalty.

- I. **Liquidated damages of 0.5%** per day subject to a maximum of 10% of the total cost of materials shall be charged if goods are not delivered installed or commissioned in time and the amount will be deducted from the Security Deposit and bills submitted by the supplier.
 - II. For violation of any terms and conditions of the contract Sundarban Cooperative Milk & Livestock Producers' Union Ltd. reserves the right to cancel the contract without assigning any reason thereof. On termination of Contract the Performance Bank Guarantee will be forfeited. The subsequent company will be blacklisted for 3 years.
13. **Loading and Unloading:** Not applicable.
 14. **Documentation:** Complete documentation like principal warranty papers, operation manuals, document of technical specifications and guarantee cards have to be furnished by the supplier. Failure to submit any of the above documents in hard copies at the time of supply of the materials shall lead to non-acceptance of the material.
 15. **Delivery, Installation and Commissioning:** Not applicable.
 16. **Standards:** The Goods supplied under this Agreement shall conform to the standards mentioned in the Technical Specifications and when no applicable standard is mentioned, to the authoritative standards appropriate to the Goods' country of origin.
 17. **Registration of Goods:** If required under the Applicable Law, Goods supplied under the Agreement shall be registered for use in India.
 18. **Patent Rights:** The Supplier shall indemnify the Purchaser against all third party claims of infringement of patent, trademark, or industrial design rights arising from use of the Goods or any part thereof.
 19. **Wooden Packing:** Not applicable.
 20. **Termination for Default** The Purchase, without prejudice to any other remedy for breach of the Agreement, by written notice of default sent to the Supplier, may terminate this Agreement in whole or in part:
 - a) If the Supplier fails to deliver any or all of the Goods/Services within the period(s) specified in the Purchase Order, or within any extension thereof granted by the Purchaser; or
 - b) If the Goods/Services do not meet the Technical Specifications or registration requirement (if any) stated in the Agreement; or
 - c) If the Supplier, in the judgment of the Purchaser has engaged in fraud and corruption, in competing for or in executing the Agreement; or
 - d) If the Supplier fails to perform any other obligation(s) under the Agreement.
 21. **Termination for Insolvency:** The Purchaser may at any time terminate the Agreement by giving written notice to the Supplier if the Supplier becomes bankrupt or otherwise insolvent.
 22. **Termination for Convenience:** The Purchase, by written notice sent to the Supplier, may terminate the Agreement or the Purchase Order, in whole or in part, at any time for its convenience. The notice of termination shall specify that termination is for the Purchaser's convenience, the extent to which performance of the Supplier under the Agreement or Purchase Order is terminated, and the date upon which such termination becomes effective. The Goods/Services that are already supplied before the Supplier's receipt of notice of termination shall be accepted by the

Purchaser at the terms and prices described in the Agreement and the Purchaser order.

23. **Dispute Resolution** Any dispute arising out of the Agreement, which cannot be amicably settled between the parties, shall be referred to adjudication/arbitration in accordance with the Arbitration and Conciliation Act of 1996 of India. The venue of adjudication/arbitration shall be Kolkata. The language of arbitration shall be English.
24. **Applicable Law:** The Agreement shall be interpreted in accordance with the laws of Union of India.
25. **Force Majeure:** If, at any time during the subsistence of this contract, the performance in whole or in part by either party of any obligation under this contract is prevented or delayed by reasons of any war or hostility, act of public enemy, civil commotion, sabotage, fire, floods, explosion, epidemics, quarantine restriction, strikers lockout or act of God (hereinafter referred to as events) neither party shall have any claim for damages against other in respect of such non-performance or delay in performance.
26. The undersigned reserves the right to accept or reject any tenders and to cancel the entire tender process without assigning any reason whatsoever.

Sd/-
Managing Director
Sundarban Cooperative Milk &
Livestock Producers' Union Ltd.

Annexure-I

FORMAT FOR CHECK LIST

Information about Bidders

(To be furnished with the Tender)

Serial Number	Description	Particulars		
		Please ✓ Mark		Page No.
	Item	Yes	No	
1.	Name of the Firm			
2.	Registered Address with PIN code, Phone No., FAX, e-mail, etc.			
3.	Name of the person authorized to enter into & execute Contract Agreement.			
4.	Application submitted in Annexure-I			
5.	Authorization Letter of Signatory from Company			
6.	Scanned document of Authorized dealer/distributor certificate and agreement between the manufacturer and the Distributor/Bidder (if applicable)			
7.	Scanned document of PAN Card of the Authorized Signatory.			
8.	Scanned document of GST Registration Certificate.			
9.	Scanned document of Tax Clearance Certificate /Paid Challan.			
10.	Scanned document of Trade License.			
11.	Scanned document of Terms & Conditions of the tender duly digitally signed of each page.			
12.	Scanned document of Printed Literature/ Brochure/ Booklet /Drawings, Manuals whether enclosed			
13.	Digitally signed Scanned N.I.T. (Notice inviting Tender) duly uploaded			

Signature with seal

Annexure – II

AFFIDAVIT

(To be furnished in a Twenty Rupees Non-Judicial Stamp Paper duly Certified by Notary Public)

- 1). I/We the undersigned solemnly declare that all the statements made in the documents, records etc., attached with this application are true and correct to the best of my/our knowledge.
- 2). I/We the undersigned do hereby certify that neither my/our firm/company nor any of its constituent partners have abandoned any work/works of similar nature and magnitude in India, in the past.
- 3). I/We the undersigned do hereby certify that any of the contracts awarded to me/us has not been terminated rescinded, due to breach of contract on my/our part in the past.
- 4). I/We the undersigned authorize (s) and request any bank / person / firm / corporation / Government Departments to furnish pertinent information deemed necessary and requested by the SMLU to verify the statement made by me/us or to assess my/our competence and general reputation.
- 5). I/We the undersigned, understand(s) that further qualifying information / clarifications on the statement made by me / us may be requested by the SMLU and agree(s) to furnish such information/clarification within SEVEN Days from the date of receipt of such request from the SMLU.

Dated Signature of Applicant with Seal:

(To be signed by the officer authorized by the Firm/Company to sign on behalf, the Firm/Company with company's seal)

Note: In case of sole proprietary concern, affidavit should be signed only by the sole proprietor.

(Title of the Officer)

(Title of the firm/Company)

(Date)

The above named deponent has understood the contents well and solemnly and sincerely declared and affirmed by the deponent in my presence at.....and signed before me on this day of..... (Seal).

(Signature of the Notary Public)

Annexure – III

BID SECURITY DECLARATION FORM

Tender No.....

Date.....

To (insert complete name and address of the purchaser)

I/We. The undersigned, declare that:

I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be disqualified from bidding for any contract with you for a period of one year from the date of notification if I am /We are in a breach of any obligation under the bid conditions, because I/We

a) have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity specified in the form of Bid; or

b) having been notified of the acceptance of our Bid by the purchaser during the period of bid validity (i) fail or reuse to execute the contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the Instructions to Bidders.

I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of (i) the receipt of your notification of the name of the successful Bidder; or (ii) thirty days after the expiration of the validity of my/our Bid.

Signature of Tenderer Name with Seal:

Designation:

Organization Name:

Contact No.: