

**REGISTRAR OF CO-OPERATIVE SOCIETIES  
JAWAHAR SAHAKARANA BHAVAN, DPI JUNCTION,  
JAGATHY P.O, TRIVANDRUM-14  
e-mail: keralarcs.coop @kerala.gov.in  
www.cooperation.kerala.gov.in  
Phone: 0471-2330825, Mob:9188118001**

**EXPRESSION OF INTEREST (EOI) FOR  
SELECTION OF A COOPERATIVE SOCIETY FOR  
IMPLEMENTING THE PROJECT**

**“Branding & Marketing of Cooperative Products”**

Date: 08 October 2020

## Part I: General Terms and Conditions

Registrar of Cooperative Societies (RCS) Department of Co-operation, Govt. of Kerala invites Expression of Interest (EOI) from cooperative societies for Assisting the department in implementing the project **“Branding & Marketing (including E-Marketing) of products of cooperative societies.”**

### 1.1 Objective of Expression of Interest (EOI)

The objective of this “Expression of Interest” is to short-list and subsequently select a cooperative society as a creative agency for Assisting the department of co-operation in implementing the project “Branding & Marketing (including E-Marketing) of products of cooperative societies.”

### 1.2 EoI Issuing Authority and Process

This Expression of Interest (EOI) Notice is issued by the Registrar of cooperative societies (RCS) Department of Co-operation, who intends to short-list potential bidders in this Selection process. RCS decision with regard to the short-listing of bidders through this EOI shall be final and reserves the right to reject any or all the bids without assigning any reason thereof. Only short-listed bidders will be issued Request for Proposal (RFP) for the assignment. The details of the contact persons for the overall selection process are given below:-

<b>Activity</b>	<b>Description</b>
Assignment	Selection of Co-operative Societies for project “Branding & Marketing of Co-operative Products “
Name of the Client	Registrar of cooperative societies (RCS)
Nodal Officer	Additional Registrar (Consumer) e-mail: keralarcs.coop@kerala.gov.in Phone: 0471-2330825, Mob: 9188118005/9446059085
Address:	Registrar of cooperative societies Jawahar Sahakarana Bhavan, DPI Junction, Thycaud PO, Thiruvananthapuram- 14 e-mail: Keralarcs.coop@kerala.gov.in Phone: 0471-2330825, MOB : 9188118001
Selection Method:	EoI followed by RFP

## Preparation of Proposal

Language	Proposals shall be submitted in English language.
Validity of the proposal	60 days. Cooperative societies are requested to send their Queries only through e-mail to the following email ID: keralarcs.coop@kerala.gov.in

## Eligibility

- I. Qualification: Minimum 2 years experience. Applications are invited from cooperative societies involved in production & marketing of consumer goods, Marketing, Advertising, Media Planning / Purchasing, Creative Designing & Production, Printing & Publishing etc.
- II. The Cooperative society should not have been debarred/ black listed by State Government or Central Government. There should not be any Criminal case pending before any court of competent jurisdiction against the Cooperative Society.
- III. Co-operative Societies shall mean apex/federal Societies also.

## Submission, Opening and Evaluation

The Firm must submit complete EOI (as per Annexures in all respects may be submitted to RCS through courier/ speed post/hand-delivery on or before the date & time mentioned in the data sheet.

Last Date	:	3.00 PM on 27.10.2020
Time period for the assignment	:	One year from the date of issue of work order which may be extended based on mutual agreement.

### 1.3 Tentative Calendar of Event Under EOI Process:

1. Issue of EOI	8 <sup>th</sup> Oct 2020
2. Last date and time for Submission of EOI	27 Oct 2020 at 3 : 00 PM
3. Opening of EOI	28 Oct 2020 at 4 : 00 PM

### 1.4 Availability of EoI Document

EOI can be downloaded from the website: [www.cooperation.kerala.gov.in](http://www.cooperation.kerala.gov.in)

The bidders are requested to examine all instructions, forms, terms, project requirements and other details in the EOI documents. Failure to furnish complete information or submission of a proposal not substantially responsive to the EOI

documents in every respect will be at the bidder's risk and may result in outright rejection of the proposal.

### **1.5 Venue and Deadline For Submission of Proposal**

EOI, complete in all respect must be submitted to RCS at the address specified. RCS in exceptional circumstances and at its discretion, may extend the deadline for submission of proposals by issuing an addendum, which would be made available on the specified web site. The submission of the EOI through SPEED POST/ REGISTERED POST/HAND DELIVERY. Submission of EOI through Electronic Form or any other mode will not be entertained and out rightly rejected. Please follow the given instructions closely and send in your EOI in sealed envelopes addressed to the Nodal officer of this project, Additional Registrar (Consumer), Office of the Registrar of Co-operative Societies, Third Floor, Jawahar Sahakarana Bhavan, DPI Junction, Thycaud P.O, Thiruvananthapuram 695 014 with a covering letter clearly listing the enclosures.

## **Part II: Background, Scope of the work & Terms of Reference**

### **2.1 About Co-operatives on Kerala**

Co-operative movement in Kerala is one of the most vibrant Co-operative movements in the Country. About 15624 Co-operative Societies are functioning under the administrative control of Registrar of Co-operative Societies. Co-operative Societies in the state have played a vital role in the economic uplift of the people particularly the weaker and down trodden people in rural areas. The co-operatives in the state have an extensive network, engaged in various activities, particularly in agricultural credit, public distribution system, distribution of agricultural commodities, health, education including professional education, housing, agro processing, SC/ST sector, women empowerment etc. and have made an impressive progress and serve the people in diverse economic activities. The movement has made a tremendous progress in all the sectors, covering all spheres in the life of the people. Apart from the above number of co-operative societies, Kerala Co-operative Movement also has co-operative organizations registered and functioning under different functional Registrars.

## 2.2 Background of the Project:-

There are several Cooperative Societies in Kerala which produce a variety of consumer goods including both food and non food products. Few societies have nurtured their own brands and were able to capture good market share. But many societies with feeble finances and negligible production are not able to market their products due to lack of brand visibility. In order to enhance the brand visibility and increase the sales of products, the department of cooperation has formulated a plan project in the year 2020-21 named “Branding of Cooperative Products”. The project also intends to integrate various cooperative societies on common B2B & B2C IT platform enabling them to trade between themselves and with common citizens.

### Scope of the work:-

1. Prepare DPR on co-operative branding, marketing & Online Trading.
2. Prepare strategy for brand building, sales, marketing
3. Preparation of IT platforms for the project which will include a web portal for intra cooperative trading & online retail sales to customer
4. Designing uniform packaging for products, store designs etc
5. Applying for trade marks
6. Developing creative for promoting Cooperative logo, brand & products which shall include but not limited to Advertisements for print media, Radio Jingles, Video ads, hoardings, web and new media advertisements, slide show videos with voice cover etc...
7. Manage a customer relationship system (grievance redressal, call centre) for the project
8. Preparation of a good governance system for implementing this project
9. Quality assurance and control system
10. Food safety assessment system
11. Developing a producer network
12. Act as consortium leader or be part of producer cooperatives which are part of the project.
13. Assist member societies in getting mandatory registrations for maintaining Quality (eg. fssai, Agmark, GMP etc.... )
14. Coordinate with stakeholders like fssai, agmark, bis, testing laboratories, government, apex federations etc
15. Establishing exclusive retail outlets for cooperative products
16. Preparing DPR & establishing a laboratory for catering to testing needs of the Cooperative Societies and assisting Societies in availing services of established labs in a cost effective manner.
17. Participating in State and National level Expos, Designing stalls, pavilions, etc

18. Designing of Brand manual, Bilingual Corporate Brochure, Brochures for events/ flyers/Leaflets, backdrops and Standees for Events, Media/Press Backdrop.
19. The selected agency shall be expected to design envelope, invitation cards, standees and any minor creative work as and when required without additional cost.
20. The selected agency is required to give expert advice on specifications to print/develop and supervise the printing & production quality of all the artworks as per specification.

### **Part III: Bidding Terms and Pre-Qualification Criteria**

#### **3.1 Eligibility Criteria**

The application is open to Cooperative Societies having sound technical and financial capabilities of creating and executing various branding activities, Marketing, Advertising, Media Planning / Purchasing, Creative Designing & Production, Printing & Publishing etc. The agencies will be selected through the process of technical evaluation of their performance in the past by a Selection Committee in accordance with the selection criteria laid down by RCS. Cooperative Societies who are interested in leading the project need to submit the following documents .

1. Registration details(Society needs to be registered under KCS Act & Rules,1969)
2. Audit Details for the past 3 years
3. Experience details proving their experience in production and marketing of consumer goods
4. Approach Document for the project explaining how the society intends to spearhead the project with timelines and approximate cost involved in delivering the milestones. Approach document needs to list out strategies for each of the items mentioned in the scope of work.
5. Pending enquiry details- details of any departmental enquiries under KCS Act against the society

#### **3.2 Terms & Conditions Under EOI**

- 3.2.1 This EOI is not an offer and is issued with no commitment. RCS reserves the right to withdraw the EOI and change or vary any part thereof at any stage and also reserves the right to disqualify any Cooperative Society at any stage.
- 3.2.2 RCS reserves the right to withdraw this EOI if it determines that such action is in the best interest of the organization.
- 3.2.3 Timing and sequence of events resulting from this EOI shall ultimately be determined by the RCS.

- 3.2.4 No oral conversations or agreements with any official, agent, or employee of RCS shall affect or modify any terms of this EOI and any alleged oral agreement or arrangement made by a Cooperative Society with any department, agency, official or employee of the RCS shall be superseded by the definitive agreement that results from this EOI process.
- 3.2.5 The Cooperative Societies representatives shall have not any claims what so ever against RCS or any of their respective officials, agents, or employees arising out of, or relating to this EOI or these procedures (other than those arising under a definitive service agreement with the Cooperative Society in accordance with the terms thereof).
- 3.2.6 Applicants, those are found to canvass, influence or attempt to influence in any manner the qualification or selection process, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.
- 3.2.7 Each applicant shall have to submit only one EOI as per the prescribed format.
- 3.2.8 Acknowledgment of Understanding of Terms by submitting a proposal, each Cooperative Society shall be deemed to acknowledge that it has carefully read all sections of this EOI, including all forms, schedules and annexure thereto, and has fully informed and agreed itself as to all existing terms, conditions and limitations.

### 3.3 **Validity Of EOI**

EOI shall be remains valid for a period of 60 (Sixty Days) days from the date of opening of the EOI. The client will make its best efforts regarding finalization of the short-listing process within this period.

### 3.4 **Response Requirements**

- a. The response to the Pre-qualification requirements shall be prepared in accordance with the eligibility criteria as specified in the EOI.
- b. Application must be direct, concise and complete in all respect. All information not directly relevant to this EOI should be omitted.
- c. The response complete in all respect shall be sealed and superscribed "EOI for Selection of COOPERATIVE SOICITIES FOR IMPLEMENTING THE PROJECT BRANDING & MARKETING OF COOPERATIVE PRODUCTS FOR REGISTRAR OF COPERATIVE SOCIETIES" on the top and addressed to Additional Registrar (Consumer) at the address specified in this document.
- d. The response should contain the required forms filled in appropriately together with other supportive documents as specified in the EOI. It is mandatory that all pages of supportive documents must have to be signed by the authorized signatory.
- e. EOI delivered in through other mode shall be treated as defective, invalid and out rightly rejected

### **3.5 Evaluation Criteria**

Those who submit all required information (Empanelment Form, supporting documents, EOI Letter) and fulfil the essential profile requirements will be shortlisted for Creative Evaluation and upon being shortlisted further, may be called for a final presentation before a Committee.

### **3.6 Submission of EOI**

Registrar of Co-operative Societies reserves the right to accept or reject any or all of the offers without assigning any reason whatsoever. Submissions not in line with our format, terms/conditions, technical bid requirements and other parameters will be rejected. RCS reserves all rights to have any number of agencies as deemed fit, on its panel and allot work to them at its own discretion.

Checklist of Documents to be submitted (ensure that you have submitted all of them):-

- I. (Covering Letter)  
The EOI should be submitted in the sealed envelope with the following details. Covering Letter from the Bidder as per the prescribed format (Annexure-I)
- II. (Details of the Organization)  
This part must include a general background of the Bidders organization (limited to 500Words)along with other details as per the format provided at Annexure-II. Enclose the self-attested documents in support of the information provided.
- III. The bidder must also provide the financial details of their organization as per format provided at Annexure -III. Enclose documentary evidence in support of the information provided.
- IV. CV of Full time Staff  
The Cooperative society must also provide the relevant information of the Full time Staff member of the organization (Annexure -IV)
- V. Approach document
- VI. Pending enquiry details

### **3.7 Evaluation of Expression of Interest.**

'Expression of Interest' will be evaluated as per the eligibility criteria. The Co-operative societies are required to submit all necessary documents in support of their eligibility to participate under this selection process. Only shortlisted candidates based on the documentary evidence submitted along with EOI will be shortlisted. RCS shall evaluate the EOI for short listing taking into consideration of past experience, Key professional staff qualification & experience and the financial strength of the bidder.

- 3.8 Financials :** The Financials of the project will be based on the quality and type of work involved and will be subject to government approvals.



**ANNEXURE- I  
(COVERING LETTER) (IN CO-OP SOCIETIES LETTER HEAD)**

From

To

The Registrar of Co-operative Societies,  
3rd Floor, Jawahar Sahakarana Bhavan,  
Thycaud P.O., Thiruvananthapuram-14.

Sir,

Sub: Expression of Interest for Selection of Cooperative societies as an Agency  
for The Registrar of Cooperative Societies, Department of Cooperation,  
Govt. of Kerala

I submit herewith the Expression of Interest for Selection of Co-operative Societies in accordance with your EoI dated ..... as advertised on.....We attach hereto the response as required for the project **“Branding & Marketing of Cooperative Products”**.

The details of the Contact Person on behalf of the applicant are given below:

Name	:
Designation	:
Name of the Organisation and Address	:
Contact Details	:
Email	:

This is to declare that all the information and statements made in the proposal are true and correct. It is understood that any misrepresentation of facts or figures contained in the proposal may lead to disqualification of the society for consideration for the said proposal.

Date:

Place:

Signature

**ANNEXURE- II**  
**(DETAILS OF THE APPLICANT ORGANISATION)**  
**(IN LETTER HEAD)**

1. Name of the Society :
2. Nature of the legal status :
3. Legal status reference details :
4. Nature of business :
5. Date of registration :
6. Date of Commencement of Business :
7. Address of the Registered Office :
8. Number of years for which the Society  
has done similar work
9. Number of Employees on rolls of the  
organization
  - Full Time :
  - Part Time :
- 10 Copy of PAN Number :
- 11 GST Registration Number :
12. List of work experience with major  
clients in each of last 2 year with Psu/  
Govt.Bodies/Co-operative  
Sector/others
13. list of Creative designs :
14. Awards Won, if any :  
(please specify in the details)
15. Copy of Service Tax Registration  
Certification (if applicable) :
16. Copy of up to date IT Clearance  
Certificate for last two years :
17. Undertaking for not have been  
blacklisted by any Central/State Govt.  
Organisations during the recent past :

Sign and Seal of the Authorised Representative

Date:

Place:

**AGENCY EMPANELMENT: LETTER OF EXPRESSION OF INTEREST**

- A. This is with reference to your EOI Registrar of co-operative Societies for the selection of implementation agency.
- B. We, ..... (Name of society), hereby confirm that the information provided by us is true to the best of our knowledge and we have no objection if the same is verified by Registrar of Co-operative Societies, Kerala.
- C. It is clearly understood that Registrar of Co-operative Societies , Kerala reserves the right to decide whether or not to consider the agency / party for potential business association, that Registrar of Co-operative Societies reserves the right to accept or reject any or all of the offers without assigning any reason whatsoever, and that Registrar of Co-operative Societies reserves all rights to have any number of agencies as deemed fit on its panel and to award them work at its sole discretion.
- D. Selected firms will have to sign an agreement for the assignment for a period of one year from the date of work order of Registrar of Co-operative Societies This could be extended to a further period depending on the mutual agreement of Registrar of Co-operative Societies and the agency with such modifications as may be felt necessary. However, the terms and conditions of the contract, during the period of agreement, will remain unchanged.
- E. If work is not found satisfactory, the agreement is liable to be cancelled without giving any reasons. Entire rights in this concern lie with the competent authority of Registrar of Co-operative Societies, Kerala.

We hereby state on record that we accept all the terms & conditions as specified in this document and would be participating in the subsequent stages of Empanelment and assuring best of our services.

Date :

Place :

Signature of the authorized signatory:

Name

Contact

Official Stamp

**ANNEXURE – III**  
(To be furnished in a Separate Sheet)  
**FINANCIAL INFORMATION**  
Financial Year 2017-18/2018-19/2019-20  
Financial Turn Over  
(in Lakh)

**Mandatory Supporting Documents:**

Auditor Certified financial statements for the Last three financial years; 2017-18, 2018-19, and 2019-20 (Please include only the duly sections on P&L, Revenue and the Assets, not the entire balance sheet.)

Sign and Seal of the Authorised Representative

Date:

Place:

**ANNEXURE –IV**  
**FORMAT FOR CV KEY PERSONNEL: (To be furnished in a separate sheet)**  
**CURRICULUM VITAE (CV) FOR KEY PROFESSIONAL STAFF**

Position :

Name of Firm :

Name of Expert :

Date of Birth :

Nationality :

Education :

Indicate college/university and other specialized education of the resource, giving names of institutions, degrees obtained, and year of obtainment starting from the latest degree employment record [Starting with present position, list in reverse order every employment held by staff member since graduation]

Name of Organization Position Held Duration :

Details of tasks assigned :

Relevant Projects  
Undertaken :

[Among the assignments in which the Staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks assigned]

Name of assignment or project :

Year :

Location :

Client :

Project Cost :

Main project features :

Positions Held :

Activities Performed :

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describe some, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Signature

Date:  
Name of Expert: