



**INDIAN INSTITUTE OF ENTREPRENEURSHIP, BASISTHA CHARIALI  
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(An Autonomous Organisation under the Ministry of Skill Development and  
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**INVITATION FOR EXPRESSION OF INTEREST (EOI)  
FOR  
BRANDING AGENCIES  
EOI Ref: Branding Agency  
Date – 16.03.2020**

**Expression of Interest (EoI)**  
**For**  
**Engagement of Consultant/Consulting Agency/Firm/Organisation**

**Indian Institute of Entrepreneurship (IIE)**, Guwahati invites Expression of Interest (EOI) from competent consulting agencies for undertaking brand building of livelihood projects on Bee-keeping & Honey Processing & various farm products.

The blank tender forms and the detailed information regarding EOI document would be available on the web site of the institute i.e. [www.iietraining.org](http://www.iietraining.org). The last date of submission is **25.03.2020 till 15:00 hours**.

The Agencies/Consultant will be short listed and included in the panel on the basis of their technical proposal qualifying the eligibility criteria and other terms and conditions mentioned in the detailed EOI document. The institute reserves rights to reject any or all applications without assigning any reasons thereof and the decision shall be final and legally binding on all the applicants.

<b>Name of assignment</b>	<b>“BRANDING ACTIVITIES UNDER LIVELIHOOD PROJECT”</b>
<b>Tender Fee</b>	Rs. 500/- ( non-refundable)
<b>EMD Fee</b>	Rs. 6000/-
<b>Last date of receipt of bid</b>	<b>25.03.2020 up to 15:00 hours</b>
<b>Opening of bid</b>	<b>25.03.2020 at 16:00 hours.</b>

The agency/organisation should apply with their credential/ information/ testimonials in as per the terms and conditions of attached Annexures.

S/d

**Administrative Officer**

The following would comprise the scope of work to be covered under this assignment:

**Scope of Work:**

1. Develop a **Brand Strategy** for the brand in question for communicating a consistent and compelling brand message. Based on the selected strategy, the team needs to develop following:-
  - a. Brand naming
  - b. Brand identity design (logo and positioning taglines, fonts, colors)
  - c. Develop interesting and remarkable content about the brand
  - d. Plan and Initiate Communication channels like social media and website  
Packaging design for its products
2. Develop a **Marketing strategy**. This strategy would envisage:-
  - a. The organization to develop marketing strategies for the brand
  - b. The brand consultant firm needs to create and implement marketing communication campaigns for a mutually agreed time frame with an objective to enhance brand engagement with the consumers and which in turn will impact in the growth of product sales under the brand

**Delivery Expectations:**

1. The selected agency shall be expected to suggest/recommend doable action plan that can bring a visible impact vis – a – vis a strong brand proposition in the future.
2. The selected agency is required to give expert advice on specifications as required.
3. The selected agency is required to deploy one Coordinator/Official with whom communication to be carried out once work is entrusted

**Timelines:**

- The agency would be for a period of the 3 months from the receipt of the work order.

## **Bidding Terms and Pre-Qualification Criteria**

### **Eligibility Criteria**

The application is open to organizations having sound technical and financial capabilities of executing similar project. 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 IIE.

### **Terms and Conditions under EoI**

- i. This EoI is not an offer and is issued with no commitment. IIE 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 bidder at any stage. IIE reserves the right to withdraw this EoI if it determines that such action is in the best interest of the organisation
- ii. Timing and sequence of events resulting from this EoI shall ultimately be determined by the IIE
- iii. No oral conversations or agreements with any official, agent, or employee of IIE shall affect or modify any terms of this EoI and any alleged oral agreement or arrangement made by a bidder with any department, agency, official or employee of the IIE shall be superseded by the definitive agreement that results from this EoI process

### **Understanding of Terms**

By submitting a proposal, each bidder shall be deemed to acknowledge that it has carefully read all sections of this EoI, including all forms, schedules and annexure hereto, and has fully informed and agreed itself as to all existing terms, conditions and limitations.

### **Language of Proposal**

The proposal and all correspondence and documents should be written in English.

### **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 super scribed **“EOI for Selection of Branding Agency for Livelihood Project”** on the top and addressed to The Director, IIE at the address specified in this document
- d) The response should contain the required forms filled in appropriately along 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

## **Evaluation of Expression of Interest**

'Expression of Interest' will be evaluated as per the eligibility criteria specified in the EoI. The bidders 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. IIE shall evaluate the EOI for short listing taking into consideration of past experience and the financial strength of the bidder. The detail break up for the criteria for evaluation for EOI will be as follows:

**S/d**

**Administrative Officer**



**CHECKLIST**

<b>SI No</b>	<b>Particulars</b>	<b>Submitted (Yes / No)</b>	<b>Remarks</b>
<b>1.</b>	Trade License		
<b>2.</b>	PAN Card		
<b>3.</b>	GST Certificate		
<b>4.</b>	Audited Annual Statement (last 3 Years)		
<b>5.</b>	Evidence of Experience		
<b>6.</b>	EMD Fee		
<b>7.</b>	Address proof		
<b>8.</b>	Tender Fee		



**ANNEXURE-I**

<b>Sl. No</b>	<b>Particulars</b>	<b>Details</b>
1	<b>Name &amp; address of the bidder</b>	
2	<b>Telephone no./Telex no./Fax no.</b>	
3	<b>Legal status of the bidder (attach copies of original document defining the legal status)</b>	
4	<b>(a) A proprietary firm</b>	
	<b>(b) A firm in partnership</b>	
	<b>(c) A limited company or Corporation</b>	
5	<b>Organization/Place and date of Registration</b>	
6	<b>Background of the Organization (limited to 400 words)</b>	



**ANNEXURE-II**

<b>(Please provide brief information of projects completed during the last 3 years) In case of multiple assignment use separate sheets</b>	<b>Items</b>	<b>Description</b>
1	Project Name:	
2	Project Location :	
3	Project Cost :	
4	Name of Client :	
5	Start Date (Month/Year):	
6	Completion Date: (Month/Year)	
7	Name of Associated Firm(s), if any:	
10	Narrative Description of Project:	
11	Description of Actual Services Provided by the firm	
12	Approx. Value of Services (INR):	





**ANNEXURE-III**

**Financial Details**

<b>Firm's Financial Details</b>		
<b>1</b>	<b>P&amp;L statement for last 3 years</b>	
<b>2</b>	<b>Balance sheet for last 3 years</b>	