



Government of Bihar
BIHAR RURAL LIVELIHOODS PROMOTION SOCIETY
(State Rural Livelihoods Mission)
3rd Floor, Annex-II, Vidyut Bhawan, Bailey Road, Patna
Phone: +91-612-2504980 Fax: +91-612-2504960
Email: info@brlps.in, website: www.brlps.in



REQUEST FOR EXPRESSIONS OF INTEREST

Assignment Title: **Hiring of Agency for Brand Development, Brand promotion, Digital and Integrated Marketing for Products developed by the Community Members under JEEViKA through QCBS method**

Reference No. : **BRLPS/Project-KMC/2062**

Bihar Rural Livelihoods Promotion Society (BRLPS) is an autonomous body under the Department of Rural Development, locally known as JEEViKA with the objective of social & economic empowerment of the rural poor. JEEViKA is working with the artisans of Rural Bihar and promoting their products with the help of training, backward and forward linkages, promotions, fairs, etc. Now JEEViKA needs to promote their products through digital platforms available in India and expecting an increase in sales and brand value of their products. Branding, Promotion and Marketing of JEEViKA's products will elevate the organization's outreach.

Objectives:

- Target potential audience: Reaching out potential customer will have long term positive effect for the organization's branding. We need to engage our target audience and promote the product to reach the masses.
- Build the brand: It is very important to build the brand awareness with a unique identity among the target audience. For this we need to increase the involvement of target audience and make them aware about the brand through the online as well as offline platforms.
- Build engagement: JEEViKA looks forward to thriving community of buyers, supporters, well-wishers and followers who will develop conversations, exchange of ideas and a close relationship to build advocates and ambassadors for the brand with presence among the group of buyers within the online marketplace.
- Build a Peer Group: From response through social media and websites a peer group needs to form to generate future buyer and advocacy.
- Increase in Sales: This is the most demanding objective of any social media campaign of a Brand. Hence JEEViKA wants a boom in sales during or after the digital marketing

The core team will have experience and expertise in Digital Marketing , Brand Promotion, Content development, Graphic development , legal advisor. For details scope of work, consultants may kindly refer to draft **Terms of Reference** placed at www.brlps.in-->Procurement-->Consultancy.

The Bihar Rural Livelihoods Promotion Society now invites eligible consulting firms ("Consultants") to indicate their interest in providing the above services for BRLPS. Interested Consultants should submit their Expression of Interest by providing information in the tabular format along with supporting document demonstrating that they have the required qualifications and relevant experience to perform the Services. **The period of consultancy will be for 01 years which may be further extended for two years.**

A Consultant will be selected in accordance with the **QCBS (70:30)** method set out in the Consultant Guidelines. Further information can be obtained at the address below during office hours from 10.00 AM to 06.00 PM.

Joint venture or consortium or Sub contracting is not allowed for this assignment.

Expressions of interest for providing consultancy services should be delivered in sealed envelope in a written form **along with a soft copy in a CD/DVD** along with all necessary supporting documents to the address below in person or by mail **on or before 18/01/2024 till 16:00 hrs.**

All pages of EOI should be numbered and spiral binding/ book form.

Bihar Rural Livelihoods Promotion Society
Attn: Chief Executive Officer-cum-Mission Director
Annexe-II, Vidyut Bhawan, Bailey Road,
Patna – 800 021, Bihar, India
Tel: 91-612-2504980; Fax: 91-612-2504960
E-mail: proc.sp@brlps.in

Chief Executive Officer cum Mission Director