



Cooperative Department Uttarakhand

REQUEST FOR PROPOSAL (RFP)

**For Development, Management, and Promotion of Cooperative Sector
Website, Social Media, and Event Coverage**

UTTARAKHAND COOPERATIVE DEPARTMENT

REQUEST FOR PROPOSAL (RFP)

The Department of Cooperation, Government of Uttarakhand, plays a pivotal role in fostering the growth, sustainability, and visibility of the cooperative sector across the state. With a diverse range of cooperatives operating in agriculture, dairy, fisheries, handloom, credit societies, Farmer Producer Organizations (FPOs), women's cooperatives, and self-help groups (SHGs), there is a strong need to create a unified, dynamic, and accessible digital ecosystem that showcases their contributions, achievements, and opportunities.

In pursuit of this objective, the Department is inviting proposals from competent and experienced agencies for the **end-to-end development, management, and promotion of an integrated Cooperative Sector Website, multi-platform social media presence, and professional event coverage services**. The envisioned platform will serve as a centralized, bilingual (Hindi & English) hub for cooperative-related information, sector-specific updates, schemes, policies, events, and success stories.

Beyond information dissemination, the initiative aims to enhance stakeholder engagement, foster collaboration between cooperatives and the public, and strengthen the image of Uttarakhand's cooperative sector at the state, national, and global levels. The project will not only modernize the Department's outreach but also empower cooperatives with digital tools to connect with potential partners, investors, and beneficiaries.

Selected agencies will be expected to demonstrate strong technical expertise, proven creative capabilities, and experience in managing similar large-scale, public-sector digital projects. This will include the design and deployment of a responsive, secure, and scalable website; strategic and impactful social media campaigns; and high-quality multimedia coverage of key cooperative events. The project will be implemented in phased timelines, ensuring timely delivery, operational efficiency, and long-term sustainability over the contractual period.

Objectives

The primary objective of this initiative is to establish a **comprehensive, modern, and interactive digital presence** for the cooperative sector of Uttarakhand, thereby enhancing outreach, transparency, and stakeholder engagement. Specifically, the project seeks to:

- 1. Develop a Bilingual, User-Friendly Cooperative Sector Website**
 - Create a responsive and mobile-optimized platform accessible in both Hindi and English.
 - Integrate sector-wise content for agriculture, dairy, fisheries, handloom, credit societies, FPOs, women's cooperatives, and SHGs.
 - Provide easy navigation, advanced search functions, and inclusive accessibility features for diverse user groups.
- 2. Consolidate and Disseminate Sector-Specific Information**
 - Serve as a single-window repository for schemes, policies, events, directories, training opportunities, and cooperative success stories.
 - Ensure regular updates and content accuracy for informed decision-making by stakeholders.
- 3. Enhance Stakeholder Engagement through Strategic Social Media Management**
 - Design and execute creative, data-driven campaigns across Facebook, Instagram, X (Twitter), YouTube, and LinkedIn.
 - Drive awareness, participation, and community interaction through regular posts, reels, videos, and infographics.
- 4. Provide High-Quality Multimedia Event Coverage**
 - Professionally document cooperative sector events through photography, videography, drone footage, and live streaming.
 - Develop post-event highlight videos and promotional reels to extend visibility beyond event dates.
- 5. Promote Public Awareness and Cooperative Branding**
 - Build a positive and professional image of the cooperative sector as a driver of rural development and economic empowerment.
 - Highlight innovative practices, success stories, and the impact of cooperatives on livelihoods and communities.
- 6. Ensure Sustainability and Long-Term Digital Performance**
 - Implement robust hosting, maintenance, and security protocols for a minimum of three years.
 - Use analytics and reporting tools to monitor impact, track user engagement, and refine strategies.

Through these objectives, the Department aims to position Uttarakhand's cooperative sector as a digitally empowered, transparent, and forward-looking ecosystem that benefits both its members and the wider public.

Time Schedule for tendering

- 1- Release/Issue of RFP document- 13-09-2025
- 2- Pre-Bid meeting Date and time- 18-09-2025
- 3- Last date and time for submission of Bid- 19-09-2025

Scope of Work

The selected agency will be responsible for delivering **end-to-end design, development, promotion, and ongoing management** of the cooperative sector's digital and media presence. The scope includes — but is not limited to — the following components:

A. Website Design, Development & Deployment

1. **Custom, Responsive Design**
 - Develop a visually appealing, mobile-first, and fully responsive website tailored to the cooperative sector's identity.
 - Ensure cross-browser compatibility and optimal performance on all devices.
2. **Content Management System (CMS) Integration**
 - Implement a secure and scalable CMS (such as WordPress, Drupal, or equivalent) enabling easy content updates by authorized staff.
 - Facilitate bilingual (Hindi & English) content publishing with accurate translation and localization.
3. **Core Features & Functionality**
 - Sector-specific pages: Agriculture, Dairy, Fisheries, Handloom, Credit Societies, FPOs, Women's Cooperatives, SHGs.
 - Event calendar, news updates, scheme and policy repositories, success story archives.
 - Photo/video galleries and downloadable resources.
 - Advanced search, filtering, and directory listings.
4. **Technical Standards**
 - Implement SEO best practices, meta-tagging, and structured data for better discoverability.
 - Integrate analytics tools (e.g., Google Analytics, Search Console) for performance monitoring.
 - Deploy robust hosting with uptime monitoring, SSL security, daily backups, and disaster recovery mechanisms.
5. **Maintenance & Support (36 Months)**
 - Regular software and plugin updates, bug fixes, and security patches.
 - 24x7 uptime monitoring and priority technical support.

B. Social Media Strategy & Management

1. **Platform Management**
 - Official accounts on Facebook, Instagram, X (Twitter), YouTube, and LinkedIn.
 - Maintain brand consistency, accessibility, and verified status where applicable.

2. Content Planning & Creation

- Develop a monthly content calendar aligned with key events, campaigns, and cooperative achievements.
- Create up to **20 posts per month**, including static graphics, infographics, short videos/reels, and carousel posts.
- Use engaging captions, hashtags, and call-to-action prompts to drive interaction.

3. Engagement & Growth

- Respond to comments, messages, and inquiries in a timely and professional manner.
- Conduct targeted campaigns to increase followers, reach, and engagement.

4. Performance Analysis

- Monthly reports on reach, engagement, and content performance with recommendations for improvement.

C. Event Coverage & Documentation

1. Photography & Videography

- On-site professional photo and video coverage of cooperative events as per the approved annual calendar.
- Capture key moments, dignitary interactions, and audience participation.

2. Aerial & Drone Coverage

- For large-scale outdoor events, provide aerial shots and panoramic footage using licensed drone operators.

3. Live Streaming

- Facilitate real-time broadcasting of significant events through YouTube, Facebook Live, or other platforms as directed.

4. Post-Event Deliverables

- Edited highlight videos, photo albums, and social media-ready reels within 3 working days of the event.

D. Reporting & Analytics

- Quarterly consolidated reports combining website analytics, social media metrics, and event coverage highlights.
- Comparative analysis of KPIs to measure progress and guide strategy refinements.

E. Compliance & Branding

- Adhere to Government of Uttarakhand branding guidelines and communication protocols.
- Ensure all content, visuals, and footage are original, copyright-compliant, and approved before publication.

By fulfilling this scope of work, the selected agency will create a **sustainable, high-impact digital ecosystem** that strengthens Uttarakhand's cooperative sector visibility and engagement at local, national, and international levels.

Deliverables & Timelines

The project will be executed in well-defined phases to ensure structured progress, quality assurance, and timely delivery. The selected agency will be expected to adhere strictly to the following schedule and provide deliverables as per the agreed timelines.

Phase 1: Project Initiation & Design Blueprint – 3 Weeks

Deliverables:

- Inception meeting with the Department to finalize requirements, objectives, and workflow.
- Submission of a detailed project plan, resource allocation, and communication protocol.
- Wireframes and visual design mock-ups for website structure and UI/UX.
- Draft content architecture covering sector-specific pages, events, schemes, and media sections.

Phase 2: Website Development & Content Integration – 8 Weeks

Deliverables:

- Fully functional, bilingual (Hindi & English) website with integrated CMS.
- Sector-wise pages, directories, news sections, photo/video galleries, and downloadable resources.
- SEO implementation, analytics integration, and security features (SSL, backups).
- User acceptance testing (UAT) and feedback incorporation.

Phase 3: Website Testing, Approval & Launch – 1 Week

Deliverables:

- Final bug fixes and optimization for speed, mobile responsiveness, and accessibility compliance.
- Department approval of all website content, design, and functionalities.
- Official website launch and domain configuration with hosting for a 3-year period.

Phase 4: Social Media Setup & Launch – From Week 4 Onwards (Continuous)

Deliverables:

- Creation/optimization of official cooperative sector social media accounts.
- Development of the first monthly content calendar and creative assets.
- Posting of 20 approved posts per month (including reels, infographics, videos).
- Monthly social media performance reports with recommendations.

Phase 5: Event Coverage – *As per Annual Event Calendar*

Deliverables:

- On-site photography, videography, and drone coverage (as required).
- Live streaming for selected events.
- Edited highlight videos and photo albums delivered within 3 working days post-event.

Phase 6: Ongoing Maintenance & Support – *Continuous for 36 Months*

Deliverables:

- Regular software and CMS updates, bug resolution, and security patches.
- Website uptime monitoring, backup management, and disaster recovery readiness.
- Quarterly consolidated reports combining website analytics, social media metrics, and event coverage highlights.

Summary Timeline Table

Phase	Activity	Duration	Key Deliverables
Phase 1	Project initiation & design blueprint	3 weeks	Project plan, wireframes, content structure
Phase 2	Website development & integration	8 weeks	Functional bilingual website, CMS, SEO, analytics
Phase 3	Testing & launch	1 week	Optimized, approved, and launched website
Phase 4	Social media launch & management	From week 4 onwards	Monthly calendars, 20 posts/month, engagement reports
Phase 5	Event coverage	As per calendar	Photos, videos, reels, live streaming
Phase 6	Maintenance & support	36 months	Security updates, backups, quarterly reports

Eligibility Criteria

To ensure quality, reliability, and effective execution, only agencies meeting the following eligibility requirements will be considered for evaluation:

1. Organizational Experience & Track Record

- Minimum **5 years of proven experience** in website design & development, social media management, and multimedia event coverage.

2. Financial Capability

- Minimum **annual turnover of ₹50 lakh** in each of the last three financial years (FY 2021–22, 2022–23, 2023–24).
- Submission of audited financial statements or CA-certified turnover certificates as proof.

3. Technical & Creative Capacity

- Availability of an **in-house team** with the following skill sets:
 - Web development and CMS management
 - UI/UX and graphic design
 - Content writing and translation (Hindi & English)
 - Social media strategy and campaign management
 - Professional photography, videography, and drone operations
- Adequate infrastructure, equipment, and licensed software to deliver the scope of work.
- The Bidder must have a valid certificate of
 - ISO/IEC 20000 (IT Service Management System) certification

4. Local Presence & Support

- Ability to provide on-ground support in Uttarakhand through a local office or representative.
- Readiness to deploy teams for event coverage and coordination on short notice.

5. Legal & Compliance Requirements

- Valid GST registration and PAN card.
- Certificate of incorporation/registration under relevant laws (Companies Act, LLP Act, or Societies Registration Act, as applicable).
- Declaration of **no blacklisting** by any government department, PSU, or multilateral agency. (**As per Annexure-1**)
- Compliance with all applicable laws, including copyright, data protection, and drone operation regulations.

Evaluation Criteria

The selection process will follow a **Quality-and-Cost Based Selection (QCBS)** model. Proposals will be evaluated in two stages:

1. **Technical Evaluation** – 100 Marks
2. **Financial Evaluation** – Based on lowest quoted rate (L1) among technically qualified bidders.

Only agencies scoring **at least 70 marks** in the Technical Evaluation will be considered for Financial Evaluation.

1. Technical Proposal Evaluation – 100 Marks

S.N	Eligibility Criteria	Supporting Documents Required	Marks
1.	The applicant shall be a single entity, registered as a Company under the Companies Act 2013 or Companies Act, 1956, Partnership Firm registered under the Indian Partnership Act, 1932, LLP registered under the Limited Liability Partnership Act, 2008	Certificate of Registration/Incorporation under the respective Acts in India; Self Certificate in case of Proprietorship.	5 marks
2.	The agency must be registered in India with appropriate tax and other administrative authorities.	<ul style="list-style-type: none"> GST Registration Certificate PAN Card 	5 Marks
3.	The firm/company/agency should have a business turnover of at least Rs. 50 Lakh in the last three financial years.	<ul style="list-style-type: none"> Audited Financial Statements for last 03 years (If the firm does not have the audited financial reports for the last financial year, it must provide a turnover certificate issued by a Chartered Accountant (CA) to meet this requirement.) 	20 Marks
4.	The applicant should furnish an undertaking to the effect that the firm has not been black listed in India.	Letter of Undertaking	5 marks
5.	Social media projects and Work Experience in last 2 years from Any Cooperative & Other Government Department.	<ul style="list-style-type: none"> Minimum 2 work order from Any Cooperative Department Other Department 1 – 3 3 – 6 Above 6+ 	5 Marks 5 Marks 10 Marks 15 Marks
6.	Experienced Professionals should be on Agency's/Company's Payrolls as Permanent Employees in the area of Social Media Management. A Self Certified List of key personnel working in the Agency/ Company with respect to below mentioned Job Profile, along with name, date of joining, Designation etc.	Minimum 5 Key Personnel	10 Marks
7.	"The authority to allocate marks based on the presentation (PPT) prepared on the basis of the points mentioned under the objectives and scope will remain with the tender committee."		25 Marks
8.	The firm/company/agency Should have a communication address in Dehradun		10 Marks

2. Financial Proposal Evaluation – L1 Method

- Only bidders meeting the **minimum technical qualification of 70 marks** will proceed to financial evaluation.
 - The bidder quoting the **lowest total cost (L1)** will be awarded the highest preference in the Financial Evaluation.
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3. Final Selection

- The **L1 bidder** from the technically qualified proposals will be selected for award of contract.
- In case of a tie in financial quotes, the bidder with the higher Technical Score will be given preference.

Terms & Conditions

The engagement between the Department of Cooperation, Government of Uttarakhand (“the Department”) and the selected agency (“the Agency”) shall be governed by the following terms and conditions:

1. General Provisions

1.1 The Department reserves the right to accept or reject any or all proposals without assigning any reason thereof.

1.2 All materials, designs, source codes, photographs, videos, and related outputs created under this contract will be the **intellectual property of the Department**.

1.3 The Agency shall maintain strict confidentiality regarding all documents, data, and content shared during and after the contract period.

2. Contract Period & Renewal

2.1 The initial contract will be for **36 months** from the date of signing, including website maintenance and social media management.

2.2 Renewal beyond the contract period shall be at the sole discretion of the Department, based on performance and requirement.

3. Performance Standards

3.1 The Agency must adhere to the project timelines, quality benchmarks, and deliverables as stated in the RFP.

3.2 Delays not attributable to the Department may attract **liquidated damages** at the rate of 0.5% of the total contract value per week, subject to a maximum of 10%.

4. Payment Terms

4.1 Payments will be made in phases, linked to milestone achievements and submission of invoices.

4.2 No advance payment will be made unless explicitly approved by the Department.

4.3 All payments are subject to applicable statutory deductions (TDS, GST, etc.).

5. Termination of Contract

5.1 The Department may terminate the contract with **30 days' written notice** in case of:

- Non-performance or breach of contractual terms.
- Repeated delays in deliverables.
- Insolvency or bankruptcy of the Agency.

5.2 The Agency may also request termination with a 60-day notice, subject to settlement of all obligations and pending work.

6. Compliance with Laws

6.1 The Agency shall comply with all applicable central, state, and local laws, including but not limited to copyright laws, IT Act, GST regulations, and drone operation guidelines.

6.2 Any penalties or liabilities arising from non-compliance will be borne solely by the Agency.

7. Subcontracting & Assignment

7.1 Subcontracting of any part of the project is **not permitted** without prior written approval of the Department.

7.2 The Agency shall not transfer or assign the contract to any third party without prior consent.

8. Force Majeure

8.1 Neither party shall be liable for delays or failure to perform obligations due to events beyond reasonable control, such as natural disasters, pandemics, strikes, or acts of government.

8.2 The affected party must notify the other in writing within 7 days of the occurrence.

9. Dispute Resolution

9.1 Any disputes arising under this contract shall be first attempted to be resolved amicably.

9.2 Failing amicable settlement, the matter shall be referred to arbitration under the **Arbitration and Conciliation Act, 1996**, with the venue in Dehradun, Uttarakhand.

9.3 The courts in Dehradun shall have exclusive jurisdiction over all contractual matters.

10. Governing Language & Law

10.1 All communications, deliverables, and legal documents under this contract shall be in **Hindi or English**.

10.2 The contract shall be governed by and interpreted in accordance with the **laws of India**.

Tender Fee & EMD

- **Tender Fee:** ₹2,000 + ₹360 (GST) = **₹2,360** (Non-refundable)
To be paid via Demand Draft in favour of **Member Secretary, Uttarakhand Rajya Sahakari Parishad, Dehradun**
- **EMD:** ₹50,000
To be paid via Demand Draft of any scheduled bank payable at Dehradun or through FDR/CDR pledged/drawn in favour of **Member Secretary, Uttarakhand Rajya Sahakari Parishad, Dehradun**

Bank Details*(for reference where applicable):*

Field	Details
Name of Bank	Uttarakhand State Cooperative Bank
A/C / Beneficiary Name	Uttarakhand Rajya Sahakari Parishad
A/C Number	000235003100109
IFSC Code	USCB0001002
PAN No.	AAAGU0672H

Submission Details

Interested and eligible agencies are invited to submit their proposals in **two separate sealed envelopes** — one containing the **Technical Proposal** and the other containing the **Financial Proposal** — clearly marked as such. Both envelopes should be placed inside a single outer envelope marked:

“RFP for Development, Management, and Promotion of Cooperative Sector Website, Social Media, and Event Coverage – Department of Cooperation, Government of Uttarakhand”

1. Mode of Submission

- **Physical Submission:** Proposals must be submitted in hard copy to the address given below.

2. Address for Submission

Uttarakhand Rajya Sahakari Parishad

02 B Block. UCF Sadan, Vishnu Vihar, Deepnagar, Dehradun Uttarakhand -248001

3. Proposal Format Requirements

A. Technical Proposal (in a separate sealed envelope):

- Cover letter on company letterhead.
- Company profile, including year of establishment and organizational structure.
- Details of relevant experience with project descriptions, client names, and contact details.
- Proposed methodology, work plan, and team composition.
- Samples of previous work (website screenshots, social media campaigns, event coverage portfolio).
- CVs of key personnel to be deployed.
- Copies of statutory registrations (GST, PAN, Certificate of Incorporation).
- Declaration of no blacklisting. **As per Annexure-1**

B. Financial Proposal (in a separate sealed envelope):

- All prices to be quoted in INR, inclusive of taxes and applicable levies.

4. Proposal Validity

- Proposals must remain valid for a period of **90 days** from the last date of submission.

6. Contact for Clarifications

All queries regarding this RFP must be submitted in writing to the Department via email Uk.parishad@gmail.com.

Annexure-I

PROFORMA OF CERTIFICATE FOR BEING NOT BLACKLISTED / DEBARRED
(To be executed on a non-judicial stamp paper of Rs. 100/ and duly notarized)

To,

Member Secretary,

Uttarakhand Rajya Sahakari Parishad

02 B Block. UCF Sadan, Vishnu Vihar, Deepnagar, Dehradun Uttarakhand -248001

We M/s -----(Name of firm / Company) having its registered office atdeclare that we are not blacklisted/ debarred by any Govt. undertaking/ Govt. departments. In case same is found then their tender/Order shall be treated as cancelled at any stage and EMD/Performance security shall be forfeited.

Signed this day of
Place

Signature of Authorized signatory of
Name

Witness:

Designation

Signature

Name of the firm

Name

Seal of the firm

Address