

Pre-Bid Queries

	RFP document reference(s) (section & Page Number)	Content of RFP requiring clarification(s)	Points of clarification	Reply to queries
1.	Invitation for notice, RFP Page no.03	The duration of this engagement of the selected Agency will be 2 years in the first instance and shall be effective from the date of signing of the contract between HPSRLM or its assigns and the Agency. The contract may be further extended on the basis of evaluation of the targets achieved during the contract period and satisfactory performance by the TSA, on mutually agreed terms and conditions.	We humbly request HPSRLM to include the given project duration and extension provision in contract document with the selected bidder.	As per RFP
2.	Invitation for notice, RFP Page no.03	The Agency shall be selected based on the composite weightage of Technical & Financial bid scores (60:40). procurement support, contract administration, and financial management	We understand that the scope of work outlined in the RFP requires comprehensive expertise across multiple domains, including: Brand building and rural brand development Supply chain management Brand promotions and product, SKU expansion Quality assurance Sales channel expansion across General Trade, Modern Trade, E-Commerce, Quick Commerce, D2C (own website), Institutional Sales, and Promotional Sales etc Given the extensive and technically demanding nature of the assignment, it is	As per RFP

			<p>essential that the selected agency possesses proven experience in Rural Brand Development and expanding Sales Channels.</p> <p>In light of the broad scope and the specialized capabilities required, we as interested bidder propose revising the evaluation criteria to 80% Technical and 20% Financial. This adjustment will help ensure that the assessment adequately reflects the technical expertise necessary to successfully deliver on the project objectives.</p>	
3.	Invitation for notice, RFP Page no.03	Prequalification criteria, Technical and Financial bids must be prepared in the prescribed formats and uploaded on hptenders.gov.in within specified date and time.	<p>We understand that the interested bidder is required to upload the soft copy (pdf) of proposal document on hptenders.gov.in. Hard copy of proposal document is not required.</p> <p>We kindly request confirmation on whether our understanding is correct.</p>	Yes correct
4.	Schedule for Invitation to RFP Page no. 04	Last date and time for submission of response to RFP on hp tenders , 03rd, March 2026 by 04:00 pm	<p>Considering the comprehensiveness of the scope of the work, we would require conducting field visits, study or HimIra brand and current progress and way forward to prepare a comprehensive solution.</p> <p>We kindly request HPSRLM that the bid submission deadline</p>	As per RFP

			be extended by at least three weeks (21 working days) from the date the pre-bid query clarifications are issued by the department.	
5.	Section 1 – Pre-requisites for potential Bidders Page no: 06	The Bidder shall be a company registered in India under the Companies Act 2013, or a partnership firm registered under the Limited Liability Partnership Act of 2008, or a society registered under the Societies Act or a Trust, which should be in existence for at least 3 years as on 01.01.2025. Consortium shall not be permitted to bid.	Considering the multifaceted scope of work, which requires a diverse pool of experts and subject-matter specialists for effective project execution, it is recommended that the inclusion of a consortium be permitted exclusively for digital marketing, website development and updates, product development, and 50% of team deployment and other need-based expert deployments. Allowing consortium participation in these specialized areas will ensure access to a broad spectrum of skills and knowledge, thereby enabling comprehensive, high-quality solutions aligned with the complex requirements of the assignment.	As per RFP
6.	Section 1 – Pre-requisites for potential Bidders Page no: 06	The prospective bidder should have prior experience (successfully completed projects) or ongoing experience (80% completed projects) to provide comprehensive technical support and product development on the digital platform along with the execution of integrated online and offline marketing strategies.	With the given scope of work and based on our experience in developing various rural brands supported by government, we understand that the implementing agency must possess comprehensive expertise across several critical domains. This	

		<p>includes experience working with Self-Help Groups (SHGs), rural community institutions, rural enterprise development, capacity building, rural skills training, baseline assessments, supply chain management, product development (packaging, branding, compliance), inventory management, digital and offline marketing, Go-To-Market (GTM) research, brand book development, and facilitating onboarding of products on e-commerce and quick-commerce platforms such as ONDC, Amazon, Flipkart, Zepto, Blinkit, BigBasket etc, as well as enabling offline sales through own retail stores, general trade, modern trade, HoReCa (Free Standing Units), institutional sales, and supporting organizational structure design and facilitate resource hiring etc. All these competencies are integral to meeting the scope of work. In view of the above, we propose revising and enhancing the eligibility requirements as follows, ensuring that</p>	<p>As per RFP</p>
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			<p>more agencies with relevant experience and an appropriate team composition are invited to deliver the assignment:</p> <p>Proposed Eligibility Requirements</p> <p>The bidder should have prior experience in developing rural product brands supported by State or Central Government. The agency must have worked on projects related to Rural Enterprise Development, Livelihoods, SHG / CLF / FPO / FPC product development (packaging, branding, compliance), including facilitation of product onboarding and sales on various e-commerce and quick-commerce platforms such as ONDC, Amazon, Flipkart, Zepto, Blinkit, BigBasket etc along with experience in enabling offline sales. Should have conducted Go-To-Market (GTM) strategy, sales & marketing strategies for rural brands. Should have developed a minimum of 30 products across various categories. Should have developed D2C websites and facilitated the opening of retail stores, including</p>	
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			<p>finalizing terms of trade with offline market players. Must have experience in Digital Marketing for a rural product brand. Experience of working in hilly states will be considered an added advantage.</p>	
7.	Section 03, Data Sheet Page no. 19	<p>Upper cap for the financial Bid: The upper cap for the financial bid will be INR 100 lakhs/year (one hundred lakh) that shall be paid as per payment matrix given in this document. This amount shall be given to the TSA for the scope of work mentioned in the RFP.</p> <p>In addition to above: -</p> <p>The Agency shall be entitled to a commission of 10% on annual online Himlra product sales on the conditions mentioned below: - Year I: On the amount of the online sales exceeding ₹50 lakh during the year. Year II: On the amount of the online sales exceeding ₹75 lakh during the year.</p>	<p>Considering the extensive nature of the scope defined in the RFP, along with the requirement for a dedicated team and significant service-related expenses— It may be difficult to manage the engagement effectively within the current financial cap of INR 100 lakhs year.</p> <p>We humbly request the HPSRLM to allow bidders to submit their commercial / financial proposals based on the actual delivery requirements, including team deployment, technical support, marketing activities, and the full range of services to be provided.</p> <p>Additionally, we request a revision in the annual online sales threshold for commission eligibility as follows:</p> <p>Year I: Online sales exceeding INR 25 lakh during the year Year II: Online sales exceeding INR</p>	As per RFP

			40 lakh during the year	
8.	Section 03, Data Sheet Page no. 19	All Key Experts proposed for the engagement must be on the payroll of the Agency.	<p>We understand that the Agency is required to deploy a team of experts to effectively deliver the scope of work outlined in the RFP. Based on our experience of working on other similar assignments, we believe that the deployment structure would reasonably consist of both full-time and part-time team members.</p> <p>In this regard, we request the HPSRLM to kindly allow flexibility in team composition, wherein 50% of the deployed team may be on the Agency's payroll, and the remaining 50% may be deployed through consortium partners or as need-based specialist resources, depending on the specific requirements of the assignment</p>	As per RFP
9.	Section 5, Terms of Reference, Paid Digital Campaigns (SEM): Page no. 33 & 34	Develop audience personas and target segments for each paid campaign. Execute campaigns on platforms such as Google Ads, Facebook Ads Manager, Instagram, and YouTube and other online platforms; the TSA shall bear all associated costs for running these online advertisements.	<p>We understand that the expenditure for running paid digital campaigns— such as Google Ads, Meta Ads, YouTube promotions, and other online advertising platforms—forms a mandatory and essential component of the marketing activities required to achieve the objectives outlined in the RFP. Since these campaigns directly serve HPSRLM's</p>	

			<p>brand HimIra promotional goals and significantly influence the visibility and sales of HimIra products, the associated costs are operational in nature and may not be attributable to the Agency.</p> <p>Accordingly, we request HPSRLM that all paid digital campaign costs will be borne by HPSRLM, ensuring that the Agency can execute campaigns at the scale and effectiveness required under the assignment.</p> <p>Please confirm if our understanding is correct.</p>	
1	Section 5, Terms of Reference, Design of Marketing Collateral Page no. 34	Collaborate with print vendors for high- quality and cost-effective production.	<p>We understand that cost involve in the printing material etc will be bear by the HPSRLM.</p> <p>Please confirm if our understanding is correct.</p>	yes
1	Section 5, Terms of Reference, Brand Activation Campaigns Page no. 34	<p>Conceptualize and execute pop-up stalls, demo counters, and street activations.</p> <p>Engage local communities through sampling activities, contests, and giveaways.</p> <p>Train brand promoters for on-ground interactions and data collection.</p> <p>Document activities through photo and video coverage for digital amplification.</p> <p>Measure footfall, lead generation, and ROI of each campaign.</p>	<p>We understand that the bidder's role in brand activation activities is advisory in nature, and that the setup and on-ground execution of pop-up stalls, demo counters, street activations, community-based activities, and contests will be managed by the internal team of HPSRLM, HimIra brand.</p> <p>We also understand that brand promoters</p>	As per RFP

			will be hired by HPSRLM, and all related payments will be made directly by HPSRLM. Please confirm if our understanding is correct.	
1	Section 5, Terms of Reference, Local Market Promotions Page no. 34 & 35	<p>Partner with local retailers and cooperatives to promote HimIra products.</p> <p>Provide them with co-branded signage, standees, and shelf-ready displays.</p> <p>Conduct localized festivals and fairs to exhibit products. Run retail push campaigns using posters, coupons, and influencer visits.</p> <p>Collect feedback from local partners to refine outreach strategies.</p>	<p>We understand that the bidder's role is limited to identifying potential retailers and cooperatives for the promotion of HimIra products.</p> <p>We understand that the design and development of marketing collaterals will be the responsibility of the bidder; however, the printing, placement, and installation of co-branded signage, standees, and shelf-ready displays will be managed by HPSRLM, HimIra team and all costs other than designing will be borne by HPSRLM. Kindly confirm if our understanding is correct</p>	Yes
1	Section 5, Terms of Reference, Participation in Government Events Page no.35	<p>Setting up branded stalls at government-organized fairs, exhibitions, and public events (e.g., SARAS Mela, SHG fairs).</p> <p>Showcasing products at marts and buyer-seller meets organized by SRLM, and similar bodies.</p> <p>Coordinating with officials for approvals, logistics, and stall setup to ensure optimal brand visibility.</p> <p>Promotional Events in High-Footfall Areas:</p>	<p>We understand that the bidder's role in the given activities is primarily advisory and facilitative in nature. Accordingly, the operational execution, logistical arrangements, and all associated costs for on-ground activities shall be borne by HPSRLM.</p> <p>While the TSA will support HPSRLM by providing strategic guidance,</p>	Yes

		<p>Organizing brand stalls and experiential booths in malls, marketplaces, tourist spots, and other high-traffic locations.</p> <p>Conducting product sampling, live demonstrations, and interactive games to attract walk-in audiences.</p> <p>Collaborating with local event organizers and venue managers for participation in exhibitions, flea markets, and shopping festivals.</p> <p>Distributing branded merchandise, coupons, and flyers to increase recall and drive online/offline sales. The TSA shall be responsible for executing offline promotional activities both within Himachal Pradesh and across other states, as required</p>	<p>coordination inputs, and advisory oversight for online and offline promotional activities (within Himachal Pradesh and in other states as required), all expenses related to stall setup, logistics, manpower, rentals, merchandising, promotional materials, and event execution etc shall be borne by HPSRLM.</p> <p>Kindly confirm if our understanding is correct</p>	
1	<p>Section 5, Terms of Reference,</p> <p>5.1.3 Branding and Communication Strategy</p> <p>Public Relations and Media Outreach:</p> <p>Page no. 35 & 36</p>	<p>Maintain a media contact list of regional and national outlets.</p> <p>Draft and distribute press releases for launches, milestones, and stories.</p> <p>Coordinate interviews, media visits, and editorial placements.</p> <p>Monitor media coverage and prepare monthly PR reports.</p> <p>Handle crisis communication and media response protocols.</p>	<p>We understand that bidder is required to identify potential media contact details, draft the press release, stories related to brand promotions, HPRLM will review them and coordinate with media for printing, publishing and distributions.</p>	

<p>1</p>	<p>Section 5, Terms of Reference, 5.2 Technical Scope 5.2.2 New Customization</p> <p>Lead Generation Tools:</p> <p>Third-party Integrations:</p> <p>Page no. 37</p>	<p>The TSA shall integrate and sync form data with CRM/software systems such as Brevo, HubSpot, etc., and bear the cost of their subscriptions. Any additional software required in the future shall also be procured and maintained at the TSA's expense.</p>	<p>We understand that the integration and syncing of form data with CRM/software systems (such as Brevo, HubSpot, or similar platforms) is a core operational requirement that directly supports HPSRLM's long-term communication, lead management, customer engagement, and service delivery functions.</p>	<p>As Per RFP, further deliberation shall be done at the time of signing of MoU</p>
		<p>Third-party Integrations:</p> <p>Connect with logistics services for order tracking.</p> <p>Embed social media feeds and WhatsApp support. Integrate tools like Google Analytics, and Facebook Pixel.</p>	<p>These systems form part of the digital infrastructure that will continue to serve HPSRLM HimIra brand even beyond the duration of the TSA engagement. Additionally, the use of such CRM systems and any related tools is not limited to the Agency's activities alone but contributes to the broader organizational processes, data management continuity, and stakeholder communication workflows of HPSRLM. Further, future software tools that may be required, as referenced in the clause, would be procured to strengthen HPSRLM's brand digital ecosystem, expand capabilities, and support operational scalability. Since these are organizational assets</p>	

			that benefit HPSRLM at an institutional level, we propose they should be funded by the HPSRLM.	
1	Section 5, Terms of Reference, 5.2 Technical Scope 5.2.3 Backend Management Page no. 37 & 38	1.2.4 The TSA shall bear the monthly server costs up to ₹1,00,000 and the annual website license fees currently set at ₹5,00,000. Any expenditure beyond these specified limits shall be addressed and decided based on mutual agreement between HPSRLM and the TSA.	<p>The server infrastructure and website license form critical technology components of the Himlra digital ecosystem.</p> <p>These systems support long-term operations of HPSRLM and will remain functional assets of the Mission beyond the duration of the TSA engagement.</p> <p>Since server hosting, website licensing, upgrades, and scalability directly benefit HPSRLM's institutional digital presence and are not limited to the Agency's role, these expenses represent core infrastructure costs, not service provider costs. Moreover, server uptime, security, storage capacity, traffic handling, and license renewals involve recurring expenditures necessary to maintain continuity and ensure that Himlra's digital operations meet Government-grade standards. We kindly request confirmation that</p>	As per RFP

			HPSRLM may bear the cost of monthly server expenses and annual website license fees, instead of the TSA.	
1	Section 5, Terms of Reference, Technical Scope Operations, Inventory Management 5.3.3 Order Management Support Page no. 38	Track inventory across SKUs and warehouses. Set reorder thresholds and generate stock alerts. Provide visibility on bestsellers and slow-moving products. Sync stock data with e-commerce retail systems. Collaborate with logistics and support teams for timely delivery	We understand that there will be a requirement to procure an inventory and warehouse management tool. Accordingly, we propose that the costs associated with engaging a logistics partner, executing necessary contracts, and procuring and maintaining the inventory management tool/software be borne by HPSRLM.	As per RFP further deliberation shall be done at the time of signing of MoU
1	Scope of work	Product Development Website management	We understand that the bidder's role in product development is advisory in nature and limited to activities such as market research, packaging design, and facilitation of required certifications, licenses. The cost of packaging printing, certificate, license fees and all related packaging materials— including PET jars, glass bottles, pouches, and other consumables— will be borne by HPSRLM. We further understand that while the website will be managed by the bidder, any statutory or infrastructure-related costs, including server expenses, annual	Yes

S.No.	Parameter	Supporting documents to be provided	Proposed Changes	
			maintenance, security audits, and similar mandatory charges, will be borne by HPSRLM. Kindly confirm if our understanding is correct.	
1	The Agency shall be a company registered in India under the Companies Act 2013, or a partnership firm registered under the Limited Liability Partnership Act of 2008, a society registered under the Societies Act or a Trust, operating for the last 3years.	Certificate of incorporation	We understand that, to deliver the scope of work given; an agency requires extensive experience of working 10 years to better understand the context and delivery framework and have competitive team composition. With given facts we humbly propose department ask for at least 10 years' experience and revise the parameter as mentioned below: The Agency shall be a company registered in India under the Companies Act 2013, or a partnership firm registered under the Limited Liability Partnership Act of 2008, a society registered under the Societies Act or a Trust, operating for the last 10 years.	As per RFP
2	GST Registration	Certificate of GSTIN	No change	
3	Registration with Income tax Department	Copy of PAN/TAN	No change	
4	CA Audited financial statements of last three financial years	BS, P&L and Income Expenditure statements	We understand BS as Balance Sheet. Last three Fy constitute: Fy 2022-23, Fy 2023-24, Fy 2024- 25 Average annual turnover of at least INR 50 crore during	As per RFP

			the last 3 financial year. Please correct if our understanding is correct.	
5	Tender Fee	Copy of proof	No change	
6	Earnest Money Deposit	Copy of proof	No change	
7.	Experience in technical support, product development, online/offline marketing, and ONDC integration for e-commerce platforms. Ongoing experience is also acceptable. ("prior experience" must refer to successfully completed projects, while "ongoing experience" must refer to projects that are at least 80% complete)	Work Order/MoU copy	With the given scope of work and based on our experience in developing various rural brands supported by government, we understand that the implementing agency must possess comprehensive expertise across several critical domains. This includes experience working with Self-Help Groups (SHGs), rural community institutions, rural enterprise development, capacity building, rural skills training, baseline assessments, supply chain management, product development (packaging, branding, compliance), inventory management, digital and offline marketing, Go-To-Market (GTM) research, brand book development, and facilitating onboarding of products on e-commerce and quick-commerce platforms such as ONDC, Amazon, Flipkart, Zepto,	As per RFP
				As per RFP

			<p>Blinkit, Big Basket etc, as well as enabling offline sales through own retail stores, general trade, modern trade, HoReCa (Free Standing Units), institutional sales, and supporting organizational structure design and facilitate resource hiring etc. All these competencies are integral to meeting the scope of work. In view of the above, we propose revising the eligibility requirements as follows, ensuring that more agencies with relevant experience and an appropriate team composition are invited to deliver the assignment:</p> <p>Proposed Eligibility Requirements</p> <p>The bidder should have prior experience in developing rural product brands supported by State or Central Government. The agency must have worked on projects related to Rural Enterprise Development, Livelihoods, SHG / CLF / FPO / FPC product development (packaging, branding, compliance), including facilitation of product onboarding and sales on various e-commerce and quick-commerce platforms</p>	
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			<p>such as ONDC, Amazon, Flipkart, Zepto, Blinkit, BigBasket etc along with experience in enabling offline sales. Should have conducted Go-To-Market (GTM) strategy, sales & marketing strategies for rural brands. Should have developed a minimum of 30 products across various categories. Should have developed D2C websites and facilitated the opening of retail stores, including finalizing terms of trade with offline market players. Must have experience in Digital Marketing for a rural product brand. Experience of working in hilly states will be considered an added advantage.</p>	
8.	<p>The agency should demonstrate a comprehensive understanding and proficiency in providing technical support, product development, and executing online/offline marketing strategies, including ONDC integration for e-commerce platforms. Ongoing experience is also acceptable</p>	<p>Self-Declaration along with documentary proof such as approach and methodology</p>	<p>The firm should have executed at least 3 Projects (ongoing or completed) in area of Marketing & branding of Community Based Organization / Individual rural entrepreneurs / SHGs / FPOs as supported by the State Government / Central / government / Donors' agencies. Minimum project value should be INR 2 Cr. Supporting document to be provided:</p>	As per RFP

			Contract / MoU copy	
9.	The Agency must be working in India and should maintain a tangible local presence. The Agency should have physical offices, or facilities, or operations within the country.	Proof of address of offices	We understand that tangible local presence mean office in country (India).	Local presence means in Himachal Pradesh
10.	The Agency should possess its own operational website.	Website documents along with URL needs to be submitted	No change	
11	The Agency should have an experience in offline and online marketing and should have professional employees in the relevant field.	Self-Declaration to be provided by the Agency along with employee's details on the payroll signed by authorized signatory of the firm.	No change	
12.	The Agency should not have been banned/blacklisted by any Central/ State Government / National/ Regulator/ Departments /PSUs in India and abroad, as on bid submission date.	Self-declaration to be provided by the agency	No change	
S.N.	Evaluation criteria	Max. Marks	Proposed Changes in Criteria	Proposed Marks
A	<p>Prior experience</p> <p>Technical support in onboarding of products on online and offline platforms :6 Marks</p> <p>boarding network participants on the ONDC network: 6 Marks</p> <p>Product development (min 3): 6 Marks</p> <p>online/offline marketing: 6 Marks</p> <p>ONDC integration for e-commerce platforms: 6Marks</p> <p>Preference will be</p>	<p>30 marks</p> <p>Bidder should submit valid proof relevant to each component from the ONDC NP portal/website to support their claim</p>	<p>The bidder should have prior experience of conducting Go-To-Market (GTM) strategy, sales & marketing strategies for at least two rural brands supported by Government</p> <p>Facilitated offline sales through various channels</p> <p>Facilitated onboarding and sales through E-Commerce channels</p> <p>Developed a minimum of 30 products (Packaging and Branding) across various categories</p>	<p>Maximum 15 Marks</p> <p>2 Projects: 05</p> <p>2 - 3 Projects: 10</p> <p>More than 3 projects: 15</p> <p>The bidder will submit contract / mou copy for ongoing and completed projects</p>

	given to the bidders who have onboard network participants on both seller and buyer app side.		and across projects Should have experience in Digital Marketing for rural product brand. Assignments >= Rs. 2 Cr will only be considered for evaluation.	
S.N.	Evaluation criteria	Max. Marks	Proposed Changes in Criteria	Proposed Marks
B	<p>The vendor should have prior experience of working with Central Government, State Governments, or Self-Help Groups (SHGs). - 10 marks</p> <p>The vendor must be an official Technology Service Provider (TSP) for ONDC. - 4 marks</p> <p>The vendor who has implemented or supported at least one live ONDC-compliant buyer/seller/logistics app.- 4 marks</p> <p>The vendor which has delivered at least 5 projects on Open Network (ONDC, Onest, ENam)- 2 marks</p> <p>The vendor having an ISO 9001 and ISO 27001 certified - 1 mark</p>	<p>25 marks</p> <p>Proof of respective supportive documents to be provided</p>	<p>The bidder should have prior experience in developing rural product supported by State or Central Government. The agency must have worked on projects related to Rural Enterprise Development, Livelihoods, SHG / CLF / FPO / FPC etc product development (packaging, branding, compliance), including facilitation of product onboarding and sales on various e-commerce and quick-commerce platforms along with experience in enabling offline sales. The bidder should have experience of working with minimum 3 rural SHG/Artisans/Tribals products brands supported by State / Central Government / PSUs/ Multilateral and Bi Lateral organisations Developed a minimum of 30 products (Packaging and Branding) across various categories and across the projects Assignments >= Rs. 2</p>	<p>Maximum 15 Marks</p> <p>2 Projects: 05 2 – 3 Projects: 10 More than 3 projects: 15</p> <p>The bidder will submit contract / mou copy for ongoing and completed projects</p>

S.N.	Evaluation criteria	Max. Marks	Proposed Changes in Criteria	Proposed Marks
	<p>The vendor which has developed minimum 3 SHGs or other grocery products. - 2 mark</p> <p>The vendor must use licensed tools for SEO, social listening, analytics, and campaign management (e.g., SEMrush, Google Analytics, Meta Ads Manager). 1 mark</p> <p>The proposer should have access to licensed tools for SEO, social listening, analytics, and campaign management (e.g., SEMrush, Google Analytics, Meta Ads Manager) : 1 Marks</p>		Cr will only be considered for evaluation.	
C.	The Agency should have an experienced and specialized Teams for developed for different tasks as per requirement of the RFP.	<p>20 marks</p> <p>Proof of team members and their specialization and experience certificates along</p>	We propose team of following experts to be deployed by the Bidders. Required qualification, experience and Roles and responsibilities are also mentioned for ready reference of department and make	<p>Maximum 20 marks</p> <p>Cvs of Proposed resources in world bank format</p>
S.N.	Evaluation criteria	Max. Marks	Proposed Changes in Criteria	Proposed Marks
	Up to 10 team	with their CVs should be	part of RFP.	

	<p>members having experience in ONDC and e commerce platform software development and offline and online marketing- 10 marks</p> <p>More than 10-member teams have experience in ONDC and e commerce platform software development and offline and online marketing- 20 marks</p>	submitted.	<p>Team Leader (1) Product Branding & Market Positioning Expert (1) Supply Chain Management / Backward linkage Expert (1) E-Commerce expert (2) Sales & Marketing Expert (2) Institutional Sales expert (1) Institutional Partnership / Market Research Expert (1) Product Quality Expert (1)</p> <p>Need based Expert / Agency: Product Development Digital Marketing</p>	
D	Financial Strength Avg Net-Worth of the firm in the last five years	New Clause	New Clause	<p>Maximum 5 marks</p> <p>50 Crore – 2 Marks</p> <p>75 Crore – 4 Marks</p> <p>100 Crore or above – 5 Marks</p>
E	The Agency must have physical presence in Himachal Pradesh. This entails having physical offices, or facilities, or operations within Himachal Pradesh.	5 marks Proof of operation in Himachal Pradesh to be provided	The Agency must have delivered projects as TSA/PMU/PMC/STSA in development sector in Himanchal Pradesh with state government / PSUs/ Multilateral / Bilateral agencies funded project	<p>Maximum 5 marks</p> <p>MoU / contract copy of ongoing / completed project delivered in Himanchal Pradesh</p> <p>MoU / contract copy of working in similar nature of projects in</p>
S.N.	Evaluation criteria	Max. Marks	Proposed Changes in Criteria	Proposed Marks
			<p>Should have executed at least one project in similar geography (hilly area)</p> <p>The Agency should have its own operational website. As proof of having</p>	<p>hilly region</p> <p>Self-declaration for having a website.</p>

			website an self-declaration and website link is to submitted.	
F	The Agency should possess its own operational website.	5 marks Proof of E-commerce website	Covered in above points hence proposed to be removed	Covered in above points hence proposed to be removed
G	Agency should have experience in offline marketing of SHG products or any other grocery related products. One completed assignment- 5 marks Two completed assignments- 10 marks More than two completed offline marketing assignments- 15 marks	15 marks Proof of offline marketing/ Work orders etc	Adequacy and quality of the proposed methodology, approach, uniqueness, and work plan and understanding of the project in response to the Terms of Reference (TORs) and Technical Presentation	Maximum 40 Marks Technical Presentation- 15 Marks Adequacy and quality of the proposed methodology, approach, uniqueness and work plan and understanding of the project in response to the Terms of Reference (TORs)- 25 Marks

Sr No A to G as per RFP

01	Team Leader	Postgraduate / PGDM/ PGDRDM / PGDFM for recognized university Minimum 10 years of professional experience. Should have worked with Govt./ Semi Govt./ Donor agency/ Corporate/ PSU/NGOs in implementation of Rural Development Projects. Experience of managing large team in Government Project. Experience of working with SHGs, CRPs, Rural Households, Rural Youth for implementation of Scheme. Experience of Capacity Building of SHGs, CRPs, CBOs.		As per RFP
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01	Product Branding & Market Positioning Expert	<p>Candidates Should Graduate in Mass Communication or Diploma in Journalism and Mass Communication / any other relevant degree. In case of Graduate in Mass Communication the Candidates Should have minimum 6 years of experience and 3 years of experience in the field of IEC and promotions. In case of Post Graduation in Journalism and Mass Communication / any other relevant degree the Candidates Should have minimum 4 years of experience and 2 years of experience in the field of IEC and promotions, Digital Marketing and Brand promotions.</p>		As per RFP
01	Supply Chain Management / Backward linkage Expert	<p>Bachelors / master's in business management/ supply chain and operations management/ logistics and warehousing management with minimum 6 years of experience in the FMCG industry / Rural product-based companies/ FPCs/FPOs dealing with food/ consumer goods/ handicrafts products. Strong understanding of supply chain and distribution in industries like Retail, E-Commerce, FMCG, handicrafts, and likewise. Strong understanding of latest trends and trends in inventory planning and management, forecasting, warehouse network, transportation operations, SOP, Compliances, and information techniques necessary for the effective monitoring of Supply Chain functions. Excellent analytical skills</p>		As per RFP

No. of Proposed Positions	Proposed Positions	and aptitude for planning. Proposed Qualification and Experience Required		
		<p>Strong awareness of competition and impact of strategies and tactics in the marketplace.</p> <p>Strong interpersonal skills and the ability to work well as part of a team, as well as managing people.</p> <p>Negotiation and analytical skills.</p> <p>Good time-management skills.</p> <p>Proficiency in Microsoft Office Suite and other frequently used software applications for record keeping and communication.</p>		
02	E-Commerce expert	<p>Bachelor of Business Administration / Bachelors of Technology / master's in business administration / Certificate in Public Policy & Management / PGDM/ PGDRDM / PGDFM with 5 years of professional experience along with 1 year experience E-Commerce sales.</p> <p>Strong hands-on experience with e-commerce platforms (example Shopify/ WooCommerce/ Magento/ custom CMS etc.).</p> <p>Experience with major marketplaces (Amazon, Flipkart, ONDC, etc.).</p> <p>Strong understanding of SEO, listing optimization, A+ content, marketplace algorithms, and online consumer behavior.</p> <p>Proficiency in analytics tools (GA4, Search Console, marketplace panels, CRM tools).</p> <p>Ability to run data-driven experiments to increase conversion rates.</p>		As per RFP

		<p>Strong project management, communication, and stakeholder coordination skills.</p> <p>Knowledge of digital marketing campaigns and metrics (preferred).</p> <p>Ability to work in a fast-paced environment and deliver results under tight timelines.</p> <p>High attention to detail and strong problem-solving abilities.</p> <p>Proficiency in MS Office and commonly used business software tools.</p>		
02	Sales & Marketing Expert	<p>Bachelors in business administration / Bachelors of Technology / Masters in business Administration / PGDM/ PGDRDM / PGDFM with 6 years of experience in sales and marketing</p> <p>Working experience with any Rural development brand, would be an advantage.</p>		As per RFP
No. of Proposed Positions	Proposed Positions	Proposed Qualification and Experience Required		
		<p>Strong understanding and experience of different edible, non- edible, FMCG, and handicrafts products' market segments, competition, pricing, distribution, and sales strategies.</p> <p>Strong experience should also comprise retailing linked customer service, innovations, market research, new product development and launch, branding, and marketing.</p> <p>Strong experience of leading and coordinating development and management of digital marketing /merchandising recommendations to increase sales and solve</p>		

		<p>challenges.</p> <p>Experience building, executing, and scaling cross-functional sales programs and teams.</p> <p>Strong verbal and written communication, presentation, reporting and people skills.</p> <p>Ability to work in a fast-changing environment and handle unforeseen situations through innovative/ practical solutions.</p> <p>Ability to drive business growth through leveraging deep market & consumer insights.</p> <p>Appetite to learn quickly & work with a sense of urgency. Result oriented with quick to market attitude.</p> <p>Experience using data and metrics to measure impact and determine improvements.</p> <p>Strong business and financial acumen and the ability to link sales strategy and results directly to overall business strategy and company financial goals.</p> <p>Open to travel often.</p> <p>Proficiency in Microsoft Office Suite and other frequently used software applications for record keeping and communication.</p>		
01	Institutional Sales expert	<p>Bachelors in business administration / Masters in business Administration / PGDM / PGDRDM / PGDFM with 6 years of experience in sales and marketing</p> <p>Identify, build, and manage institutional partnerships with retailers, cooperatives, government bodies, and corporate buyers.</p>		As per RFP

		<p>Deep understanding of edible, non-edible, FMCG, and handicraft product markets, including competition, pricing, distribution, and sales strategies.</p> <p>Strong experience in retail-linked customer service, branding, market research, and new product development.</p>		
No. of Proposed Positions	Proposed Positions	Proposed Qualification and Experience Required		
		<p>Demonstrated ability in digital marketing/merchandising and using digital tools to increase sales.</p> <p>Proven track record of building, executing, and scaling cross-functional sales programs.</p> <p>Excellent verbal and written communication, presentation, reporting, and interpersonal skills.</p> <p>Ability to thrive in fast-changing environments and handle unexpected challenges with practical solutions.</p> <p>Strong business and financial acumen, with the ability to link sales strategies to organizational goals.</p> <p>Experience using data and metrics to measure impact and implement improvements.</p> <p>High learning agility, strong ownership mindset, and a result-oriented approach.</p> <p>Willingness to travel frequently for business requirements.</p> <p>Proficiency in MS Office Suite and commonly used tools/software for</p>		As per RFP

		reporting and communication.		
01	Institutional Partnership / Market Research Expert	<p>Bachelors in business administration / Masters in business Administration / PGDM/ PGDRDM / PGDFM with 5 years of professional experience and 1 year experience in Institutional Partnership / Market Research Expert. Responsible for identifying and collaborating with various stakeholders in product quality management space, Supply chain enhancement, Product development, Procurement, Processing and Packaging, Go to Market Strategy, Sales and Marketing, E-Commerce etc.</p> <p>Assist in identification of new products and mapping of supply chain, packaging design of product etc.</p> <p>Prepare Go to Market Strategy and conduct the analysis.</p> <p>Assist manager research and product quality in development of various SoPs.</p> <p>Prepare the strategy and enhance the sales through various channels like E-Commerce, Website, Store etc.</p> <p>Work with relevant departments of the Government of Uttarakhand, central government, industry leaders, value chain stakeholders, and academia to implement the strategic plan of the Company.</p>		As per RFP
No. of Proposed Positions	Proposed Positions	Proposed Qualification and Experience Required		

		<p>Facilitate in Company's outreach to farmers, rural artisans, and other supply chain participants in Himanchal Pradesh to create long-term, mutually beneficial, and trusted relationships.</p> <p>Develop and maintain strong relationships with suppliers to ensure sustainable and timely delivery of high-quality raw materials, components, and products.</p>	As per RFP
01	Product Quality Expert	<p>Bachelor's in food Tech / PG in Food Processing Engineering with 5 years of experience at the production department in companies under FMCG. Working experience with any Rural development brand, would be an advantage.</p> <p>Strong understanding of manufacturing processes, productivity and quality parameters, costs, etc.</p> <p>Strong understanding of regulatory compliance for a production plant with respect to labor, machinery, safety, and infrastructure.</p> <p>Strong understanding of commercial processes like budgeting, costing, ROI computation, etc.</p> <p>Prior experience in manufacturing/production systems maintenance along with quality control, projects and engineering operations is essential.</p> <p>Strong knowledge of applicable industry standards and regulations.</p> <p>Strong understanding of internationally acclaimed food safety standards.</p> <p>Knowledge of ISO QMS, FSMS, EMS, OHSAS.</p> <p>Knowledge of statutory compliances (FSSAI,</p>	As per RFP

		<p>HACCP, Food Acts, etc.) Capacity for troubleshooting in the process and quality control areas. Ability to assess projects & resource requirements. Optimum use of human resources and materials, avoiding waste. Ability to plan, prioritize, organize the allotted jobs. Problem Solving/Root Cause Corrective Action. Ability to handle pressure and assess and allocate priorities. Ability to manage production efficiency. Proficiency in Microsoft Office Suite and other frequently used software applications for record.</p>		
1	Section 1 – Pre-requisites for potential Bidders >> 2a (Page# 6)	<p>The Bidder shall be a company registered in India under the Companies Act 2013, or a partnership firm registered under the Limited Liability Partnership Act of 2008, or a society registered under the Societies Act or a Trust, which should be in existence for at least 3 years as on 01.01.2025. Consortium shall not be permitted to bid</p>	<p>With reference to Clause 2(a) of Section 1 – Pre-requisites for potential Bidders (restriction on consortium participation) and Clause 4 read with Clause 7 of the RFP (restriction on assignment/sub-contracting), the bidder seeks clarification on the following: Considering the wide and specialized scope of work envisaged under the RFP— covering technical support, website operations & maintenance, ONDC integration, content creation, integrated online and offline marketing, and large-scale on-ground activations—the bidder requests HPSRLM to kindly consider permitting</p>	As per RFP

			<p>either of the following:</p> <p>a. Participation through a consortium / joint arrangement, with a clearly identified lead bidder responsible for end-to-end delivery; or</p> <p>b. Engagement of specialized third-party agencies for core and non-core activities (such as media buying, creative production, or niche technical integrations), while ensuring that the selected bidder remains fully accountable for performance, deliverables, data security, confidentiality, and compliance with all terms and conditions of the RFP.</p> <p>In such cases, the bidder further requests that the relevant and demonstrable experience of the consortium member(s) and/or approved sub-contracting partner(s), may also be considered for eligibility and technical evaluation purposes, while overall contractual responsibility continues to vest solely with the lead bidder.</p> <p>Allowing such an arrangement may enhance quality,</p>	
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			timely execution, and value realization for HPSRLM, while keeping contractual liability and performance risk entirely with the selected bidder. The bidder requests HPSRLM to kindly examine the above and issue suitable clarification / amendment, as deemed appropriate.	
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Chief Executive Officer
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