

Request for Proposal (RFP)

For Selection of Technical Support Agency (TSA) for Technical Support and Operations & Maintenance (website), Integrated Marketing of Himlra Products (Online & Offline) and Product Development for Himlra and its Other Expanding Services.

**Himachal Pradesh State Rural Livelihood Mission
Department of Rural Development
Government of Himachal Pradesh**

**Durga Complex, First and Second Floor, Opposite Indian Post Office,
Kasumpti, Shimla-171009**

E-mail: nrlmhp@gmail.com

GLOSSARY:

Abbreviation	Full Form / Meaning
RFP	Request for Proposal
TSA	Technical Support Agency
HPSRLM	Himachal Pradesh State Rural Livelihood Mission
SHG	Self-Help Group
ONDC	Open Network for Digital Commerce
GoHP	Government of Himachal Pradesh
GoI	Government of India
CEO	Chief Executive Officer
EMD	Earnest Money Deposit
PG	Performance Guarantee
TOR	Terms of Reference
ITA	Instructions to Agencies
GST	Goods and Services Tax
GSTIN	Goods and Services Tax Identification Number
PAN	Permanent Account Number
TAN	Tax Deduction and Collection Account Number
PSU	Public Sector Undertaking
INR	Indian Rupee
SEO	Search Engine Optimization
SEM	Search Engine Marketing
CPC	Cost Per Click
ROAS	Return on Ad Spend
CMS	Content Management System
UI/UX	User Interface / User Experience
KPI	Key Performance Indicator
GA4	Google Analytics 4
CRM	Customer Relationship Management
FDR	Fixed Deposit Receipt
LOI	Letter of Invitation
NP	Network Participant (ONDC)

Notice inviting Request for Proposal (RFP) for Technical Support Agency (TSA) for Technical Support, Operations and Maintenance (website) and Integrated Marketing (Online & Offline), Product Development for Himlra and Its other Expanding Services

The Himachal Pradesh State Rural Livelihood Mission (HPSRLM), Department of Rural Development, H.P, invites Request for Proposals (RFP) from reputed agencies with a proven track record to provide technical support, Operation and Maintenance, product development, and execute integrated online and offline marketing strategies for the Himlra. The scope includes supporting the promotion and sale of SHG products manufactured by women artisans recognized by HPSRLM and enhancing the existing offline and online platform's readiness for future verticals such as hospitality and mobility, both within and outside the state. 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.

1. The details regarding eligibility criteria, scope of work, application procedures, selection methodology and other terms and conditions have been clearly stated in this RFP document.
2. The Agency shall be selected based on the composite weightage of Technical & Financial bid scores (60:40).
3. Amendments / corrigendum, if any, shall be posted on the hptenders.gov.in and himaajeevika.com and shall form the part of this document for all intents and purposes.
4. Prequalification criteria, Technical and Financial bids must be prepared in the prescribed formats and uploaded on hptenders.gov.in within specified date and time.
5. Incomplete proposals and those not fulfilling the specified requirement as per this document, shall be summarily rejected.
6. The decision of Chief Executive Officer, HPSRLM in respect of above mentioned one or all conditions shall be final.
7. HPSRLM reserves the right to reject the any or all the bids and cancel this RFP process without citing any reason.

Chief Executive Officer
Himachal Pradesh State Rural Livelihood Mission
Deptt. of Rural Development HP

Schedule for Invitation of RFP

#	Name of the Client	Himachal Pradesh State Rural Livelihood Mission (HPSRLM)
	Address from where the RFP can be obtained	Agency can download the RFP from hptenders.gov.in and from himaajeevika.com
	Address where response to RFP is to be uploaded	hptenders.gov.in
	Issue of RFP Document	16 th April , 2026 (from 2:00 Pm onwards)
	Cut-off date for submission of Pre-Bid Queries	Before 5:00 PM on or before 20 th April, 2026 through email on Email ID: nrlmhp@gmail.com
	Last date and time for submission of response to RFP on hp tenders	30th, April, 2026 before 04 :30 pm
	Time, Place and date for opening of technical Qualification Criteria	4 th May, 2026 at 11.30 am in the office of CEO HPSRLM Address: Office of Chief Executive Officer, Durga Complex, First and Second floor, Opposite Indian Post Office, Kasumpti, Shimla-171009
	Time, Place and date for opening of financial bid	6 th May, 2026 at 2: 30 PM in the office of CEO HPSRLM Address: Office of Chief Executive Officer, Durga Complex, First and Second floor, Opposite Indian Post Office, Kasumpti, Shimla-171009
	Tender fees	INR 1,000 (Indian Rupees one thousand only) either in the form of a Demand Draft issued by the one of the nationalized/Scheduled commercial banks, in favor of CEO, HPSRLM payable at Shimla or through RTGF/NEFT (Account details mentioned below) which shall be submitted to HPSRLM in physical form and a copy of the same shall be uploaded at appropriate place with the bids on hptenders.gov.in before the due date. Tender fee is non-refundable. Bank: Bank of Baroda, Kasumpti, Shimla A/C: 98360100004487 IFSC: BARBOEXTSIM

	Earnest Money	<p>Participating bidders shall submit Earnest Money of an amount of INR 2,00,000/- (Indian Rupees Two Lakh only) either in the form of Demand Draft in favor of CEO, HPSRLM issued by the one of the nationalized/Scheduled commercial banks, payable at Shimla or through RTGF/NEFT (Account details mentioned below) which shall be submitted to HPSRLM and with a copy of the same uploaded online with the bid at appropriate place.</p> <p>Bank: Bank of Baroda, Kasumpti, Shimla A/C: 98360100004487 IFSC: BARBOEXTSIM</p>
	Performance Security	<p>The successful bidder shall submit Performance Security in the shape of bank guarantee or FDR of an amount of INR 5,00,000/- (Indian Rupees Five Lakh only) issued by the one of the nationalized/Scheduled commercial banks in India and pledged in favor of CEO HPSRLM. The Performance Security should be valid upto 6 months beyond the period of contract.</p>

Section 1 – Pre-requisites for potential Bidders

1. The objectives and expected deliverable of the Services which will be carried out by the selected Agency has been provided in Section - Terms of Reference
2. The agencies which are interested in being considered for this assignment should fulfill the following criteria:
 - a. 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.
 - b. 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.
 - c. The Bidder should have its own website.
3. The Bidder should not have been banned / blacklisted by any Central / State Government / National Regulator/ Departments / PSUs in India.
4. The Bidder under **no circumstances will be allowed to assign or sublet** the work or any part of it to third party. If at any stage of duration of the entire project, it comes to the notice of the HPSRLM that the assignment or part of it has been outsourced to any other Agency, the entire assignment, payment thereof and shall liable to be cancelled along with the forfeiture of performance guarantee
5. Bidders which are interested in being considered for the assignment, should submit information in the formats indicated in this RFP.
6. The response to RFP should be uploaded on hptenders.gov.in in three parts (Part A - for Pre- Qualification Criteria, Part B - for Technical Proposal & Part C - for Financial Proposal)

In case any false information is provided or information relevant to mentioned bid is concealed, the proposals of such Agency (ies) shall be cancelled, and HPSRLM will have the rights to initiate appropriate legal action against such Agency.

Chief Executive Officer,
Himachal Pradesh State Rural Livelihood Mission

Essential Qualification criteria

S.No.	Parameter	Supporting documents to be provided
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 3 years.	Certificate of incorporation
2	GST Registration	Certificate of GSTIN
3	Registration with Income tax Department	Copy of PAN/TAN
4	CA Audited financial statements of last three financial years	BS, P&L and Income Expenditure statements
5	Tender Fee	Copy of proof
6	Earnest Money Deposit	Copy of proof
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
8.	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	Self-Declaration along with documentary proof such as approach and methodology
9.	The Agency must be working in India and should maintain a tangible local presence. The Agency should have physical	

S.No.	Parameter	Supporting documents to be provided
	offices, or facilities, or operations within the country.	Proof of address of offices
10.	The Agency should possess its own operational website.	Website documents along with URL needs to be submitted
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.
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

If the bidder is found ineligible in the pre-qualification criteria, then its Technical and Financial proposals shall not be considered and opened.

Section 2 - Instructions to Proposers

A. General Definitions & Instructions	
Definitions	<p>“Governing Law” means the laws and any other instruments having the force of law in India.</p> <p>“Client” means the Himachal Pradesh State Rural Livelihood Mission (HPSRLM) that signs the Contract for the Services with the selected Agency and includes any assigns of HPSRLM.</p> <p>“Agency” means a legally established professional agency/ firm or an entity that participates in the bid process in response to this RFP and may provide the Services to the Client under the Contract, if selected.</p> <p>“Contract” means a legally binding written agreement signed between the Client and the Agency and includes all the attached documents.</p> <p>“Day” means a calendar day.</p> <p>“Experts” means personnel allocated to the project.</p> <p>“Government” means the State Government of Himachal Pradesh.</p> <p>“ITA” (Section 2 of the RFP) mean the Instructions to Agencies that provides the shortlisted Agencies with all information needed to prepare their Proposals.</p> <p>(i) “RFP” means the Request for Proposals prepared by the Client for the selection of Agencies “Services” means the work to be performed by the Agency pursuant to the Contract.</p> <p>“TORs” (Section 5 of the RFP) means the Terms of Reference that explain the objectives, scope of work, activities, and tasks to be performed, respective responsibilities of the Client and the Agency, and expected results and deliverable of the assignment.</p>
2. Conflict of Interest	<p>2.1 The Agency is required to provide professional, objective, and impartial advice, at all times holding the Client’s interest paramount, strictly avoiding conflicts with other assignments or its own corporate interests and acting without any consideration for future work.</p> <p>The Agency has an obligation to disclose to the Client any situation of actual or potential conflict that impacts its capacity to serve the best interest of its client. Failure to disclose such situations may lead to the disqualification of the Agency or the termination of its Contract/Blacklisting</p> <p>Without limitation on the generality of the foregoing, and unless stated otherwise, the Agency shall not be hired under the circumstances set forth below:</p>
a. Conflicting assignments and Non-Compete	<p>Conflict among consulting assignments: Agency (including its Experts) or any of its Affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the Agency for the same or for another</p>

Clause	<p>Client.</p> <p>The Agency shall not, during the term of this engagement, undertake any competing assignments involving promotion or marketing of SHG-based rural livelihood brands in Himachal Pradesh without the prior written consent of HPSRLM.</p>
b. Conflicting relationships	<p>Relationship with the Client’s staff: Agency (including its Experts) that has a close business or family relationship with a professional staff of the Client, or of implementing Agency who are directly or indirectly involved in any part of (i) the preparation of the Terms of Reference for the assignment, (ii) the selection process for the Contract, or (iii) the supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Client throughout the selection process and the execution of the Contract.</p>
c. Intellectual Property Rights	<p>Ownership of Deliverables</p> <p>All intellectual property rights in any work product, including but not limited to software code, designs, graphics, videos, content, creatives, reports, data, tools, and other materials developed or created by the Agency under this engagement shall vest exclusively with the Himachal Pradesh State Rural Livelihood Mission (HPSRLM). The Agency shall, upon termination or completion of the assignment, hand over all such materials, source files, access credentials, and documentation in editable formats to HPSRLM without retaining any copies.</p>
d. Confidentiality and Non-Disclosure of information	<p>The Agency shall maintain strict confidentiality of all proprietary, personal, and sensitive data received or generated during the course of the assignment. No part of such information shall be disclosed to any third party without prior written consent of HPSRLM. This obligation shall survive the expiration or termination of the contract.</p>
e. Data Protection and Legal Compliance Clause	<p>The Agency shall ensure full compliance with all applicable laws, including the Information Technology Act, 2000 and the Digital Personal Data Protection Act, 2023, and rules made thereunder. The Agency shall implement appropriate technical and organizational measures for data encryption, secure processing, access controls, and audit trails to safeguard all personal and transactional data accessed or handled during this engagement.</p>
3 Corrupt and Fraudulent Practices	<p>HPSRLM requires compliance with its policy regarding corrupt and fraudulent/prohibited practices as set forth by the Govt. of Himachal Pradesh (GoHP& Govt. of India as well</p> <p>In further pursuance of this policy, Agency shall permit and shall cause its agents, Experts, sub-consultants, sub-contractors, services providers, or</p>

	suppliers to permit the client to inspect all accounts, records, and other documents relating to the submission of the Proposal and contract performance (in case of an award), and to have them audited by auditors appointed by the client.
4. Eligibility	<p>The Client permits proposers from the country (INDIA) to offer services for its financed projects.</p> <p>Furthermore, it is the proposer’s responsibility to ensure that its Experts, agents (declared or not), sub-contractors, service providers, suppliers and/or their employees meet the eligibility requirements as established in the document</p>
a. Restrictions for Government-owned Enterprises	<p>Government-owned enterprises or institutions shall be eligible only if they can establish that they (i) are legally and financially autonomous, (ii) operate under commercial law, and (iii) that they are not dependent agencies of the Client.</p> <p>To establish eligibility, the government-owned enterprise or institution should provide all relevant documents (including its charter) sufficient to demonstrate that it is a legal entity separate from the government; it does not currently receive any substantial subsidies or budget support; it is not obligated to pass on its surplus to the government; it can acquire rights and liabilities, borrow funds, and can be liable for repayment of debts and be declared bankrupt; and it is not competing for a contract to be awarded by the government department or Agency which, under the applicable laws or regulations, is its Reporting or supervisory authority or has the ability to exercise influence or control over it.</p>
b. Restrictions for public employees	<p>Government officials and civil servants of the GoHP&Gol are not eligible to be included as Experts in the Agency’s Proposal unless such engagement does not conflict with any employment or other laws, regulations, or policies of the GoHP, and they:</p> <p>are on leave of absence without pay, or have resigned or retired;</p> <p>are not being hired by the same Agency they were working for before going on leave of absence without pay, resigning, or retiring (in case of resignation or retirement, for a period of at least 6 (six) months, or the period established by statutory provisions applying to civil servants or government employees in GoHP, whichever is longer. Experts who are employed by the government-owned universities, educational or research institutions are not eligible unless they have been full time employees of their institutions for a year or more prior to being included in Agency’s Proposal.; and</p> <p>Their hiring would not create a conflict of interest.</p>
5. Qualification to the bid	<p>Bids may be submitted in the following category of Agencies only:</p> <p>Sole Agency: The Sole Agency will be responsible for end-to-end scope of work given in this RFP</p>

6. Force Majeure	<p>For the purposes of this Agreement, “Force Majeure” means an event which is beyond the reasonable control of a Party, and which makes a Party’s performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other adverse weather conditions, strikes, lockouts or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by Government agencies. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or agents/employees thereof, nor (ii) any event which a diligent Party could reasonably have been expected to both (A) take into account at the time of submission of the bid and (B) avoid or overcome in the carrying out of its obligations here under Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder</p> <p>The Himachal Pradesh State Rural Livelihood Mission (HPSRLM) will decide the eventuality of Force Majeure which will be binding on both the parties Neither party shall be liable for any failure or delay in performance due to circumstances beyond its reasonable control, including but not limited to acts of God, war, natural disasters, pandemics, strikes, or government restrictions. The affected party shall notify the other party in writing within 7 days of the occurrence and make reasonable efforts to mitigate the impact. If the force majeure event continues beyond 30 days, either party may terminate the contract without liability.</p>
B. Preparation of Proposals	
1. General Considerations	<p>In preparing the Proposal, the Agency is expected to examine the RFP in detail. Any sort of deficiencies in providing the information requested in the RFP may result in rejection of the Proposal.</p>
2. Cost of Preparation of Proposal	<p>The Agency shall bear all costs associated with the preparation and submission of its Proposal, and the HPSRLM (Client) shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. The Client is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to Contract award, without assigning any reason and without thereby incurring any liability to the Agency.</p>
3. Language	<p>The Proposal, as well as all correspondence and documents relating to the Proposal exchanged between the Agency and the Client, will be as specified in the Schedule for Invitation</p>

4. Documents Comprising the Proposal	The Proposal shall comprise the documents and forms listed in the Schedule for Invitation
5. Only One Proposal	The Agency shall submit only one proposal in its own name. Any proposal submitted as part of a consortium or joint venture shall be disqualified and rejected.
6. Proposal Validity	The Data Sheet indicates the period during which the Agency's Proposal must remain valid after the Proposal submission deadline. During this period, the Agency shall maintain its original Proposal without any change, including the availability of the Experts, the proposed rates and the total price.
7. Sub-Contracting	The Agency shall not assign, transfer, or subcontract any part of the work without prior written approval of HPSRLM. Any such unauthorized subcontracting shall constitute a material breach of contract and may result in termination and forfeiture of performance guarantee.
8. Clarification and Amendment of RFP	The Agency may request a clarification of any part of the RFP in the shape of pre bid query(ies) upto the date indicated in the Data Sheet. Any request for clarification needs to be sent by e-mail, to the Client's address indicated in the Data Sheet.
9. Technical Proposal Format and Content	The Technical Proposal shall not include any financial information. A Technical Proposal containing material financial information shall be declared non-responsive.
10. Financial Proposal	10.1 The Financial Proposal shall be prepared using the Standard Forms provided in Section 4 of the RFP.
a. Price Adjustment	10.2 The Assignment is time bound and for a duration exceeding the stipulated time no price adjustment provision would apply.
b. Taxes	10.3 The Financial quote should be inclusive of all taxes and contingent charges if any, for the purpose of evaluation.
c. Currency of Proposal	10.4 The proposer shall express the price for its Services in Indian Rupees (INR) as stated in the Data Sheet.
d. Currency of Payment	10.5 Payment under the Contract shall be made in Indian Rupees (INR).

C. Submission, Opening and Evaluation	
<p>11. Submission, Sealing, and Marking of Proposals</p>	<p>The bidder shall submit a signed and complete Proposal comprising the documents and forms. The submission has to be done online by submitting the Tender fee, Earnest Money and Performance Security in physical form to HPSRLM office.</p> <p>An authorized signatory of the bidding agency shall sign all the forms, submission letter and the proposal/bids - Pre- qualification criteria and both the Technical and Financial Proposals.</p> <p>Any modifications, revisions, interlineations, erasures, or overwriting shall be valid (except in the financial bid), only if they are signed by the person signing the Proposal prior to the submission.</p> <p>No modifications, revisions, interlineations, erasures, or overwriting, is permissible in the financial bid.</p>
<p>12. Confidentiality</p>	<p>From the time the Proposals are opened to the time the Contract is awarded, the Agency should not contact the HPSRLM on any matter related to its Technical and/or Financial Proposal. Information relating to the evaluation of Proposals and award recommendations shall not be disclosed to the Agency who submitted the Proposals or to any other party not officially concerned with the process, until the publication of the Contract award information.</p> <p>Any attempt by shortlisted Agencies or anyone on behalf of the Agency to influence improperly the HPSRLM in the evaluation of the Proposals or Contract award decisions may result in the rejection of its Proposal.</p> <p>Notwithstanding the above provisions, from the time of the Proposals' opening to the time of Contract award publication, if Agency wishes to contact the HPSRLM on any matter related to the selection process, it should do so only in writing.</p>
<p>13. Opening of Technical Proposals</p>	<p>Opening of Bids: All the bids received till the due date and time will be opened by the Committee formed by Himachal Pradesh State Rural Livelihood Mission (HPSRLM) albeit the conditions and restrictions imposed in this document. The bidders or their authorised representative may present on the date and time of opening of technical bids if they so desire.</p>

14. Proposals Evaluation	<p>The evaluators of the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded.</p> <p>The Bidder is not permitted to alter or modify its Proposal in any way after the proposal submission deadline. While evaluating the Proposals, the HPSRLM will conduct the evaluation solely based on the submitted Technical and Financial Proposals.</p> <p>whereas the prequalification shall be only qualifying, the Technical bid and financial bid shall have weightage of 60:40 for final evaluation.</p> <p>Only the technically qualified bidders shall be allowed to be present during the opening of financial bids if they so desire.</p>
15. Evaluation of Technical Proposals	The HPSRLM evaluation committee shall evaluate the Technical Proposals based on their responsiveness to the Terms of Reference, applying the evaluation criteria, sub-criteria.
16. Public Opening of Financial Proposals	After the Technical evaluations have concluded, the financial proposals of all the qualified Agencies in technical evaluation will be opened.
17. Release of funds	<p>Conditions for Release of Payment to Agency: Section 5 of this document contains the milestones & payment schedules. All payments will be strictly done as per the conditions given in the Section 5.</p> <p>The Tax invoice will be submitted on achieving defined milestones or as per schedule, whichever is later. If no objection in terms of performance, deliverable or invoice value is found, the invoice and the deliverables will be deemed accepted by HPSRLM.</p>
18. Award of Contract	After completing the selection process and approval of the competent authority, the HPSRLM shall award the contract to the selected Agency.
D. Termination Clause	
19. Termination for Default	<p>HPSRLM may, without prejudice to any other remedy for breach of contract, by a written notice of default of at least 30 days, terminate the contract in whole or in part:</p> <p>(i) If the selected Agency fails to deliver any or all quantities of the Service within the time period specified in the Contract, or during any extension therefor granted by HPSRLM or</p> <p>(ii) If the selected Agency fails to perform any other obligation under the Contract within the specified period of delivery of Service or any extension granted thereof; or</p>

	<p>(iii) If the selected Agency, in the judgment of HPSRLM, is found to be engaged in corrupt, fraudulent, collusive, or coercive practices in competing for or in executing the Contract. or</p> <p>(iv) If the selected Agency commits breach of any condition of the Contract</p>
20. Termination for Insolvency	HPSRLM may at any time terminate the Contract by giving a written notice of at least 30 days if the selected Agency becomes bankrupt or otherwise insolvent. In such event, termination will be without compensation to the selected Agency, provided that such termination will not prejudice or affect any right of action or remedy that has accrued or will accrue thereafter to the HPSRLM.
21. Termination for Convenience	HPSRLM by a written notice of 30 days sent to the selected Agency may terminate the Contract, in whole or in part, at any time for its convenience. The notice of termination will specify that termination is for the HPSRLM convenience, the extent to which performance of the selected Agency under the Contract is terminated, and the date upon which such termination becomes effective. And Agency can terminate the contract by providing 90 days prior notice to HPSRLM.
22. Exit and Handover Obligations	Upon completion or termination of the contract, the Agency shall ensure complete transition and handover to HPSRLM or a successor agency, including all documentation, access credentials, reports, codebases, tools, creative assets, and data in editable and structured formats. The handover must be completed within 30 working days and shall be subject to approval by HPSRLM.
23. Arbitration, Governing Laws and Jurisdiction	The provisions of this RFP shall be governed by and construed in accordance with Indian law. The Parties undertake to resolve any unforeseen events and all disputes arising out of or in connection with this RFP, including any question regarding its existence, validity, penalties, termination, through amicable discussions between the Parties. Any disputes arising under or in connection with this contract shall be resolved through mutual consultation. Failing which, the matter shall be referred to a sole arbitrator appointed as per the Arbitration and Conciliation Act, 1996. The venue of arbitration shall be Shimla, Himachal Pradesh, and the proceedings shall be in English. Subject to arbitration, courts at Shimla shall have exclusive jurisdiction over all disputes.
24. Performance Guarantee	Within 30 days from the date of Letter of Invitation (LOI) from the Himachal Pradesh State Rural livelihood Mission, the successful agency/ company/firm shall furnish the Performance Guarantee (PG) of an amount of INR 5,00,000 (Rs. Five Lakh only) in favor of CEO , HPSRLM by way of Bank Guarantee or FDR pledged to CEO HPSRLM and issued by one of the Nationalized/Scheduled

	<p>Commercial Banks in India for the due performance of the Assignment. The Performance Guarantee should be valid for a period of six months beyond the termination date of the agreement months.</p> <p>Return of PG: The PG shall be returned within one month after six months from the date of termination of the contract on successful completion of the assignment.</p> <p>Forfeiture of PG: PG shall be forfeited in the following cases: When any terms and condition of the contract is breached. When the selected Bidder fails to commence the services or fails to provide deliverables after partially executing the purchase/work order.</p>
25 Penalty Clause	<p>Penalties or deductions @3% of value of each deliverable mentioned in the payment matrix shall be imposed in case of non-performance or under-delivery within the timeframe given for the task as defined in payment matrix.</p>
26. Earnest Money Deposit (EMD):	<p>INR 2, 00,000 (Indian Rupees Two lakh only) either in the form of a Demand Draft in favor of the “CEO, Himachal Pradesh State Rural livelihood Mission” or through NEFT/RTGS,</p> <p>The EMD of unsuccessful Bidder shall be refunded within 30 days of completion of selection process. The Selected Bidder’s EMD shall be refunded upon the Bidder submitting the performance guarantee. In case the selected agency fails to deposit the Bank Guarantee towards Performance Guarantee in scheduled time, the EMD submitted by it shall be forfeited. Kindly note:</p> <p>Proof of submission of EMD and tender fee must be uploaded by the bidder with Pre – Qualification criteria online. If the Bidder fails to furnish the proof for the same, the response document will not be evaluated further. The Bidder also needs to submit Physical copy of the Demand Drafts prepared towards RFP Cost and the EMD to Himachal Pradesh State Rural livelihood Mission in an envelope clearly subscribed as Demand Draft for Tender cost and EMD for Selection of TSA on or before the last date of applying for this RFP. If done through NEFT/RTGS, physical proofs may be submitted.</p>

Section 3

Data Sheet

General	
Clause	Reference
1.	State: Himachal Pradesh, India
2.	Name of the Client: Chief Executive Officer, Himachal Pradesh State Rural Livelihood Mission (HPSRLM), Rural Development Department, HP.
3.	Both Technical Proposal and Financial Proposal are to be uploaded: Yes
4.	Pre – Bid Queries: Rational, logical and genuine queries regarding the RFP should be forwarded in writing (through e-mail) to the HPSRLM on or before 20 th April, 2026 Thereafter, no query(ies) shall be considered.
6.	This RFP has been issued in the English language. Proposals shall be submitted in English language. All correspondence exchange shall be in English language
7.	The Proposal shall comprise the following: PART -A All documents of PRE-QUALIFICATION criteria are to be uploaded on hptender.gov.in in Form Tech-4 PART -B FULL TECHNICAL PROPOSAL: In Form Tech-5 of this document is to be uploaded hptender.gov.in PART C The FINANCIAL PROPOSAL as per form Tech-6 of this RFP is to be uploaded on hptender.gov.in

8	<p>Upper cap for the financial Bid:</p> <ul style="list-style-type: none"> 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>In addition to above: -</p> <ul style="list-style-type: none"> 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.
9.	<p>Participation of Key Experts and Non-Key Experts in more than one Proposal is permissible: No</p>
10.	<p>All Key Experts proposed for the engagement must be on the payroll of the Agency.</p>
11.	<p>Proposals must remain valid for 180 calendar days after the proposal submission deadline</p>
12.	<p>The contact information for requesting clarifications is: - nrlmhp@gmail.com</p>
13.	<p>Shortlisted Agencies may in no way engage with the Key experts as proposed by the other Non- shortlisted Agency.</p>
14.	<p>Costs & per diem to be provided by HPSRLM: Not applicable</p>
15.	<p>The Financial Proposal shall be stated in the following currencies: Indian Rupees (INR) & Percentage Only</p>
16.	<p>The Agency must submit: Pre-Qualification Criteria: to be uploaded on hptenders.gov.in Physical and Original copies of Tender fee, EMD to be deposited to CEO HPSRLM on or before due date and proof of same to be uploaded online also. (b) Technical Proposal: to be uploaded on hptenders.gov.in (c) Financial Proposal: to be uploaded on hptenders.gov.in</p>
17.	<p>The Proposals must be submitted no later than: Date: - 30-04-2026 Time: before 04 :30 pm</p>

18.	Criteria, sub-criteria, and points/marks for the evaluation of the Technical Proposals:		
	S.N.	Evaluation criteria	Max. Marks
	A	<p>Prior experience</p> <ol style="list-style-type: none"> 1. Technical support in onboarding of products on online and offline platforms :6 Marks 2. Onboarding network participants on the ONDC network: 6 Marks 3. Product development (min 3): 6 Marks 4. online/offline marketing: 6 Marks 5. ONDC integration for e-commerce platforms: 6Marks <p>Preference will be given to the bidders who have onboarded network participants on both seller and buyer app side.</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>
B	<ul style="list-style-type: none"> • The vendor should have prior experience of working with Central Government, State Governments, or Self-Help Groups (SHGs). - 10 marks • The vendor must be an official Technology Service Provider (TSP) for ONDC. - 4 marks • The vendor who has implemented or supported at least one live ONDC-compliant buyer/seller/logistics app.- 4 marks • The vendor which has delivered at least 5 projects on Open Network (ONDC, Onest, ENam)- 2 marks • The vendor having an ISO 9001 and ISO 27001 certified – 1 mark • The vendor which has developed minimum 3 SHGs or other grocery products. - 2 mark • The vendor must use licensed tools for SEO, social listening, analytics, and campaign management (e.g., SEMrush, Google Analytics, Meta Ads Manager). 1 mark • 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>25 marks</p> <p>Proof of respective supportive documents to be provided</p>	

C.	<p>The Agency should have an experienced and specialized Teams for developed for different tasks as per requirement of the RFP.</p> <p>Up to 10 team members having experience in ONDC and e commerce platform software development and offline and online marketing- 10 marks</p> <p>More than 10-memberteam having experience in ONDC and e commerce platform software development and offline and online marketing- 20 marks</p>	<p>20 marks</p> <p>Proof of team members and their specialization and experience certificates along with their CVs should be submitted.</p>
D	<p>The Agency must have physical presence in Himachal Pradesh. This entails having physical offices, or facilities, or operations within Himachal Pradesh.</p>	<p>5 marks</p> <p>Proof of operation in Himachal Pradesh to be provided</p>
E	<p>The Agency should possess its own operational website.</p>	<p>5 marks</p> <p>Proof of E-commerce website</p>
F	<p>Agency should have experience in offline marketing of SHG products or any other grocery related products.</p> <p>One completed assignment- 5 marks Two completed assignments- 10 marks More than two completed offline marketing assignments- 15 marks.</p>	<p>15 marks</p> <p>Proof of offline marketing/ Work orders etc</p>

19.	<p>The minimum score required for Technical Qualification is 70 marks</p> <p>60% weightage shall be given for technical part and 40% for Financials.</p>
20	<p>Combined evaluation of technical and Financial Bids:</p> <p>The technical and financial scores secured by each bidder will be added using weightage of 60% and 40% respectively to compute a composite bid scoring using following formula:-</p> <p style="text-align: center;">Normalized Technical Score (S Tech) = $\frac{\text{Marks Scored by the Bidder} * 60}{\text{Highest Score Obtained by any bidder}}$</p> <p style="text-align: center;">Normalized Commercial Score (S Com)= $\frac{\text{Lowest price quoted by any bidder} * 40}{\text{Price quoted by the bidder}}$</p> <p style="text-align: center;">Composite Score = S Tech+ S Com</p> <p>The bidder securing the highest composite bid score will be adjudicated as the Best value Bidder for award of the Project</p> <p>In the event the bid composite bid scores are “tied” the bidder quoting the lowest Financial bid will be adjudicated as the Best Value Bidder for award of the Project.</p>

Section-4

Form TECH-1 (to be uploaded on hptenders.gov.in)

PROPOSAL SUBMISSION FORM

{Location, Date}

To:

The Chief Executive Officer
Himachal Pradesh State Rural livelihood Mission,
Rural Development Department,
Durga Complex, First and second floor, Opposite Indian Post Office,
Kasumpti, Shimla-171009

Dear Sir,

We, the undersigned, offer to present Request for Proposal (RFP) for Technical Support and Operation & Maintenance (website) and Integrated Marketing (Online & Offline) for Himlra and Its Expanding Services in accordance with your Request for Proposals dated [.....]. We are hereby submitting our Proposal, which includes 1. Prequalification proposal 2. Technical Proposal 3. Financial Proposal, separately, in the suggested formats.

We hereby declare that:

- (a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation

contained in this Proposal may lead to our disqualification by the Client

- (b) Our Proposal shall be valid and remain binding upon us for the period of time specified in the Data Sheet (180 days)
- (c) We have no conflict of interest as required in the RFP
- (d) We meet the eligibility requirements as required in the RFP
- (e) In competing for (and, if the award is made to us, in executing) the Contract, we undertake to observe the laws against fraud and corruption, including bribery, in force in the country & State of the Client.
- (f) Our Proposal is binding upon us and subject to any modifications specified in the Contract as mutually agreed upon.
- (g) Authorized signatory of the firm and her/his designation and signatures.

We undertake, if our Proposal is accepted and the Contract is awarded, to initiate the Services related to the assignment no later than the date if indicated in the Data Sheet.

We understand that HPSRLM is not bound to accept any Proposal that the HPSRLM receives.

We remain,
Yours sincerely,

Signature (of authorized signatory):

Name and Title of Signatory:

Name of Agency:

In the capacity of:

Address:

Contact information (phone and e-mail):

Form TECH – 2
(to be uploaded on hptenders.gov.in)

ORGANIZATION AND EXPERIENCE

A - Organization

1. Provide here a brief description of the background and organization of your company
Should include registered office address, date of incorporation of the Agency, core business of the Agency, global presence if any, brief on operations in India etc.
2. Include organizational chart, a list of Board of Directors etc.
3. Team composition details like marketing team, procurement team, Quality Assurance Team etc.
4. Significant achievements in the fields relevant to this RFP

Signature (of authorized signatory):

Name and Title of Signatory:

Name of Agency:

In the capacity of:

Address:

Contact information (Phone and E-mail):

Form TECH-3
(to be uploaded on hptenders.gov.in)

**DESCRIPTION OF APPROACH, METHODOLOGY, AND WORK PLAN IN
RESPONDING TO THE TERMS OF REFERENCE**

A description of the approach, methodology and work plan for performing the assignment

Signature (of authorized signatory):

Name and Title of Signatory:

Name of Agency:

In the capacity of:

Address:

Contact information (phone and e-mail):

Form TECH-4

PREQUALIFICATION CRITERIA

(to be uploaded on hptenders.gov.in)

(for selection of a Technical Support Agency (TSA) for Technical Support and Operations & Maintenance (website), Integrated Marketing of Himlra Products (Online & Offline) and Product Development for Himachal Pradesh State Rural Livelihood Mission (HPSRLM) and its Other Expanding Services)

S.No.	Parameter	Supporting documents to be provided	Compliance (Y/N)
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	
2	GST Registration	Certificate of GSTIN	
3	Registration with Income tax Department	Copy of PAN/TAN	
4	CA Audited financial statements of last three financial years	BS, P&L and Income Expenditure statements	
5	Tender Fee	Copy of Draft/proof	
6	Earnest Money Deposit	Copy of Draft/proof	

S.No.	Parameter	Supporting documents to be provided	Compliance (Y/N)
7.	Experience in technical support, product development, online/offline marketing, and ONDC integration for e-commerce platforms. Ongoing experience is also acceptable.	Work Order/MoU copy	
8.	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	Self-Declaration along with documentary proof	
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	
10.	The Agency should possess its own operational website.	Website documents along with URL needs to be submitted	
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	
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	

Signature (of authorized signatory):

Name and Title of Signatory:

Name of Agency:
 In the capacity of:
 Address:

Contact information (phone and e-mail):

Form Tech-5
TECHNICAL PROPOSAL
(to be uploaded on hptenders.gov.in)
(Refer to point 18 of Data Sheet.)

(for selection of a Technical Support Agency (TSA) for Technical Support and Operations & Maintenance (website), Integrated Marketing of Himlra Products (Online & Offline) and Product Development for Himachal Pradesh State Rural Livelihood Mission (HPSRLM) and its Other Expanding Services)

S.No.	Parameter	Documentary proof uploaded as per point 18 of data sheet	Compliance (Y/N)
1.	<p>Experience in:</p> <ol style="list-style-type: none"> 1. Technical support in onboarding of products on online and offline platforms 2. Boarding network participants on the ONDC network 3. Product development (min 3), 4. online/offline marketing 5. ONDC integration for e-commerce platforms. <p>(a. ongoing work order awarded before 01.01.2025 is also acceptable.</p> <p>b. Each retail buyer app and retail seller app onboarding will be considered a separate credential.)</p> <p>(Preference will be given to the bidders who have onboarded network participants on both seller and buyer app side)</p> <p>(Bidders are encouraged to provide</p>		

S.No.	Parameter	Documentary proof uploaded as per point 18 of data sheet	Compliance (Y/N)
	the details of the network participation that are currently “live” on the network)		
2	<ul style="list-style-type: none"> • Experience of working with Central Government, State Governments, or Self-Help Groups (SHGs). • Being Official Technology Service Provider (TSP) for ONDC. • Should have implemented or supported at least one live ONDC-compliant buyer/seller/logistics app. • Should have delivered at least 5 projects on Open Network (ONDC, Onest, ENam) • Access to licensed tools for SEO, social listening, analytics, and campaign management (e.g., SEMrush, Google Analytics, Meta Ads Manager) • Knack for knowledge sharing, training SHG members or stakeholders for campaign continuity and impact tracking. • Developed minimum products with SHGs. • Valid ISO 9001 and ISO 27001 certificates must be provided 		
3.	<ul style="list-style-type: none"> • Specialized teams for different tasks: <ul style="list-style-type: none"> • Upto 10 members team having experience in ONDC and e commerce 		

S.No.	Parameter	Documentary proof uploaded as per point 18 of data sheet	Compliance (Y/N)
	<p>platform software development and offline and online marketing.</p> <ul style="list-style-type: none"> • More than 10 members team having experience in ONDC and e commerce platform software development and offline and online marketing 		
4.	The Agency must have physical presence in India. This entails having physical offices , facilities and operations within Himachal Pradesh.		
5.	The Agency possessing its own operational website.		
6.	<p>Experience in offline marketing of SHG products or any other grocery related products.</p> <ul style="list-style-type: none"> ▪ One completed assignment- ▪ Two completed assignments ▪ More than two completed offline marketing assignments 		

Authorized Signature {In full and initials}:

Name and Title of Signatory:

E-mail:

Form Tech-6
Financial Proposal
(to be uploaded on hptenders.gov.in)

(for selection of a Technical Support Agency for Technical Support and Operations & Maintenance (website), Integrated Marketing of Himlra Products (Online & Offline) and Product Development for Himachal Pradesh State Rural Livelihood Mission (HPSRLM) and its Other Expanding Services)

SUMMARY OF COSTS (IN INR ONLY)

Particulars	Amount
Amount in Indian Rupees (INR) for providing services: Technical Support and Operation & Maintenance (website) and Integrated Marketing (Online &Offline) ofHimlra products, development for HPSRLM and Its Expanding Services	Amount in INR, inclusive of all applicable taxes and other contingent charges (both in figures and words) for one year

Authorized Signature {In full and initials}:

Name and Title of Signatory:

E-mail:

Section 5

Terms of Reference

I Objective of the assignment –

Our vision is to establish a distinctive Brand Name specifically dedicated to the marketing and branding of products crafted by individual artisans and Self-Help Groups (SHGs) of the Himachal Pradesh State Rural Livelihood Mission, Himachal Pradesh. The ultimate objective of this initiative is to provide well-deserved recognition to products originating from Himachal, both on a local and national scale. By doing so, we aim to highlight the unique craftsmanship and quality that these products showcase, thus setting them apart in today's competitive market.

5.1 MARKETING SCOPE

5.1.1 ONLINE MARKETING

Social Media Marketing:

- Create and manage official brand profiles on Facebook, Instagram, YouTube, LinkedIn, and other relevant platforms.
- Design monthly content calendars with scheduled posts, stories, reels, and community engagement activities.
- Develop creatives such as infographics, GIFs, short videos, and carousel posts aligned with brand voice.
- Monitor and analyze platform performance using insights and adjust strategy based on engagement metrics.
- Respond to messages, comments, and mentions to foster community interaction and feedback collection.

Search Engine Optimization (SEO):

- Conduct keyword research to identify relevant short- and long-tail keywords.
- Optimize metadata, headings, alt-text, and content structure across website pages.
- Implement technical SEO improvements including schema markup, sitemap submission, and URL optimization.
- Monitor and resolve crawl errors and broken links via webmaster tools and create backlinks for the website to grow organically.
- Generate monthly SEO performance reports highlighting keyword rankings, traffic trends, and suggestions.

Paid Digital Campaigns (SEM):

- Develop audience personas and target segments for each paid campaign.

- Design creatives and ad copies tailored for different objectives (traffic, leads, conversions).
- 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.
- Track and optimize Cost per Click (CPC), Return on Ad Spend (ROAS), and conversion rates.
- A/B test ad sets and creatives for performance comparison and improvement.

Email Marketing:

- Build segmented email lists using lead capture forms and purchase data.
- Design branded email templates for newsletters, offers, and product updates.
- Set up automated workflows for welcome emails, cart abandonment, and re-engagement.
- Track open rates, click-through rates, bounce rates, and conversions.
- Perform A/B testing of subject lines, CTAs, and layouts for better results.

Influencer and Affiliate Collaborations:

- Identify and collaborate with micro and macro influencers aligned with Himlra's values and target audience; any associated costs for such collaborations shall be borne by the TSA. Onboard affiliates using performance-based partnership models.
- Develop co-branded campaign briefs and creative collaboration guidelines.
- Monitor influencer content performance and affiliate-driven conversions.
- Ensure contractual compliance, timely payments, and relationship management.

5.1.2 OFFLINE MARKETING

Design of Marketing Collateral:

- Design brochures, flyers, standees, and packaging that reflect the Himlra brand identity.
- Ensure all materials maintain brand consistency in font, color, and messaging.
- Print and distribute materials for retail stores, events, and exhibitions.
- Develop region-specific designs for localized promotions.
- Collaborate with print vendors for high-quality and cost-effective production.

Brand Activation Campaigns:

- Conceptualize and execute pop-up stalls, demo counters, and street activations.
- Engage local communities through sampling activities, contests, and giveaways.
- Train brand promoters for on-ground interactions and data collection.
- Document activities through photo and video coverage for digital amplification.
- Measure footfall, lead generation, and ROI of each campaign.

Local Market Promotions:

- Partner with local retailers and cooperatives to promote Himlra products.
- Provide them with co-branded signage, standees, and shelf-ready displays.
- Conduct localized festivals and fairs to exhibit products.
- Run retail push campaigns using posters, coupons, and influencer visits.
- Collect feedback from local partners to refine outreach strategies.

Participation in Government Events

- Setting up branded stalls at government-organized fairs, exhibitions, and public events (e.g., SARAS Mela, SHG fairs).
- Showcasing products at marts and buyer-seller meets organized by SRLM, and similar bodies.
- Coordinating with officials for approvals, logistics, and stall setup to ensure optimal brand visibility.
- Promotional Events in High-Footfall Areas:
 - Organizing brand stalls and experiential booths in malls, marketplaces, tourist spots, and other high-traffic locations.
 - Conducting product sampling, live demonstrations, and interactive games to attract walk-in audiences.
 - Collaborating with local event organizers and venue managers for participation in exhibitions, flea markets, and shopping festivals.
 - 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

5.1.3 BRANDING AND COMMUNICATION STRATEGY

Brand Guidelines Development:

- Define usage rules for logo variants, color codes, and fonts.
- Document do's and don'ts for digital and offline design implementations.
- Develop templates for business cards, presentations, and letterheads.
- Ensure team and vendor adherence through training and checklists.

Messaging Framework:

- Develop brand tone, voice, and personality attributes for communication.
- Create a unified messaging bank for packaging, ads, and product copy.
- Tailor messaging for different segments – urban, rural, and digital natives.
- Update messaging periodically based on consumer sentiment and trends.

Public Relations and Media Outreach:

- Maintain a media contact list of regional and national outlets.

- Draft and distribute press releases for launches, milestones, and stories.
- Coordinate interviews, media visits, and editorial placements.
- Monitor media coverage and prepare monthly PR reports.
- Handle crisis communication and media response protocols.

5.2 TECHNICAL SCOPE

5.2.1 WEBSITE ENHANCEMENTS

UI/UX Improvement:

- Redesign homepage, product pages, and navigation structure based on user feedback.
- Implement responsive design across devices and browsers.
- Improve accessibility with alt-text, readable fonts, and contrast ratios.
- Add sticky navigation, breadcrumbs, and quick action buttons.
- Run usability tests and update interfaces based on findings.

Performance Optimization:

- Minify CSS/JS files and optimize image sizes.
- Implement lazy loading, caching, and CDN support.
- Monitor page speed and server response time.
- Ensure 99.9% uptime and reduced bounce rates.
- Perform periodic load testing.

SEO and Content Structure:

- Set up a logical URL hierarchy and internal linking structure.
- Create dedicated landing pages for high-intent keywords.
- Integrate blog and knowledge base sections with optimized content.
- Ensure rich snippets and structured data are correctly embedded.

Continuous Improvement

- Regularly analyze competitor websites to identify feature gaps, UI/UX benchmarks, and innovation opportunities.
- Adapt website layout, design, and content to align with evolving consumer behavior, industry trends, and emerging digital standards.
- Update banners, product highlights, and landing pages to reflect seasonal trends, festivals, regional events, and national campaigns.

5.2.2 NEW CUSTOMIZATION

E-commerce Features:

- Enable product filters, sorting options, and reviews.

- Add features like wishlists, recently viewed items, and personalized recommendations.
- Support product bundling and dynamic pricing.
- Integrate discount coupons, referral systems, and limited-time offers.

Lead Generation Tools:

- Design campaign-specific landing pages with lead capture forms.
- Integrate email opt-ins and pop-ups for newsletter signup.
- 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.
- Track leads via UTM and campaign parameters.

Third-party Integrations:

- Connect with logistics services for order tracking.
- Embed social media feeds and WhatsApp support.
- Integrate tools like Google Analytics, and Facebook Pixel.

5.2.3 BACKEND MANAGEMENT

Content Management System (CMS):

- Upload blogs, product descriptions, banners, and testimonials.
- Create structured templates for easy updates by non-tech teams.
- Schedule content releases and monitor version history.

Website Security and Data Protection:

- Use firewalls and rate-limiting to prevent unauthorized access.
- Conduct regular malware scans and vulnerability assessments.
- Ensure data protection compliance.

Analytics and Monitoring:

- Set up GA4, Search Console dashboards.
- Monitor KPIs like sessions, bounce rate, exit rate, and conversion funnel.
- Set alerts for anomalies or technical errors.
- Provide analytics reports for marketing and technical teams.

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.

5.3 OPERATIONS

5.3.1 INVENTORY MANAGEMENT

- 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.

5.3.2 CATALOGUE UPLOAD AND MANAGEMENT

- Upload product details with SKUs, variants, specifications, and pricing.
- Optimize product titles and descriptions for search.
- Perform image compression and format standardization.
- Conduct audits to remove outdated or duplicate listings.

5.3.3 ORDER MANAGEMENT SUPPORT

- Sync order statuses from website and marketplace platforms.
- Resolve failed orders, payment issues, and delivery delays.
- Collaborate with logistics and support teams for timely delivery.
- Automate notifications via SMS, email, and WhatsApp for each order milestone.

5.4 CONTENT & CREATIVE PRODUCTION

5.4.1 PHOTOSHOOTS AND VIDEOGRAPHY

- Plan studio and lifestyle shoots for all product categories in high resolution and as per the industry standards.
- Edit images for clarity, background removal, and web optimization.
- The TSA shall create short reels, how-to videos, and ad films in high resolution (minimum 1080p, preferably 4K), with professional color grading using industry-standard software such as Adobe Premiere Pro, DaVinci Resolve, or equivalent. Maintain a digital asset library for brand use.
- Long form videos like documentaries and product stories are also required to be made as per the requirements of Himira.

5.4.2 CONTENT DEVELOPMENT

- Write SEO-optimized blogs, FAQs, and long-form guides.
- Develop ad copies, CTAs, banners, and packaging content.
- Script videos and influencer briefs.
- Translate and localize content for regional markets (Hindi, Himachali, etc.).
- Prepare content calendars with delivery timelines.

5.5 ANALYTICS & REPORTING

KPI Tracking:

- Track metrics like website traffic, conversion rate, bounce rate, ROAS, and sales.
- Monitor social media growth, engagement rate, and CTRs.
- Use attribution models to understand conversion paths.
- Define benchmarks for campaign success.

Monthly and Quarterly Reports:

- Create visual dashboards highlighting top-performing campaigns.
- Provide channel-wise analysis (SEO, Ads, Email, Influencers).
- Share customer behavior insights and heatmaps.
- Report budget spend vs. performance achieved.

Recommendations for Optimization:

- Identify low-performing areas and provide actionable strategies.
- Suggest improvements in ad targeting, content formats, or channels.
- Highlight new opportunities such as emerging trends or tools.
- Recommend A/B tests for subject lines, landing pages, and creatives.

5.6 CUSTOMER ENGAGEMENT AND RETENTION

Customer Communication:

- Send product launch updates, offers, and educational content.
- Schedule drip campaigns for new customers and inactive users.
- Use WhatsApp, Email and SMS for urgent or high-priority communication.
- Personalize messages based on user preferences and past purchases.

Customer Feedback Loop:

- Embed feedback forms on the website and order confirmation pages.
- Conduct periodic surveys and customer interviews.
- Analyze feedback for product development and service improvement.
- Respond to reviews and ratings on public platforms.

5.7 : Manpower Deployment

- The selected agency must depute 5-10 key domain experts at HPSRLM HQ in Shimla on a full-time basis. Additional resources can work remotely or in a hybrid mode.

5.8 Terms and conditions of payment:

5.8.1 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.

5.8.2 The Agency shall be entitled to a commission of 10% on annual online Himlra product sales on the following formula: -

- On the amount of the online sales exceeding INR 50 lakh in Year one.
- On the amount of the online sales exceeding INR 75 lakh in Year two.

In case of subsequent extension of the contract, the terms of the commission shall be redefined as per the prevailing conditions.

5.8.3 Payment Matrix : (for the 1st year of agreement)

S. No.	Marketing Activity and maximum period allowed	Mode (Offline/Online)	Deliverables	Payment Trigger	Payment (% of Total)
1.	On deployment of manpower after signing of agreement: within 10 days from the date of award of the work	Offline/online		Joining letter of manpower and MoU	5%
2.	Marketing Strategy Plan : within 15 days from the date of award of the work	Offline/online	Detailed marketing strategy for both offline and online campaigns, tailored to ONDC use cases and provide, support and maintenance of website.	Approval of strategy document	5%
3.	Creative Design & Content Development: within 20 days from the	Both	Creatives (digital banners, posters, leaflets), video	After completion of given tasks	5%

	date of award of the work		content, ad copies, and provide, support and maintenance of website.		
4.	Digital Advertising Campaign Setup: within 30 days from the date of award of the work	online	Campaign setup on platforms (Google, Meta, etc.), keyword planning, audience segmentation and provide, support and maintenance of website	Setup completion and Go-Live	10%
5.	Campaign Execution – Phase 1: within 30 days from the date of award of the work	online	Minimum reach, impressions, clicks, CTR targets for the first month and provide, support and maintenance of website	End of Phase 1 + performance report	10%
6.	Influencer/Partner Marketing: within 30 days from the date of award of the work	online	Engagement with influencers, affiliate marketing campaigns and provide, support and maintenance of website	Engagement reports and post analytics	10%
7.	On-ground Activation & Events – Phase 1 : within 40 days from the date of award of the work	offline	10 events in 5 cities with max. footfall & merchant engagement reports.	Completion with event summary & metrics	10%
8.	Print & Radio Media Buying & Execution	offline	Execution of agreed newspaper/radio	Submission of bills & publication	10%

	: within 15 days from the date of award of the work		ads in target regions	proofs	
9	Campaign Execution – Phase 2 : within 40 days from the date of award of the work	online	10 events in 5 new cities with max. footfall & merchant engagement reports.	Completion with event summary & metrics	10%
10	On-ground Activation & Events – Phase 2 : within 40 days from the date of award of the work	offline	10 additional events in 5 new cities	Completion with event summary & metrics	10%
11	Final Performance Evaluation & Reporting	both	Consolidated report of ROI, reach, engagement, conversions, merchant adoption and provide, support and maintenance of website	Acceptance of final report	15%

Notes:

- TSA will be required to furnish proof of performance (analytics reports, third-party verification, etc.) for each milestone that shall be validated by the team at HPSRLM and approved by the authorities.
- Payments will be made within 45 working days of receipt of Tax invoice after milestone approval by HPSRLM.
- Bidder/proposer/agency has been used in this document interchangeably, which refer to the agency which is submitting its proposal in response to this document.
- Payment matrix for the subsequent year shall be defined in the MoU.

