



TEA BOARD OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
GOVERNMENT OF INDIA
14, B.T.M. SARANI, KOLKATA 700001

EOI NO. 20/93/PROP/2012

INVITATION FOR EXPRESSION OF INTEREST (EOI)

FOR SOCIAL MEDIA PROMOTION OF INDIAN TEA BOTH IN THE DOMESTIC &
GLOBAL MARKETS

Tea Board of India, a Statutory Body under the Ministry of Commerce & Industry, Government of India, invites Expression of Interest from interested Advertising Agencies/Digital Marketing Agencies/Social Media and Web-Based Marketing Agencies for undertaking a Comprehensive Digital and Social Media Campaign for promotion of Indian Tea in the Indian as well as Global market (specifically the target countries of US, UK, Canada, Australia and New Zealand) for a period of 3 years on a continuous turnkey basis. While these are the target countries, the Tea Board shall have the right to modify, add or delete from the list as and when deemed necessary.

For overview of the scope of work, pre-qualification criteria, bidding terms and conditions and suggested response formats, please visit our website www.teaboard.gov.in

Interested Service Providers who meet the pre-qualification criteria may furnish their Expression of Interest with all the necessary documents in a sealed cover along with the covering letter duly signed by an authorized signatory and a non-refundable processing fee of Rs. 1,000 (Rupees One Thousand only) in the form of a Demand Draft (drawn in favour of Tea Board of India, payable at Kolkata) on or before 30th December 2015 by 16:00 hours at the following address:

The Secretary
Tea Board of India
14, B.T.M. Sarani (Brabourne Road)
Kolkata 700001
Phone: 033-22351331

Expression of Interest (EoI) Selection
of
Service Provider for
Social Media Promotion of Indian Tea Both in the
Domestic & Global Markets

Tea Board of India
Ministry of Commerce & Industry
Government of India

1. GOALS OF THIS EXPRESSION OF INTEREST

The objective of this EoI is to solicit proposals from the interested bidders for participation in a bid process for selection of Agency for undertaking Comprehensive Digital and Social Media Campaign for promotion of India Tea in the Indian as well as Global market (specifically the target countries of US, UK, Canada, Australia and New Zealand) for a period of 3 years. While these are the target countries, the Tea Board shall have the right to modify, add or delete from the list as and when deemed necessary.

2. EOI ISSUING AUTHORITY

This Expression of Interest (EoI) is issued by the Tea Board of India, intended to short-list potential bidders. The Board's decision with regard to the short-listing of bidders through this EoI shall be final and the Board reserves the right to reject any or all the bids without assigning any reason.

3. TENTATIVE CALENDAR OF EVENTS

The following table enlists important milestones and timelines for completion of bidding activities:

S. No	Milestone	Date and time
1.	Release of Expression of Interest (EoI)	8 th December 2015
2.	Bidders Meeting	11 th December 2015 at 15:00 hrs
3.	Last date for submission of written questions by bidders	15 th December 2015 at 17:00 hrs
4.	Response to the Queries	18 th December 2015
5.	Last date for Submission of EoI Response	30 th December 2015 at 16:00 hrs
6.	Opening of EoI Responses	30 th December 2015 at 16:30 hrs
7.	Declaration of Short listed Firms	To be informed later
8.	Presentation schedule by the Short listed Firms	To be informed in due course

4. AVAILABILITY OF THE EOI DOCUMENTS

EoI can be downloaded from the Tea Board's website. The bidders are expected to examine all instructions, terms, project requirements and other details in the EoI documents. Failure to furnish complete information as mentioned in the EoI documents or submission of a proposal not substantially responsive to the EoI documents in every respect will be at the bidder's risk and may result in rejection of the proposal.

5. BIDDERS' CONFERENCE

Tea Board of India will host a bidder's Conference/Meeting in Kolkata at the address given under Contact Details. The Conference/Meeting is tentatively scheduled as per the schedule given in the Tentative Calendar of Events. The representatives of the interested organizations (restricted to two persons) may attend the bidders' conference at their own cost. The purpose of the conference is to provide bidders with any clarifications regarding the EoI. It will also provide each bidder with an opportunity to seek clarifications regarding any aspect of the EoI and the project. The venue for the bid conference will be at the address given under Contact Details.

6. EOI PROCESSING FEES

A non-refundable processing fee for Rs. 1,000 (Rupees One Thousand only) in the form of a Demand Draft drawn in favour of Tea Board of India, payable at Kolkata has to be submitted along with the EoI Response. Bids received without or with inadequate EoI Processing fees shall be liable to get rejected.

7. VENUE & DEADLINE FOR SUBMISSION OF PROPOSALS

Proposals, in its complete form in all respects as specified in the EoI, must be submitted to Tea Board of India at the address specified above.

Tea Board may, in exceptional circumstances and at its discretion, extend the deadline for submission of proposals by issuing a corrigendum to be made available on the Tea Board's website, in which case all rights and obligations of Tea Board and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

Scope of Services

About Tea Board of India

Tea Board of India is a statutory body of the Central Government under the Ministry of Commerce & Industry. It was set up on 1st April, 1954 as per Section(4) of Tea Act 1953. As an apex body it looks after the overall development of the tea industry. The Board is headed by a Chairman.

The Board's Head office is situated in Kolkata and there are two zonal offices - one for North Eastern Region at Guwahati in Assam and another for Southern Region at Coonoor in Tamil Nadu. Under the control of these offices there are ten field offices spread over in all the major tea growing states. It has also two overseas offices at Moscow and Dubai whose activities are mostly promotional in nature. Tea Board has wide functions and responsibilities which include extending financial and technical assistance to the tea growers, manufacturers and producers, workers welfare, export and domestic promotion, quality improvement, regulating and control of various aspects of tea trade including that of Tea Auctions, facilitating R & D activities, collection, collation and dissemination statistical data etc.

Need for the Expression of Interest

Digital Marketing is an important, effective and economical mode of promotion and publicity of various products and services online. The primary objective of digital marketing or promotion per se is to create brand awareness amongst a group of target consumers through the internet using different platforms such as social media, online advertising, SEO etc. In view of the above, we need to achieve the following objectives through the social media and digital landscape for effective promotion of Indian tea:

- (1) **Unique Positioning Platform:** Indian Tea should be positioned in the Domestic as well as Global Markets in an innovative and unique way to enhance knowledge formation, adoption, trials and thereafter repeat trial and earning loyalty.
- (2) **Creating a defined Mindspace:** Through Digital Promotion, we should find ways to occupy the consumer mindspace and create a preference for Indian Tea.
- (3) **Knowledge Sharing:** We need to tap real time response, immediate methods, and platforms of knowledge sharing between the global network.
- (4) **Category Expertise:** Agencies with experience in tea and non-alcoholic beverage category (with add-on capabilities of global offices in the specified regions) will be given preference, which will add to the implementation of this campaign.
- (5) **Global Network Capabilities:** The agency should be able to utilize global offices/ network for this global social media promotion and digital marketing campaign.

SCOPE OF WORK

The scope of work comprises management of Tea Board's social media promotion on turnkey basis having following seven broad activities:-

- A. Selection of the social media networking sites;
- B. Development of Content;
- C. Publication or Hosting of Content;
- D. Viral Promotion;
- E. Response Management (24X7, 365 days a year);
- F. Continuous Updating of Content; and
- G. Submitting Effectiveness Analysis and MIS Reports to Tea Board on continuing basis
- H. Trouble Shooting

A. Selection of the social media networking sites

- The agency must determine which social networking sites are most popular social media sites on the basis of parameters like, number of visitors, frequency of visits, total time spent by the visitors on the particular website, demographic & socio-graphic profile of the visitors etc, and submit their suggestions on selection of the sites which will best serve the purpose of Tea Board.
- The agency, after taking approval of Tea Board, must formulate a result-oriented comprehensive social media promotion strategy on the selected sites.
- Additionally, the scope of work consists of Search Engine Optimization (SEO) for ranking high in the search results for relevant searches.
- The solution provider shall also develop and publish new Apps on the social media and mobile platforms to increase the popularity of Indian tea, proactively or as requested by Tea Board.

The agency should also advise Tea Board to remove or add any platform during the project duration, if the popularity of any platform ceases to exist or there is a more popular platform available. However, the final decision regarding adding or removing any of the social media and mobile platforms will be taken by Tea Board.

B. Development of Content

- The agency must create content that is photo-rich & video-rich, original, engaging and factually & grammatically correct.
- While developing the content, special effort must be made to develop the content in such a manner that *the content is in line with the changing tea scenario internationally.*
- The agency should also gauge the emerging trends in the international tea scenario, such as health benefits of tea, lifestyle trends and develop

content based on the pulse of the market in such a way so as to increase the popularity of Indian tea and strengthening the origin story

- The content *should target developing potential market for India Tea.*
- The Agency is expected to undertake creation, management and promotion of high-quality blogging content, including engaging celebrities and high-profile people to write/talk about Indian tea with prior approval of Tea Board.
- The facts and figures must be derived from authentic sources and vetted by Competent Authority of Tea Board. However, the service provider shall be responsible for the delivery of overall content, including any new content that may be desired.
- The service provider should conceptualise and create all the content and then take approval from Tea Board before uploading.
- The ownership of and right to all content shall vest with Tea Board.

C. Publication or Hosting of Content

- The content/blogs/articles/news shall be hosted at different social media platforms along with domain management.
- The Agency should proactively track user behaviour and find out the users who are interested in or talking about tea, and get them positively engaged for knowledge transfer and promotion of Indian tea.
- The Agency should host the content in such a way that it encourages users on such social media promotion sites to express their love for Indian Tea.
- The Agency must integrate social media with the official portal (web-based) and vice-versa; as well as integrate with each other wherever possible.
- The service provider shall ensure that the content & activities on the social media platforms do not restrict accessibility of the platform on mobile devices.

The Agency must mark all electronic content (text, photo, video or otherwise) as Copyright of Tea Board, wherever applicable; and monitor & report unauthorized use. This responsibility includes but is not limited to the following activities:

1. Content sanitization, formatting, uploading and management. Tea Board would not be responsible for comments of visitors and other personalities.
2. Use of SEO friendly clean permalink structure.
3. Tagging & Categorization of posts and articles.
4. Feedback mechanism to accept & display hierarchical user comments.
5. Develop and update the FAQ bank based on user feedback.

D. Viral Marketing

- The Agency must formulate and operationalize viral projects for Indian Tea that will provide maximum brand impact in minimal time. For this

purpose, the Agency must create effective viral messages on Indian Tea that appeal to individuals with high social networking potential (SNP) and that have a high probability of being presented and spread by these individuals and their competitors in their communications with others in a short period of time (word of mouth recommendation).

E. Response Management

- The agency shall provide accurate, complete and prompt feedback to user interactions on the social media sites. The agency shall seek input from Tea Board where the feedback requires such information.
- The Agency shall also moderate the sites to avoid spam, advertisements, inappropriate content and negative publicity.
- The Agency is also expected to track on the social media networks for key words related to Tea in general and Indian Tea in particular and respond to them in a way to initiate positive conversations on social media sites.

F. Continuous Updation of Content

- The agency must ensure currency of content with respect to current tea scenario in India or abroad by changing or promoting corresponding content (text, photos or other) or display theme at periodic intervals.
- Regularly and periodically update the pages with respect to the current/upcoming news and event(s).
- Monitoring 24X7, 365 days in a year about number of hits/visits

G. Submitting Effectiveness Analysis and MIS Reports to Tea Board

The agency must submit, quarterly or as and when required, 'Effectiveness Analysis and MIS reports' to Tea Board on the effectiveness of the social media as well as viral marketing strategy and if the desired targets are being met. The agency must submit a detailed analysis on the steps undertaken for overall promotion of Indian tea on the social media networks and the results achieved quarterly or as and when required.

Responsibilities

Sr. No.	Responsibilities of the Agency	Responsibilities of Tea Board
1.	All the 7 functions as enumerated above	Provide timely approval and constructive feedback for all the activities undertaken by the agency for social media promotion
2.	Advise Tea Board on any new emerging trends or specific requirements to leverage social media promotion	Provide all the information which is possible within the resources available at Tea Board's disposal. However, primary responsibility of developing the content lies with the agency.
3.	Take complete responsibility and accountability for the social media promotion campaigns	
4.	Submit content and response analysis reports for Tea Board	
5.	Manage entire social media efforts on 24x7 basis and also neutralise negative feedback	

The requirements given in this Expression of Interest are indicative only and Tea Board will seek inputs from the pre-qualified bidders in further refining the requirements and all aspects of services before finalizing the Request for Proposal.

**Bidding Terms and
Pre-Qualification Criteria**

1. CONDITIONS UNDER WHICH THIS EOI IS ISSUED

- i) This EoI is not an offer and is issued with no commitment. Tea Board reserves the right to withdraw the EoI and change or vary any part thereof at any stage. Tea Board also reserves the right to disqualify any bidder, should it be so necessary at any stage.
- ii) Tea Board reserves the right to withdraw this EoI if the Board determines that such action is in the best interest of the Board.
- iii) Short-listed bidders would be issued formal tender enquiry/Request For Proposal inviting their technical and commercial bids at a later date.
- iv) Timing and sequence of events resulting from this EoI shall ultimately be determined by Tea Board.
- v) No oral conversations or agreements with any official, agent, or employee of Tea Board shall affect or modify any terms of this EoI and any alleged oral agreement or arrangement made by a bidder with any department, agency, official or employee of Tea Board shall be superseded by the definitive agreement that results from this EoI process. Oral communications by Tea Board to bidders shall not be considered binding on the Board.
- vi) Neither the bidder nor any of the bidder's representatives shall have any claims whatsoever against Tea Board or any of their respective officials, agents, or employees arising out of, or relating to this EoI or these procedures (other than those arising under a definitive service agreement with the bidder in accordance with the terms thereof).
- vii) Applicants who are found to canvass, influence or attempt to influence in any manner the qualification or selection process, including without limitation, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.
- viii) Each applicant shall submit only one Pre-qualification requirements proposal.

2. RIGHTS TO THE CONTENT OF THE PROPOSAL

For all the bids received before the last date and time of bid submission, the proposals and accompanying documentation of the Pre-Qualification proposal will become the property of Tea Board and will not be returned after opening of the pre-qualification proposals. Tea Board is not restricted in its rights to use or disclose any or all of the information contained in the proposal and can do so without compensation to the bidders. Tea Board shall not be bound by any language in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure.

3. ACKNOWLEDGEMENT OF UNDERSTANDING OF TERMS

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

4. EVALUATION OF PRE-QUALIFICATION PROPOSAL

The bidders' Pre-Qualification Proposal in the bid document will be evaluated as per the requirements specified in the EoI and adopting the pre-qualification criteria spelt out in this EoI. The Bidders are required to submit all required documentation in support of the pre-qualification criteria specified (e.g. detailed project citations and completion certificates, client contact information for verification, profiles of project resources and all others) as required for evaluation.

5. LANGUAGE OF PROPOSALS

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

6. PRE-QUALIFICATION CRITERIA

The invitation for bids is open to all entities registered in India who fulfil prequalification criteria as specified below:

- (i) The bidder should be an Indian company registered to take up tendered items of work
- (ii) The company's annual turnover, specifically in the social media promotion and digital marketing space in the last 3 financial years, should be more than Rupees 1 crore (please enclose copy of Auditor certified Annual Turnover Certificate for the last 3 financial years)
- (iii) Further, the bidder should have capability and experience in creation of comprehensive digital marketing and social media campaigns on a turn-key basis in some organizations of repute.
- (iv) The bidder should furnish as part of the EoI details of the digital marketing and social media promotion campaigns undertaken for its clients, along with the IP addresses of all the websites where such content has been uploaded.
- (v) Success case stories of the Bidder may be mentioned.

Further, the bidder should have capability and experience in

- 1) Creation of communication for the large urban and rural population of India as well as consumers throughout the globe for various products and services for the Indian and international markets (with special reference to beverage and its associated/ancillary topics).
- 2) Creating large public mobilization through special initiatives in the digital medium and social media platforms.
- 3) Having minimum 5 years of experience in undertaking social media promotion campaigns and digital marketing strategies for some organizations of repute. The agency should have handled a minimum of three (3) such campaigns. The bidder should furnish in the Technical Bid details of the digital marketing and social media promotion campaigns undertaken for its clients, along with the IP addresses of all the websites where such content has been uploaded.

7. PRE-QUALIFICATION REQUIREMENTS PROPOSAL

The Pre-Qualification Proposal should be submitted in the sealed envelope with the following details.

Bidders are requested to submit their responses for the Pre-Qualification Requirements in three (3) parts, clearly labelled according to the following categories:

1. Part I – Covering Letter, Processing Fee, and Board Resolution

- a. Covering Letter from the Bidder
- b. A non-refundable processing fee for Rs. 1,000 (Rupees One Thousand only) in the form of a Demand Draft drawn in favour of Tea Board of India, payable at Kolkata has to be submitted along with the EoI Response.
- c. Board resolution authorizing the Bidder to sign/execute the proposal as a binding document and also to execute all relevant agreements forming part of EoI.

2. Part II – Details of the Organization

- a. This part must include a general background of the respondent organization (limited to 400 words) along with other details of the organization.
- b. The bidder must also provide the financial details of the organization.
- c. CA certified documents to show annual turnover of the last 3 financial years in the social media promotion and digital marketing space

3. Part III – Relevant Project Experience for Turnkey Social Media and Digital Marketing Projects

- a. Respondents must provide details (client organization, nature / scope of the project, project value) of Turnkey Social Media and Digital Marketing project experience.