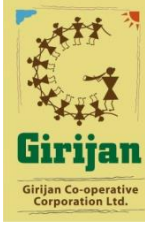


TECHNICAL BID
(Details of documents to be furnished in technical bid)

 Girijan Girijan Co-operative Corporation Ltd.	GIRIJAN CO. OPERATIVE CORPORATION LIMITED, EAST POINT COLONY, VISAKHAPATNAM – 530 017, AP.
Phones : 0891-2796461,2553163 apgirijan@yahoo.co.in Fax Nos. 0891-2822119/2796345 www.apgirijan.com	Email : Website:

**EXPRESSION OF INTEREST (EOI) FROM INTERESTED FIRMS / AGENCIES/
FOR DESIGN OF BRANDING OF ONE PRODUCT AMONG VARIOUS RMD
PRODUCTS OF GCC**

Rc.No.11/2025/M.1

Dt 03.01.2025

I / we understood the terms & conditions here in prescribed and abide by the same and modified / revised if any to suit the requirements of the corporation and submit the Technical Bid herein.

1. The technical bid comprise of:

- i) A Demand Draft for Rs.1,00,000/- (One lakh only) drawn in favour of Girijan Co. Operative Corporation Ltd. payable at Visakhapatnam towards Earnest Money Deposit (EMD). The EMD without interest is refundable to the parties who are not qualified in the EOI process within a reasonable time and before the agreement is entered with successful bidder.
- ii) Note: EMD is exempted for Micro, Medium and Small Enterprises (MSMEs) and the firms registered with concerned ministries/ departments as per rule 170 of General Financial rules (GFRs) 2017 vide Memorandum No. F.9/4/2020-PPD, Govt. of India, Ministry of finance Department of Expenditure, Procurement policy division

(DD No _____ Dt: _____ Name of the Bank _____)

- iii) The Girijan Co-operative Corporation (GCC), an undertaking of the Government of Andhra Pradesh, primarily engages in the procurement, value addition, and marketing of products sourced from tribal farmers in the state. GCC plays a crucial role in improving the livelihoods of tribals across Andhra Pradesh by offering a diverse range of products, including minor forest produce and their processed variants.

In response to changing market conditions, there is an urgent need for the rebranding and repackaging of GCC's product portfolio. The aim is to create a unified and competitive brand identity that increases visibility and enhances the market presence of GCC products. The rebranding should reflect the journey and origins of these products, emphasizing their organic, handcrafted nature.

Creating a unique and authentic tribal essence for GCC products requires a comprehensive design and branding approach that ties the products directly to the people who make them. The design choices should reflect the environmental, cultural, and historical aspects of tribal life in Andhra Pradesh, bringing attention to the stories, traditions, and natural ingredients that make these products special. Through the careful

integration of design elements, storytelling, and community involvement, the products will not only stand out in the marketplace but also build a strong connection with consumers who value authenticity, sustainability, and cultural heritage.

Methodology and Deliverables:

Design of Branding: Create a brand guide for GCC products to ensure consistent branding. Design high-quality packaging for product lines, adaptable for printing agencies. Develop backdrop design for retail outlets, franchise shops and RMD stalls along with promotional material like posters, brochures, paper cups, flexis for online digital launch campaigns. Design gift boxes for product combinations in different price ranges.

FINANCIAL BID



**GIRIJAN COOPERATIVE CORPORATION LIMITED,
EAST POINT COLONY, VISAKHAPATNAM – 530 017, AP.**

Phones : 0891-2796461,2553163
Fax Nos. 0891-2822119/2796345

Email : apgirijan@yahoo.co.in
Website: **www.apgirijan.com**

**EXPRESSION OF INTEREST (EOI) FROM INTERESTED FIRMS / AGENCIES/
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PRODUCTS OF GCC**

Rc.No.11/2025/M.1

Dt 03.01.2025

(wherever required, copies of documents to be enclosed as a proof for the claim).

I/We _____ bonfied residence at _____

_____(full postal address) furnished the details as above on my own behalf / on behalf of
M/s _____

_____(Name and full postal address) in the Capacity of the Proprietor /
Partner/ Authorized Representative are true to best of my knowledge and I /we shall abide by
all terms & conditions prescribed by GCC when the work is assigned on me. The quotation for
the requirement as asked by the tender inviting authority is

Sl. No	DESCRIPTION	Amount
1	Cost for Logo Design and Brand Guidelines, Gift Box Design Brochures, Signage, Retail store facade & backdrop, Launch Campaign, Posters, Ad boards Designs	
2	Cost for designing and branding of one product	
Total		

Date:

Place:

Signature of the Tenderer

(The Financial bid having above requisites should be furnished by Firms / Agencies duly super scribing on the envelop as: “Financial bid **FOR DESIGN OF BRANDING OF ONE PRODUCT** in GCC on outsourcing basis”).

Terms and conditions:

Previous Experience/ Technical capability:

1. The bidder should have provided at least one project to any State/ Central Govt. Departments/ PSUs/ any reputed firms in the last five years before bid due date are preferred.
2. Experience in this regard includes completed and ongoing works too.
3. The Bidder should be a registered company
4. The bidders having presence in other locations outside Andhra Pradesh are also be considered.
5. The team provided by the bidder should have 5 years' experience in designing, branding, and marketing of branding material and franchise promotions for reputed food and lifestyle brands are preferred. (Should submit the necessary portfolio of designs executed in that period.)
6. The bidders who have worked for major reputed Global Agencies will be given preference.
7. The bidder should have well established team members including designers and other experts.
8. The Bidder should not have been blacklisted by (Central Govt./State Govt. / Centre/State PSUs/ Autonomous Body) until the bid submission date.
9. The Bidder should have the minimum average annual turnover of the range Rs.10,00,000/- to 20,00,000/- during the last two financial years ie., 2021-22, 2022-23 & 2023-24 and should have worked with reputed partners.

For the purpose of compliance with both technical and financial qualification criteria, all bidders should produce suitable documentary evidence such as their registration documents, asset ownership/ operation proof, contracts, clients references and certificates, MoUs in support of their claims for the above.

Note: The previous experience and financial eligibility criteria shall be relaxed for MSME registered under the Ministry of Micro, Small and Medium Enterprises, Government of India. The bidder shall provide the valid MSME registration certificate.

Others:

1. Approval will be renewed subject to satisfactory performance.
2. GCC reserves the discretion on selection since the subject requires expertise
3. Above fee is exclusive of service tax / GST as applicable from time to time.