

GOVERNMENT OF KARNATAKA
KARNATAKA STATE DEPARTMENT OF HORTICULTURE

INVITATION FOR EXPRESSION OF INTEREST

**for creating the visual identity which is the Branding
(Brand name, tagline and logo) and Packaging design for
Honey and other hive products produced from Karnataka**

**Department of Horticulture
Lalbagh, Bangalore 560004**

Email: additionaldirectoropdp@gmail.com

TENTATIVE TIME SCHEDULE

Sl. No.	Particulars	Schedule
1	Expression of Interest	Ref. No. /AD(OPDP)/ADH(Api)/17/2021-22
2	Date of availability of bid document in e-procurement portal	08/06/2022
3	Pre bid meeting	18/06/2022 at 11.00 AM
4	Last date and time for Submission of Expression of Interest	01/07/2022 at 11.00 PM
5	Time and date of opening of technical bid for scrutiny of the technical aspects of the EoI	11/07/2022 at 11.00 AM
6	Only for Shortlisted Agencies – Presentation of approach and methodology – “What visual identity elements will break clutter in the Honey Category”	22/07/2022
7	Time and date of opening of financial bid	27/07/2022 at 11.00 AM
8	Place of opening of bids/meetings	Mini meeting Hall, Lalbagh, Bengaluru
9	Address for communication	O/o Additional Director of Horticulture (Oil palm), Department of Horticulture, Lalbagh, Bangalore-04.

Dates and venue are subjected to modifications.

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PART I – INVITATION FOR EOI

1.1 Objective of Expression of Interest (EoI) - The objective of this “Expression of Interest” is to shortlist and subsequently select a creative agency for undertaking and executing creation of a compelling visual identity which includes creation of Brand name, tagline and logo for honey produced from Karnataka.

1.2 EoI Issuing Authority and Process - This Expression of Interest (EOI) Notice is issued by the Additional Director of Horticulture, Department of Horticulture, Government of Karnataka, who intends to short-list potential bidders in this selection process. The decision of the Department of Horticulture with regard to the short-listing of bidders through this EOI shall be final and the department reserves the right to reject any or all the bids without assigning any reason thereof. Only shortlisted bidders will be called for the presentation. The details for the overall selection process are given below:

Activity	Description
Assignment	Selection of a Creative Agency for creation and development of brand name, tag line and logo for honey produced form Karnataka.
Name of the Client	Department of Horticulture, Government of Karnataka
Officer in charge	Additional Director of Horticulture, (Oilpalm), Department of Horticulture, Lalbagh, Bangalore. Email id – additionaldirectoropdp@gmail.com 1.Dr.Hemalatha.K., Senior Assistant Director of Horticulture, Mob.No:9591487264 2. Smt. Chandrakala.N Assistant Director of Horticulture Mob.No :9844737489
Selection Process	(1) Shortlisting of agencies for presentation based on Technical bid scrutiny and evaluation of the EoI. The shortlisted agencies would be invited for a creative presentation. (2) Creative Presentation – The cumulative scores of the presentation along with the scores obtained in the technical scrutiny would be used to shortlist agencies for financial bid opening. (3) Financial bid - Among the shortlisted agencies from (2), agency that has given the lowest financial bid would be selected.

Preparation of EoI	
Language	All Expression of Interest will be submitted in English
Validity of EoI	120 days
Clarification	The bidders are requested to send their queries, if any, only through email to the following email additionaldirectoropdp@gmail.com
Eligibility	<ul style="list-style-type: none"> i. Bidder should have been in the business of creative design and brand consulting / strategy for at least 5 years as on 31st March 2022. ii. Bidder should have turnover from activities related to brand strategy and creative work in India averaging at least Rs. 50.00 lakhs /annum (Rupees Fifty Lakhs per annum) for the past 3 financial years. (2019-20, 2020-21 and 2021-22). iii. Bidder should have at least 3 creative professionals consisting of Brand & Marketing professionals, Graphic / Web Designer and Legal advisers/ Copy writers working with them. iv. The bidder should have created and developed minimum 5 active brands in the domestic market. v. Bidder should not have been debarred/ blacklisted by any State Government or Central Government or their instrumentalities. vi. There should not be any criminal case pending before any court of competent jurisdiction.
Submission	The interested and eligible agency must submit complete EoI (as per Annexures duly completed in all respects may be submitted through e-procurement portal <u>https://eproc.karnataka.gov.in</u> on or before the date & time mentioned in the datasheet.

1.3 Availability of EoI Document

EoI can be downloaded from the e-procurement portal <https://eproc.karnataka.gov.in> as specified in this document. The bidders are requested to examine all instructions, forms, terms, project requirements, and other details in the EoI documents. Failure to furnish complete information 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 outright rejection of the proposal.

1.4 Venue and Deadline for Submission Of Proposal

EoI, complete in all respect must be submitted through e-procurement portal <https://eproc.karnataka.gov.in>. The last date and time for submission of the EOI through e procurement portal is 1st July 2022 (01/07/22) by 5 pm.

Note: Submission of EoI through any other mode will not be entertained and out rightly rejected.

PART II: INTRODUCTION AND NEED FOR EoI

2.1 Introduction

The Karnataka State is also known as the “Horticultural state of India”. The Department of Horticulture (KSDH) is responsible for the overall development of Horticulture in the state.

The Department of Horticulture, Government of Karnataka, invites Expression of Interest from interested Branding and any suitable eligible agencies for creation of a visual identity, which includes creation and development of a brand name, tagline and logo along with the packaging design for the promotion of Honey and other Hive / Honey products produced in Karnataka to the consumers in the domestic, retail, wholesale as well as international markets. The core objective behind such an endeavor is to enable the honey producers of the state to realize better value for their produce by creating common branding with a compelling visual identity which would be then marketed.

This document is an overview of the scope of work, pre-qualification criteria, bidding terms and conditions and suggested response formats. Details of the same are also available in e-procurement portal <https://eproc.karnataka.gov.in> and also in the department web site <https://horticulturedir.karnataka.gov.in>.

2.2 Need for the Expression of Interest

The bee-keepers in Karnataka have been working individually in selling their produce, sometimes not being able to demand a fair market price for Honey. The consumers’ confidence in Branded Honey is far more than unbranded Honey; further consumers today are constantly searching for newer and better products for their family. The direct-from-bee-keeper (or farmer) has been generation good traction among the consumers. Keeping the trend in mind the Department of Horticulture would like to create one common brand name, tagline and logo with 10 different variants for the Honey and hive / Honey products produced in Karnataka and initiate brand building and marketing activities to support the bee-keepers of Karnataka. The ultimate outcome expectation is that Karnataka branded honey is able to carve its due in the premium honey market.

Honey being is a niche category catering to a health as well as sophistication seeking audience, a strong visual identity of the brand becomes crucial in breaking the clutter, create curiosity, induce trial, further repeats and building the brand and gain a competitive edge over the competition.

PART III: OBJECTIVES

The Department of Horticulture intends to create an identity for the Honey produced in Karnataka by creating a brand identity, create brand awareness and thereby build consumer base for the product. The first step in creating salience among consumers is to create a clutter breaking visual identity of the brand.

Visual identity comprises of brand name, logo, tagline and pack design:

The whole visual identity of the brand should enable the brand to break the clutter in the retail as well as in e-commerce environment and create curiosity for the brand. It should also be able to bring out the spirit and Unique Selling Proposition (USP) of the brand - 'direct from the bee-keepers'. The entire visual identity should appeal to the domestic and international markets. Further allow for extensions to various hive or honey products like honey jam, jelly, bee wax, comb honey, etc.,

- 1) Brand Name :** The name should be unique, simple, easy to recall and differentiated enough to break clutter.
- 2) The Tagline :** The tagline should be able to bring the essence of the brand in a crisp and unique manner allowing for use across various promotions. The phrase designed should be unique and catchy.
- 3) The logo :** Should be able to coherently tie up the brand name and tagline, and in isolation, able to represent the brand. Logo has to be responsive across media.
- 4) Packaging Design :** The one point that all the visual identity elements come together and create salience is the packaging design. So the packaging design should be compelling and innovative enough to induce trial.

PART IV: SCOPE OF WORK

The scope of work is two pronged. The first is to create the brand name, tagline and logo and the second is to bring alive the brand through a innovative and compelling packaging design.

Creating the Brand of Honey for Beekeepers from Karnataka

- a. The agency should craft a unique brand name, tagline and logo for the brand which will enable easy recall in the minds of the consumer. The brand name should be extendable to ten different variations of the honey from various regions and type of honey, and also to other bee-hive /honey products.
- b. The agency should create a compelling package design, leveraging all category codes of premium honey and with characteristic elements that will enable the packaging standout in the clutter.
- c. The agency should ensure that the brand name, taglines, logos and packaging design proposed are original and not infringing on any copy right violation in India or elsewhere across the globe.
- d. The agency should propose 3 routes of branding possibilities (for e.g., routes speaking of Karnataka lineage, or routes of sattvic / yogic route bringing out the innate goodness of honey, traditional Indian designs, contemporary designs, or the route of minimalism) and in each of the routes suggest minimum 5 different brand names and associated taglines. Out of 15 different brand names and taglines, 5 brand names and taglines would be chosen by the department to create the logo and packaging options. One from the top 5 would be taken to moving forward. The agency would also be responsible to **improvise on the finalized options** to the satisfaction of the department.
- e. The agency should enable getting trademarks for the selected brand names, taglines, logo and package design. The selected brand name, logo, tagline and design would be the copyright of the Department of Horticulture.

PART V: RESPONSIBILITIES

S.No	Responsibility of the Agency	Responsibility of the Department of Horticulture
1	<p>a) Provide potential routes for the brand name, taglines and logo to break the clutter in the market, and create 5 brand names and associates taglines in 3 possible routes (Minimum 15)</p> <p>b) From the submissions in (a), a jury would shortlist five brand names and taglines for further creation.</p>	Provide approval and constructive feedback for the routes, brand name and taglines suggested. Further, select 5 of these for creation of logo and packaging.
2	<p>a) For the shortlisted 5 brand names, from the above step, the agency shall create the entire visual identity set for each of the shortlisted - the name, tagline, logo and packaging.</p> <p>b) From the above five, One Visual identity (The brand name, tagline, logo and packaging) would be selected by the jury</p>	Approvals for brand name, taglines, logo and packaging design.
3	<p>For the final brand name selected from the above step (2). Improvisation shall be made as per the suggestions of the Jury.</p> <p>On the final selected visual identity post improvisation, 3 designs to accommodate variants of different Honey, hive/honey products (up to 10) needs to be created.</p>	Continuous feedback for improvisations to be given.
4	Enable filing for trademarks for the Brand name, tagline and logo (word marks and images)	Assisting for the filing of trademarks and sharing the trademark approvals with the Agency.

The agency should ensure that the brand name, taglines, logos and packaging design proposed are original and not infringing or violating on any copy rights in India or elsewhere across the globe.

PART VI: BIDDING TERMS AND PRE-QUALIFICATION CRITERIA

6.1. Conditions under which this EoI is issued.

- i This EoI is not an offer and is issued with no commitment. The Department of Horticulture reserves the right to withdraw the EoI and change or vary any part thereof at any stage. The Department of Horticulture, GoK, also reserves the right to disqualify any bidder, should it be so necessary at any stage.
- ii The Department of Horticulture reserves the right to withdraw this EoI if the department determines that such action is in the best interest of the department and/or the bee-keepers of the state.
- iii Timing and sequence of events resulting from this EoI shall ultimately be determined by The Department of Horticulture, GoK.
- iv No oral conversations or agreements with any official, or employee of the department 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 the department shall be superseded by the definitive agreement that results from this EoI process. Oral communications by the department to bidders shall not be considered binding on the department.
- v Neither the bidder nor any of the bidder's representatives shall have any claims whatsoever against the department or any of their respective officials, agents, or employees arising out of, or relating to this EoI or these procedures.
- vi 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.
- vii Each applicant shall submit only one bid proposal.

6.2. Rights to the content of the EoI documents

For all the bids received before the last date and time of bid submission, the EoI and accompanying documentation of the Pre-Qualification proposal will become the property of The Department of Horticulture, GoK, and will not be returned after opening of the pre-qualification EoI. The department 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. The department 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.

6.3. 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.

PART VII: EVALUATION OF PRE-QUALIFICATION PROPOSAL

- i The bidders' Proposal in the bid document will be evaluated as per the requirements specified in the EoI. The Bidders are required to submit all required documentation in support of the pre-qualification criteria specified (e.g. detailed project citations and satisfactory work/assignment completion certificates from the Public/Private institutions, client contact information for verification, profiles of project resources and all others) as required for evaluation.
- ii The technically qualified bidders as per the pre-qualification criteria spelt out in this EoI shall be considered for further scrutiny.
- iii The qualified Agencies would be called to give a presentation and the presentation would be concentrated on “what visual identity elements will break clutter in the honey category”. The financial bids would be opened only for the qualifying agencies based on the scores obtained from both the technical qualification as well as presentation. The lowest bidder would be selected from the same. In the case of two bidders having a similar financial bid, the agency having higher score in the technical assessment would be selected.

7.2. 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 or registered organisation to take up tendered items of work.
- ii The company's average annual turnover, specifically in the branding and packaging design activities or similar nature of work in the last 3 financial years and the average annual turnover should be more than Rupees 50 lakhs per annum (please enclose copy of auditor certified Annual Turnover Certificate for the last 3 financial years pertaining to 2019-20, 2020-21 and 2021-22).
- iii Further, the bidder should have capability and experience in creation of comprehensive visual identity of the brand including the brand name, tagline and logo along with the packaging design for niche health food categories.
- iv Having minimum 5 years of experience in undertaking brand creation and development.
- v Bidder should have at least 3 creative professional consisting of Brand & Marketing professionals, Graphic/Web Designer and Legal advisers / Copy writers working with them.
- vi Success case stories of the Bidder shall be mentioned.
- vii Testimonials and contact of at least 5 clients for whom a work of similar nature has been undertaken should be provided.

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PART VIII: PRE-QUALIFICATION DOCUMENTATION **REQUIREMENTS**

The Pre-Qualification Proposal should be submitted through e-procurement portal. Bidders are requested to submit their responses for the Pre-Qualification Requirements in three (3) parts (8.1; 8.2; 8.3), clearly labelled according to the following categories:

8. 1 – Covering Letter, and Board Resolution

- Covering Letter from the Bidder
- 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.

8. 2 – Details of the Organization

- This part must include a general background of the respondent organization (limited to 400 words) along with other details of the organization.
- The bidder must also provide the financial details of the organization.
- CA certified documents to show annual turnover of the last 3 financial years in the branding and relevant activities.

8. 3 – Relevant Project Experience for Branding & package design

- Respondent's satisfactory work completion certificates from public and private agencies shall be uploaded indicating the activity, project year, amount incurred and the present performance of the brand in the domestic and international market with whom they have created visual identity of the product (brand name, logo, tagline and package designing)
- Composition of the professional team who would be working on this project. (furnish the details in Annexure-II).

PART IX: MODE OF SELECTION OF AGENCIES AND ELIGIBILITY
CRITERIA

EoI proposals received in required format would be evaluated as indicated below.

SI No.	Stage	Parameters
1.	Minimum eligibility criteria.	<ul style="list-style-type: none"> Any organization legally registered in India. Any organization legally registered in India under the Companies Act, 1956 or 2013 or a Partnership registered under the Indian Partnership Act, 1932 or Cooperative or LLP or a consortium or joint venture or sole proprietor. (Copy of the valid certification of registration should be attached). Copy of PAN card. Copy of GST Registration Certificate. Furnishing of the required EMD of Rs.25000/- to be deposited through e-procurement portal. Financial turn over for the years 2019-20, 2020-21 and 2021-22 to be supported by CA Audited and certified balance sheets. The company's annual turnover, in the branding, packaging with market promotional activities or similar nature of work in the last 3 financial years (please enclose copy of Auditor certified annual turnover certificate for the last 3 financial years - 2019-20, 2020-21 and 2021-22). Income tax returns and clearance certificate for the years 2019-20, 2020-21 and 2021-22.
2.	Qualifying criteria for technical evaluation.	<ul style="list-style-type: none"> a) The bidder should have capability and experience in creation of brand name, tag lines, logo and packaging creation for various brands b) Having minimum 5 years of experience in undertaking brand development. c) The agencies should have created minimum 5 domestic active brands. d) The bidder should furnish as part of the EoI, the satisfactory work completion certificates and details of brand and packaging assignment done for various clients. e) Success case stories of the bidder along with testimonials shall be mentioned.

**PART X: EVALUATION OF FINANCIAL STRENGTH AND
TECHNICAL PROPOSALS**

Sl. No	Criteria & sub criteria	Max marks
1	Financial Strengths Average turnover of the Bidder during the last 03 financial years (2019-20, 2020-21, 2021-22) 1. INR more than 0.50 up to 0.75 Crore/annum – 3 marks 2. INR more than 0.75 up to 1.00 Crore/annum – 6 marks 3. INR more than 1.00 up to 1.25 Crore/annum - 9 marks 4. INR more than 1.25 up to 1.50/annum – 12 marks 5. INR more than 1.50 up to and more than 2.0/ annum - 15 marks (up-load CA audited and certified copies, income tax returns for the last 3 financial years 2019-20, 2020-21 and 2021-22)	15
2	Technical experience (Projects awarded / completed in previous 5 years) Projects details to be mentioned against each clause, shall be non-repetitive and exclusive.	
A	The bidder should have experience in creating and developing any brand for domestic / International markets in the past 5 years 1. Only those applicants who have created at least 5 brands (including domestic and international) shall be considered as eligible. 2. Apart from the minimum 5, each active domestic brand shall carry one additional mark and maximum of 10 active domestic brands carry maximum of 10 marks (ex: 6 domestic brands = 6 marks, 8 domestic brands = 8 marks, 10 domestic brands = 10 marks, more than 10 domestic brands = 10 marks) 3. Each brand created for the International market carries 2 marks each, maximum of 5 active international brands carry maximum 10 marks. (ex: 2 international brands = 4 marks, 3 international brands = 6 marks, 5 and more than 5 international brands = 10 marks) (Upload the relevant documents regarding active domestic and international brands created).	20
B	The evaluation of the team would be made on qualification and years of experience Minimum Composition of the team who would be working on this project - 3 (including Management and Execution) Management Team – <u>Qualification</u> - At least one member of the management team should have an MBA or equivalent from a reputed institute along with 5 years of experience in the area of branding or brand development and brand related marketing is essential to qualify. <u>Experience</u> - If average experience of the management team is more than 5 year, for each extra year 1 mark would be awarded.	15

	<p>For e.g., Average 6 years of experience – 1 mark, Average 7 years of experience - 2 marks Average 8 years of experience - 3 marks Average 9 years of experience - 4 marks Average 10 years or above of experience - 5 marks</p> <p>Execution or Design team – Qualification - A design degree or diploma graphic / web designing from a reputed institute with minimum of 5 years experience is required for being eligible. Experience- If average experience of the execution / design team is more than 5 years, for each extra year 1 mark would be awarded. For e.g., Average 6 years of experience – 1 mark, Average 7 years of experience - 2 marks Average 8 years of experience - 3 marks Average 9 years of experience - 4 marks Average 10 years or above of experience - 5 marks</p> <p>Having an in-house or enrolled third party legal advisor/copy writer specialising in trademark registration with minimum five years experience– 5 Marks. (Upload the qualification and experience certificate and relevant documents for qualification and experience of all the members of the team).</p>	
	Sub Total	50
3	Agencies who have scored minimum desirable marks in the above would be called to make a 20 minute presentation on “what visual identity elements will break clutter in the Honey Category”.	
A	Creativity of thinking (Approach and Methodology for creation of brand name, tag lines, logo and packaging design).	30
B	Uniqueness of approach towards creation of brand name, tag lines, logo and packaging design.	20
	Sub Total	50
	Grand Total	100

The financial bid of only those agencies who have scored minimum desirable marks among the shortlisted ones (from both the rounds specified above) would be opened.

The agency with lowest financial bid and the highest technical score would be selected. If there are two agencies giving the same financial bids, the agency with the higher technical score amongst the two would be selected.

The decision of the fixation of minimum desirable marks in technical evaluation vests with State Level Technical Committee constituted for this purpose and the Department of Horticulture.

PART XI: IMPORTANT POINTS FOR CONSIDERATION:

1. The Agency shall enclose copy of the Registration.
2. EMD of Rs.25,000/- at the time of submission of bid document is mandatory.
3. Copy of PAN card, Copy of GST Registration Certificate is to be submitted.
4. The Agency shall submit an affidavit from notary that The agency/company has not been blacklisted/deregistered/barred by the State Govt or Union Govt or their instrumentalities.
5. The agency would be liable for any Copy right infringement issues arising out of the brand name, tagline, logo or packaging design. The agency agrees to indemnify the Department of Horticulture from any such copyright infringement issues, if it were to arise.
6. The agency shall upload the Audited Annual Reports CA certified copies and Income Tax Returns for the last 2019-20, 2020-21 & 2021-22 financial years.
7. The brand will be absolutely owned by KSDH.
8. KSDH will not finance the project in any manner. KSDH will not permit any third party lien/mortgaging to any bank/financial institution. Agency will have to make arrangement of funds from its own sources till the satisfactory completion of the tasks.
9. Timeline and time limit has to be achieved by the agency for deliverables specified in the programme.
10. EMD will be returned to the disqualified bidders from the e-procurement portal without any interest.
11. If any information provided by the agency/bidder is incomplete or found to be factually false or misleading, such agency will be rejected/disqualified without any notice at any time during the validity of the bid.
12. The proposal document is valid only for the bidder who has downloaded the document from e-procurement portal dated 08/06/2022. The proposal document would have to be necessarily procured by the bidder as a pre-condition to participate in the bidding process.
13. The bidder is required to furnish a self-certificate certifying that they are not black listed in any Central/State Govt., PSU or affidavit from Notary or local Govt. department/ autonomous body as on date of downloading of bid documents.
14. The bidder should upload the scanned copies of documents duly self-attested in support of eligibility criteria along with the bid. Any document uploaded even without self-attestation will be uploaded with digital signature and therefore, any document uploaded with the digital signature shall be deemed to have been self-attested and shall be binding on the bidder.

15. Submission of false, dubious, forged or tampered documents by the bidder shall lead to the disqualification and blacklisting from the EoI and action as deemed fit (including forfeiture of EMD and black listing) by the Department shall be taken against such erring bidder.
16. The successful bidder shall enter into MoU with the Department of Horticulture and also submit a bank guarantee for a maximum of 10% of the value of the assigned work, (However, the exact amount for bank guarantee will be intimated after selection of the Agency) with the validity of 12 months from the date of issue of work order which may be renewed as required by the department as per Annexure-III.

PART XII: FORCE MAJEURE

12. 1: Definition:

For the purposes of this Contract, "Force Majeure" means an event which is beyond the reasonable control of a Party, and which makes a Party's performance of its obligations under the Contract impossible or so impractical as to be considered impossible under the circumstances.

12.2: No Breach of Contract

The failure of a Party to fulfil any of its obligations under the contract shall not be considered to be a breach of, or default under this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.



**Additional Director of Horticulture
(Oilpalm)**

PART XIII. PAYMENT SCHEDULE

The payment schedule to the selected Agency is performance based and based on the satisfactory delivery of the assigned work.

S. no.	Milestone	Payment schedule
1.	After the presentation of comprising of 3 possible branding routes and 5 brand names and associated tagline suggestion for each route. (minimum 15 brand names and associates taglines).	10%
2.	Completion and presentation of the entire visual identity (Brand name, tagline, logo and package design) for the 5 shortlisted from above.	15%
3.	The finalization of the visual identity for the one brand name along with associated taglines and logo with post interactive improvisations.	20%
4.	Completion of visual identities for 10 different variants of honey, honey / hive products.	20%
5.	Filing for Trade Mark / Word Mark for the selected brand name, tagline and logo (including statutory cost and fees).	15%
6.	After getting the legal Registration completed for brand name, tagline and logo.	20%

EoI Proposal

1	Name of the agency with complete office address, ph. no. and e-mail, website, etc...	
2	Name of the proprietor / authorised representative with ph. no. and e-mail address	
3	Legally registered register number under relevant act.	
4	PAN card number	
5	GST registration number	
6	Relevant processing fee paid through E-procurement portal.	
7	EMD for Rs.25000/- paid through E-procurement portal.	
8	Financial turnover for the years 2019-20, 2020-21 and 2021-22 to be supported by CA audited balance sheets, Income tax returns (upload the necessary documents)	
9	Satisfactory work completion certificate	
10	Financial Strengths (Average of 2019-20, 2020-21 and 2021-22 financial years). Please calculate the average revenue for the past three years and put a tick mark against the range where your average revenue earned related to Brand consultancy and strategy.(upload the necessary documents- CA Audited and certified copies along with Income tax returns for the last three financial years etc.,)	
	INR more than 0.5 up to 0.75 Crore/annum	
	INR more than 0.75 up to 1.00 Crore/annum	
	INR more than 1.00 up to 1.25 Crore/annum	
	INR more than 1.25 up to 1.50/annum	
	INR more than 1.50 up to and more than 2.0/ annum	
11	Number of brands created by the organization / agency in the past 5 years. Upload all the relevant documents supporting the same (For example the images of the brand, package, satisfactory work completion certificate from public / private Agencies and clients etc) (Upload the relevant documents regarding active domestic and international brands created).	
	1. Number of domestic brands created	
	2. Number of international brands created	

**Signature of the
Authorized Bidder**

ANNEXURE - II

Team structure- Details of Professional Experts

SL. No	Discipline	Name of the Professional Expert	Qualification	Experience (in years)	Contact Details
MANAGEMENT					
DESIGN / EXECUTION TEAM					
LEGAL / COPY WRITERS TEAM					

Upload the qualification and experience certificate and relevant documents for qualification and experience of all the members of the team.

**Signature of the
Authorized Bidder**

ANNEXURE-III

Bank Guarantee for Performance Security

To,
 EoI Inviting Authority,
 Lalbagh, Bangalore – 560004
 Email ID: additionaldirectoropdp@gmail.com

1. In consideration Additional Director of Horticulture, Oilpalm, Lalbagh, Bengaluru-560004, Karnataka (hereinafter referred as the “Authority”, which expression shall, unless repugnant to the context or meaning thereof, include its successors, administrators and assigns) having awarded to M/s, having its office at (hereinafter referred as the “Agency” which expression shall, unless repugnant to the context or meaning thereof, include its successors, administrators, executors and assigns), vide the Authority’s Agreement no. dated valued at Rs. (Rupees), (hereinafter referred to as the “Agreement”) and the Agency having agreed to furnish a Bank Guarantee amounting to Rs..... (Rupees.....) to the Authority for performance of the said Agreement.

We,..... (hereinafter referred to as the “Bank”) at the request of the Agency do hereby undertake to pay to the Authority an amount not exceeding Rs..... (Rupees) against any loss or damage caused to or suffered or would be caused to or suffered by the Authority by reason of any breach by the said Agency of any of the terms or conditions contained in the said Agreement.

2. We, (indicate the name of the Bank) do hereby undertake to pay the amounts due and payable under this Guarantee without any demur, merely on a demand from the Authority stating that the amount/claimed is due by way of loss or damage caused to or would be caused to or suffered by the Authority by reason of breach by the said Agency of any of the terms or conditions contained in the said Agreement or by reason of the Agency’s failure to perform the said Agreement. Any such demand made on the bank shall be conclusive as regards the amount due and payable by the Bank under this Guarantee. However, our liability under this Guarantee shall be restricted to an amount not exceeding Rs.(Rupees).
3. We,(indicate the name of Bank) undertake to pay to the Authority any money so demanded notwithstanding any dispute or disputes raised by the Agency in any suit or proceeding pending before any court or tribunal relating thereto, our liability under this present being absolute and unequivocal. The payment so made by us under this bond shall be a valid discharge of our liability for payment thereunder and the Agency shall have no claim against us for making such payment.

4. We, (indicate the name of Bank) further agree that the Guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the said Agreement and that it shall continue to be enforceable till all the dues of the Authority under or by virtue of the said Agreement have been fully paid and its claims satisfied or discharged or till the Authority certifies that the terms and conditions of the said Agreement have been fully and properly carried out by the said Agency and accordingly discharges this Guarantee. Unless a demand or claim under this Guarantee is made on us in writing on or before a period of 1 (one) year from the date of this Guarantee, we shall be discharged from all liability under this Guarantee thereafter.
5. We, (indicate the name of Bank) further agree with the Authority that the Authority shall have the fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said Agreement or to extend time of performance by the said Agency from time to time or to postpone for any time or from time to time any of the powers exercisable by the Authority against the said Agency and to forbear or enforce any of the terms and conditions relating to the said Agreement and we shall not be relieved from our liability by reason of any such variation, or extension being granted to the said Agency or for any forbearance, act or omission on the part of the Authority or any indulgence by the Authority to the said Agency or any such matter or thing whatsoever which under the law relating to sureties would, but for this provision, have the effect of so relieving us.
6. This Guarantee will not be discharged due to the change in the constitution of the Bank or the Agency.
7. We, (indicate the name of Bank) lastly undertake not to revoke this Guarantee during its currency except with the previous consent of the Authority in writing.
8. For the avoidance of doubt, the Bank's liability under this Guarantee shall be restricted to Rs. *** Lakhs (Rupees ***** Lakhs) only. The Bank shall be liable to pay the said amount or any part thereof only if the Authority serves a written claim on the Bank in accordance with paragraph 2 hereof, on or before (Indicate the date falling 60 days after the final deliverable).

Dated, the day of 20

For

(Name of Bank)

(Signature, name and designation of the Authorized signatory)

Seal of the Bank:

NOTES:

- i. The Bank Guarantee should contain the name, designation and code number of the officer(s) signing the Guarantee.
- ii. The address, telephone no. and other details of the Head Office of the Bank as well as of issuing Branch should be mentioned on the covering letter of issuing Branch.

ANNEXURE-IV

Details of The Organization / Agency and Financial Bid Proforma

Details of the Organization / Agency		
1	Name of the agency with complete office address, Ph no and e-mail, website, etc...	
2	Name of the proprietor / authorized representative with ph no and e-mail address	
3	Legally registered register no under relevant act.	
4	PAN card no	
5	GST registration no	
Financial Bid Proforma		Financial Quote (in Rs.)
	Financial Bid inclusive of all turnkey costs including and not restricted to the below items <ol style="list-style-type: none"> 1. All creative costs including manpower, time cost, and design related costs including software, licenses etc, 2. Travel cost if any to the department for presentations / meetings 3. Stationery costs including for submission of colour printouts of the design for jury evaluations 4. All the Statutory cost including fees and legal costs relating to filing for trade mark registration, answering queries, etc 5. All other associated costs relating to the completion of the project if any. 6. GST and other tax related costs 	

(Rs.in words: _____)

**Signature of the
Authorized Bidder**

