



Vaikunth Mehta National Institute of Cooperative Management

Expression of Interest for collection and Validation of data on Branding of Cooperatives in India

Introduction: This Expression of Interest (EoI) seeks response from registered organizations, companies, societies having experience in the relevant field

Background: Around the world, Cooperatives compete in a global trading environment in a manner that is compatible with member interests and available resources. Their capacity to grow or and succeed depends to a large extent on their ability to adopt internationalization strategies in a dynamic marketplace, both in the global and domestic arena. The majority of Cooperatives in the country have their brand image at the local and regional levels. In order to be more competitive and differentiated business model, Cooperatives need to focus on specific strategies for brand development and brand promotion.

Scope of work:

VAMNICOM, under the direction of Ministry of Cooperation is working towards developing a branding campaign to promote cooperative brands in the credit and the noncredit sector. In the process of developing a brand catalogue / directory (hard copy / digital), the IBEF services have been solicited.

VAMNICOM has collected the information of the cooperatives of various sectors. However in order to create directory following information needs to be collected of the brands which will be provided by VAMNICOM.

Number of brands to be validated -250

Information to be added to the 250 brands:

1. List of all cooperative societies registered and associated with their details like –

- Name of the society.
- Year of registration
- Contact information
- Turnover
- Name of Promoter
- Products they are dealing with
- Category of products
- Any further information that can be used as a benefit

2. Data should be segregated into forms –

- Brand wise
- Alphabetical order
- Category wise (like Agri, Fisheries)
- State wise

- Turnover wise (like -1-10, 10-20, 20-30 & 30-50 cr.) or likewise they wish to provide.

3. Hi-Resolution images -

- Brand logo
- Products with a logo
- Manufacturing units
- Process videos or whatever best they want to showcase

4. A short description of society (small write-ups), about -

- Key strength
- How many workforces are there
- Uniqueness
- What is the sole purpose of their brand
- Product briefs & price
- Any good practice
- Any ecofriendly, sustainability involvement
- Any other information they would like to furnish

5. If the products are exported then exported to which country, quantity & since when.
6. If there is any GI product (mention details & a small write-up required)
7. List of authorized outlets/dealer/distributors/ retailers with contact details duly verified.
8. Collect all data from societies for future campaigning also
9. Verified contact details, email ID & websites, etc.

Terms and Conditions

1. The rates quoted should be consolidated quote, based on which L1 bidder will be ascertained.
2. The quotes shall be valid and firm for the period as specified and completed with reports delivered.
3. The payment will be done only after completion of work.
3. 100% of bill amount will be paid within 15 days after completion of work and submission of bill.

Time line: The work is to be completed 14th January 2022.

Interested Organizations with a national network and having prior experience of 3 years in data collection and preparation of report may send response.

The response need to be accompanied with details on following:

- Company Background
- Profile of the organization/company
- PAN card number
- GSTIN Number
- List of Qualified persons with their profile.
- Relevant certificates

The interested Prospective Bidder(s) shall ensure that their response along with acceptance of following are received by VAMNICOM on or before 5.01.2022

- i. Scope of Work
- ii. Qualifying Criteria along with relevant documents wherever required
- iii. Technical and financial quotation

Governing Laws &Jurisdiction: The EoI process shall be governed by and construed in accordance with, the laws of India and the Courts at Pune (India) shall have exclusive jurisdiction over all disputes arising under, pursuant to and / or in connection with the EoI process.

Contact Details: The respondent shall submit their responses through email with all annexures duly signed to the following official:

The Director, VAMMNICOM, Ganeshkhind, Pune- 411007. Email info@vamnicom.gov.in

[For any query kindly contact](#)

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