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## त्तराखण्ड को-आपरेटिव रेशम फेडरेशन लि०



सिल्क पार्क भवन, चक्रवर्ती रोड, प्रेमनगर-देहरादून 249007  
फोन नम्बर - 0135-2770093, ईमेल - ucrf.silk@gmail.com वेबसाइट - www.domsilk.com

Letter No 64 - /UCRF/Silk Fed/ 2024-25

Dated 8/5/ 2024

### SHORT TERM TENDER NOTICE

Uttarakhand Co-operative Resham Federation Ltd Premnagar-Dehradun invitee's proposal from eligible agencies to submit their proposals in two separate sealed envelopes-one containing the **Technical Proposal** and the other containing the **Financial Proposal**-clearly marked as such. Both envelopes should be placed inside a single outer envelope marked "RFP for Development of E-Commerce Platform, Third-Party Marketplace Listing, and Influencer Marketing - Uttarakhand Co-Operative Resham Federation Limited"

  
Managing Director  
Uttarakhand Co-operative Resham Federation  
Premnagar Dehradun





उत्तराखण्ड राज्य

**REQUEST FOR PROPOSAL (RFP)**

**For Development of E-Commerce Platform, Third-Party Marketplace  
Listing, and Influencer Marketing UTTARAKHAND CO-OPERATIVE  
RESHAM FEDERATION LIMITED**

## UTTARAKHAND CO-OPERATIVE RESHAM FEDERATION LIMITED

Presently Uttarakhand Co-operative Resham Federation (UCRF) is a state level federation working across the entire value chain of silk production, from "Farm to Fashion." We empower over 2500 mulberry farmer, 150 weaver, and 100+ artisans across Uttarakhand. UCRF has more than 115 general member, which include 58 Primary Co-operative Societies, 21 SHGs, 21 NGOs, and 9 reeling societies.

The Uttarakhand Co-Operative Resham Federation Limited plays a pivotal role in fostering the growth and visibility of the state's silk (Resham) cooperative sector. Representing a diverse network of local weavers and artisans, the Federation produces premium, authentic silk and blended silk products. To keep pace with modern retail demands, meets up costumers demand and matchup with their expectation, there is a strong need to create a **dynamic digital ecosystem that directly showcases this craftsmanship to a nationwide consumer base.**

In pursuit of this objective, the Federation is inviting proposals from experienced digital agencies for the end-to-end development of a dedicated e-commerce store and comprehensive integration into external marketplaces. To ensure rapid market entry, the selected agency must ensure that both the custom e-commerce platform and the product listings on prominent third-party applications (such as Amazon, Flipkart, etc.) are fully operational within a strict 1-month duration.

Furthermore, to drive immediate brand awareness, consumer engagement, and online sales, the Federation requires the execution of a dynamic, 6-month influencer marketing campaign. This strategy must feature creative collaborations with at least 15 to 20 different influencers to effectively promote band DOON SILK to a broader audience.

Selected agencies will be expected to demonstrate strong technical expertise in rapid e-commerce deployment, proven creative capabilities in managing large-scale influencer campaigns, and experience in handling digital projects for cooperatives or public-sector organizations. The project will be implemented in highly accelerated, phased timelines, ensuring immediate operational efficiency, rapid sales growth, and long-term brand sustainability over the contractual period, which includes 1 year of dedicated platform maintenance and technical support.

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(यूटीसीआरएफएल)  
पंचनगर देहरादून

## Objectives

The primary objective of this initiative is to establish a **comprehensive, modern, and interactive digital sales and marketing presence** for the Resham Federation. Specifically, the project seeks to:

### **1. Develop a Customized E-Commerce Store**

- Create a fully functional, responsive, and mobile-optimized e-commerce platform tailored to the Federation's branding.
- Provide easy navigation, secure payment gateways, and inclusive accessibility features for diverse user groups.

### **2. Third-Party Marketplace Integration**

- Serve as a comprehensive digital vendor by successfully listing all Federation silk products on major third-party e-commerce apps and websites (e.g., Amazon, Flipkart, Myntra, etc.).
- Ensure inventory synchronization, and content accuracy across all external platforms.

### **3. Drive Sales and Awareness via Influencer Marketing**

- Design and execute creative, data-driven influencer marketing campaigns to enhance stakeholder and consumer engagement.
- Collaborate with a minimum of 15 to 20 different influencers over a 6-month period to drive brand awareness, product showcases, and community interaction through reels, videos, and static posts.

### **4. Promote Public Awareness and Cooperative Branding**

- Build a positive and professional image of the Resham cooperative sector as a driver of rural development and economic empowerment.
- Highlight the authenticity, craftsmanship, and impact of our silk products on local livelihoods.

### **5. Ensure Security, Analytics, and Performance Tracking**

- Implement robust hosting, SSL security, and data privacy protocols to guarantee a safe and secure shopping experience for consumers for a continuous period of 1 year.
- Utilize analytics and reporting tools to monitor e-commerce sales performance, track influencer campaign engagement, and refine marketing strategies.

Through these objectives, the Federation aims to position Uttarakhand's Resham cooperative sector as a digitally empowered, commercially viable, and forward-looking ecosystem that directly benefits its weavers, members, and the wider public.

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उत्तराखण्ड को-ऑपरेटिव रेसम फेडरेशन लिमिटेड  
(पुस्तकालय/रफ) ✓  
पेनवर देहचंद्र

## Scope of Work

The selected agency will be responsible for delivering end-to-end design, development, integration, and promotional management of the Resham Federation's digital commercial presence. The scope is divided into specific components with strict operational deadlines:

### **A. Customized E-Commerce Store Development**

#### **1. Custom, Responsive Design**

- Develop a visually appealing, mobile-first, and fully responsive e-commerce website tailored to the Resham Federation's identity.
- Ensure cross-browser compatibility and optimal transactional performance on all devices (mobile, tablet, desktop).

#### **2. Content Management System (CMS) Integration**

- Implement a secure and scalable e-commerce CMS (such as Shopify, WooCommerce, Magneto, or equivalent) enabling easy inventory and content updates by authorized staff.
- Facilitate bilingual (Hindi & English) content publishing with accurate translation for product descriptions and policies.

#### **3. Core Features & Functionality**

- Product-specific pages: High-quality photo galleries, detailed fabric descriptions, sizing, and pricing.
- Integration of highly secure Payment Gateways supporting UPI, Credit/Debit Cards, and Net Banking.
- Advanced search, filtering options, shopping cart functionality, and secure checkout processes.

#### **4. Technical Standards**

- Implement SEO best practices, meta-tagging, and structured data for better organic product discoverability.
- Integrate analytics tools for continuous e-commerce performance monitoring.
- Deploy robust hosting with uptime monitoring, SSL security, database backups, and disaster recovery mechanisms to protect consumer data.

#### **5. Maintenance & Support**

- Regular software and plugin updates, bug fixes, and security patches for the e-commerce platform for a period of 12 months post-launch.
- 24x7 uptime monitoring and priority technical support to prevent sales disruptions.

### **B. Third-Party Marketplace Integration**

#### **1. Vendor Registration & Platform Setup**

- Successfully register and configure official vendor accounts for the Uttarakhand Co-Operative Resham Federation on leading third-party e-commerce applications and websites (e.g., Amazon, Flipkart, Myntra).
- Maintain brand consistency and obtain verified seller status where applicable.

## 2. Product Cataloguing & Content Optimization:

- Ensure all Federation silk products are comprehensively listed across external platforms with optimized titles, accurate descriptions, and high-quality multimedia assets.

## 3. Inventory & Operations Synchronization

- Implement systems to ensure inventory levels, pricing updates, and product availability are seamlessly synchronized across both the custom e-commerce store and all third-party platforms.

## C. Influencer Marketing Strategy & Execution

### 1. Influencer Sourcing & Management

- Identify, vet, and contract a minimum of 15 to 20 different influencers over the 6-month period.
- Target influencers within relevant niches, including fashion, lifestyle, sustainable clothing, and promoters of local Uttarakhand culture.

### 2. Content Planning & Creation

- Develop a strategic campaign calendar aligned with key shopping seasons and cooperative achievements.
- Ensure influencers generate high-quality deliverables, including short videos/reels and interactive stories.
- Use engaging captions, targeted hashtags, promo codes, and clear call-to-action prompts to drive direct consumer interaction and e-commerce sales.

### 3. Engagement & Brand Growth

- Drive awareness, participation, and community interaction to enhance the premium image of brand DOON SILK products.
- Conduct targeted influencer campaigns to specifically increase follower reach and direct conversions to the e-commerce website.

## D. Reporting & Analytics

- Provide regular reports on e-commerce sales conversions, website traffic, and third-party marketplace performance.
- Deliver comprehensive monthly reports on influencer campaign reach, impressions, engagement rates, and ROI, with actionable recommendations for improvement.
- Conduct comparative analysis of KPIs to measure progress and guide strategy refinements.

## E. Compliance & Branding

- Adhere strictly to the branding guidelines and communication protocols of the Government of Uttarakhand and the Cooperative Department.
- Ensure all content, visuals, influencer deliverables, and product representations are original, copyright-compliant, and approved before publication.

By fulfilling this scope of work, the selected agency will create a sustainable, high-impact digital commercial ecosystem that strengthens the Uttarakhand Co-Operative Resham Federation's market visibility, drives immediate online sales, and enhances consumer engagement at the national level.

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को-ऑपरेटिव सेवा संस्थान  
(संस्थापक/अध्यक्ष)



- Delivery of high-quality influencer deliverables (reels, short videos, interactive stories) featuring promo codes and clear calls-to-action.
- Comprehensive monthly reports detailing campaign reach, engagement rates, and ROI/sales conversions.

**Phase 5: Ongoing Maintenance & Support – Continuous for 12 Months**  
Deliverables:

- Regular software updates, CMS plugin updates, bug resolution, and security patches for the e-commerce platform.
- 24x7 website uptime monitoring, daily backup management, and priority technical support to prevent sales disruptions.
- Regular monthly reports combining e-commerce sales analytics, website traffic, and third-party marketplace performance.

**Summary Timeline Table**

Phase	Activity	Duration	Key Deliverables
Phase 1	Project Initiation, Design & Vendor Setup	Week 1	Project plan, UI/UX wireframes, third-party vendor registration
Phase 2	E-Commerce Development & Cataloging	Weeks 2 & 3	Functional bilingual e-commerce site, payment gateway setup, third-party product cataloging
Phase 3	Testing & Official Launch	Week 4	UAT, bug fixes, final approval, Go-Live of all platforms (1-Month Deadline)
Phase 4	Influencer Marketing Execution	6 Months	Campaign calendar, collaboration with 15-20 influencers, monthly reels/posts, engagement reports
Phase 5	Maintenance & Support	12 Months	Security updates, backups, continuous uptime monitoring, regular sales & traffic reports

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पेम्बर देवद्वारा

## Eligibility Criteria

To ensure quality, reliability, and rapid execution within the strict 1-month deployment timeline, only agencies meeting the following eligibility requirements will be considered for evaluation:

### 1. Organizational Experience & Track Record

- Minimum 5 years of proven experience in website development, digital marketing, and influencer campaign management.
- Demonstrated portfolio of at least 2 similar projects (e-commerce deployment or large-scale digital marketing) executed for Government Co-Operative Departments, public sector undertakings (PSUs), handloom/textile sectors, or cooperative organizations.
- Preference will be given to agencies with prior experience in projects involving bilingual (Hindi & English) content management.

### 2. Financial Capability

- Minimum annual turnover of ₹50 lakh in each of the last three financial years (FY 2021-22, 2022-23, 2023-24).
- Submission of audited financial statements or CA-certified turnover certificates as proof.

### 3. Technical & Creative Capacity

- Availability of a team with the following skill sets:
  - E-commerce Web Development and CMS Management (Shopify, WooCommerce, Magento, etc.).
  - UI/UX and Graphic Design.
  - Bilingual Content Writing (Hindi & English), Translation, and Product Cataloging.
  - Influencer Marketing Strategy, Sourcing, and Campaign Management.
- Adequate technical infrastructure and software licenses to deliver high-quality digital assets and secure e-commerce hosting.

### 4. Local Presence & Support

- Ability to provide on-ground support and seamless coordination in Uttarakhand through an active local office or authorized representative to facilitate immediate approvals and product shoots.

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प्रमुख निदेशक  
कारखाने को-ऑपरेटिव प्रेम फैब्रिकेशन लिमिटेड  
(राजकीय कारखाने)  
पिनमनर देहात

## 5. Legal & Compliance Requirements

- Valid GST registration and PAN card.
- Certificate of incorporation/registration under relevant laws (Companies Act, LLP Act, or Societies Registration Act, as applicable).
- Submission of a notarized declaration confirming no blacklisting or debarment by any government department, PSU, or multilateral agency (As per Annexure-1).
- Compliance with all applicable laws, including copyright and data protection regulations for consumer data.

## 6. Additional Preferences (Not Mandatory but Advantageous)

- Agencies with prior work promoting the handloom, apparel, authentic silk (resham), or rural cooperative sectors.

### Evaluation Criteria

The selection process will follow a **Quality-and-Cost Based Selection (QCBS)** model. Proposals will be evaluated in two stages:

1. **Technical Evaluation** – 100 Marks
2. **Financial Evaluation** – Based on lowest quoted rate (L1) among technically qualified bidders.

Only agencies scoring **at least 70 marks** in the Technical Evaluation will be considered for Financial Evaluation.

### 1. Technical Proposal Evaluation – 100 Marks

Parameter	Description	Max. Marks
A. Understanding of Project & Methodology	Clarity in understanding the scope, quality of the proposed strategy for the 1-month rapid e-commerce deployment, third-party marketplace integration, and the 6-month influencer marketing roadmap. Demonstration of innovative, sales-driven, and user-centric solutions.	20
B. Relevant Experience	Number and quality of similar projects in the last 5 years, with emphasis on e-commerce development, marketplace vendor management, and large-scale digital marketing. Preference for assignments with government Co-Operative Departments, PSUs, handloom/silk sectors, and bilingual platforms.	20
C. Creative & Technical Capability	Assessment of submitted portfolio, including e-commerce UI/UX design samples, product cataloging quality, and past influencer marketing creatives/case studies.	10
D. Team Composition & Qualifications	Strength and expertise of the proposed team members, including e-commerce developers, UI/UX designers, bilingual content creators, and influencer campaign managers.	15

<b>E. Local Presence &amp; Support Infrastructure</b>	Availability of an active office or authorized representative in Uttarakhand, demonstrating readiness to facilitate immediate approvals, on-ground support, and local product shoots.	10
<b>F. Presentation</b>	Evaluation of the e-commerce platform, UI/UX, and influencer strategy through a formal presentation and an interactive, real-time walkthrough "Refer 2.3".	25
<b>Total</b>		100

## 2. Financial Proposal Evaluation – L1 Method

- 2.1 Only bidders meeting the minimum technical qualification of **70 marks** will proceed to the financial evaluation stage.
- 2.2 The bidder quoting the lowest total cost (L1) for the entire scope of work (including the 1-month setup, 6-month influencer campaign, and 1-year maintenance) will be awarded the highest preference in the Financial Evaluation.
- 2.3 To qualify for this financial evaluation, it is mandatory that the bidder successfully delivers both a PowerPoint Presentation (PPT) and a Live Demonstration of their proposed e-commerce platform and digital strategy to the evaluation committee.

## 3. Final Selection

- 3.1 The L1 bidder from the technically qualified proposals will be selected for the award of the contract.
- 3.2 In the event of a tie in financial quotes between two or more bidders, the bidder with the higher Technical Score will be given preference.

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## Terms & Conditions

The engagement between the Uttarakhand Co-Operative Resham Federation Limited ("the Federation") and the selected agency ("the Agency") shall be governed by the following terms and conditions:

### 1. General Provisions

- The Federation reserves the right to accept or reject any or all proposals without assigning any reason thereof.
- All materials, designs, e-commerce source codes, product photographs, influencer deliverables, and related digital outputs created under this contract will be the intellectual property of the Federation.
- The Agency shall maintain strict confidentiality regarding all documents, consumer data, and business content shared during and after the contract period.

### 2. Contract Period & Renewal

- The initial contract will be valid for **12 months** from the date of signing, which comprehensively covers the 1-month e-commerce deployment, the 6-month influencer campaign, and the mandatory 1-year platform maintenance and support phase.
- Renewal beyond the 12-month contract period shall be at the sole discretion of the Federation, based on performance and ongoing digital requirements.

### 3. Performance Standards & Penalties

- The Agency must strictly adhere to the highly accelerated project timelines (1-month launch deadline), quality benchmarks, and deliverables as stated in the RFP.
- Unjustified delays in e-commerce deployment or third-party listings not attributable to the Federation will attract liquidated damages at the rate of 0.5% of the total contract value per week, subject to a maximum of 10%.

### 4. Payment Terms

- Payments will be made in phases, directly linked to milestone achievements (e.g., successful platform launch, monthly influencer campaign completion) and submission of invoices.
- No advance payment will be made unless explicitly approved by the Federation.
- All payments are subject to applicable statutory deductions (TDS, GST, etc.).

### 5. Termination of Contract

- The Federation may terminate the contract with 30 days' written notice in case of non-performance, breach of contractual terms, repeated delays in deliverables, or insolvency of the Agency.
- The Agency may also request termination with a 60-day notice, subject to the settlement of all obligations and successful handover of the e-commerce platform credentials.

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(मुंबई/कोलकाता/दिल्ली)  
केन्द्रीय कार्यालय

## 6. Compliance with Laws

- The Agency shall comply with all applicable central, state, and local laws, specifically the IT Act, consumer data protection and privacy regulations, copyright laws, and GST regulations.
- Any penalties or liabilities arising from non-compliance will be borne solely by the Agency.

## 7. Subcontracting & Assignment

- Subcontracting of any part of the project (including e-commerce deployment or influencer sourcing) is not permitted without prior written approval of the Federation.
- The Agency shall not transfer or assign the contract to any third party without prior consent.

## 8. Force Majeure

- Neither party shall be liable for delays or failure to perform obligations due to events beyond reasonable control, such as natural disasters, pandemics, strikes, or acts of government.
- The affected party must notify the other in writing within 7 days of the occurrence.

## 9. Dispute Resolution

- Any disputes arising under this contract shall be first attempted to be resolved amicably.
- Failing amicable settlement, the matter shall be referred to arbitration under the Arbitration and Conciliation Act, 1996, with the venue in Dehradun, Uttarakhand.
- The courts in Dehradun shall have exclusive jurisdiction over all contractual matters.

## 10. Governing Language & Law

- All communications, deliverables, digital content, and legal documents under this contract shall be in Hindi or English.
- The contract shall be governed by and interpreted in accordance with the laws of India.

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राज्यसभा को-ऑपरेटिव ग्राम संघोंका नि  
(मुद्रितनामके)  
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### Tender Value, Tender Fee & EMD

- **Tender Value** : Rs. 2500000 GST excluded
- **Tender Fee**: ₹2,360 (₹2,000 + 18% GST) – *Non-refundable*. To be paid via Demand Draft in favour of **Managing Director, Uttarakhand Co-Operative Resham Federation Limited**, payable at Dehradun.
- **EMD**: ₹ 25,000 – *Refundable to unsuccessful bidders*. To be paid via Demand Draft of any scheduled bank or through FDR/CDR pledged/drawn in favour of **Managing Director, Uttarakhand Co-Operative Resham Federation Limited**, payable at Dehradun.

Field	Details
Name of Bank	Uttarakhand Gramin Bank
A/C / Beneficiary Name	Managing Director
A/C Number	410203980
IFSC Code	SBIN0RRUTGB
PAN No.	AAAAU1203C

### Submission Details

Interested and eligible agencies are invited to submit their proposals in two separate sealed envelopes — one containing the **Technical Proposal** and the other containing the **Financial Proposal** — clearly marked as such. Both envelopes should be placed inside a **single outer envelope** marked:

**"RFP for Development of E-Commerce Platform, Third-Party Marketplace Listing, and Influencer Marketing – Uttarakhand Co-Operative Resham Federation Limited"**

#### 1. Mode of Submission

- **Physical Submission:** Proposals must be submitted in hard copy to the address given below.

**2. Address for Submission** Office of the Managing Director, Uttarakhand Co-Operative Resham Federation Limited, Silk Park Building, Premnagar ] Dehradun, Uttarakhand – [248007] Email: [ucrf.silk@gmail.com]

#### 3. Proposal Submission Deadline

- **Last Date & Time:** 15/5/2026 till 5.00 PM
- Proposals received after the deadline will be summarily rejected.

#### 4. Technical & Financial Evaluation Date

The technical proposal will be evaluated by committee on 16/5/2026 at 12.30 AM. After technical evaluation the financial evaluation will be done on the same day.

#### 4. Proposal Format Requirements A. Technical Proposal (in a separate sealed envelope):

- Cover letter on company letterhead.
- Company profile, year of establishment, and HR self-certification of the digital team's strength.
- Details of relevant experience, including Work Orders or Completion Certificates for at least 2 completed or ongoing projects in the last 5 years (cumulative value minimum INR 20 Lakhs excluded gst charges).
- CA-certified Turnover Certificates for the last 3 financial years.
- Copies of valid ISO 9001:2015 and ISO 27001:2022 certificates.
- Proposed methodology, timeline blueprint, and technical stack for the 1-month e-commerce deployment and 6-month influencer strategy.
- Copies of statutory registrations (GST, PAN, Certificate of Incorporation) and proof of local Dehradun office.
- Notarized declaration of no blacklisting (As per Annexure-1).
- Demand Drafts for Tender Fee and Earnest Money Deposit (EMD).

**B. Financial Proposal (in a separate sealed envelope):**

- All prices to be quoted in INR, inclusive of taxes and applicable levies.
- The financial quote must encompass the entire scope of work, including the 1-month development, the 6-month influencer campaign, and the 1-year platform maintenance.

**5. Proposal Validity**

- Proposals must remain valid for a period of 90 days from the last date of submission.

**6. Contact for Clarifications**

- All queries regarding this RFP must be submitted in writing to the Federation via email no later than
- Responses to all queries will be shared with all interested bidders through the official communication channel.

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(प्रिंटेड/कॉपी)  
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