



## Society for the Upliftment of Villagers & Development of Himalayan Areas (SUVIDHA)

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Date - 24/02/2024

**Subject: Advertisement for Request of Proposal for Brand Development and Product Placement of 'Gaon Originals'**

Issuance Date: 24-02-2024

Query Date: 02-03-2024

Proposal due Date /Time: 04-03-2024 17:00 hrs

E-Mail ID for proposal submission: [procurement@suvidha-india.org](mailto:procurement@suvidha-india.org)

### **About Organization**

Society for the Upliftment of Villagers & Development of Himalayan Areas (SUVIDHA) is a premier non-profit organization, registered under Section 21 of the Societies Registration Act 1860 since 2004.

It has an experience of more than 19 years in the fields of Institution Building, Demonstration of Sustainable Agriculture Practices, Organic Process Certification, Promotion of Clean Development Mechanism Technologies (CDM) for Climate Change Mitigation, Women Empowerment, Learning Level Initiatives for government schools, Mother and Child Health Care and Natural Resource Management for Holistic Community Development across 22 states in India.

### **Introduction of the Brand (Gaon Original):**

The organization has played a pivotal role in developing the brand "Gaon Original" and marketing rural produce by farmers and artisans under this label, facilitating market connections.

Gaon Originals became a legal entity with multiple farmer-producer companies under its umbrella, and it operated a live e-commerce portal at [www.gaonoriginals.com](http://www.gaonoriginals.com). Additionally, two outlets are functional, one in Noida and another in Madhya Pradesh, while nine processing units are established under projects in different states selling their value-added products with the brand name **"Gaon Originals."**

## **Request for Proposal for Brand Promotion of Gaon Original:**

SUVIDHA is seeking proposals from experienced and creative marketing agencies to promote our brand through comprehensive digital and print media campaigns. We are eager to collaborate with a dynamic agency that can elevate our brand presence, engage our target audience, and drive impactful results in the ever-evolving landscape of marketing.

### **Expected Deliverables:**

#### **1. Digital Media Campaign:**

- Develop a strategic digital marketing plan encompassing social media, influencer collaborations, content creation, and online advertising.
- Execute targeted campaigns to increase brand awareness, engagement, and online traffic.

#### **2. Print Media Campaign:**

- Design and implement visually captivating print materials, including brochures, posters, and advertisements for prominent publications.
- Identify key print media channels and negotiate advertising space to maximize brand visibility.
- Monitor and report on the performance of print media campaigns.

#### **3. Integrated Marketing Strategy:**

- Create a cohesive strategy that seamlessly integrates digital and print campaigns to amplify brand messaging across multiple channels.
- Develop creative concepts that align with Gao Original's brand identity and resonate with our diverse target audience.

### **Budget and Timeline:**

Provide a detailed budget breakdown for both digital and print media campaigns, including estimated costs for creative development, media placement, and analytics.

Present a realistic and achievable timeline for the initiation, execution, and evaluation of the proposed campaigns.

### **Submission Guidelines:**

Interested agencies are invited to submit their detailed proposals by 04th March 2024. Proposals should include:

- Company profile, Certificate of Incorporation and details of relevant experience.
- Case studies showcasing successful brand promotion campaigns.
- Detailed strategy for Gaon Original's digital and print media promotion.
- Budget breakdown and payment terms.
- Proposed timeline for campaign execution.
- References from previous clients.

**Contact Information:**

All proposals should be submitted by E-Mail to [procurement@savidha-india.org](mailto:procurement@savidha-india.org)  
by 04<sup>th</sup> March 2024 17:00 hrs.

**SUVIDHA looks forward to reviewing innovative proposals from agencies committed to enhancing our brand presence and achieving measurable results. Thank you for considering this opportunity.**

**TERMS & CONDITIONS:**

1. The payments will be made within 10-15 days of receipt of Trials and receipt note of Service.
2. Payment will be made by Cheque / NEFT or RTGS only.
3. The Agency has to provide PAN no. or GST no with copy of PAN and / or GST certificate.
4. The Marketing agency should have minimum of 2 years experience in media promotion.
5. The Service rate should include the GST.
6. Purchase orders will be issued from time to time accordingly as per the decision of SUVIDHA