

APITCO Limited invites qualified and experienced branding and promotion agencies to submit their tender for empanelment in our endeavour to promote and brand various artisan clusters. We are committed to supporting, branding, empowering, promoting the unique craftsmanship and skills of artisans across different regions and celebrate their unique craftsmanship. We believe that a strong branding and promotion strategy is crucial to achieving this goal effectively.

Background:

APITCO Limited is a corporate entity promoted by leading financial institutions, developmental banks and nationalised banks of India dedicated to the preservation and promotion of traditional artisanal skills and crafts. We aim to empower artisans by providing them with marketing and branding support, helping them reach a wider audience, and ensuring the sustainability of their crafts.

Scope of Work:

We are seeking empanelment of branding and promotion agencies to provide the following services for different artisan clusters under our purview:

- a. **Market Research and Analysis:** Conduct market research to identify target audiences, consumer preferences, and market trends related to various artisan clusters.
- b. **Branding Strategy:** Develop comprehensive branding strategies for each artisan cluster, logos, packaging including brand identity, messaging, and positioning.
- c. **Promotional Campaigns:** Create and execute promotional campaigns to raise awareness and generate interest in artisan clusters. This may include online and offline marketing, social media campaigns, and other promotional activities, crafting marketing and promotion strategies tailored to each cluster's unique offerings and target audience.
- d. **Digital Marketing:** Implement digital marketing strategies to reach a wider online audience, including website development, SEO, content marketing, and social media management and connecting sellers to various Online networks through a seller application. They are also responsible for digitizing the seller's catalogue and dispersing payments. Additionally, they must train sellers on best practices in e-commerce to ensure quality fulfilment and provide a positive buying experience for customers.
- e. **Public Relations:** Manage media relations and press releases to enhance the visibility of artisan clusters in relevant publications and media outlets.
- f. **Monitoring and Evaluation:** Regularly monitor and evaluate the effectiveness of branding and promotion strategies, making necessary adjustments for optimal results.

Eligibility Criteria:

To be eligible for empanelment, agencies must meet the following criteria:

- a. **Relevant Experience:** Demonstrate a minimum of 01 year of experience in branding and promotion, preferably in the artisan or cultural sectors.

b. **Track Record:** Provide evidence of successful branding and promotion campaigns for similar projects.

c. **Expertise:** Show expertise in market research, branding, digital marketing, and public relations.

d. **Resources:** Have the necessary resources, including a skilled team and infrastructure, to execute the proposed services.

Submission of Tender:

Interested agencies should submit their tender documents through mail clearly marked "Tender for Empanelment - Branding & Promotion Agencies" to the following e-mail addresses by 27th September, 2023:

vijeycobhan@apitco.org
peshi.apitco@gmail.com

Evaluation and Selection:

Tender submissions will be evaluated based on the following criteria:

- a. Experience and Track Record
- b. Technical Expertise
- c. Proposed Methodology
- d. Cost Proposal

APITCO Limited reserves the right to reject any or all tenders without assigning any reason whatsoever.

Enquiries:

For any enquiries or clarifications regarding this tender, please contact vijeycobhan@apitco.org, peshi.apitco@gmail.com or 9821334084.