

Anandadhara

West Bengal State Rural Livelihoods Mission (WBSRLM)

(A Society under the Panchayats & Rural Development Department, Govt. of West Bengal)

Jt. Administrative Building, 10th Floor, HC-7, Sector -III, Salt lake, Kolkata- 100 106

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Memo No.1035-PRD-34011/15/2019-SRLM SEC-Dept of PRD

Date -24.09.2019

REQUEST FOR EXPRESSION OF INTEREST (EoI)

(Empanelment of Individual / Agency for Technical Support in Digital Marketing)

Title: Empanelment of Individual/Agency for Technical Support in Digital Marketing for SHG Products.

1. **Invitation:** The West Bengal State Rural Livelihoods Mission (WBSRLM) now invites eligible of Individual / Agency to indicate/ express their interest for empanelment in providing the technical support to SHGs and their Cooperatives as per requirements in "Digital Marketing for Products of SHGs"
2. **Criteria for Empanelment of Individual:**
 - i. The Individual should be an Indian.
 - ii. The Individual should have academic qualification / certificate in 'Digital Marketing' subject from a recognized institution (Bio Data to be furnished).
 - iii. The Individual should have the experience of at least 5 years in the profession of Digital Marketing.
 - iv. The Individual should have undertaken at least 5 similar assignments in Digital Marketing.
 - v. The Individual should have PAN and submitted IT Return in last 3 three years.
3. **Criteria for Empanelment of Agency:**
 - i. The Agency should be a registered Indian Agency.
 - ii. The Agency should have key staff having necessary qualification and experience in Digital Marketing during last 3 years (Bio Data Key Staff to be furnished).
 - iii. The Agency should have the existence and experience of at least 5 years in doing such activities.
 - iv. The Agency have undertaken at least 10 similar assignments in Digital Marketing during last 3 years.
 - v. The Agency has submitted IT Return in last 3 three years.

4. **Selection for empanelment:** Individual /Agency will be selected for empanelment for above mentioned purpose based on above criteria as stated in Para 2/ 3 above with supportive self attested documents.
5. Panel so prepared will be valid for 2 years from the date of empanelment.
6. Interested Individual /Agency may submit their Expressions of Interest (Eoi) in a sealed cover at the office address by 21st October (15.00 hours) containing the self attested documents as stated in Para 2/3 above for empanelment for technical support in Digital Marketing.



(Shubhanjan Das, IAS)
State Mission Director & Chief Executive Officer
West Bengal State Rural Livelihoods Mission

Address :-
State Mission Director & Chief Executive Officer
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