



REQUEST FOR PROPOSAL (RFP)

Selection of Media & Marketing Agency for Implementation of 6-Month Omni-Channel National Marketing Campaign

1. Introduction

1.1 Background

Coop Marque Bharat, a national certification and branding initiative to unify and promote products originating from India's cooperative sector, was launched on 6th March 2026 by Hon'ble Union Home and Cooperation Minister, Shri Amit Shah.

The initiative has been conceptualised by **National Co-operative Exports Limited (NCEL)**, India's umbrella organisation for cooperative sector exports. Coop Marque Bharat aims to address fragmented branding, enhance trust in cooperative products, and strengthen domestic and global market access.

As part of its initial rollout, a **6-month nationwide omni-channel marketing campaign** will be executed to drive awareness, adoption, and engagement across stakeholders including cooperatives, consumers, and trade partners.

1.2 Purpose of the RFP

NCEL invites proposals from qualified and experienced **Media & Marketing Agencies** to design, manage, and execute the Coop Marque Bharat campaign on a pan-India basis.

2. Objectives of the Assignment

The primary objectives of this assignment are:

- Establish Coop Marque Bharat as a **trusted national identity and visual messaging system for India's cooperative movement**
- Drive **large-scale adoption** among cooperatives
- Enhance **consumer awareness and preference**

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8th Floor, Tower-1, World Trade Centre,
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Website: www.ncel.coop





- Strengthen **market linkages and export visibility**
- Deliver measurable **ROI through integrated media outreach**

3. Scope of Work

The selected agency shall provide **end-to-end campaign management**, including but not limited to:

3.1 Strategy & Planning

- Develop integrated campaign strategy and positioning
- Audience segmentation and targeting
- Media mix planning (national + regional)
- Content and rollout calendar

3.2 Creative Development

- Conceptualisation and production of:
 - TV commercials
 - Digital/video content
 - Social media creatives
 - Print ads
 - Radio jingles
 - OOH creatives
- Development of multilingual content (minimum 11 languages)

3.3 Media Planning & Buying

- Planning and execution across:
 - Digital platforms
 - Television
 - Radio
 - Print
 - Outdoor media
- Vendor management and rate negotiations

3.4 Digital & Social Media

- Campaign execution across social platforms

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- Paid media and performance marketing
- Influencer marketing strategy and execution
- Community engagement and moderation

3.5 On-Ground Activations

- National and state-level events
- Roadshows and cooperative melas
- Experiential marketing initiatives

3.6 Public Relations

- Media outreach and press engagement
- Press releases and coverage
- Thought leadership placements

3.7 Direct Outreach Campaigns

- SMS, WhatsApp, IVR, and email campaigns
- Rural and cooperative member outreach

3.8 Monitoring & Reporting

- Real-time dashboard for campaign performance
- Weekly and monthly reports
- Mid-term optimisation
- Final impact and ROI report

3.9 Stakeholder Coordination

- Coordination with NCEL, NCDC, Ministry of Cooperation, and other stakeholders
- Compliance with government communication protocols and Coop Marque Bharat brand guidelines

4. Deliverables

The selected agency shall deliver:

- Campaign strategy and media plan

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- Creative assets (all formats and languages)
- Media execution reports
- Influencer and partnership reports
- Event execution reports
- Performance dashboards and analytics
- Final campaign evaluation report

5. Duration of the Assignment

- Total duration: **6 months**
- Tentative timeline:
 - Inception Phase: 2–3 weeks
 - Campaign Rollout: Months 1–5
 - Review & Closure: Month 6

6. Eligibility Criteria

Bidders must meet the following criteria:

- Minimum **5–7 years of experience** in media and marketing campaigns
- Proven experience in **successful national-level campaigns**
- Experience in **multi-lingual and rural outreach campaigns**
- Demonstrated expertise in:
 - Creative production
 - Media planning and buying
 - Digital marketing
- Prior experience with **government/public sector projects** (preferred)

7. Proposal Submission Requirements

Bidders shall submit:

7.1 Technical Proposal

- Understanding of the assignment
- Proposed campaign strategy and approach
- Work plan and timelines
- Team structure and key personnel
- Relevant experience and case studies

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7.2 Financial Proposal

- Detailed cost breakdown:
 - Creative production
 - Media buying (indicative allocation)
 - Agency fees
 - Event and activation costs
- Taxes and applicable charges

8. Evaluation Criteria

Proposals will be evaluated using a **Quality-and-Cost-Based Selection (QCBS)** method:

Criteria	Weightage
Technical Proposal	70%
Financial Proposal	30%

Technical Evaluation Parameters:

- Understanding of project (15%)
- Strategy and innovation (20%)
- Relevant experience (15%)
- Team capability (10%)
- Implementation approach (10%)

9. Payment Terms

Payments shall be milestone-based:

- Upon approval of strategy and inception report
- Upon delivery of creative assets
- During campaign rollout phases
- After mid-term review
- Upon submission of final report

10. Governance & Reporting Structure

- The selected agency will report to **NCEL**

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- All deliverables shall require approval from NCEL
- Regular review meetings (weekly/fortnightly) will be conducted

11. Instructions to Bidders

- Proposals must be submitted via email [vendor@ncel.coop] in both **technical and financial formats by 10 am on 13th April 2026**
- All submissions must be **digitally signed and sealed**
- Late submissions will not be accepted
- NCEL reserves the right to accept or reject any proposal without assigning reasons

12. Confidentiality & Compliance

- All materials developed under this assignment shall be the **property of NCEL**
- The agency must comply with:
 - Government of India communication guidelines
 - Advertising standards and legal regulations
- Strict confidentiality must be maintained

13. Disclaimer

NCEL reserves the right to:

- Amend or cancel the RFP at any stage
- Seek additional information from bidders
- Modify scope based on project requirements

14. Contact Information

National Co-operative Exports Limited (NCEL)

Contact: Nodal Officer

Email: vendor@ncel.coop

Phone: +91-11-42231355

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