

HIMACHAL PRADESH HORTICULTURAL PRODUCE
MARKETING & PROCESSING CORPORATION LIMITED

(A GOVT. UNDERTAKING)

HEAD OFFICE : NIGAM VIHAR, SHIMLA-171 002 (H.P)

EXPRESSION OF INTEREST (EOI)

Himachal Pradesh Horticultural Produce Marketing & Processing Corporation Limited (HPMC) intends to engage a reputed firm/ agency to promote products manufactured by HPMC & services rendered by the corporation through social media platform such as Facebook, Twitter , Instagram etc.

Details of the assignment are given in Terms of Reference available on website www.hpmc.in

The interested agency/firm may apply in written form on above given address by Post or by e-mail at hpmcshimla@live.com on or before 5.00 PM on 16th July,2020.



Managing Director

**TERMS OF REFERENCE FOR ENGAGING FIRM/ AGENCY FOR PROMOTING
HPMC PRODUCTS & SERVICES THROUGH SOCIAL MEDIA.**

Background :

HPMC is a reputed manufacturer of fruit products like Juices, Concentrates, Squashes, Pickles, Apple Cider Vinegar etc at its processing plants at Parwanoo, Distt Solan (H.P) & at Jarol, Sundernagar, Distt Mandi (H.P). HPMC has established modern Pack Houses where facility of Packing/ Grading of Apples & storage at its Controlled Atmosphere (CA) Cold Stores at different locations in Distt. Shimla (H.P) for growers of the state and for private parties.

Scope Of Work :

The agency/ firm shall be expected to as per the following guidelines :

1. Developing two nos creative posts on Facebook, Twitter, Instagram & other social media platforms.
2. Uploading videos of HPMC activities, its products etc on Youtube & other media.
3. Monthly online News letter of at least 10 pages based on the available material.
4. Fortnightly uploading of articles on state specific web portals.
5. Designing at least 05 advertisements per month for HPMC.

Qualifications & Experience criteria for bidders :

The Agency/Firm/Company should have a minimum 05 years of experience in undertaking similar works with a minimum turnover of Rs 25 Lacs as on 31.03.2020. The bidder should have a sound technical base to operate & maintain similar activities (to be supported by documentary evidence).