

INVITATION FOR EXPRESSION OF INTEREST (EOI)

Thiruvananthapuram regional Co-operative Milk Producers' Union Ltd inviting sealed **Expressions of Interest (EOI)** from **reputed, experienced, and eligible video production agencies** for the production of a **professional documentary/promotional video** depicting the history, evolution, and end-to-end operations of the dairy cooperative sector in Thiruvananthapuram region .

1. Submission of EOI

Interested service providers who meet the eligibility criteria may submit their sealed Expression of Interest (EOI), superscribed as “EOI – Production of a Professional Documentary/Promotional Video,” at the office on or before 15.01.2026.

SL.No	Particulars	Details
1	Bid reference	TRCMPU/THO/SYS(96)/1/2025- dated on 07-01-2026
2	Bid submission starting date	07-01-2026
3	Last date and time of submission	15-01-2026
4	Date and time of opening	16-01-2026
5	EMD	Nil
6	Tender Document Fee	Nil
7	Bid Validity	30 days

The Expression of Interest with the documents submitted will be evaluated in detail by a committee of TRCMPU Ltd to select the parties who are qualified to proceed further. TRCMPU Ltd shall have the right to accept/reject this EOI fully or partially without assigning any reason thereof. The EOI is intended for shortlisting agencies, who will subsequently be invited to submit detailed Technical and Financial Proposals.

2. Scope of Work

The selected agency shall be responsible for end-to-end execution of the video, covering the following components:

a) Concept & Script Development

- Development of a compelling storyline and script reflecting the vision, legacy, and future of dairy cooperatives
- Integration of factual content with emotional and visual storytelling

- Approval of script and storyboard by the competent authority prior to production

b) Video Coverage (Indicative, not limited to)

i. History & Formation

- Evolution and formation of dairy cooperatives in Kerala
- Role of cooperatives in rural development and farmer empowerment

ii. Farmer-Level Activities

- Daily life of dairy farmers
- Cattle rearing practices
- Feeding, healthcare, and hygienic milking practices
- Women participation and self-help initiatives

iii. Milk Collection & Society Operations

- Milk collection at cooperative societies
- Quality testing procedures
- Digital/automated milk collection systems
- Interaction between farmers and societies

iv. Bulk Milk Cooling Centres (BMCC)

- Operations of BMCCs
- Chilling, storage, and handling of milk
- Quality assurance and traceability

v. Dairy Plant & Processing Operations

- Milk reception at dairy plants (Thiruvananthapuram, Kollam and Pathanamthitta)
- Processing, pasteurization, and packaging
- Production of various milk and milk products (curd, ghee, butter, ice cream, etc.)
- Food safety, hygiene, and quality control systems

vi. Marketing & Distribution

- Marketing strategies and brand presence
- Retail outlets, milk parlours, and distribution channels
- Cold chain management from plant to consumer

vii. Customer Interaction & Feedback

- Consumer testimonials and feedback
- Trust, quality perception, and brand loyalty

viii. Messages from Dignitaries

- Message from the Honourable Minister
- Message from the Chairperson
- Message from the Managing Director
(Professional filming, lighting, and audio recording to be ensured)

c) Post-Production

- Professional editing with graphics, animations, and info graphics
- Background music, voice-over (English/Malayalam, as required)
- Colour grading and sound mixing
- Subtitles/captions where necessary

3. Deliverables

- One master documentary/promotional video (duration to be finalized) (maximum duration 20 mints)
- Short edited versions / teasers for social media and digital platforms (max duration :1 minute)
- Final output in Full HD / 4K format
- Raw footage and project files (if required)

4. Eligibility Criteria

Agencies submitting EOIs shall meet the following minimum eligibility conditions:

1. The agency shall be a registered firm/company under applicable laws.
2. The agency shall have a minimum of **three (3) years of experience** in professional video production.
3. The agency shall have executed at least **two (2) similar works** related to documentary/corporate/government videos.
4. Availability of adequate technical manpower and professional equipment.
5. Experience in agriculture/dairy/cooperative/public sector projects will be an added advantage.

5. Earnest Money Deposit (EMD)

- The shortlisted agencies invited for RFP shall be required to submit an **Earnest Money Deposit (EMD)** as specified in the RFP document.
- EMD shall be in the form of **Demand Draft / Cheque** drawn in favour of the issuing authority, payable at the specified location.
- EMD of unsuccessful bidders shall be refunded without interest.

6. Submission of EOI

Interested agencies shall submit the following:

- Company profile and brief background

- Details of relevant experience and completed projects
- Portfolio/showreel with web links
- Client references (if any)
- GST Registration
- PAN Card

7. Selection Process

- Shortlisting will be done based on experience, quality of previous works, and technical capability
- Shortlisted agencies may be invited for presentation and submission of detailed proposal/financial bid

8. General Terms

- Submission of EOI does not guarantee award of work
- The agency who are qualified based on the prequalification criteria will be shortlisted and only they will be invited to visit TRCMPU and get updated about the requirements.
- The final RFP for Technical and Financial bid shall only be issued to those vendors who are found to be qualified based on the prequalification criteria.
- The competent authority reserves the right to accept or reject any or all EOIs without assigning reasons
- The Managing Director's decision regarding short listing of bidders shall be final.
- The selection shall be carried out using the **Quality & Cost Based Selection (QCBS)** model.
- Detailed scope, timelines, and commercial terms will be finalized at the RFP/work order stage

Sd/-
 Managing Director
 TRCMPU Ltd