



DEPARTMENT OF BOTANY,
UNIVERSITY OF RAJASTHAN (UoR),
JAIPUR-302004

No. B.O. 2026/585

Dated: 22/7/2026

NOTICE INVITING REQUEST FOR QUOTATIONS

Quotations for the “Branding and digital marketing of the product” under RUSA 2.0 Project-2. (July 2026) at Department of Botany, University of Rajasthan, Jaipur (Raj.) are invited from the applicant organization must fulfil the minimum eligibility conditions. More details about Quotations may be seen on the University Website <http://uniraj.ac.in> and Department of Botany Notice Board.

Last date of receiving sealed Quotations is 27.07.2026 till 12:00 PM. The received Quotation will be opened on the same day at Head Chamber Department of Botany

Preeti Mishra

Dr. Preeti Mishra
Principal Investigator
RUSA 2.0 Project 02

[Signature]
HEAD
Department of Botany
University of Rajasthan
Jaipur



DEPARTMENT OF BOTANY
UNIVERSITY OF RAJASTHAN (UoR),
JAIPUR-302004

No. *Bot/An/026*

Dated: *22/7/2026*

NOTICE INVITING REQUEST FOR QUOTATIONS

Sealed Quotations are invited from the Firms/Agencies must fulfil the minimum eligibility conditions for the **Branding and digital marketing of the product under RUSA 2.0 Project-2** in the Department of Botany, University of Rajasthan, Jaipur. Interested reputed, experienced, and authorized Patent Firms/Agencies may submit their Quotations, **with compliance to the below mentioned Eligibility Criteria**, in the Department Office, Department of Botany, University of Rajasthan, Jaipur-302004 within the prescribed time period given below:

Last date for Quotation submission: Date 27.07.2026 till 12:00 PM
Date and time of opening of bids: Date 27.07.2026 at 02:30 PM
Venue of Quotation opening: HoD Chamber, Department of Botany, UoR

Scope of Work

1. Brand Strategy Development — brand name/logo finalization, brand positioning, tagline, and brand guidelines (colour palette, typography, usage manual).
2. Product Packaging & Collateral Design — label/package design, brochures, catalogues, and promotional materials.
3. Support in Website/Landing Page Development — design and development of a product website or landing page with SEO-ready content.
4. Social Media Strategy & Management — setup/optimization of social media handles (Instagram, Facebook, LinkedIn, YouTube), content calendar, and regular post creation.
5. Search Engine Optimization (SEO) & Search Engine Marketing (SEM) — keyword optimization, Google Ads/PPC campaigns to drive product visibility.
6. Content Creation — product videos, reels, photography, blogs, and marketing copy.
7. Performance Analytics & Reporting — training to maintain monthly reports on reach, engagement, leads generated, and campaign ROI.
8. Post-campaign advisory support for scaling marketing efforts.

Eligibility Criteria / Terms & Conditions

- The agency/firm should be a registered entity (proprietorship/partnership/company) with at least [3–5] years of experience in branding and digital marketing.
- Should have handled branding/digital marketing for at least [3–5] clients/products in the last [3] years, preferably including agri-tech, biotech, FMCG, or startup products.

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- Should have an in-house or demonstrable or team in collaboration covering design, content, social media, and SEO/SEM expertise.
- Should have valid PAN and GST registration.
- Should not have been blacklisted/debarred by any Central/State Government department, PSU, or educational institution (self-declaration as per Annexure).
- Should submit a portfolio of past branding/marketing work, including website links, social media handles managed, or campaign case studies.
- Preference may be given to agencies with experience in marketing agri-based, biotech, or scientific/technical products.
- The quotation must clearly mention professional fees and applicable statutory/government fees separately, including all taxes along with GST.
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**Terms and conditions:*

1. This Quotation invitation is open to All eligible Firms/Agencies.
2. Rates mentioned should be inclusive of all taxes, C.I.F./ F.O.R. Botany Department, University of Rajasthan, Jaipur.
3. The rates should be quoted in figures as well as in words, on the Quotation form and duly signed and stamped by the authorized Firms/Agencies.
4. Any overwriting/ cutting in the Quotation document may lead to rejection of the Quotations.
5. Quotation should be filled on Firms/Agencies letterhead duly signed and stamped.
6. Quotation received after due date and time will not be considered in any case. The Department will not be responsible for any delay in offline submission due to any reason.
7. The procuring entity reserves the right to accept or reject any Quotation and to cancel the bidding Process and reject all Quotation without assigning any reason at any time prior to contract award without incurring any liability to the Firms/Agencies. Further, it is not necessary to accept/ select the lowest rate Quotation.
8. The provisions of RTPP Act 2012 and rules 2013 there to shall be applicable for this procurement. Furthermore, in case of any inconsistency in any of the provisions of this Quotation document with the RTPP act 2012 and Rules 2013 thereto, the later shall prevail.
9. Total approx. cost of all the Scope of Branding and digital marketing of the product mentioned in this Enquiry is 99,000 /-

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Principal Investigator
RUSA 2.0 Project 02

[Signature]

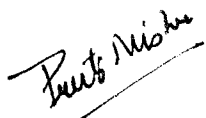
Head
Department of Botany
University of Rajasthan
Jaipur
University of Rajasthan
Jaipur

No. Bot/2026/586-27

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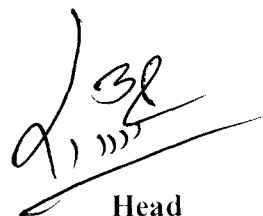
1. The Director, Infonet center, University of Rajasthan, Jaipur with a request to publish this bid document on university website.
2. Department Notice Board.



Dr. Preeti Mishra

Principal Investigator

RUSA 2.0 Project 02



Head

Department of Botany

University of Rajasthan

HEA Jaipur

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Jaipur