

**National Handloom Development Corporation Limited
(A Government of India Undertaking)**

Corporate office:

Wegmans Business Park, tower 1, Plot No. 3,
Sector Knowledge Park – 3, Surajpur Kasna road,
Greater Noida – 201 306

Notice Inviting E- Tender (NIT)

RFP Ref No: DCH/NHDC/PUB/001/2016-17

REQUEST FOR PROPOSAL (RFP)

For

**“Selection of Media Agency for Publicity campaign for the promotion of
India Handloom in India and abroad”**

The information provided by the bidders in response to this RFP Document will become the property of the NHDC and will not be returned. The NHDC reserves the right to amend, rescind or reissue this RFP Document and all amendments will be advised to the bidders and such amendments will be binding on them. The NHDC also reserves its right to accept or reject any or all the responses to this RFP Document without assigning any reason, whatsoever, and without any cost and / or compensation therefor.

This document is prepared by NHDC for its requirement of Selection of Agency “Selection of Agency for Publicity campaign for Promotion of India Handloom in India and abroad”. It should not be reused or copied or used either partially or fully in any form

RFP- for Selection of Media Agency for Publicity campaign for the promotion of India Handloom in India and abroad”

Office of the Development Commissioner for Handlooms
Ministry of Textiles
Government of India
Udyog Bhavan, New Delhi

Notice Inviting E-Tender

1. National Handloom Development Corporation Ltd (NHDC) on behalf of Ministry of Textile, Government of India invites online bids through three bid system (Fee/Pre-Qualification, Technical and Financial) for Selection of Media Agency for Publicity campaign for the promotion of India Handloom in India and abroad”.

2. The tender document may be downloaded from www.nhdcltd.co.in/www.handlooms.nic.in (for reference only) and CPPP site <https://eprocure.gov.in/eprocure/app> as per the schedule as given in CRITICAL DATE SHEET as under.

CRITICAL DATE SHEET

1	Published Date and time	03/12/2016 at 10.30 AM
2	Bid Document Download Start Date and time	05/12/2016 at 10.30 AM
3	Clarification start date and time	10/12/2016 at 10.30 AM
4	Clarification end date and time	14/12/2016 at 3.00 PM
5	Pre-Bid Conference date and time	15/12/2016 at 2.30 PM
6	Bid Submission Start Date and time	09/12/2016 at 10.30 AM
8	Bid Submission End Date and time	26/12/2016 at 3.00 PM
9	Bid Opening Date and time	28/12/2016 at 3.00 PM

3. Bids shall be submitted online only at CPPP website: <https://eprocure.gov.in/eprocure/app>. Contractors/Bidders are advised to follow the instructions provided in the “Instructions to the Contractors/Bidders for the e-submission of the bids online through the Central Public Procurement Portal for e-Procurement at <https://eprocure.gov.in/eprocure/app>” and in the Annexure - I. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

4. Bidders shall not tamper/modify the tender form including downloaded financial bid template in any manner. In case if the same is found to be tempered/modified in any manner, tender will be completely rejected and EMD would be forfeited and bidder is liable to be banned from doing business with Office of Development Commissioner for Handlooms .

5. Intending tenderers are advised to visit National Handloom development Corporation’s website www.nhdcltd.co.in and CPPP site

<https://eprocure.gov.in/eprocure/app> regularly till closing date of submission of tender for any corrigendum / addendum/ amendment.

6. EMD and Bid document cost:

Cost of Bid document	INR 5,000 (Indian Rupees Five Thousand only) in the form of DD from a Nationalized bank in India and drawn in favour of National Handloom development Corporation Ltd, Greater Noida.
Earnest money deposit	INR 2, 00,000 (Indian Rupees Two Lakh only) in the form of DD or BG from a Nationalized bank in India and drawn in favour of National Handloom development Corporation Ltd, Greater Noida.

7. If the EMD is submitted through BG, the minimum validity date of the BG should be 120 (one hundred twenty) days from the last date of submission of the bids. The Hard Copy of original instruments in respect of EMD and bid document cost must be delivered to the address given below on or before bid submission end date/time as mentioned in the critical date sheet. Bids not accompanied with EMD and bid document cost are liable to be rejected. The bid document fee shall be nonrefundable. NSIC registered agencies are exempted for EMD and bid document fee. \

**National Handloom Development Corporation,
Wegmans Business Park, Tower 1, 4th Floor,
Sector Knowledge Park – 3, Surajpur Kasna Road,
Greater Noida – 201306**

8. Bids will be opened as per date/time as mentioned in the Tender Critical Date Sheet.

9. Submission of Bids:

The bids shall be submitted online in Two parts, viz., Fee/Pre-Qualification bid and Technical bid. All the pages of bid being submitted must be signed and sequentially numbered by the bidder irrespective of nature of content of the documents before uploading. The offers submitted by Telegram/Fax/email shall not be considered. No correspondence will be entertained in this matter.

9.1 Fee/Pre-Qualification Bid (Check list):

The following documents are to be self-attested and furnished by the Bidder along with Fee/Pre-Qualification Bid as per the bid document (As applicable):

- a) Scanned copy of Bid Security form as a proof for payment of EMD and proof of Tender fee.
- b) Scanned Copy of Audited Balance sheet plus Profit and Loss account of last three years audited by certified CA i.e. 2013-14, 2014-15 and 2015-16.
- c) Scanned copy of documents in support of the agency as a proof in operation for a minimum of **3 years**, as on 31stMarch 2016.
- d) Scanned copy of Form 1,2,3,4 and 5 provided in the bid document.

9.2 Technical Bid (Check list):

The following documents are to be self-attested and furnished by the Bidder as a part of Technical Bid as per the bid document (As applicable):

- a. Professionals available with the agency/Company;
 - CV of Creative head
 - CV of strategic head
 - CV of head of social media head
- b. Scanned copy of supporting documents as proof regarding Numbers and Size of Projects/Campaign handled and successfully executed in Handloom, Handicrafts or any allied sectors in Domestic and overseas market with more than Rs. 10 crore per project in a year.
- c. Scanned copy of documents of agency as a proof for the proposed strategy for promotion and Marketing for India Handloom via various medium.
- d. Scanned copy of Samples creatives for past campaign undertaken by bidder Understanding of Overall objective of

9.3 Financial Bid (Check List)

The following documents are to be self-attested and furnished by the Bidder as a part of Financial Bid as per the bid document (As applicable):

- a. Scanned Copy of Financial Bid provided in Form 6 of Bid Document

Disclaimer

1. This RFP document is neither an agreement nor an offer by National Handloom Development Corporation Ltd (hereinafter referred to as NHDC) to the prospective Applicants or any other person. The purpose of this RFP is to provide information to the interested parties that may be useful to them in the formulation of their proposal pursuant to this RFP.
2. NHDC does not make any representation or warranty as to the accuracy, reliability or completeness of the information in this RFP document and it is not possible for NHDC to consider particular needs of each party who reads or uses this RFP document. This RFP includes statements which reflect various assumptions and assessments arrived at by NHDC in relation to the statement of work. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. Each prospective Applicant should conduct its own investigations and analyses and check the accuracy, reliability and completeness of the information provided in this RFP document and obtain independent advice from appropriate sources.
3. NHDC will not have any liability to any prospective Applicant/ Firm/ or any other person under any laws (including without limitation the law of contract, tort), the principles of equity, restitution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this RFP document, any matter deemed to form part of this RFP document, the award of the Assignment, the information and any other information supplied by or on behalf of NHDC or their employees, any Advertising agency or otherwise arising in any way from the selection process for the Assignment. NHDC will also not be liable in any manner whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon any statements contained in this RFP.
4. NHDC will not be responsible for any delay in receiving the proposals. The issue of this RFP does not imply that NHDC is bound to select an

Applicant or to appoint the Selected Applicant, as the case may be, for the services and NHDC reserves the right to accept/reject any or all of proposals submitted in response to this RFP document at any stage without assigning any reasons whatsoever. NHDC also reserves the right to withhold or withdraw the process at any stage with intimation to all who submitted the RFP Application.

5. The information given is not exhaustive on account of statutory requirements and should not be regarded as a complete or authoritative statement of law. NHDC accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
6. NHDC reserves the right to change/ modify/ amend any or all provisions of this RFP document. Such revisions to the RFP / amended RFP will be made available on the website of NHDC.

INTRODUCTION

India has a long tradition of excellence in making high quality handloom products with extraordinary skills and craftsmanship which are unparalleled in the world. These products are not just cloth material or traditional wear but it is symbolic to the Indian culture, tradition and civilization. The handloom product basket consists of generic products of mass consumption to the high value added products of high reputation and demand. The intricate workmanship of the handloom products not only provides this segment a unique identity of its own but also guarantees its future success. Further, to-days' market demands a socially compliant defect free product, meeting the quality need of the socio-environmentally conscious consumers. Therefore, there is a need for focusing on the production of high value cloths of reputation, which are socio-environmentally friendly and defect free. Further, there must be continuous efforts for innovation and experimentation across regional weaves and fibers according to the fashion change for unique products to woo the niche market segment without compromising the social and environmental compliances. Such an effort will sustain development of the industry and also for substantial increase in the income of the artisans. These unique niche products need to be promoted strategically for generating a special market space and increased earnings to the weavers.

Accordingly, the concept behind the program aims at

- Carrying out the role of advertising consultants, being both creative agency and implementation agency including production of promotional materials for both overseas and domestic markets.;
- Able to strategize, plan and execute 360 degree communication in generic category promotion for both domestic and overseas market. Should be able to release advertisements. Able to plan for B2B and B2C programmes.
- Undertake audio visual promotional projects, do brand building exercise, conceptualize and implement generic category promotional packages, printing, audio and audio visual projects, ground activities, advertise through all types of media and sign ages both indoor and outdoor and projects in digital media. The agency should be able to provide „impact analysis/outcome assessment“ of different marketing and promotional activities.
- Leverage on the contemporary and traditional designs;
- Assure quality and reap the benefit of reputation of the Indian handlooms;
- Providing an assurance to the customers on the defect free product of the sector;
- Producing a socially and environmentally compliant product as demanded by the modern consumers.

India Handloom Brand:

India Handloom brand has been launched by the Hon'ble Prime Minister of India on the occasion of the first National Handloom Day on August 7, 2015. The Handloom Mark Scheme was launched by the Government of India on June 28, 2006 to provide assurance to the consumers about authenticity of handloom products. However, it did not cover the aspect of product quality assurance. Therefore, the India Handloom brand has been launched with an initiative of the following aspects,

- Branding of high quality handloom products with zero defects and zero effect on the environment.
- It would differentiate high quality handloom products and help in earning trust of customers by endorsing their quality in terms of raw materials, processing, embellishments, weaving design and other quality parameters and by ensuring social and environmental compliances in their production.
- The registration for India Handloom will be granted to certain specified eligible entities in respect of identified product categories which meet prescribed quality parameters.

Objectives:

- To earn the trust of consumers by endorsing the quality of handloom products in terms of raw materials, processing, embellishments, weaving design and other quality parameters.
- To ensure social and environmental compliances in production of handlooms.
- To create a niche market space for high quality handloom products which cater especially to the demand for diverse products among the younger generation and export markets with high growth potential.
- To increase the earnings of the weavers.

Benefits:

The India Handloom brand initiative is intended

- Handloom products with the premium India Handloom brand would be differentiated from other products in terms of quality.
- Through the brand, the customer will be assured that the product quality is high because of proper texture, use of good quality yarns and dyeing with safe dyes which are free from banned amines.
- Bulk buyers and exporters will be able to source quality branded fabrics as per their designs.
- Weavers will be able to get bulk orders and higher wages by interacting directly with the market.
- Weaver entrepreneurs and other manufacturers will take up production and marketing of quality handloom fabrics in bulk within and outside the country.
- Ministry of Textiles will actively promote the brand through media campaigns to raise awareness among manufacturers as well as consumers and create demand for products with the India Handloom brand.

ROLE OF NHDC IN INDIA HANDLOOM BRAND

National Handloom Development Corporation (NHDC) Ltd., a public sector undertaking under Ministry of Textiles has engaged as an Implementing agency for promotion of Indian Handlooms as a Brand, undertaking 360 degree campaign for promoting hand-woven articles in overseas and domestic Media Campaigns, participate in overseas and in domestic events and production of creative and publicity material under the 'India Handlooms'.

The primary objective of these campaigns is to, promote Indian Handloom products as niche products based on high quality defect free, socially and environmentally compliant products.

NHDC under the umbrella of Office of DC (Handloom) intends to begin its campaign portraying the strengths of Indian Handlooms and hand woven, highlighting the intrinsic craftsmanship and extraordinary skills. The campaign will use various media to generate a special market space and increased earning to the weavers.

NHDC proposes to appoint a Creative Agency for designing and production of the specialised creative and publicity material and to provide a creative vision and strategy for taking forward the campaign to promote Indian Handlooms.

The primary objective of these campaigns is to develop **a premium brand, promoting them as niche products based on high quality defect free, socially and environmentally compliant products.** NHDC under the umbrella of Office of DC (Handloom) intends to begin its campaign portraying the strengths of Indian Handlooms and hand woven, highlighting the intrinsic craftsmanship and extraordinary skills. The campaign will use various media to generate a special market space and increased earning to the weavers.

Branding "India Handloom" India has a long tradition of excellence in making high quality handloom products with extraordinary skills and craftsmanship which are unparalleled in the world. These products are not just cloth material or traditional wear but it is symbolic to the Indian culture, tradition and civilization.

The handloom product basket consists of generic products of mass consumption to the high value added products of high reputation and demand. The intricate workmanship of the handloom products not only provides this segment a unique identity of its own but also guarantees its future success.

Further, to-days' market demands a socially compliant defect free product, meeting the quality need of the socio-environmentally conscious consumers. Therefore, there is a need for focusing on the production of high value cloths of reputation, which are socio-environmentally friendly and defect free. Further, there must be continuous efforts for innovation and experimentation across regional weaves and fibers according to the fashion change for unique products

to woo the niche market segment without compromising the social and environmental compliances. Such an effort will sustain development of the industry and also for substantial increase in the income of the artisans. These unique niche products needs to be promoted under 'Brand India Handloom' for generating a special market space and increased earnings to the weavers. Thus the Concept of Brand India Handloom is to brand the niche handloom products which are exclusively catering to the demand of the high end consumers.

Accordingly, the concept behind the program aims is developing:

- a premium brand for the Indian Handloom Products;
- Leverage on the contemporary and traditional designs;
- Assure quality and reap the benefit of reputation of the Indian handlooms;
- Providing an assurance to the customers on the defect free product of the sector;
- Producing a socially and environmentally compliant product as demanded by the modern consumers

Awareness Campaign

Education is an important tool of communication to create mass awareness on publicity of India Handloom. It is a tool that is effective to bring attitudinal changes through sustained efforts using various medium of communication. In order to bring attitudinal changes towards India Handloom, different campaign and publicity schemes are propagated to targeted end users. Apart from the above, children and youth that comprise more than 65% of India's population and are the future of the country, are being targeted in order to inculcate the habit of wearing Handloom product in them at a tender age. Youth in colleges and institutions are being sensitized to the importance and the necessity of India Handloom by the followings:

- Seminar/Exhibition/Conference/Puppet Show/Street Play/Events
- Electronic Media (Film/TV Program/TV Spot/ Radio Program/Jingle)
- Print Media (Printed Literature/Newspaper/Magazine)
- Outdoor Publicity (Bus Panel/Bus Queue Shelter/Railway Panel, Metro Rail /Electronic Display Board/Glow Sign/Kiosk
- Internet Media (Social Media/Internet Advertising/ IHB website /Emailers)

A MESSAGE – TO CONVEY

- Highlighting superior fabric quality, comfort factor, symbol of Indian heritage, and eco friendliness of handloom products in all communications
- Handloom products to be promoted as the most comfortable dress material ideal for Indian climate in majority of the locations in the country
- Today's young affluent Indians, both employed and students are well informed and take very conscious decision while buying and using apparel. There exist strong preferences of specific dresses for specific occasion. This practice opens up the opportunity for various apparel brands to offer their innovative product basket to the target group. The target group love to experiment when it comes to casual and festive wear. Specifically women have adapted to various forms of dresses including Indo-western, fusion dresses and pure western dresses along with the normal Indian attire. They no more stick to traditional wear as early times. There are distinct choices for formal wear and informal wears. Not only the type of dress, designs, colour ranges and fit also varies with the kind of dress worn in specific occasion.
- To promote the use of handloom, there is a need to create occasion specific dresses with a blend of contemporary and traditional designs and colour. Introduction of formal shirts both for men and women would increase frequency of purchase as these are the most frequently bought dress items by the young Indians. Also, there is a need to introduce parallel range of economical dresses for daily use along with the expensive range.
- The major reason for non-popularity of handloom products is its limited availability and negligible communication / publicity as a product with inherent superior fabric quality. The educated vibrant youth of the country are aware of handloom products only by its literal sense and word of mouth from the earlier generations.
- To promote the product, there is an immediate need of availability of handloom products across different type of retail channels backed up with relevant advertisements. Ensure availability via online e-commerce sites, more number of exclusive outlets in malls and high street and branded lifestyle retail chains in India.
- Lack of promotion and publicity of handloom products specifically apparels; have led to minimum awareness and interest within the young generation thus translating into very limited usage of handloom products.
- Home furnishing products made of handloom are considerably popular and preferred as they are durable (curtains/ cushion covers) and perceived to be good for skin (bed sheets and covers).
- It is imperative to generate awareness for "Handloom" in general and *India Handloom Brand (IHB)* as a premium brand with a strong message of

superior fabric quality and elegant design of the India Handloom Brand using digital media supported by outdoor advertisement keeping in mind the media habits of target customers.

- It is evident that respondents cannot differentiate clearly between Khadi, Handloom and cotton fabric. There is a need to educate the target customer about the same specially Handloom products which calls for adequate campaigning to promote usage of Handloom apparels across young adults of the country.

SCOPE OF WORK

A Media & Communications strategy is essential to regularly convey information about India Handloom, its activities and other components to diverse stakeholders and create awareness, through direct and indirect engagement. In order to formulate a Media & Communications strategy and to implement a 360 degree Media Campaign activity, services of Media agency is required, initially for a period of 1 years extendable for a maximum period of another one years on mutually agreed terms and condition. This will involve tasks as mentioned under, but will not be limited to these only.

1. The selected agency will be responsible for the overall branding of India Handloom across all mediums which can help in promoting the participative governance.
2. Conceptualize, develop and execution of Information, Education and Communication materials for Radio, TV in different formats like spots/ jingles, Cinema ads, short films/documentaries, training films, interactive shows, audio visual material in any other formats as per requirement.
3. Conceptualize, design and execution of pre-press work for print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars, annual reports, etc.
4. Conceptualize, design and execution of writing of copy of the press advertisements, curtain raisers, briefs, Press Releases, Articles for magazines & newspapers, Newsletters, Reports, Testimonials, on various activities/events of India Handloom.
5. Conceptualize and design materials for dissemination of information through social media and innovative mediums like web pages, internet, and mobile telephone etc. and execution thereof.
6. Conceptualize, design and execution of traditional & non-traditional and attractive merchandise for different audiences as per requirement.

7. Advise on appropriate media options and formats for campaigns.
8. The materials for all the above formats are required to be made in Hindi, English and other regional languages as well as in foreign languages as per requirement.
9. Conceptualize and conduct workshops, event coverage and launches
10. The agency shall obtain approval for all campaign plans, strategies, and materials produced. The agency shall provide a schedule of proposed media placements in consultation with NHDC.

Overall Impact Assessment:

The selected agency will be responsible for conducting impact assessment from time to time to understand the response from citizens against various promotional activities. This may require primary research activities as well by physically conducting surveys of citizens. This activity will form the basis for revising the media plan if required. Further the selected agency shall take all the necessary actions emerging from the impact assessment exercise.

INVITATION FOR TENDER BIDS

On behalf of Ministry of Textiles, NHDC invites online tenders from eligible bidders for Selection of Agency for “Publicity campaign for India Handloom in India and abroad”.

Any bid received after the specified date and time of the receipt of bids prescribed in critical date sheet, will not be accepted by NHDC

NHDC is not responsible for non-receipt of responses to RFP within the specified date and time due to any reason including holidays or delays. In case, the specified date of submission & opening of Bids is declared a holiday in Greater Noida/NCR, the bids will be received till the specified time on next working day and Eligibility / Technical Bid will be opened at specified time on that day. Bids once submitted will be treated as final and no further correspondence will be entertained on this. No bid will be modified after the specified date & time for submission of bids. No bidder shall be allowed to withdraw the bid.

SUBMISSION OF BIDS: GENERAL TERMS AND CONDITIONS

All bids must be accompanied by Tender fee of Rs. 5,000/- (Five Thousand) and Bid Security (EMD) of Rupees 2, 00,000/- (Rupees Two Lakhs only). Account Payee Demand Draft from any of the commercial banks in favour of “**National Handloom Development NHDC Ltd**” payable in Greater Noida. Non-submission of Earnest Money Deposit and Tender fee will lead to outright

rejection of the Offer. The EMD of unsuccessful bidders will be returned to them on completion of the procurement process. The EMD of successful bidder(s) will be returned on submission of the Performance Bank Guarantee. Hard Copy of Tender Fee and EMD should reach the given address on or before Bid Opening Date & Time as mentioned in Critical date Sheet.

**National Handloom Development NHDC,
Wegmans Business Park, Tower 1, 4th Floor,
Sector Knowledge Park – 3, Surajpur Kasna Road,
Greater Noida – 201306**

OPENING OF BIDS

- (a) If the bid opening day is declared a holiday, the Bids shall be opened at the appointed time and location on the next working day.
- (b) Technical Bids of only those Bidders shall be opened and evaluated who are found to be eligible as per the criteria laid down in the pre-qualification bid. **In doubtful cases** (where further documents or clarification are required to establish eligibility), **the NHDC in its discretion, may decide to open Technical Bid. However, such Bids can be rejected subsequently, if it is found that the Bidder has claimed eligibility on false grounds.**

EXAMINATION AND EVALUATION OF BIDS

Evaluation of Pre-Qualification Bid

- (a) Bidders need to fulfil all the pre-qualifications conditions mentioned
- (b) The technical bids of only the pre-qualified bidders will be taken up for further processing.

Abstract of Evaluation Process of Technical/Financial Bids

- (a) Technical and Financial Bids shall be evaluated based on scores allotted to these bids in a ratio of 70: 30 respectively, each being further examined based on the prescribed criteria as per the RFP. Final selection of the Service Provider shall be made based on the composite score obtained on both the Technical and Financial bids during evaluation process.
- (b) Technical bid will be examined based on criteria mentioned.

- (c) The NHDC may also seek additional information, visit to Bidder's site and/ or arrange discussions with their professional, technical faculties to verify claims made in the Technical Bid documentation.
- (d) Technical evaluation of bidders shall be made on the basis of conformity to technical and operational requirements, and time schedule for execution of project.
- (e) All the bidders who secure a Technical Score of 70% or more will be declared as technically qualified. **The financial bids of only the technically qualified bidders will be opened for further processing.** It is, however, clarified that, subject to other provisions of this Document, every bidder will have to fulfill the minimum technical specifications laid down in the RFP for being qualified technically.
- (f) In order to assist in the examination, evaluation and comparison of Bids, the NHDC may at its discretion ask the Bidder for a clarification regarding its Bid. **The clarification shall be given in writing immediately, but no change in the price shall be sought, offered or permitted.** However, while giving a clarification, a Bidder may offer a higher specification or model or higher level of service without any impact on Financial Bid to be opened subsequently. **An open discussion regarding technical and functional parameters quoted by various Bidders may also take place, if required.**
- (g) Financial bids of only those bidders will be opened whose technical bids are found to be responsive & acceptable to NHDC. Bidder's representative may attend the Financial Bid opening.
- (h) If Bid Security is not provided or is not given in the required format or is not of prescribed value, such technical bids will not be evaluated.
- (i) NHDC may at its discretion discuss with Bidder(s) available at this stage to clarify contents of financial bids.
- (j) If there is a discrepancy between the unit price & the total price, the unit price shall prevail and NHDC shall correct the total price.

If there is a discrepancy between words & figures, the amount in words shall prevail. If the bidder does not accept the correction of errors, his bid shall be rejected.

- (k) Bids will be evaluated on the basis of total bid price for providing service for three years.

CRITERIA FOR EVALUATION AND COMPARISON OF BIDS

Pre - Qualification Criteria

S.No.	Criterion	Required details to be accompanying the Bid document
1	The Creative Agency must have been in operation for a minimum of 3 years , as on 31 st March 2016, in designing/production of creatives/commercials for various media, including print, TV, Radio, Social, outdoor, etc., as well as publicity material including brochures, posters, etc	Supporting documents to be submitted.
2	The Agency should have minimum turnover of Rs.20 crore continuously for the last three Financial Years i.e. 2013-14, 2014-15 and 2015-16.	Audited Balance sheets from company statutory Auditor/ CA
3	(f) The Agency should not be blacklisted by any Public Sector, Pvt. Sector, Scheduled Commercial Bank, PSU, Financial Institution, Central Govt., State Govt., RBI, or any other Corporate or regulatory authority.	A declaration in this regard is to be submitted.

The bid of agencies / bidders not fulfilling the above criterion will be summarily rejected.

Technical Evaluation:

S.No.	Evaluation Criterion	Marks
	Professionals available with the agency/Company; <ul style="list-style-type: none"> • CV of Creative head • CV of strategic head • CV of head of social media 	<p>= 5 Marks</p> <p>= 5 Marks</p> <p>= 5 marks</p>

	head	
	Numbers and Size of Projects/Campaign handled and successfully executed in Handloom, Handicrafts or any allied sectors in Domestic and overseas market with more than Rs. 10 crore per project in a year.	Upto 3 Project = 5 Marks 3 to 5 Project = 10 Marks > 5 Project = 15 marks
	Proposed strategy for promotion and Marketing for India Handloom via various medium	10 Marks
	Samples creatives for past campaigns undertaken by bidder Understanding of Overall objective of	10 Marks
3	<p>Presentation by the Agency on:</p> <ul style="list-style-type: none"> • Concept and Plans for media and publicity management as envisaged in the scope of work with details of media & publicity campaign including design and production of short film creatives jingle tweets etc. for visual and print media FM radio's social media, digital media and managing the media & publicity campaign for India Handloom. 	50

EVALUATION OF FINANCIAL BIDS

- The Financial Bids of the technically qualified bidders will be evaluated.
- The Evaluation process proposed for Financial Bid will be based on the following formula for determining the Financial Score:

$$Sf = 100 * Fm / Fb$$

Where **Sf** means financial score, **Fm** means lowest financial bid value among the financial proposal under consideration and **Fb** means financial bid value of the bidder under consideration.

SELECTION OF IMPLEMENTING AGENCY

This shall be based on the Quality and Cost Based Selection (QCBS) method where the Technical score (Tb) is given a weight of 0.7 i.e. (70%) and financial score is given a weight of 0.3 i.e. (30 %):

Final Score of the bid = $(0.7 \times Tb) + (0.3 \times Sf)$

where Tb is the Technical Score and Sf is the Financial Score of the bidder under consideration.

The bid with the highest final score calculated in this fashion shall be considered as the best value bid. In case of a tie, the bid that scored a higher Technical score (Tb) will be considered the best value bid and ranked as R1. Similarly other bids will be ranked as R2, R3..... Rn.

AWARD OF CONTRACT

Commercial Proposals will be opened in the presence of the Respondents who choose to be present. All concerned will be informed individually. On acceptance of Proposal for awarding the contract, the DAVP will notify the successful Respondent in writing that their Proposal has been accepted.

DAVP reserves the right to accept or reject a proposal without assigning any reason thereof.

NHDC'S RIGHT TO VARY QUANTITIES

NHDC reserves the right to increase or decrease, on need basis, the requirements and duration of services originally specified in the RFP document at the time of award or subsequently during execution of the project.

NHDC'S RIGHT TO REJECT ANY OR ALL BIDS

NHDC reserves the right to reject any Bid, and to annul the bidding process and reject all bids at any time, without thereby incurring any liability to the affected Bidder(s) or any obligation to inform the affected Bidder(s) of the grounds for such decision.

EXTENSION OF PERIOD OF VALIDITY

In exceptional circumstances, the Client may solicit the Bidder's consent to an extension of the period of validity. The request and the response thereto shall

be made in writing. Extension of validity period by the bidder would be with mutual consent. The Bid Security provided shall also be suitably extended.

NOTIFICATION OF SUCCESSFUL BIDDER AND ACCEPTANCE BY SUCCESSFUL BIDDER

(a) Prior to expiration of the period of Bid validity, NHDC will notify the successful Bidder in writing that its Bid has been accepted by issuance of a Purchase Order – cum – Award Letter, subject to receipt of Performance Guarantee.

(b) Upon the successful Bidder's furnishing of Performance Security, NHDC will promptly notify all unsuccessful Bidders and will discharge their Bid security unless the same is forfeited.

CONTRACT PERIOD

The initial contract period will be for One years from the date of Final Acceptance and will be renewable subsequently, subject to satisfactory performance, on yearly basis for additional one years on same terms and conditions at the option of NHDC.

OTHER TERMS AND CONDITIONS

SUBCONTRACTS

The Agency as and when required may subcontracts the work provided the intimation in writing of all collaborations be given to the NHDC's. However, such notification shall not relieve the agency from any liability or obligation under the contract. The Agency shall be solely responsible for the performance of sub-contractors appointed by it.

MODIFICATION AND WITHDRAWAL OF BIDS

The agency may modify or withdraw its bid after submission provided that the written notice of the modification or withdrawal is received by the NHDC before the deadline prescribed for submission of bids. Modification or withdrawal notice shall be prepared, sealed, marked and dispatched by the agency. A withdrawal notice may also be sent by EMAIL/ FAX but followed by the signed confirmation copy by post or courier, **not later than the deadline for submission of bids**. No bid shall be modified subsequent to the deadline for submission of bids.

PRE BID CONFERENCE

The Office of Development Commissioner for Handlooms shall organise a Pre Bid Conference on 15/12/2016 at 2.30 PM in the O/o Development Commissioner (Handloom), Udyog Bhawan, Ministry of Textiles, New Delhi – 110011. The bidders are requested to submit any questions (in the Form - 6) in

writing not later than 14/12/2016 at 3.00 PM. However, prospective bidders are free to raise their queries during the meeting and responses will be conveyed to all the prospective bidders by way of hosting amendments/ clarifications on the websites at www.nhdcltd.co.in/www.handlooms.nic.in and <https://eprocure.gov.in/eprocure/app> in accordance with the respective clauses of the RFP.

Queries can also be sent to Email: rfp_query@nhdcltd.com

AMENDMENTS IN DOCUMENTS

At any time, prior to the date of submission of Bids, the NHDC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective agency, modify bid documents by amendments. The amendments shall be notified in NHDC's website and these amendments will be binding on the agencies. In order to afford prospective agencies a reasonable time to take the amendment into account in preparing their bids, the NHDC may, at its discretion, extend the deadline for the submission of bids suitably.

RIGHT TO ACCEPT ANY BID AND TO REJECT ANY OR ALL BIDS

The NHDC reserves the right to accept or reject any bid, and to annul the bidding process and reject all bids, at any time prior to award of contract without assigning any reason whatsoever and without thereby incurring any liability to the affected agency or agencies on the grounds of NHDC action.

ASSIGNMENTS

The Agency agrees that the Agency shall not be entitled to assign any or all of its rights and or obligations under this Tender and subsequent Agreement to any entity including Agency's affiliate without the prior written consent of the NHDC.

If the NHDC undergoes a merger, amalgamation, takeover, consolidation, reconstruction, change of ownership, etc., this tender shall be considered to be assigned to the new entity and such an act shall not affect the rights of the Agency under this tender.

GENERAL CONDITIONS

(i) The general condition shall apply in contracts made by the NHDC for availing the services of empanelled agency.

(ii) The agency selected shall abide by all relevant rules and regulations of the Government as issued from time to time and also to obtain all licenses, consents and permits, as may be required for the delivery / performance of the services from time to time. The Agency shall abide by all code of the Advertising Agencies Association of India (AAAI), Indian Newspapers Society (INS) and The Advertising Standards Council of India (ASCI) and shall maintain the highest standards of advertising principles. Agency shall keep informed the NHDC about any change in accreditation status of the agency with INS, IBF, Doordarshan, AIR etc.

(iii) All rights for reproduction, editing and future use of the creative layouts accepted for release and/or released by the NHDC shall be with the NHDC unless otherwise stated explicitly & agreed by the NHDC's at the time of accepting the layout. The agency shall indemnify the NHDC against any third

party claims of infringement of patent, copyright, trademark or industrial design, intellectual property rights arising from use of any design/model if any under the scope of contract including all legal and court costs and expenses, court awarded damages/compensation, out of pocket expenses etc incurred by the NHDC.

(iv) In the event of any actions being contemplated or instituted against the NHDC, for alleged infringement of any intellectual property right or other statutory or common law rights, the NHDC reserves the right to cancel immediately its contract or part thereof yet to be undertaken and the Agency shall compensate / repay the NHDC any of the commission already paid to the Agency or any other loss that might be incurred by the NHDC.

(v) The NHDC through its authorized officers shall have right to inspect the services regarding conduct of Advertising services for the NHDC. Should any inspection point to the need of improvement, the necessary alteration shall be incorporated free of cost by the agency.

(vi) NHDC reserves the right to disqualify such agencies who have a record of not meeting contractual obligations against earlier contracts entered into with the NHDC.

(vii) NHDC reserves the right to blacklist an agency for a suitable period in case the agency fails to honour its bid without sufficient grounds.

(viii) The Selected agency shall ensure secrecy of Advertising related brief, other data which is shared, its findings & recommendations etc. The agency or their personnel shall not disclose any confidential information pertaining to the NHDC which are disclosed to them during the course of briefing or any discussion or acquired by the agency, which is available with the NHDC as a result of any study or surveys commissioned, to any third party without prior permission of the NHDC.

(ix) The selected agency shall ensure proper typography and lay out for each advertisement so that minimum space will be spent as far as possible.

(x) In case NHDC desires the advertisement or other services to be published/ broadcasted in any other regional languages, free translation of advertisement text from English to regional languages shall be done by the agency free of cost and vice versa.

(xi) It shall be obligatory on the part of agency to share the sources of secondary data, primary data, NHDC's interviews/questionnaires etc. and any other items, which are not proprietary property of the agency.

(xii) Tender Fee (Non-refundable) of Rs.5,000/- (Rupees Five Thousand Only) in form of Demand Draft or Pay Order favoring "National Handloom Development Corporation Ltd" payable at Gr. Noida is to be submitted along with the application. The Earnest Money Deposit (EMD) for the application related to Empanelment of Advertising Agencies shall be Rs. 2, 00,000/- (Rupees Two Lac only) payable by Demand Draft or BG favoring "National Handloom

Development Corporation Ltd” payable at Gr. Noida is also to be submitted along with the application. The EMD shall be refunded to the unsuccessful Agencies. Application submitted without Tender Fee & EMD will not be entertained.

(xiii) The Agency selected shall not use the name of the NHDC or its logo to promote their business without prior permission from the NHDC.

(xiv) All advertising material to be released on behalf of Ministry of textiles should be duly approved by the Competent Authority (ies) of the NHDC/ Ministry of Textiles. The NHDC shall make every effort to put instructions and approvals in writing. Where those are conveyed orally, agency shall require to get it confirmed immediately from the NHDC at its Corporate Office, in writing to avoid disputes.

(xv) Arrangement/Procurement of image/human faces/characters/insignia etc for the purpose of utilizing them in Advertisements(s) shall be the responsibility of the Agency/Company. NHDC shall not pay anything for such things. No dispute can be raised against the NHDC in such matters by the agency or any third party. The agency shall be solely responsible for compensation etc, if any, imposed by any court or Forum in any such matter.

CONTACTING THE NHDC

No agency shall try to influence the NHDC on any matter relating to their bid, from the time of the bid opening till the time the contract is awarded. Any effort by an agency to influence the NHDC in bid evaluation, bid comparison or contract award decision shall result in the rejection of the bid.

SETTLEMENT OF DISPUTE BY ARBITRATION

Any disputes and difference of any kind, whatsoever, arising out of or in connection with this contract or carrying out of the services, shall be settled amicably. If however, the parties are not able to resolve any dispute or difference amicably, the same shall be referred for arbitration in accordance with the provisions of Arbitration & Conciliation Act 1996 and any reenactment (s) and or modification(s) thereof and of the rules framed there under. The venue for the arbitration shall be -----.

GOVERNING LAW

This document and services hereunder shall be governed by and construed and enforced in accordance with the Laws of India and only the courts in ----- shall have exclusive jurisdiction for any dispute arising out of as in relation to this tender.

Pre-Qualification Proposal Submission Form

[Location,
Date]

To

RFP dated [date] for selection of Agency for [name of assignment]

Dear Sir,

With reference to your RFP Document dated [date], we, having examined all relevant documents and understood their contents, hereby submit our Pre-Qualification Proposal for selection as [name of assignment]. The Proposal is unconditional and unqualified.

We are submitting our Proposal as [name of the Applicant].

We understand you are not bound to accept any Proposal you receive.

Further:

1. We acknowledge that Client will be relying on the information provided in the Proposal and the documents accompanying the Proposal for selection of the Creative Agency, and we certify that all information provided in the Proposal and in the supporting documents is true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Proposal are true copies of their respective originals.
2. This statement is made for the express purpose of appointment as the Creative Agency for the aforesaid Project.
3. We shall make available to Client any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
4. We acknowledge the right of Client to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
5. We certify that in the last 3 (three) years, we have neither failed to perform on any assignment or contract, as evidenced by imposition of

a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Applicant, nor been expelled from any project, assignment or contract by any public authority nor have had any assignment or contract terminated by any public authority for breach on our part.

6. We declare that:
 - a) We have examined and have no reservations to the RFP, including any Addendum issued by the Authority;
 - b) We do not have any conflict of interest in accordance with the terms of the RFP;
 - c) We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in the RFP document, in respect of any tender or request for proposal issued by or any agreement entered into with Client or any other public sector enterprise or any government, Central or State; and
 - d) We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
7. We understand that you may cancel the selection process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Creative Agency, without incurring any liability to the Applicants.
8. We declare that we are not a member of any other Consortium/JV applying for selection as a Creative Agency.
9. We certify that in regard to matters other than security and integrity of the country, we or any of our affiliates have not been convicted by a court of law or indicted or adverse orders passed by a regulatory authority which would cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community.
10. We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a court of law for any offence committed by us or by any of our affiliates. We further certify that neither we nor any of our consortium members have been barred by the central government, any state government, a statutory body or any public sector

undertaking, as the case may be, from participating in any project or bid, and that any such bar, if any, does not subsist as on the date of this RFP.

11. We further certify that no investigation by a regulatory authority is pending either against us or against our affiliates or against our CEO or any of our Directors/ Managers/ employees.
12. We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by Client in connection with the selection of Creative Agency or in connection with the selection process itself in respect of the above mentioned Project.
13. We agree and understand that the proposal is subject to the provisions of the RFP document. In no case, shall we have any claim or right of whatsoever nature if the Project is not awarded to us or our proposal is not opened or rejected.
14. We agree to keep this offer valid for 90 (Ninety) days from the PDD specified in the RFP.
15. A Power of Attorney in favour of the authorized signatory to sign and submit this Proposal and documents is attached herewith.
16. The Technical and Financial Proposal is being submitted in a separate cover. This Pre- Qualification Proposal read with the Technical and Financial Proposal shall constitute the application which shall be binding on us.
17. We agree and undertake to abide by all the terms and conditions of the RFP Document.

We remain,

Yours sincerely,

Authorized Signature [In full and

initials]: Name and Title of

Signatory: Name of Firm:

Address:

Telephone:

Fax:

(Name and seal of the Applicant/Member in Charge)

Form 2

Format for Power of Attorney for Authorized Representative

Know all men by these presents, We, [name of organization and address of the registered office] do hereby constitute, nominate, appoint and authorize Mr / Ms [name], son/ daughter/ wife of [name], and presently residing at [address], who is presently employed with/ retained by us and holding the position of [designation] as our true and lawful attorney (hereinafter referred to as the "Authorized Representative"), with power to sub- delegate to any person, to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for and selection as Creative Agency for [name of assignment], to be developed by NHDC (the "Authority") including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-bid and other conferences and providing information/ responses to the Authority, representing us in all matters before the Authority and undertakings consequent to acceptance of our proposal and generally dealing with the Authority in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us until accepting the work order with the Authority.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, [name of organization], THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS [date in words] DAY OF [month] [year in 'yyyy' format].

For [name and registered address of organization] [Signature]
[Name]

[Designation]

Witnesses:

1. [Signature, name and address of witness]
2. [Signature, name and address of Witness]

Accepted

Signature] [Name]

[Designation] [Address]

Notes:

1. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the

executants(s) and when it is so required the same should be under seal affixed in accordance with the required procedure.
2. Wherever required, the Applicant should submit for verification the extract of the charter documents and other documents such as a resolution/power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.
3. For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued. However, the Power of Attorney provided by Applicants from countries that have signed The Hague Legislation Convention, 1961 are not required to be legalized by the Indian Embassy if it carries a conforming Apostile certificate.

Form 3

Bank Guarantee for Earnest Money Deposit (EMD)

BG No.

Date:

1. In consideration of you, National Handloom Development Corporation Ltd., A Government of India Undertaking, Ministry of Textiles, Wegmans Business Park, 4th Floor, Sector Knowledge Park – 3, Surajpur Kasna Road, Greater Noida-201306 (hereinafter referred to as the

“Authority” which expression shall, unless repugnant to the context or meaning thereof, include its administrators, successors and assigns) having agreed to receive the proposal of **[Name of company]**, (hereinafter referred to as the

“Bidder” which expression shall unless it be repugnant to the subject or context thereof include its successors and assigns), for appointment as Agency for [name of assignment] pursuant to the RFP Document dated [date] issued in respect of the Assignment and other related documents including without limitation the draft work order for services (hereinafter collectively referred to as “Documents”), we [Name of the Bank] having our registered office at [registered address] and one of its branches at [branch address] (hereinafter referred to as the “Bank”), at the request of the Bidder, do hereby in terms of relevant clause of the RFP Document, irrevocably, unconditionally and without reservation guarantee the due and faithful fulfillment and compliance of the terms and conditions of the RFP Document by the said Bidder and unconditionally and irrevocably undertake to pay forthwith to the Authority an amount of Rs. [in figures] ([in words]) (hereinafter referred to as the “Guarantee”) as our primary obligation without any demur, reservation, recourse, contest or protest and without reference to the Bidder if the Bidder shall fail to fulfill or comply with all or any of the terms and conditions contained in the said RFP Document.

2. Any such written demand made by the Authority stating that the Bidder is in default of the due and faithful fulfillment and compliance with the terms and conditions contained in the RFP Document shall be final, conclusive and binding on the Bank. We, the Bank, further agree that the Authority shall be the sole judge to decide as to whether the Bidder is in default of due and faithful fulfillment and compliance with the terms and conditions contained in the RFP Document including, Document including without limitation, failure of the said Bidder to keep its Proposal valid during the validity period of the Proposal as set forth in the said RFP Document, and the decision of the Authority that the Bidder is in default as aforesaid shall be final and binding on us, notwithstanding any differences between the Authority and the Bidder or any dispute pending before any court, tribunal, arbitrator or any other authority.
3. We, the Bank, do hereby unconditionally undertake to pay the amounts due and payable under this Guarantee without any demur, reservation, recourse, contest or protest and without any reference to the Bidder or any other person and irrespective of whether the claim of the Authority is disputed by the Bidder or not, merely on the first demand from the Authority stating that the amount claimed is

due to the Authority by reason of failure of the Bidder to fulfill and comply with the terms and conditions contained in the RFP Document including without limitation, failure of the said Bidder to keep its Proposal valid during the validity period of the Proposal as set forth in the said RFP Document for any reason whatsoever. Any such demand made on the Bank shall be conclusive as regards amount due and payable by the Bank under this Guarantee. However, our liability under this Guarantee shall

be restricted to an amount not exceeding Rs. [in figures] ([in words]).

4. This Guarantee shall be irrevocable and remain in full force for a period of 90 (Ninety) days from the Proposal Due Date and a further claim period of thirty (30) days or for such extended period as may be mutually agreed between the Authority and the Bidder, and agreed to by the Bank, and shall continue to be enforceable until all amounts under this Guarantee have been paid.
5. The Guarantee shall not be affected by any change in the constitution or winding up of the Bidder or the Bank or any absorption, merger or amalgamation of the Bidder or the Bank with any other person.
6. In order to give full effect to this Guarantee, the Authority shall be entitled to treat the Bank as the principal debtor. The Authority shall have the fullest liberty without affecting in any way the liability of the Bank under this Guarantee from time to time to vary any of the terms and conditions contained in the said RFP Document or to extend time for submission of the Proposals or the Proposal validity period or the period for conveying of Letter of Acceptance to the Bidder or the period for fulfillment and compliance with all or any of the terms and conditions contained in the said RFP Document by the said Bidder or to postpone for any time and from time to time any of the powers exercisable by it against the said Bidder and either to enforce or forbear from enforcing any of the terms and conditions contained in the said RFP Document or the securities available to the Authority, and the Bank shall not be released from its liability under these presents by any exercise by the Authority of the liberty with reference to the matters aforesaid or by reason of time being given to the said Bidder or any other forbearance, act or omission on the part of the Authority or any indulgence by the Authority to the said Bidder or by any change in the constitution of the Authority or its absorption, merger or amalgamation with any other person or any other matter or thing whatsoever which under the law relating to sureties would but for this provision have the effect of releasing the Bank from its such liability.
7. Any notice by way of request, demand or otherwise hereunder shall be sufficiently given or made if addressed to the Bank and sent by courier or by registered mail to the Bank at the address set forth herein.
8. We undertake to make the payment on receipt of your notice of claim on us addressed to [Name of bank along with branch address] and delivered at our above branch which shall be deemed to have been duly authorized to receive the said notice of claim.

9. It shall not be necessary for the Authority to proceed against the said Bidder before proceeding against the Bank and the guarantee herein contained shall be enforceable against the Bank, notwithstanding any other security which the Authority may have obtained from the said Bidder or any other person and which shall, at the time when proceedings are taken against the Bank hereunder, be outstanding or unrealized.
10. We, the Bank, further undertake not to revoke this Guarantee during its currency except with the previous express consent of the Authority in writing.
11. The Bank declares that it has power to issue this Guarantee and discharge the obligations contemplated herein, the undersigned is duly authorized and has full power to execute this Guarantee for and on behalf of the Bank.
12. For the avoidance of doubt, the Bank's liability under this Guarantee shall be restricted to Rs. [in figures] ([in words]). The Bank shall be liable to pay the said amount or any part thereof only if the Authority serves a written claim on the Bank in accordance with paragraph 8 hereof, on or before [date].

Signed and Delivered by [name of bank]

By the hand of Mr. /Ms. [name], it's [designation] and authorized official.

(Signature of the Authorized Signatory)

(Official Seal)

Notes:

- The Bank Guarantee should contain the name, designation and code number of the officer(s) signing the Guarantee.
- The address, telephone number and other details of the Head Office of the Bank as well as of issuing Branch should be mentioned on the covering letter of issuing Branch.

Self-Declaration

Date :

**To,
National Handloom Development Corporation,
Wegmans Business Park, Tower 1, 4th Floor,
Sector Knowledge Park – 3, Surajpur Kasna Road,
Greater Noida – 201306**

This is to certify that our Advertising Agency i.e. M/S _____

Is not blacklisted by any Public Sector, Pvt. Sector, Scheduled Commercial Bank, PSU, Financial Institution, Central Govt., State Govt., RBI, or any other Corporate or regulatory authority.

Does not owe any overdue money to any publication/ TV Channel/Radio/Digital Media/ any other media for more than 90 days

Does not have any legal, civil, criminal, taxation and other cases pending against it that may have an impact affecting or compromising the delivery of services required. Further, we undertake that the Agency shall itself, for the activities like posters, photographs, exhibitions, TV/ Radio Jingle, Web/ CD based production etc. or any other services as desired by the NHDC, use only authorised captions, images, footages etc for the NHDC's work and shall indemnify the NHDC's for any losses or damages and including litigation, if any, arise due to use of such products/ materials for NHDC's marketing activities. Further, we agree to abide by all the terms and conditions mentioned in the document floated by the NHDC's for selection of Media Agency.

(Authorised Signatory with seal)

Name:

Designation:

Date:

Technical Proposal Submission Form

[Location, Date]

**National Handloom Development Corporation,
Wegmans Business Park, Tower 1, 4th Floor,
Sector Knowledge Park – 3, Surajpur Kasna Road,
Greater Noida – 201306**

RFP dated [date] for selection for [name of assignment]

Dear Sir,

With reference to your RFP Document dated [date], we, having examined all relevant documents and understood their contents, hereby submit our Technical Proposal for selection as [name of assignment]. The Proposal is unconditional and unqualified.

We are submitting our Proposal as [name of the applicant].

If negotiations are held during the period of validity of the Proposal, we undertake to negotiate in accordance with the RFP. Our Proposal is binding upon us, subject only to the modifications resulting from negotiations in accordance with the RFP.

We understand you are not bound to accept any Proposal you receive.

Further:

1. We acknowledge that Client will be relying on the information provided in the Proposal and the documents accompanying the Proposal for selection of the Creative Agency, and we certify that all information provided in the Proposal and in the supporting documents is true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Proposal are true copies of their respective originals.
2. This statement is made for the express purpose of appointment as the Creative Agency for the aforesaid Project.
3. We shall make available to Client any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
4. We acknowledge the right of Client to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.

5. We certify that in the last 3 (three) years, we have neither failed to perform on any assignment or contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Applicant, nor been expelled from any project, assignment or contract by any public authority nor have had any assignment or contract terminated by any public authority for breach on our part.

6. We declare that:
 - a) We have examined and have no reservations to the RFP, including any Addendum issued by the Authority;

 - b) We do not have any conflict of interest in accordance with the terms of the RFP;

 - c) We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in the RFP document, in respect of any tender or request for proposal issued by or any agreement entered into with Client or any other public sector enterprise or any government, Central or State; and

 - d) We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

7. We understand that you may cancel the selection process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Creative Agency, without incurring any liability to the Applicants.

8. We certify that in regard to matters other than security and integrity of the country, we or any of our affiliates have not been convicted by a court of law or indicted or adverse orders passed by a regulatory authority which would cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community.

9. We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a court of law for any offence committed by us or by any of our affiliates. We further certify that neither we nor any of our consortium members have been barred by the central government, any state government, a statutory body or any public sector undertaking, as the case may be, from participating in any project or bid, and that any such bar, if any, does not subsist as on the date of this RFP.

10. We further certify that no investigation by a regulatory authority is pending either against us or against our affiliates or against our CEO or any of our Directors/Managers/ employees.

11. We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by Client in connection with the selection of Creative Agency or in connection with the selection process itself in respect of the above mentioned Project.
12. We agree and understand that the proposal is subject to the provisions of the RFP document. In no case, shall we have any claim or right of whatsoever nature if the Project is not awarded to us or our proposal is not opened or rejected.
13. The Financial Proposal is being submitted in a separate cover. This Technical Proposal read with the Financial Proposal shall be binding on us.
14. We agree and undertake to abide by all the terms and conditions of the RFP Document.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory: Name of

Firm:

Address:

Telephone:

Fax:

(Name and seal of the Applicant/Member in Charge)

Financial Bid

(For each deliverables an agency must give break up cost and as for as possible the deliverables should be specify in detail as per the given format)

S. No	Media	Deliverables	Cost per unit in INR	Total Cost in INR
1				
2				
3				
4				
5				
6				
7				
		TOTAL COST		

Form 7

Format for Seeking Clarifications, Submitting Queries / Suggestions for the Pre Bid Conference

Name of the Company:

Name of the Concerned Person:

S.No.	Reference No. of the RFP	Clause/ Section of the RFP	Page No	Query / Suggestion

Name and Signature
Of the Bidders Representative

Annexure - I

Instructions to Bidders for Online Bid Submission

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal. More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>.

1. REGISTRATION

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link "Online bidder Enrollment" on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

2. SEARCHING FOR TENDER DOCUMENTS

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

3. PREPARATION OF BIDS

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids. RFP- For Appointing Survey Agency
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of

documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use “My Space” or “Other Important Documents” area available to them to upload such documents. These documents may be directly submitted from the “My Space” area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

4. SUBMISSION OF BIDS

1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.

3) Bidder has to select the payment option as “offline” to pay the tender fee / EMD as applicable and enter details of the instrument.

4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.

5) Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BoQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BoQ file, open it and complete the white coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BoQ file is found to be modified by the bidder, the bid will be rejected.

6) The server time (which is displayed on the bidders’ dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.

7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive RFP- For Appointing Survey Agency fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.

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9) Upon the successful and timely submission of bids (ie after Clicking “Freeze Bid Submission” in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

10) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

5. ASSISTANCE TO BIDDERS

1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk number 0120-4200462, 0120-4001002.