



**National Handloom Development Corporation Limited**  
**(A Government of India Undertaking)**  
**Registered office: Wegmans Business Park, Tower 1, Plot**  
**No. 3,**  
**Sector Knowledge Park – 3, Surajpur Kasna road,**  
**Greater Noida – 201 306**

**LIMITED TENDER ENQUIRY**  
**FOR**  
**PUBLICITY OF STATE HANDLOOM EXPO – SILK FAB AT ACROSS**  
**COUNTRY**

## NOTICE INVITING TENDER

NHDC invites Limited Tender to apply for “Publicity of State Handloom Expo – Silk Fab / Wool Fab at Across the Country” and intends to select the agency/firm through competitive bidding process in accordance with the procedure set out herein.

Tender documents may be downloaded from official website <https://www.nhdc.org.in/Tenders.aspx>.

**[Submit your proposals on e procure.gov.in latest by 27<sup>th</sup> March 2024, 5:00 PM](#)**

**Bid will be opened and evaluated in presence of all bidders as per the critical date sheet.**

### CRITICAL DATE SHEET :

S. No.	Details	Date
1.	Date of Issue of Tender Document	22/02/2024
2.	Starting Date and Time for Submission of Bid/Tender	22/02/2024
3.	Last Date and time for submission of Tender	27/02/2024 at 05:00 PM
4.	Date of Opening of Tender	28/02/2024 at 05:00 PM

### **Brief:**

**State Handloom Expo – “SILK FAB”:** This event is being organized exclusively for various types of handloom product i.e., Sarees, Suits, Dress Materials, Dupattas, Stoles and other Handloom product. In this event 60 stalls will be allotted to various Handloom Agencies, Weaver’s and Artisan’s across India.

### **Proposed Dates:**

Sl. No.	Type of Event	Places	From	To
1	Silk Fab (SHE)	Dibrugarh	01-03-2024	14-03-2024
2	Silk Fab (SHE)	Guwahati	28-03-2024	10-04-2024

### **SELECTION OF BIDDER:**

Bidder, who quotes the lowest rate in the exhibitions, shall be treated as L1 rates same shall be declared as an agency for providing the tender services. NHDC Ltd. reserves the right to accept or reject any bid (at any stage) submitted by the bidder without assigning any reason

### **USE OF BID AND INFORMATION:**

- This document has been prepared solely for getting financial quote from agency empanelled with NHDC for “Publicity of State Handloom Expo – Silk Fab / Wool Fab at Across the Country”. This document is not a recommendation, offer or invitation to enter

into contract, agreement or any other arrangement in respect of the services. The provision of the services is subject to observance of selection process and appropriate documentation being agreed between NHDC and any successful Bidder.

- b. While this document has been prepared in good faith, neither the NHDC nor any of its employees make any representation or warranty or shall have any responsibility whatsoever in respect of this document. Any liability is accordingly and expressly disclaimed.
- c. This document is meant to provide information only and upon the express understanding that the Bidders will use it only for the purpose set out herein.

#### **NHDC RIGHT TO REJECT ANY OR ALL BIDS:**

NHDC reserves the right to reject any or all the bids without assigning any reasons thereof without thereby incurring any liability to the Bidders or any obligation to inform the affected Bidders on the grounds for the NHDC action or without assigning any reasons, whatsoever. The decision of NHDC shall be final, conclusive and binding on all the Bidders/parties directly or indirectly connected with the bidding process and the same shall not be questioned / challenged.

#### **CLARIFICATION/MODIFICATION:**

- a. NHDC may be notified of any omission / discrepancy in the tender before the closure of bid. If required, the NHDC may thereafter modify the document. The modified document would be hosted on the NHDC official website. Any subsequent modification in the dates/timelines will be at the discretion of the NHDC.
- b. NHDC also reserves the sole right for carrying out any amendments/ modification/changes including any addendum to this tender. Such amendments / modifications / changes including any addendum to this tender shall be notified on the NHDC website [www.nhdc.org.in](http://www.nhdc.org.in) .
- c. NHDC reserves the sole right to cancel the tender at any stage without assigning any reason.
- d. Before tendering, the Bidders are requested to carefully examine the Tender / Bid Documents, Terms & Conditions of Assignment, Specifications and if there is or appears to be any ambiguity therein, they should immediately refer the matter to NHDC, for clarification.

#### **DELAYS OF BID:**

Any Tenders / Bids received by NHDC after the deadline for submission of tenders prescribed by NHDC will be summarily rejected. NHDC shall not be responsible for any delay or non-receipt/ non-delivery of the documents.

#### **SUBMISSION OF BID:**

All submissions, including any accompanying documents, will become the property of the NHDC. The Bidder shall be deemed to have licensed, and granted all rights to the NHDC to reproduce the whole or any portion of their submission for the purpose of evaluation, to disclose the contents of the submission to other bidders and to disclose and/or use the contents of the submission as the basis for any resulting process, not with standing any

copyright or other intellectual property right of the Bidder in the submission or accompanying documents.

### **LANGUAGE OF BID**

All correspondence and other documents to be exchanged by the parties shall be written in the English language. The version written in English language shall govern its interpretation.

### **BID VALIDITY PERIOD:**

Bid will remain valid and open for evaluation according to their terms for a period of at least 180 days from the bid opening date. NHDC shall also have the right at its sole and absolute discretion to continue the assignment/contract with the successful Bidder for future requirements on the rates finalized in this processing for various items/activities as described in the financial bid, or at the price negotiated thereafter, after expiry of current assignment period. In exceptional circumstances, NHDC may solicit the Bidder's consent to an extension period of validity.

### **GENERALS:**

- a. In case of any dispute or differences, breach & violation relating to the terms of the contract, the said matter or dispute, differences shall be referred to CA, NHDC for arbitration, who himself or any other person appointed by him will work as sole arbitrator and the award of the arbitrator shall be final and binding on both the parties.
- b. The Corporation reserves the right to reject any or all tenders and award the remaining work to any other contractor without assigning any reason. Conditional tenders in any form, whatsoever shall be liable to be rejected outrightly.
- c. The Corporation shall be entitled to cancel the contract, if it is found that there has been any breach of condition of the contract and/or the work is found to be unsatisfactory. The Contractor in such cases will not be entitled for making any claim/compensation. The Corporation is entitled to forfeit the Security money and the contractor may not be considered for award of any similar contract in future.
- d. The Corporation has a right to cancel one or more or all events at any moment without assigning any reason what so ever or change the date of the events/contractor for any event. No compensation at all against such losses if any, will be given to the Contractor for the events concerned.
- e. The rates of all items of work shall include cost of all labour, octroi and all type of taxes including GST etc.

### **GUIDELINES:**

Guidelines for Social Media Campaign must be followed by selected agency especially for the posting of promotional reel videos by influencers for various Silk Fab / Wool Fab etc.

- a. The influencer should be selected based on their profile i.e., Product category catered, place of influencer and demography of their followers, etc. The profile must match the requirement of promotion of Handloom / Sarees/ Textiles products. The options for approval must be submitted along with the social media plan by the agency.
- b. The script of reel should be more focused on promotion of Handloom items and the particular event. The script should be prior approved by NHDC before start of the event.

If the details of influencer and script will not be submitted prior 3 days of the start of the event, penalty amounting Rs.1000/- per day will be charged to the agency.

- c. The reel should be of optimum time i.e., not too big or short (approx. 50 seconds).
- d. The influencer must visit at the site to include their presence at the event site and showing the actual video of site in the reel video. (No influencer reel will be accepted until the influencer visit the actual site of the event.).
- e. No objectionable matter / content will be allowed in the reel video. Approval before posting the final reel from the influencer's social media account, must be obtained from NHDC.

**Proposal Contents Deliverables and Evaluation Parameters:**

S/N	Work Description	Evaluation Criterion	Budget	Comments
1	Creative Design: 1. Print Media 2. Social Media 3. Digital Ad	<b>Minimum 02 Attractive creative design required for each work:</b> <ul style="list-style-type: none"> <li>• 02 Creative of print media size 10x12 (120 sq. cm.)</li> <li>• 02 Infographic Creative for social media</li> <li>• 02 Creative of Digital Ad</li> </ul>		
2	Social Media Handle	<b>Social Medial Handle &amp; Post for Event:</b> A. Handling Social Media Handle of NHDC/SilkFab B. Creative Making & Design for Social Media Handle <ul style="list-style-type: none"> <li>• Creative Designing for all Official Social Media handle</li> <li>• Daily 2-3 static posting on Official Social Media site,</li> <li>• Daily organic post along with the 2-3 videos, Gif's, Infographics content post on FB/Insta/Twitter/Koo/LinkedIn etc.</li> <li>• Posting of 8-10 Weaver's/Artisans bite and visitor bite on social media handle.</li> <li>• Reply of messages and comments of the event</li> </ul>		
3	Social media strategy through paid promotion	<b>Promotion &amp; Campaign</b> <ul style="list-style-type: none"> <li>• Paid Campaign through Google Ad</li> <li>• Facebook Post Paid Promotion</li> <li>• Instagram Post Paid Promotion</li> <li>• Facebook Event Post Paid Promotion</li> <li>• Infographic post on FB/Insta with Awareness Paid Promotion</li> <li>• Infographic post on Twitter</li> <li>• Promote Tweet on Twitter</li> <li>• Paid Campaign on Twitter</li> <li>• Paid Campaign on LinkedIn</li> <li>• Page Like Campaign on FB/Insta/Twitter</li> </ul>		Campaign to run before 1 week of the event. (Paid promotion breakup required)
4	Print & Radio Advertisement	<ul style="list-style-type: none"> <li>• Strategy for Print Advertisement (Print Ad Size is 10x12 sq. cm)</li> <li>• Strategy for Radio Advertisement, Jingle required for Radio Ad (Jingle is not more than 20 Second) Frequency Morning, Afternoon and Evening</li> </ul>		
5	Influencers list and Bloggers list	5 names suggested, should be from same Industry (Handlooms/Textiles) along with the Reach /Readership / Followers etc. <ul style="list-style-type: none"> <li>• 01-02 Reels post by Influencer</li> <li>• 02 organic post by Influencer</li> </ul> Influencer will post on their account tagging with our Official Social Media handle		Name/readership/followers/reach etc. details required at the time of

				submission of this document.
6	Any other doable ideas on Local Advertisement /Branding/Publicity			
i)				
			Rs. 03.00 Lakh	

**Note:**

• **Project Budget:**

- 1) \*State Handloom Expo – “Silk Fab” - INR 03.00 lakh (Incl. taxes & charges).
- 2) The bifurcation of budget is given below:
  - a) For newspaper/radio advertisement budget upto Rs. 02.00 Lakh.
  - b) For Social Media Paid Promotion & Campaign, Creative making and Social Media Handling, Influencer upto Rs.1.00 Lakh.
- 3) The above proposed budget couldn't be modified or diverted in other publicity head by the agency only NHDC have right to change/divert or modify the budget in any stage.
- 4) The selected agency will submit the head wise bill for reimbursement.
- 5) The selected agency also submits the actual social media FB/Insta/Twitter etc. bill with claim document for reimbursement.
- 6) The selected agency can also be given work for any other type of publicity as per the requirement related to the exhibition.
- 7) Bidder, who quotes the lowest rate in the exhibitions, shall be treated as L1 rates same shall be declared as an agency for providing the tender services. NHDC Ltd. reserves the right to accept or reject any bid (at any stage) submitted by the bidder without assigning any reason.

➤ **Scope of work**

To create hype & buzz on the digital platforms, print media and local publics, to increase the footfall and to motivate people to visit the fair and buy materials from the Exhibition, also to develop and run a sustainable campaign on social media, digital & print media promotion in leading newspapers and Digital releases.

- To develop credibility and media hype.
- To create a hype and buzz before the launch of the Event (Pre-launch)
- To run a sustainable campaign on all social media platforms, not only limited to Facebook, Twitter, Instagram, YouTube, Koo, LinkedIn, and other relevant platforms.
- To arrange the product image from their own side for social media post.
- Agency will visit the exhibition for taking of weaver's bite and visitor bite.
- Web banners on relevant websites.
- Paid campaign on Digital Platform, Social Media targeting geo location & interest.
- To engage more people and spread positive word of mouth for the exhibitions.
- To increase the footfall and enhance the visibility of the State Handloom Expo and the publicity of the exhibitions.
- To increase the footfall and encourage the buyers to visit the fair and buy handloom products from the exhibition.
- To publish and circulation of press releases of the fair in leading newspapers/print media/ads in English, Hindi and other regional language & circulations.
- Daily 2-3 static posting on Official social media organic and paid along with the 1-2 videos, gif's, Info graphics etc.
- Other doable ideas are welcome and can be shared in proposals.
- All the publicity material will be arranged by the agency. NHDC will not responsible for providing any image/content, weaver bite/visitor bite, other publicity related matter etc.

The proposals can be submitted in pen drives & hard copies. The project or suggestive ideas should be doable within the projected budget; no separate budget shall be allocated for any media plan or creative design. The agencies must submit all-inclusive comprehensive proposals. Applicable taxes & charges should be included in the cost.

General Terms & Condition apply as per original "RFP" (Request for Proposal) For 'Empanelment of Multi-media agencies'.