



**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 Kasma road,
Greater Noida – 201 306**

**LIMITED TENDER ENQUIRY
FOR
PUBLICITY OF SPECIAL HANDLOOM EXPO AT HANDLOOM HAAT,
JANPATH, NEW DELHI**

NOTICE INVITING TENDER

NHDC invites Limited Tender to apply for "Publicity & Branding Campaign of Special Handloom Expo at Handloom Haat, Janpath, New Delhi 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 18th May 2023, 03:00 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	13/05/2023
2	Starting Date and Time for Submission of Bid/Tender	13/05/2023
3	Last Date and time for submission of Tender	17/05/2023 at 03:00 PM
4	Date of Opening of Tender	18/05/2023 at 03:00 PM

Brief:

Special Handloom Expo: This event is being organized exclusively for various types of handloom product i.e., Sarees, Suits, Dress Materials, Home Furnishings, Home Décor and other Handloom product. In this event 60 stalls will be allotted to various Handloom agencies and weavers across India.

Proposed Dates:

Sl. No.	Type of Event	Places	From	To
1	Special Handloom Expo	Handloom Haat, Janpath, New Delhi	22-05-2023	04-06-2023

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:

- a. This document has been prepared solely for getting financial quote from agency empanelled with NHDC for “organizing of Special Handloom Expo at Handloom Haat, Janpath, New Delhi”. 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 .
- 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 28 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.
- f. The Corporation shall be entitle 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 earnest money and the contractor may not be considered for award of any similar contract in future.

Proposal Contents Deliverables and Evaluation Parameters:

S/N	Work Description	Evaluation Criterion	Special Handloom Expo from 22/05/2023 to 04/06/2023 Budget**
1.	Creative Design: 1. Print Media 2. Social Media 3. Digital Ad	Minimum 03 creative required for each work: <ul style="list-style-type: none"> 03 Creative of print media size 9x15 (135sq cm.) 03 Infographic Creative for social media 03 Creative of Digital Ad 	
2.	Social media strategy	<ul style="list-style-type: none"> Daily 3-4 static posting on Official Social Media site, organic and paid along with the 3-4 videos, Gif's, Info graphics content post on FB/Insta/Twitter/Koo/LinkedIn etc. Paid Campaign through Google Ad Facebook Post Paid Promotion Instagram Post Paid Promotion Facebook Event Paid Promotion Infographic post on FB/Insta with Paid Promotion Infographic post on Twitter Promote Tweet on Twitter 	
3.	Print & Digital E circulation in media (PR)	<ul style="list-style-type: none"> Name of Leading Newspapers & platforms 3 Times Media Coverage in print media Making of Press Release in English & Regional Language Digital E circulation in Leading Media 	
4.	Print & Radio Advertisement	<ul style="list-style-type: none"> Strategy for Print & Radio Advertisement & Jingle required for Radio Ad (Print Ad Size is 9x15 sq. cm & Jingle in not more than 20 Second) 	
5.	Influencers list and Bloggers list	10 names suggested, should be from same Industry (Handlooms/Textiles) along with the Reach /Readership / Followers etc. <ul style="list-style-type: none"> 02-04 Reels post by Influencer 04 organic post by Influencer Influencer will post on their account tagging with our Official Social Media handle 	
6.	Any other doable ideas on Local Advertisement/ Branding/Publi city		
i)			
ii)			
iii)			
iv)			
v)			
			Rs.02.00 Lakh

Note:

- **Project Budget:**

- 1) ***Special Handloom Expo from 22/05/2023 to 04/06/2023 - INR 02 lakhs (Including taxes & charges).**
- 2) **The bifurcation of budget is given below:**
 - a) **Rs.1.4 Lakh for newspaper advertisement**
 - b) **Rs.0.40 Lakh for Social Media & Influencer and**
 - c) **Remaining amount of Rs.0.20 Lakh other publicity.**
- 3) **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 - (Tentative)

To create hype & buzz on the digital platforms and print media, 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 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 Special 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 and Hindi & circulations.
- Daily 3-4 static posting on Official social media organic and paid along with the 3-4 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'.