



**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 SARI WALKATHON AND SPECIAL HANDLOOM
EXPO AT MUMBAI**

NOTICE INVITING TENDER

NHDC invites Limited Tender to apply for “Publicity & Branding Campaign of Sari Walkathon and Special Handloom Expo at Mumbai 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 at NHDC, Greater Noida Office latest by 19th May 2023, 04:00 PM

PLACE OF SUBMISSION OF BID:

Tender Box

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

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	17/05/2023
2	Starting Date and Time for Submission of Bid/Tender	17/05/2023
3	Last Date and time for submission of Tender	19/05/2023 at 04:00 PM
4	Date of Opening of Tender	19/05/2023 at 04:30 PM

Brief:

Sari walkathon a 6 Yards Elegance: Saree Walkathon an event aimed to promote Handloom Saree Culture of India. The Saree Walkathon will invite participation of women from across the state showcasing their way of wearing saree and thereby, presenting India as a country having “Unity in Diversity”.

Special Handloom Expo: This event is being organized exclusively for various types of handloom Sarees. In this event 75 stalls will be allotted to various Handloom agencies and weavers across India.

Proposed Dates:

Sl. No.	Type of Event	Places	From	To
1	Sari Walkathon and Special Handloom Expo	Mumbai	02-06-2023	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 Sari Walkathon and Special Handloom Expo at Mumbai”. 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	Sari Walkathon and Special Handloom Expo from 02/06/2023 to 04/06/2023 Budget**
1.	Creative Design: 1. Print Media 2. Social Media 3. Digital Ad	Minimum 04 creative required for each work: <ul style="list-style-type: none"> 04 Creative of print media of Special Handloom Expo size 9x15 (135sq cm.) 04 Creative of print media of Sari Walkathon size 9x15 (135sq cm.) 04 Infographic Creative for social media of Sari Walkathon 04 Creative of Digital Ad 	
2.	Social media strategy	<ul style="list-style-type: none"> Daily 8-10 static paid posting on Official Social Media site, Daily organic post along with the 4-5 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 Advertisement (Print Ad Size is 9x15 sq. cm) Strategy for Radio Advertisement, Jingle required for Radio Ad (Jingle is not more than 30 Second) Frequency Morning, Afternoon and Evening 	
5.	Registration of Participants	Development of Web link, Form and Data Management and Compilation etc.	
6.	Other Publicity	Designing of Back Drop, Standees, Branding of the Event though Billboard, On Site Branding etc.	

7.	Any other doable ideas on Local Advertisement/ Branding/ Publicity		
i)			
ii)			
iii)			
iv)			
v)			
			Rs.16.00 Lakh

Note:

- **Project Budget:**

1) ***Sari Walkathon and Special Handloom Expo from 02/06/2023 to 04/06/2023 - INR 16.00 lakhs (Incl. all taxes & charges).**

2) **The bifurcation of budget is given below:**

- a) **Rs.2.00 Lakh for Development of Web link, Form, Data Management & compilation etc. for registration of participants.**
- b) **Rs.5.00 Lakh for Backdrop, Standees, Billboards Advertisement etc.**
- c) **Rs.3.00 Lakh for Print Media & PR**
- d) **Rs.2.00 Lakh for Radios**
- e) **Rs.4.00 Lakh for all social media activities.**

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 and local publics, to increase the footfall and to motivate people to participate in Sari Walkathon and also visit the fair and buy materials from the Exhibition, also to develop and run a sustainable campaign on social media, digital & print media and Radio 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 and Sari Walkathon.
- 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 regional language & circulations.
- Daily 8-10 static paid posting on Official social media and organic 4-5 videos, gif's, Info graphics etc.
- Daily 5-6 organic video post of Weavers bite and visitors.
- Create Hype through leading FM Radios (Frequency – 04 spot insertion in Morning, 02 spot insertion in After Noon and 04 spot insertion at Evening)
- Development of Web link, Registration Form, Data Management & compilation etc. for registration of participants.
- Providing of registration data to NHDC and other department as per instruction.
- Approx. 20K participants may be participated in the Sari Walkathon.
- 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'.