

**NATIONAL DESIGN CENTRE**

Hall No.1, Rajiv Gandhi Handicrafts Bhawan  
Baba Kharak Singh Marg, Connaught Place, New Delhi-1  
Email: [ndc@nationaldesigncentre.org](mailto:ndc@nationaldesigncentre.org) Web: [www.nationaldesigncentre.org](http://www.nationaldesigncentre.org)

**EOI FOR PREPARATION OF MATERIAL**

NDC invites EOI from reputed / experienced agencies / firms for preparation of publicity material for handmade products.

Interested experts having experience in similar job may submit their EOI. The detailed TOR for the same can be downloaded from [www.nationaldesigncentre.org](http://www.nationaldesigncentre.org) or can collect from the above address. The last date of submission of EOI shall be within 3 days from the date of this publication.

**A: INTRODUCTION**

National Design Centre is going to execute the project for publicity & promotion of Indian Handicrafts at Dilli Haat, Opp. I.N.A. Market, New Delhi. The publicity shall be done through hoardings, standees, colour buntings, name fascia of product etc. The campaign shall be organized 1 -14 August, 2023.

**B: INDICATIVE SCOPE OF WORK**

**1. Two Hoardings at Outside the Dilli Haat**

- i) Size – 12 X 16 ft. - 1
- ii) Size – 10 X 12 ft. -1

**2. Box Entry Gate at the entrance of Dilli Haat**

- i) Size of Gate - 20 X 10 Ft. – 1

**3. Standees**

- ii) Size of Standees - 6 X 2.5 ft. – 20

**4. Colourful Buntings**

- i) Total Buntings – 5000 to be placed at entire Dilli Haat to décor the venue

**5. Name Fascia of Participants (National Awardees)**

Total Name Fascia – 100 as per the design shall be provided

## **C: ELIGIBILITY CRITERIA OF THE APPLICANT**

- The applicant must be a registered company / entity of repute with sound experience in performing the above mentioned services.
- Joint Venture / Consortiums are not allowed.
- The applicant must have proven track record of working with arts and culture domain in India for a minimum of five years. Documentary proof must be enclosed with work orders & others.
- Average Financial turnover of applicant must be Rs.25 lakhs or above during last 5 financial years.
- The applicant must comply with all government and regulatory norms viz. Pan No., GST etc. Copies to be furnished with technical bid.
- The applicant should not have been blacklisted / banned / debarred / under investigation by any State Government or Central Government entity / PSU.

## **D: SUBMISSION OF EOI**

### **1) TECHNICAL**

EOI should be submitted in two sealed envelope, **TECHNICAL BID** (Envelope –I) to contain following documents:

- i) **Details of the EOI**
  - a) Profile of the Agency / Company
  - b) Track record – details of involvement in similar events (Provide list of works executed in last 5 years)
  - c) Specific experience relating to the event of such nature  
(Documentary evidence of all needs to be provided)
- ii) All applicants should submit a self-undertaking that they have never been blacklisted by any Government of India Ministry / Department / Authority / Organization / Agency.
- iii) Statement signed by a statutory auditor / Chartered Accountant, indicating turnover of the company.

iv) EMD for Rs.25,000/- (Rupees Twenty Five Thousands only), in the form of Demand Draft / Cheque drawn in favour of **National Design Centre** to be submitted. EMD will be returned to the unsuccessful applicants at the earliest.

2) **FINANCIALS** (Envelope – II) should contain the financial offer for the project and should be inclusive of all Govt. Taxes as applicable.

The applicants should quote in figures as well as in the words the rates and amount offered by them in the financials. The rates quoted in the financials shall be inclusive of all taxes, levies etc. Nothing extra shall be payable in addition to the accepted rate as per the Price Schedule.

EOI placed in sealed covers (in two envelopes duly marked as TECHNICAL (Envelope-I) and FINANCIALS (Envelope-II) with the name of the project written on each envelope should be placed in the outer envelope and marked on top as “EOI for the project for Publicity and Promotion of Indian Handmade Products.”

### **E) EVALUATION / SELECTION PROCESS**

- The evaluation would be on both Technical and Financial Bids
- The technical bids shall be scrutinized by the committee constituted for the purpose. The Committee will assess the ability of the agencies to carry out the requisite work and quality of profile and experience of the agency in the field. The bid would be evaluated as per the Eligibility Criteria in Para-C & technically as specified in Para-D.
- The applicants who will be shortlisted as per above evaluation, if necessary shall be called for presentation.
- The Criteria for Technical Evaluation is as below:-

<b>SL. NO.</b>	<b>CRITERIA</b>	<b>SCORING</b>
1	Organizational strength of the company and its experience in executing such works nationally and internationally which includes Experience and expertise of key personnel handling the project.	30 Marks
2	Overall Concept to organize this publicity campaign	70 Marks

- Minimum marks required to qualify technically is 70. Financial quotation of only those who qualified technically would be opened.

#### Financial Evaluation

- The Financial Quote of the technically qualified bidders only shall be opened.
- The applicant with the lowest financial Quote (L1) will be awarded 100 score.
- Financial Scores for other than L1 Quote will be evaluated using the following formula:  
Financial Score of an Applicant =  $\{(Financial\ Quote\ of\ L1 / Financial\ Quote\ of\ the\ Bidder) \times 100\}$  (Adjusted to two decimal places)
- Only fixed price financial bids indicating total price for all the work/services specified in this document will be considered.
- Details of the taxes and duties levied on the basic cost to be indicated clearly in the financial quote.

The final evaluation would be done on the basis of Composite score. 70% weightage will be assigned to technical aspects and 30% to financial bid. The applicant who has secured the highest Composite Score shall be declared the preferred applicant.

#### **F: Payment Terms**

1. No advance payment to made for the work.
2. Payment shall be made only after completion of work

#### **G: RIGHTS**

NDC reserves the right to accept or reject any offer based on technical / financial evaluation without assigning any reason.

#### **H: LAST DATE FOR SUBMISSION OF EOI**

The last date for submission of EOI is 30<sup>th</sup> July, 2023 (upto 3.00 p.m). The EOI received after due date shall not be accepted. The EOI should be addressed to Executive Director, National Design Centre, Hall No.1 (3<sup>rd</sup> Fl.), Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, Connaught Place, New Delhi-110001.

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