

NATIONAL DESIGN CENTRE

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Baba Kharak Singh Marg, Connaught Place, New Delhi-110001
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EXPRESSION OF INTEREST

NDC invites EOI from reputed / experienced agencies for publicity and promotion of handmade products.

Interested agencies having experience in similar job may submit their EOI. The detailed TOR for the same can be downloaded from www.nationaldesigncentre.org or collect from the above address. The last date for submission of EOI shall be within 4 days from this publication.

A: INTRODUCTION

National Design Centre is going to execute the publicity campaign for the publicity & promotion of Indian Handmade Products. The publicity shall be done through social media platforms. Various social media platforms shall be used for publicity & promotion of these products. The campaign shall be organized till 31st August, 2023.

B: INDICATIVE SCOPE OF WORK

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Sl. No.	Sub- Campaign & Outreach	Scope of services
1.	Overall <ul style="list-style-type: none">• Interviews with Hon'bl Minister of State for Textiles, Govt. of India• Feature stories on National Handloom Day and sub-campaigns covering	<ul style="list-style-type: none">• Messaging and content development for the campaign for various kind of press – features, education, city, entertainment• Narrative building and press engagement across multiple cities and channels such as print, online, radio and TV

	<p>customers, designers and weavers – from this generation to the next generation</p> <ul style="list-style-type: none"> • Social amplification / media coverage of relevant visual content such as Indian Handlooms being worn by Heads of State and visiting dignitaries 	<ul style="list-style-type: none"> • Platform strategy and amplification for all available voices and representatives to maximize social media buzz and impressions • Reporting and tracking of press, influencer and social media amplification on a daily basis, plus a comprehensive campaign report on project completion • Sentiment audit among press stakeholders towards the Handloom sector + online audience sentiment for the duration of the campaign • Coordination and liaison with all relevant stakeholders. Logistics management for the sub-campaigns
2.	<p>Celebrity Engagement</p> <ul style="list-style-type: none"> • Instagram posts on celebrities’ handle, tagging Texmin/Minister of Textiles • Online challenge asking tagged friends to wear handloom - challenge also taken up by instagrammers • NIFT students and artisans to visit celebrity at home / office • Press and media interviews and photoshoot. 	<ul style="list-style-type: none"> • Strategic consultation and direction on maximizing celebrity involvement through contests, initiatives or appearances – online and on-ground, • Vetting and evaluation of chosen celebrities for any potential backlash or negative PR, • Developing customized content for the celebrities’ social media handles, • Liaison with the celebrities’ managers and teams on content approval, timelines, • Press outreach and organic amplification for celebrities
3.	<p>Influencer Engagement</p> <ul style="list-style-type: none"> • Social media content basis 	<ul style="list-style-type: none"> • Shortlisting of influencers from the list provided by us.

	<p>the follower-base and niche, tagging Texmin and / or Hon'bl Textiles Minister</p> <ul style="list-style-type: none"> • Influencers to also repost/ amplify reels and content posted by NIFT Cluster projects (basis relevance) 	<ul style="list-style-type: none"> • Outreach and coordination with the influencers/ their managers for campaign collaboration • Ideation and concept development basis the sector, niche and follower-base of the influencers – e.g. Financial literacy or business opportunities from Handlooms for Financial Influencer, Kinds of Handlooms and Weaves with Fashion and Lifestyle Influencers etc. • Working with 10-15 influencers to assist with research and data to create content • Developing content publishing and amplification plan basis the timelines and availability of all influencers/ content creators • Content response monitoring and recommending change in content format such as posts/reels/ stories etc. to maximize impact • Response tracking and management for content posted by influencers and amplified by Texmin Twitter handle
4.	<p>Cluster Projects with NIFT</p> <ul style="list-style-type: none"> • National story on NIFT and its work with clusters • Local press stories on the indigenous handlooms • Artisan profiling, NIFT students and dean interviews • Amplification of NIFT cluster project reels by influencers 	<ul style="list-style-type: none"> • Shortlisting of clusters basis PR-ability and ongoing cluster projects • Research on the indigenous handlooms and trends • Developing messaging and content for all selected clusters • Shortlisting of artisans, students and NIFT professors for press engagement • Briefing and coaching on messaging of artisans, students and professors – preparing to prevent any negative or counter-productive response to press

		<ul style="list-style-type: none"> • Logistics, photography and press management for cluster coverage • Ideation and creative recommendation to NIFT for internal and online amplification of campaign
5.	<p>Student Awareness at Crafts Museum</p> <ul style="list-style-type: none"> • Photo-opportunity with Hon'bl Minister of State for Textiles, Govt. of India • Interviews of handloom experts addressing students • Listing for exclusive and limited-time display of certain handlooms at Crafts Museum 	<ul style="list-style-type: none"> • Content creation and listicle placement to drive footfall for exclusive showcase at Crafts Museum • Briefing and media preparation of the artisans/ experts to speak with the press (inspiring the next generation) • Developing messaging and content for feature stories

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.
- The applicant must have a dedicated creative and content unit
- Average Financial turnover of applicant must be Rs. 1 Cr. 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) Concept Design / Detailed Drawing with detailed specifications
 - b) Profile of the Agency / Company
 - c) Track record – details of involvement in similar events (Provide list of works executed in last 5 years)
 - d) 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.2,00,000/- (Rupees Two Lakhs 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:-

SL. NO.	CRITERIA	SCORING
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 = $\left\{ \left(\frac{\text{Financial Quote of L1}}{\text{Financial Quote of the Bidder}} \right) \times 100 \right\}$ (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. Only running payment to be made on the progress of the work.
3. Final 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 18th 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 (3rd Fl.), Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, Connaught Place, New Delhi-110001.
