

NATIONAL DESIGN CENTRE

Hall No.1, Rajiv Gandhi Handicrafts Bhawan
Baba Kharak Singh Marg, Connaught Place, New Delhi-1
Tel: 011-23341273, 23341262.

EXPRESSION OF INTEREST

NDC invites EOI from reputed & experienced agencies for organizing show for promotion of Indian Handlooms.

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 can collect from the above address. The last date for submission of EOI shall be within 7 days from this publication.

A: INTRODUCTION

National Design Centre with the support of Development Commissioner (Handlooms) is going to organize Fashion Show for promotion of Indian Handlooms on 7th August, 2025 at Hotel The Ashok, New Delhi on the occasion of National Handloom Day,2025.

B: INDICATIVE SCOPE OF WORK

1. FASHION SHOW

- I. Creation of Infrastructure viz. stage, ramp, lighting, sound, sitting arrangement, photography, videography etc.
- II. Backstage activities, Model, Designer, etc.
- III. Creation of Theme creation, show Production, Material production etc.
- IV. Publicity of the event through print and social media, PR etc.
- V. A topline Handlooms Fashion Shows with a unique Collection with a strong lineup of Indian and International Models.
- VI. Creation of theme so that the Fashion Show will enhanced visibility of Indian Handlooms in domestic and international markets, Strengthened linkages between design and craft sectors, Empowerment of weaver communities through improved market access and celebration of India's cultural diversity and craftsmanship on a national platform.
- VII. The whole area to be decorated with hand woven works, recreating natural landscapes only with hand woven fabrics and textures.
- VIII. Decoration of the VIP lounge.
- IX. Mobilization of some weavers and looms on the ramp itself, to show how it works.
- X. 30 models for 40 looks, draped from hand woven fabrics from 5 different states of India and in 7 different weaving techniques: West Bengal (2), MP (2), UP, Karnataka, and Rajasthan.
- XI. Before the start of the show, videos of different weavers working and creating shall be play.
- XII. Rhythmic live sound of the looms shall be play to start with.

2. Display of Handloom Products

- I. Setting up of 8-10 Installation at different areas of Hall
- II. 4-5 Looms to be set up there
- III. Display aides for showcasing handloom products
- IV. Lighting to showcase the products
- V. Carpeting on the area
- VI. Graphics

C: ELIGIBILITY CRITERIA OF THE APPLICANT

- The applicant should be a registered company / entity of repute with sound experience in performing the above mentioned services.
- The applicant must have at least 5 years of experience of doing similar works of fashion show / exhibitions.
- The applicant must have well experience in organizing these shows.
- The applicant must have minimum Cumulative Turnover of Rs.3 crores in last 3 Financial years (2021-22, 2022-23 & 2023-24). Kindly enclose CA certificate / Balance sheet).
- The applicant must comply with all government and regulatory norms viz. Pan, GST etc. Copies shall be furnished with technical bid.

D: SUBMISSION OF EOI

1) TECHNICAL

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

- i) Details of the EOI
 - a) Profile of the Agency / Company
 - b) Details of Technical Manpower and Staff available in – house
 - 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.50,000/- (Rupees Fifty Thousands only), in the form of Demand Draft / Cheque drawing in favour of **National Design Centre**. EMD will be returned to the unsuccessful applicants at the earliest.

2) **FINANCIALS** (Envelope – II) shall contain the financial offer for the project.

- Financial quote, duly dated and clearly indicating the cost and taxes, if any. 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 Show for promotion of Indian Handlooms”.

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	30 Marks
2	Overall Concept for organizing the show	50 Marks
3	Experience and expertise of key personnel handling the project	20 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. Running payment as per the progress of the work shall be released.
2. 50% payments shall be made upto 7th August, 2025 (on the date of event)
3. Balance 50% shall be made after successful completion of programme and receipt of proper documentation, invoices etc.

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 8th July,2025 (upto 12 noon). The EOI received after due date shall not be accepted. The EOI should be addressed to Executive Director, National Design Centre for Design & Product Development, Hall No.1 (3rd Fl.), Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, Connaught Place, New Delhi-110001, Email: ndc@nationaldesigncentre.org
Website: www.nationaldesigncentre.org
