

## **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 publicity of 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](http://www.nationaldesigncentre.org) or can collect from the above address. The last date for submission of EOI shall be within 3 days from this publication.

## **A: INTRODUCTION**

National Design Centre is going to execute the publicity campaign for the publicity & promotion of Indian Handlooms through National Handloom Day. The publicity shall be done through Vande Bharat Train and Bus Shelters at New Delhi so as to make a wide publicity among the general public about the National Handloom Day organize on 7<sup>th</sup> August every year. The campaign shall be organized till from 27<sup>th</sup> July to 10<sup>th</sup> August, 2025.

## **B: INDICATIVE SCOPE OF WORK**

- The tentative scope of work for the publicity campaign shall be as follows:
  - 1) LED Illumination on Inside Train 18.5 inch on all the coaches and all the screens on following Vande Bharat Express Route from 27<sup>th</sup> July to 10<sup>th</sup> August, 2025:
    - i) New Delhi-Varanasi-New Delhi
    - ii) Chennai-Coimbatore-Chennai
    - iii) Jodhpur-Sabarmati-Jodhpur
  - 2) Advertisement through Backlighted Panels at 8 major Bus Shelters
    - I. Patel Chowk,
    - II. Udhyog Bhawan,
    - III. Krishi Bhawan,
    - IV. RML Hospital,
    - V. National Gallery of Modern Art,
    - VI. Dayal Singh College,

- VII. Teen Murti
- VII) Mandi House.

Advertisement. Size: Panoramic Panel – 15.25X4.59 ft. FSP: 3.06 X 5.74 ft (2 side). Flex print design and printing, Mounting and installation, Backlit setup, Rental services included. All aspects of fabrication and installation will be handled to ensure a seamless and high-quality finish.

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

- Registered Company/Entity: The applicant must be a registered company / agency / firm or entity with a good reputation and experience in performing the required services.
- The applicant must be registered with DAVP / CBC. Documentary proof (Certificate from CBC) must be provided.
- Experience: The applicant must have at least 4 years (FY21-22, FY22-23, FY23-24, FY24-25) of experience in doing similar work which includes advertisement in the news-papers / hoardings / FM Radio / Airport /bus Shelters etc. Documentary proof, including photographs and work orders, must be provided. The applicant must have a dedicated creative and content unit.
- Financial Turnover: The applicant must have a minimum average turnover of Rs. 3 crores over the last three financial years (FY22-23, FY23-24 and FY24-25). A CA certificate or balance sheet must be enclosed as proof.
- Company Details: Details of the firm, including manpower and key personnel, must be provided in the technical bid.
- Compliance: The applicant must comply with all government and regulatory norms, such as PAN and GST. Copies of relevant documents must be furnished with the technical bid.

### **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.1,00,000/- (Rupees One Lakh 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 Handloom 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 technical evaluation shall be recommended for opening of Financial Quote.
- The Financial Quote of the technically qualified bidders only shall be opened.
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- 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 work shall be awarded to lowest quote.

### **F: Payment Terms**

- I. No advance payment to made for the work.
- II. Only running payment to be made on the progress of the work.
- III. 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 21<sup>st</sup> July, 2025 (upto 5.00 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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