

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 Handloom Hackathon 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 Handloom Hackathon for promotion of Indian Handlooms- Weaving Innovations, a nationwide competition designed to foster groundbreaking innovation and sustainable practices within India's vibrant handloom industry. The activity is a part of celebration of National Handloom Day on 7th August, 2025.

The hackathon seeks to engage bright minds (college students, weavers, professionals) to develop groundbreaking solutions across three critical themes: Innovation in Design and Handloom Operations; Market Access and Digital Integration; and Sustainability and Environmental Impact. The main event is scheduled for August 2nd and 3rd, 2025, at IIT Delhi.

B: INDICATIVE SCOPE OF WORK

This Scope of Work outlines the requirements for an agency to manage, organize, and execute the "Handloom Hackathon 2025". The selected agency will be responsible for ensuring the successful planning, promotion, execution, and post-event follow-up of the hackathon, adhering to the objectives and standards set by DC/Handlooms and its partners.

➤ Period of Engagement

The engagement period for the selected agency will commence from 1st July, 2025 and conclude on 5th Aug, 2025, encompassing all pre-event, event-day, and post-event activities.

➤ Key Responsibilities and Deliverables

The selected agency shall be responsible for the following, in close coordination with National Design Centre:

➤ **Project Management & Overall Coordination**

Act as the central point of contact for all hackathon-related operations.

Ensure seamless coordination among all stakeholders: DC/Handlooms, National Design Centre, participants, mentors, judges, and vendors.

Provide regular progress reports and updates to DC/Handlooms and partners.

➤ **Marketing, Outreach & Participant Acquisition**

Develop and execute a comprehensive marketing and communication strategy to attract diverse participants (college students from Handloom, Textiles, Fashion, Engineering backgrounds; handloom weavers; enthusiasts; researchers; industry professionals).

Content Creation: Design and disseminate promotional materials (digital banners, social media creatives, emailers, posters, videos) in line with hackathon branding.

Media Relations: Support in drafting and distributing press releases

Partnership Activation: Coordinate outreach and engagement with college incubators, student entrepreneurship clubs, institutes, and relevant industry bodies.

Digital Campaign Management: Manage social media campaigns (Facebook, Instagram, LinkedIn, YouTube) and other digital channels to maximize reach and engagement.

Webinar Series: Organize and facilitate 4-6 online Zoom sessions on hackathon themes to generate interest and provide preliminary insights.

➤ **Hackathon Platform Management**

Website Management: Ensure the hackathon website (www.youthideathon.in/handloom) is fully functional, updated with all relevant information (themes, problem statements, schedule, eligibility, prizes, FAQs), and user-friendly for registration and submissions.

Registration Management: Handle online participant registration (open until July 31st, 2025), including data collection, confirmation, and communication.

Submission & Evaluation System: Set up and manage the online platform for participants to submit their ideas/prototypes and for judges to evaluate entries efficiently.

➤ **Content Support**

Problem Statement Dissemination: Ensure clear communication of problem statements to participants.

Workshop Facilitation Support: Assist in coordinating and facilitating workshops related to the hackathon

Mentorship Coordination: Facilitate the matching and scheduling of mentor sessions with participating teams, including "Meet the Weaver" sessions.

➤ **Event Logistics & On-Ground Management of Hackathon**

Venue Management: Coordinate for venue setup (workspaces, presentation areas, common areas), AV equipment, internet connectivity, and power backup.

Participant Management: On-site registration, welcome kits, guidance, and support for all participants.

Food & Beverage: Arrange catering services for participants, mentors, judges, and organizers for both days.

Staffing: Provide adequate on-site staff for event management, technical support, participant assistance, and security.

Jury Management: Coordinate jury logistics, including briefing, scoring system support, and scheduling of evaluation sessions.

Awards Ceremony: Plan and execute the final awards ceremony, including stage setup, AV, prize distribution, and photography.

Branding & Signage: Ensure prominent branding of DC/Handloom, Ministry of Textiles, Govt. of India throughout the venue.

➤ **Post-Hackathon Support & Reporting**

Documentation: Compile comprehensive documentation of the hackathon, including participant data, project submissions, evaluation results, and photographs / videos.

Final Report: Submit a post-event report summarizing outcomes, key achievements, challenges, and recommendations.

High-Potential Project Follow-up: Assist DC/Handlooms in initial coordination or data collection for high-potential, implementable projects identified for further support.

C: ELIGIBILITY CRITERIA OF THE APPLICANT

- Registered Company/Entity: The applicant must be a registered company or entity with a good reputation and experience in performing the required services.
- Experience: The applicant must have at least 4 years (FY21-22, FY22-23, FY23-24, FY24-25) of experience in organizing similar events such as Hackathons, Ideathons, Olympiads, Entrepreneurship Workshops. Documentary proof, including photographs and work orders, must be provided.
- Event Completion: The applicant must have satisfactorily completed at least 5 such events in the last 3 years financial years. A list of these events must be enclosed.

- Financial Turnover: The applicant must have a minimum cumulative 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) 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 must 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 Handloom Hackathon”.

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. No advance payment to be made to the agency.
2. Running payment as per the progress of the work shall be released to the agency.

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.
