

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 market promotion activity for handloom Sarees”.

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 “Sarees of India” at International Film Festival of India (IFFI) 2025, Goa on 26th November, 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, Choreographer, Show Director, Hair/ Make up, Green Room etc.
- III. Creation of Story and theme for show, show production, Materials Production etc.
- IV. Stay arrangements to Models and Team Members & Refreshments 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 “Sarees of India” 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.

C: ELIGIBILITY CRITERIA OF THE APPLICANT

1. The applicant should be a registered company / Prop. firm of repute with sound experience in performing the abovementioned services.
2. The applicant must have at least 2 years of experience of doing similar works of fashion show / exhibitions.
3. The applicant should have organised a fashion show at an international event of repute.
4. Cumulative turnover for two years (including this financial year) may be upto Rs.40Lacs.

5. The applicant should have a positive net worth during last financial year.
6. The applicant must comply with all government and regulatory norms viz. PAN, MSME etc.

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.
 - 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 Fashion Show for promotion of “Sarees of India”**”.

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 work shall be awarded to the lowest bidder.
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F: Payment Terms

1. Running payment as per the progress of the work shall be released.
2. 50% payments shall be made upto 26th November, 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 11th Nov,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 (NDC), 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.
