

NATIONAL DESIGN CENTRE

Hall No.1, Rajiv Gandhi Handicrafts Bhawan
Baba Kharak Singh Marg, Connaught Place, New Delhi-110001
Tel: 011-23341273, 23341262

EXPRESSION OF INTEREST

NDC invites EOI from reputed & experienced agencies for doing the work for Branding of Tribal 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 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 project for preparation of creative for of Indian Tribal Products. The branding of these Indian Tribal Products shall be done through designing and posters, logos, banners, taglines, news papers advertisements, outdoor hoardings, social media posts, Brand Manifesto etc.

B: SCOPE OF WORK

Phase	Category	Deliverables	Qty. No.
Phase 1	Campaign Conceptualisation	Campaign conceptualisation cost includes developing cohesive idea or theme that aligns with campaign objectives and resonates with target audience including design of a tag line and logo etc.	2
Phase 2	Creative Development package (In 1 language either Hindi or English and without exclusive photography or online stock images) - Event and Exhibition (Design Only)	Stage Backdrop	1
		Standee	1
		Invite	1
	Creative Development package (In 1 language	Wall Branding	4
		Clothing Tag	1

	either Hindi or English and without exclusive photography or online stock images) - Store (Design only)	Artisan Profile Card	1
Phase 3	Creative Development package (In 1 language either Hindi or English and without exclusive photography or online stock images) - Main (Scripts and Design Only)	Newspaper (without exclusive photography)	
		Full page	1
		Half page	1
		Quarter page	1
		Poster (A3 size)	4
		Hoarding (in 1 size)	1
		Social media post in 1 master ratio/size	4
		Digital Banner	4
			Coffee Table Book (8 pages including cover and back)
	Brand Guideline (Design Only)	1. Development of brand guideline. How and where to use the brand logo, possibilities, Dos and Don'ts, defining brand tonality 2. Master film script 3. Brand Manifesto 4. Tagline concept AV scratch	1

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. Attach the registration certificate as a proof of registration.
- Experience: The applicant must have at least **5 years (FY20-21, FY21-22, FY22-23, FY23-24, FY24-25)** of experience in doing similar work which includes designing of various creatives viz. news paper advertisements, logs, outdoor hoardings, posters, banners etc. for publicity campaign for promotion of brands etc. Documentary proof, including list of clients (at least 3 clients), photographs/images/presentation and work orders, must be provided.

- Financial Turnover: The applicant must have a minimum average turnover of Rs.5 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) Profile of the Agency / Company. Copy of registration certificate and other papers as per eligibility criteria.
 - b) Track record – details of involvement in similar events (Provide list of works executed earlier.)
 - c) 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 the total 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. Please use Annexure A to fill in the financial Bid.

- 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 Branding of Tribal 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.
 - 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 along with work order to be made.
- II. Only running payment to be made on the progress of each phase basis below:
 - 50% post completion of Phase 1
 - 25% post completion of Phase 2
 - 25% post completion of Phase 3
- III. Final payment shall be made only after completion of each phase

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 2nd February, 2026 (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 (3rd Fl.), Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, Connaught Place, New Delhi-110001.

ANNEXURE A

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		Poster (A3 size)	4	
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		Social media post in 1 master ratio/size	4	
		Digital Banner	4	
		Coffee Table Book (8 pages including cover and back)	1	
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		Total Cost		
		Total Cost (inclusive of taxes)		

Any terms of conditions to be mentioned below:

Authorized Signatory
