



**National Handloom Development Corporation Limited
(A Government of India Undertaking)
Registered office: Noida Complex, A/2-A/5,
Udyog Marg, Sector - 2, Noida – 201 301
Uttar Pradesh**

LIMITED TENDER ENQUIRY

**SELECTION OF AGENCY FOR PROVIDING THEME CONCEPT,
INFRASTRUCTURE WORK, INCLUDING SECURITY SERVICES,
MAINTENANCE AND PUBLICITY & PRINTING**

FOR

**EXHIBITION (EXCLUSIVE HANDLOOM EXPO) AT HANDLOOM HAAT,
JANPATH, NEW DELHI FROM 3-10 August 2025 (8 days)**

AND

**FASHION SHOW “HANDLOOM HERITAGE FESTIVAL-2025”
AT AUDI NO 2, BHARAT MANDAPAM, ITPO, NEW DELHI
ON 7TH August -2025 (1 day)**

NOTICE INVITING TENDER

NHDC invites Limited Tender to apply for providing "Theme concept, Infrastructure works, Security Services, Maintenance and Publicity & Printing for Exhibitions at Handloom Haat, Janpath, New Delhi and Fashion Show at Audi 2, Bharat Mandapam, New Delhi intends to select the agency/firm through competitive bidding process in accordance with the procedure set out herein

Only the Parties capable of providing Theme Concept, infrastructure material of Octa norm System and other services as per the scope of the work and having good experience of executing similar types of work for Govt. Organization, /PSU, are eligible to apply.

Tender documents may be downloaded from the official website

<https://www.nhdc.org.in/Tenders.aspx>.

Submit your proposals on eprocure.gov.in latest by 24th July 225, 6:00 PM

Bid will be opened and evaluated in the presence of all bidders as per the critical date sheet.

GENERAL CONDITIONS:

Bidders are required to submit the following document in the bidding company

- a. PAN Card
- b. GST registration
- c. Bidder should not be black-listed or barred or disqualified or penalized by any regulator or statutory body/Public /Private etc. for similar kind of assignment - An undertaking certification or non-blacklisting should be submitted.
- d. Bidders must submit the above as a mandatory document along with bid.

CRITICAL DATE SHEET:

S. No.	Particulars Details	Date
1	Tender Id	NHDC/EXHIBITIONS/2025-26/03
2	Date of Issue of Tender Document	17/07/2025
4	Starting Date and Time for Submission of Bid/Tender	17/07/2025
4	Last Date and time for submission of Tender	24/07/2025 at 6.00 PM
5	Date of Opening of Tender	25/07/2025 at 11.00 AM

National Handloom Development Corporation Limited
(A Government of India Undertaking)

Address: Noida Complex, A /2-A/5, Udyog Marg, Sector - 2, Noida – 201 301
Uttar Pradesh

Date:

To,

M/s

OBJECTIVE:

Conceptualizing, Designing, fabrication and branding of pavilion & stalls and providing security services, Maintenance, Publicity & Printing for Events to be conducted at Handloom Haat, Janpath, New Delhi from 3rd-10th August 2025 and at AUDI 2, Bharat Mandapam, New Delhi on 7th August 2025.

PLACE AND PERIOD OF EXHIBITION:

Sl. No.	Type of Event	Places	From	To	Remark
1	Exclusive Handloom Expo	Handloom Haat, Janpath, New Delhi	03-08-2025	10-08-2025	Agency should prepare the Venue as per scope of work on or before 02/08/2025 at 4.00 pm.
2	Fashion Show" Handloom Heritage Festival 2025"	Audi 2, Bharat Mandapam, New Delhi	07-08-2025	07-08-2025	Agency should prepare the Venue as per scope of work on or before 06/08/2025 at 4.00 pm.

SELECTION OF BIDDER:

Pre-Bid Meeting:

The Pre bid meeting will be conducted for this tender for the understanding of the methodology of the Technical and Financial Evaluation Process.

Date & Time of the Pre-Bid Meeting: 18th July 2025, 2.00 PM

Venue:

National Handloom Development Corporation Ltd.
(A Govt. of India Undertaking, Ministry of Textiles)
Noida Complex, A-2,3,4 & 5
Sector-2, Udyog Marg, Noida-201301
Gautam Budha Nagar, Uttar Pradesh, India
Tel. 0120-2329600

Bidders need to give presentations on the proposed design and concept of the total event as per the scope of the work fulfilling all the conditions and requirements mentioned in the Scope of the work

Financial Bids will be opened and compared (after the technical evaluation is completed) for those Bidders whose technical bids reach the minimum threshold standards (**i.e. 70 marks**).

Kindly upload the copy of Theme Concept, design / presentation for the Theme Pavilion and Fashion show along with the financial bid.

Evaluation of Bid:

The Evaluation of the tender shall be done on the weightage with 70% to

Technical evaluation (On the basis of the Presentation of the whole Event) and 30% financial evaluation.

NHDC will invite all participants bidders for the Presentation of the Event as per the detail scope of the work

Presentation:

All the Participants bidders required to give the Technical Presentation based on the Scope of the work for these events. The maximum score of the Technical Presentation for technical passing is 70 on the scale of 100. The presentation date shall be communicated to all the participants bidders according to the schedule either online or physical

Procedure for ranking:

The total marks obtained by a bidder shall be allocated 70% of the technical score and 30 % weightage will be assigned to financial score

Evaluation of Financial bid:

The financial bids will be evaluated using QCBS. The Lowest financial bid will be given the maximum price score. The price of the other financial bids will be computed on a relative scale.

The individual Bidder's financial bids are normalized as per the formula below:

$F_n = F_{low}/F_b * 100$ (rounded off to 2 decimal places) Where,

F_n = Normalized commercial score for the Bidder under consideration F_b =

Absolute financial quote for the Bidder under consideration

F_{low} = Lowest absolute financial quote

Example:

For example, Amount quoted in financial bid by three agencies are as mentioned below:

A Ltd- Rs: 150 /-

B Ltd- Rs: 230 /-

C Ltd- Rs: 310 /-

The financial weightage shall be calculated as mentioned below:

The lowest quote will be considered 100 in scale of 100, in above case suppose "A Ltd" has quoted lowest quote of Rs: 150/- amongst all.

In this case, the calculation price score will be as follows-

A Ltd- Rs 150/- = $(Rs: 150/- / Rs: 150/- \times 100) = 100$ points

B Ltd- Rs 230 = $(Rs: 150/- / Rs: 230/- \times 100) = 65.21$ points

C Ltd- Rs 310/- = $(Rs: 150/- / Rs: 310/- \times 100) = 48.38$ points

Financial bid weightage (30%) will be as follows-

A Ltd- 100 points $\times 0.30 = 30$ points

B Ltd- 65.21 points $\times 0.30 = 19.56$ points

C Ltd- 48.38 points $\times 0.30 = 14.51$ points

The total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up.

For the award of work order the bidder with total highest score will be taken into consideration.

SELECTION OF IMPLEMENTING AGENCY

This shall be based on the Quality and Cost Based Selection (QCBS) method where the technical score (Tb) is given a weight of 0.7 i.e. (70%) and financial score is given a weight of 0.3 i.e. (30 %): Final Score of the bid = $(0.7 \times Tb) + (0.3 \times Sf)$

Where Tb is the Technical Score and Sf is the Financial Score of the bidder under consideration.

The bid with the highest final score calculated in this fashion shall be considered as the best value bid. In case of a tie, the bid that scored a higher technical score (Tb) will be considered the best value bid and ranked as R1. Similarly other bids will be ranked as R2, R3 Rn.

NEGOTIATION WITH THE R1 BIDDER

If the NHDC does not find the best offer (R1) acceptable, it may go in for techno-commercial negotiation with the R1 bidder. This revised offer will replace/supersede the earlier Financial Bid, provided that the original offer (i.e. Financial) will not be allowed to be changed to the detriment of the NHDC. Therefore, the R1 Bidder is advised to send sufficiently senior representatives (who can take spot decisions) for negotiation.

USE OF BID AND INFORMATION:

This document has been prepared solely for getting financial quote from agency empaneled with NHDC for, Infrastructure works, Security Services, Maintenance and Publicity & Printing for Exclusive Handloom Expo to be conducted at Handloom Haat, Janpath, New Delhi from 3rd-10th August 2025 and Fashion show "Handloom Heritage Festival 2025" at Audi 2, Bharat Mandapam, New Delhi on 7th August 2025.

This document is not a recommendation, offer or invitation to enter into a contract, agreement or any other arrangement in respect of the services. The provision of the services is subject to observance of Selection process and appropriate documentation being agreed between NHDC and any successful Bidder.

While this document has been prepared in good faith, neither the NHDC nor any of the

employees make any representation or warranty or shall have any responsibility whatsoever in respect of this document. Any liability is accordingly and expressly disclaimed.

This document is meant to provide information only and upon the express understanding that the Bidders will use it only for the purpose set out herein.

NHDC RIGHT TO REJECT ANY OR ALL BIDS:

NHDC reserves the right to reject any or all the bids without assigning any reasons thereof without thereby incurring any liability to the Bidders or any obligation to inform the affected Bidders on the grounds for the NHDC action or without assigning any reasons, whatsoever. The decision of NHDC shall be final, conclusive and binding on all the Bidders/parties directly or indirectly connected with the bidding process and the same shall not be questioned / challenged.

CLARIFICATION/MODIFICATION:

- a. NHDC may be notified of any omission / discrepancy in the tender before the closure of bid. If required, the NHDC may thereafter modify the document. The modified document would be hosted on the NHDC. Any subsequent modification in the dates/timelines will be at the discretion of the NHDC.
- b. NHDC also reserves the sole right for carrying out any amendments/ modification/changes including any addendum to this tender. Such amendments / modifications / changes including any addendum to this tender shall be notified on the NHDC website www.nhdc.org.in and these will be binding on the Bidders.
- c. NHDC reserves the sole right to cancel the tender at any stage without assigning any reason.
- d. Before tendering, the Bidders are requested to carefully examine the Tender / Bid Documents, Terms & Conditions of Assignment, Specifications and if there is or appears to be any ambiguity therein, they should immediately refer the matter to NHDC, for clarification.

DELAYS OF BID:

Any Tenders / Bids received by NHDC after the deadline for submission of tenders prescribed by NHDC will be summarily rejected. NHDC shall not be responsible for any delay or non-receipt/ non-delivery of the documents.

SUBMISSION OF BID:

All submissions, including any accompanying documents, will become the property of the NHDC. The Bidder shall be deemed to have licensed, and granted all rights to the NHDC to reproduce the whole or any portion of their submission for the purpose of evaluation, to disclose the contents of the submission to other bidders and to disclose and/or use the contents of the submission as the basis for any resulting process, notwithstanding any copyright or other intellectual property right of the Bidder in the submission or accompanying documents.

LANGUAGE OF BID

All correspondence and other documents to be exchanged by the parties shall be written in the English language. The version written in English language shall govern its interpretation.

BID VALIDITY PERIOD:

Bid will remain valid and open for evaluation according to their terms for a period of at least 270 days from the bid opening date. NHDC shall also have the right at its sole and absolute

discretion to continue the assignment/contract with the successful Bidder for future requirements on the rates finalized in this processing for various items/activities as described in the financial bid, or at the price negotiated thereafter, after expiry of current assignment period. In exceptional circumstances, NHDC may solicit the Bidder's consent to an extension period of validity.

PERFORMANCE GUARANTEE:

The bidders after awarding the contract shall submit the performance bank guarantee 5% of the total work Order Value in the form of ePBG or any other mode mention in the work order.

GENERALS:

- a. In case of any dispute or differences, breach & violation relating to the terms of the contract, the said matter or dispute, differences shall be referred to CA, NHDC for arbitration, who himself or any other person appointed by him will work as sole arbitrator and the award of the arbitrator shall be final and binding on both parties.
- b. The Corporation reserves the right to reject any or all tenders and award the remaining work to any other contractor without assigning any reason. Conditional tenders in any form, whatsoever, shall be liable to be rejected outrightly.
- c. The Corporation shall be entitled to cancel the contract if it is found that there has been any breach of condition of the contract and/or the work is found to be unsatisfactory. The Contractor in such cases will not be entitled for making any claim/compensation. The Corporation is entitled to forfeit the Security money, and the contractor may not be considered for award of any similar contract in future.
- d. The Corporation has a right to cancel one or more or all events at any moment without assigning any reason whatsoever or changing the date of the events/contractor for any event. No compensation at all against such losses if any, will be given to the Contractor for the events concerned.
- e. The rates of all items of work shall include cost of all labor, transportation, octroi and all type of taxes including GST etc.
- f. The Corporation shall be entitled to cancel the contract, if it is found that there has been any breach of condition of the contract and/or the work is found to be unsatisfactory. The Contractor in such cases will not be entitled for making any claim/compensation. The Corporation is entitled to forfeit the earnest money and the contractor may not be considered for award of any similar contract in future.

SCOPE OF WORK

PART- A: FOR EXHIBITION -EXCLUSIVE HANDLOOM EXPO, AT HANDLOOM HAAT, JANPATH, NEW DELHI FROM, 3-10 August 2025 (8 days)

1. The selected bidder would use ethnic elements and items for ambience creation. The agency/Firm would be required to give Ethnic look to the ambience inside the exhibition area matching the theme of 'Exhibition. Only new/fresh items to be used.
2. The selected bidder would be responsible for designing and creating theme-based stalls during the exhibition.
3. The layout plan and design including welcome gate and material to be used will have to be approved by NHDC beforehand.
4. It shall be the responsibility of the selected bidder to arrange for manpower, material and necessary expertise for executing the work including the security personnel. The pavilion & stalls will make ready by agency/firm one day before the commencement of exhibitions
5. The selected bidder would be responsible for handing over the site thoroughly neat

- and cleaning up to the land-owning agency by the last evening of the event.
6. The selected bidder has to ensure that the stalls are constructed in such a way so that there is ample space for the public and in case of any untoward incident the visitors can be evacuated as early as possible.
 7. The selected bidder would be required to coordinate with the Managers/Incharge of the land/place owning agency and must take their permission while setting up stalls etc. So that there should be no interruption in the smooth running of the show.
 8. The selected bidder would be required to tie up with the MC, Local Police, Traffic Police etc, so that the work of exhibitions can be carried out smoothly. All the permission/Licenses along with the expenditure involved in getting these Permissions/Licenses from Local Fire Service, Labor Department, Licensing Branch, Local Police, Local Traffic Police, Health Department, MC like horticulture, Enforcement, electricity, civil etc. would be the responsibility of selected bidder.
 9. It would be the responsibility of the selected bidder to arrange for sufficient number of dustbins, fire extinguishers, chairs, tables, canopies, during the event, the exhibition should be manned by adequate support staff, water proofing of stalls, round the clock fool proof security with required gadgets, cleanliness, etc.
 10. Provision for cooking area behind every food stall has to be created with water facility/ dustbin etc.
 11. The selected bidder has to ensure that the whole complex is properly lit and all stalls have sufficient electricity and power points.
 12. All the electrical cables and wires should be properly insulated. There should not be any loose wires. Gen set installation for the event would be the responsibility of the selected bidder with the required permission from local authority, if any.
 13. All electrical installations must be in accordance with the provision of the Regulations for Licensing and Controlling places of Public Amusement (other than Cinemas) and the performances of Public Amusement, 1980.
 14. Removal of garbage from the site and its disposal to the nearest MC/Authority dustbin is the responsibility of selected bidder.
 15. Publicity panel/standees, hoardings, continuous flex panels on the outside of tin barricade with white cloth masking on the inside of tin barricades/partitions would be put up at the entrance gates, behind stages and at other prominent places in the venue giving due publicity to O/o DCHL & NHDC at the cost of selected bidder with specific quantity to be determined in consultation with NHDC.
 16. The design & content for the same would be provided by NHDC. For masking only brand-new clean cloth should be used by the agency. The Standees and small hoarding on schemes of O/o DCHL/NHDC, drop downs, signages, banners, etc. will be required to be put inside the exhibition area, if required. Further, the buntings/hoardings with theme (will decide later) would also be required to be put up onto the electric poles/roundabouts at each exhibition. The design & number would need prior approval of NHDC.
 17. It shall be the responsibility of the selected bidder to set up temporary workstation/office for executing the work of Exhibition with proposed theme.
 18. The selected agency would be required to coordinate with the Municipal Corporation, Railway Station, Metro Station, Local Bus Authority etc. to take permission for placement of Standees.
 19. The selected agency will submit the all the exhibition related documents / Invoice of Hall/Infrastructure, Theme Pavilion, Security, Maintenance along with photograph and other local expense etc. in soft copy and hard copy at the time of submission of claim.
 20. The selected agency will assist the NHDC office in the organized exhibition for collecting the Participants TA/DA Claim form in hard copy and soft copy in Excel Format.
 21. The selected agency will verify all the items put up in the exhibition by the local NHDC employee in the organized exhibition.
 22. The selected agency will submit layout plan of the event within 1 week after the finalization of the financial Bid.

Note: The bidder would be engaged Professional Designer for Theme pavilion for conceptualizing, design and Execution work The designer will ensure various activities as per the detailed scope of the work and BOQ for the Theme Pavilion only.

Publicity & Printing (Print, Media, Social media, Social Handle)

To create hype & buzz on the digital platforms, print media and local publics, to increase the footfall and to motivate people to visit the fair and buy materials from the Exhibition, also to develop and run a sustainable campaign on social media, digital & print media promotion in leading newspapers and Digital releases.

- To develop credibility and media hype.
- To create hype and buzz before the launch of the Event (Pre-launch)
- To run a sustainable campaign on all social media platforms, not only limited to Facebook, Twitter, Instagram, YouTube, Koo, LinkedIn, and other relevant platforms.
- To arrange the product image from their own side for social media post.
- Agency will visit the exhibition for taking of weaver's bite and visitor bite.
- Web banners on relevant websites.
- Paid campaign on Digital Platform, social media targeting geo location & interest.
- To engage more people and spread positive word of mouth for the exhibitions.
- To increase the footfall and enhance the visibility of the Exclusive Handloom Expo and the publicity of the exhibitions.
- To increase the footfall and encourage the buyers to visit the fair and buy handloom products from the exhibition.
- To publish and circulation of press releases of the fair in leading newspapers/print media/ads in English, Hindi and other regional language & circulations.
- Daily static posting on Official social media organic and paid along with the
- videos, gif's, Info graphics etc.
- Other doable ideas are welcome and can be shared in proposals.

GUIDELINES: For Publicity & Printing Work (Print, Media, social media, social Handle)

Guidelines for Social Media Campaign must be followed by selected agency especially for the posting of promotional reel videos by influencers for Exclusive Handloom Expo, Handloom Haat, Janpath New Delhi

- a. The influencer should be selected based on their profile i.e., Product category catered, place of influencer and the demography of their followers, etc. The profile must match the requirement of promotion of Handloom / Sarees/ Textiles products. The options for approval must be submitted along with the social media plan by the agency.
- b. The script of reel should be more focused on promotion of Handloom items and the event. The script should be approved prior to being approved by NHDC before the start of the event. If the details of influencer and script will not be submitted 3 days prior of the start of the event, a penalty amounting Rs.1000/- per day will be charged to the agency.
- c. The reel should be at the optimum time i.e., not too big or short (approx. 50 seconds)
- d. The influencer must visit the site to include their presence at the event site and show the
- e. actual video of site in the reel video. (No influencer reel will be accepted until the influencer Visits the actual site of the event.) No objectionable matter / content will be allowed in the reel video. Approval before posting the final reel from the influencer's social media account, must be obtained from NHDC

All the publicity material will be arranged by the agency. NHDC will not be responsible for providing any image/content, weaver bite/visitor bite, other publicity related matter etc.

SCOPE OF WORK:

**PART- B: FASHION SHOW “HANDLOOM HERITAGE FESTIVAL-2025” AT
AUDI NO 2, BHARAT MANDAPAM, ITPO, NEW DELHI ON
7TH August -2025 (1 day)**

On occasion of the 11th National Handloom Day, NHDC has been assigned task to organize the Fashion show to showcase the strength and vibrancy of the Indian Handloom sector. The show will involve and represent multiple regions, weaver, designers, cultural collaboration and varied inherent heritage of handlooms of India. The main objectives are,

- To curate and produce a prestigious national-level celebration that honors India's handloom legacy through a curated fashion presentation featuring traditional textiles, artisans, models, and immersive storytelling.
- Celebrate and honor regional handloom diversity
- Provide market access and national exposure to weaver clusters
- Facilitate collaboration between artisans and design institutions
- Highlight the socio-economic contribution of handlooms to India's development

Note: The bidder would be engaging Professional experienced Fashion show management Agency for Fashion Show. They will ensure various activities as per the detailed scope of the work as below.

1. Event Production & Infrastructure

- Full-scale production setup including:
- Green rooms for models and crew
- Stage Design as per Show Directors recommendation
- LED screens for visuals and AV
- High-quality lighting and sound systems
- Truss structures for rigging and design elements
- Power generation via silent generators

2. Designer & Artisan Participation

- Engagement of multiple designer's and master artisans representing the 5 key zones of India:
 - **North, South, East, West, and Northeast**
- Each designer and artisan will exhibit their region's handloom work and participate in on-stage storytelling/documentation.

3. Model Management

- Curation, coordination, and presentation by **50 professional models**
- Travel, accommodation, local transport, and F&B arrangements for all models covered

4. Creative Direction

- Senior choreographers/show directors to design and execute the fashion sequences
- Professional stylist engaged for look development and garment coordination
- Hair and makeup teams to create consistent and regionally accurate looks

5. Backstage & Technical Crew

- A full backstage crew comprising dressers, helpers, and technical assistants
- Dedicated video jockey, DJ, and engineers for sound/light management

6. Content Creation, Documentation and Publicity

- High-quality **recap videos** and **short films** to capture highlights
- Documentation of **artisan stories** for archives and promotions
- Professional content creation and optimization for **social media visibility**

7. Logistics & Hospitality

- Airfare and hotel accommodation for models and core crew
- Ground transport for all artisans and models
- Food and beverage arrangements for crew, models, and backstage teams

BILL OF QUANTITY AS PER THE SCOPE OF THE WORK:

Proposed quantity of the items required for infrastructure works for whole Event, Security Services and Maintenance for Exhibitions (**Exclusive Handloom Expo**) at Handloom Haat, Janpath, New Delhi.

PART- A FOR EXHIBITION -EXCLUSIVE HANDLOOM EXPO, AT HANDLOOM HAAT, JANPATH, NEW DELHI FROM, 3-10 August 2025 (8 days)			
SECTION- I Conceptualize, designing, fabrication and branding of Pavilion & stalls, Theme Pavilion, infra for workshop & providing security services & Maintenance			
S. No.	Item (as per the Scope of the work)	Unit	Total Quantity (Tentative)
A) INFRASTRUCTURE WORK			
1	Stall details for one unit:		
	Construction of the stalls on Good Quality Octanorm system for participating agencies –size 2.5 mtr x 1.5 mtr, height 8" ft. Shelves are to be made of laminated board of not less than ¾" thickness. Each stall is to be separated by laminated panels of hard – board. For each stall 2 tables of size 1 mtr x 0.5 mtr x 1 mtr on Octanorm system, one dust bin of 12"inch size (height) Three LED light of 40 wt.in two different colour, Facia of each stall is to be made separately, designed with 4" mm, sun board dully pasted with computer cut vinyl film with the name of participating agency/society. Authority would also like to see the sample model of stall, before placing the order. Weavers Kit (06 hangers, 03 packet safety pin, 02 Packet Binder Clip).	One complete unit	75 nos.

2	Construction of one office 4m x 4m = 16 sq. Mtr on Octanorm system & door with locking system with exclusive 4 chairs, one official table, one office steel almirah, 3 LED 40wtt.	One complete unit	1
3	Construction of one VVIP Lounge on Octanorm system & door with locking system with furniture, 5 - centre table, Two seater Fancy sofa -5, exclusive 4 chairs, one official table, 6 LED 40 watt.	One complete unit	1
4	(A) Carpet Flooring (Unitex) New Carpet	Per Sq. Ft.	15000 Sq. Ft
	(B) Carpet Flooring (Unitex) Neat & Clean Carpet	Per Sq. Ft.	15000 Sq. Ft
5	(A) Ply Panelling (Octanorm) 1 Mtr. X 2.4 M	Per Panel	50 Nos.
	(B) Ply Panelling (Octanorm) ½ Mtr. X 2.4 M	Per Panel	25 Nos.
6	Looking Mirror (1.5" X 5' feet) With Stand & Support	Nos	15 Nos.
7	150-Watt LED Flood Light	Nos	50 Nos.
8	LED 9 Watts Indoor Ceiling Spotlight/Focus Light/Track Light (Warm White)	Nos	15 Nos
9	Female Mannequins (Good Quality)	Nos	25 Nos
10	Main Gate/Side Gate (As Per Octanorm System with Multicolour Stretch Signage (Flax) 208 Sq. Ft.	Nos	3
	Stretch Signage / Flex / Banners / Standees with Names of Participating Agencies / Other Matter: -		
11	3' X 6' Nos with Self Stand Framing (at Prominent Places of the city i.e Metro Stations, Bus Stand, Railway Station etc) including placement and vehicle charges	Per Sq. Ft.	35
	8' X 35' Nos. With Framing	Per Sq. Ft.	4
	6' X 3' Nos. Without Framing	Per Sq. Ft.	25
	25' X 16' Nos with Framing	Per Sq. Ft.	2
	16' X 8' Nos With Framing	Per Sq. Ft.	2
	8' X 8' Nos. With Framing Stands	Per Sq. Ft.	10
	Vinyl 2'X1'	Per Sq. Ft.	30
12	Inaugural panel (1 mtr. X 2.4 mtr. On Octanorm system) matter will be given for flex printing (size may be changed according to the requirement)	Nos	1
13	Table on (Octanorm system)	Nos	25
14	Pedestal Fan	Nos	10
15	Chairs	Nos	100
16	Inauguration lamp (brass – 5' height approx.) along with refined oil / cotton / match box etc on inaugural day.	Nos	1
17	(a) Flower Decoration with Gate Structure of Main Gate (With Multi Colour Fresh Flowers)	Three	3
	(b) Bouquet (08 Nos. Fresh Rose Flowers)	Five	5
18	Brand New German Quality Pagoda of Size 5 Mtr X 5 Mtr. With Aluminium Structure covering and Covered with Proper Waterproof Material	Per Unit	07 Nos
19	Wooden Platform of Good Quality Plyboard	Sq. Ft.	1500 Sq. ft.
20	8 x 3 ft. Octanorm frame stand for curation of Saree/Fabrics etc.	Nos	10
21	Decoration of Corridor and Outside area with Multi Colour Fabrics, Danglers etc.	As Required	As Required
22	Queue Manager	Nos	25 Nos.
	a) Electric Jhalar (100 ft. Per Nos)	Nos	05 Nos

	b) LED TV 55" inch- with Stand	Nos	02 Nos.
	c) Writeup Stand	Nos	10 Nos.
	d) Podium	Nos	15 Nos
	Any other item as per the requisition for theme development.		
B) CONCEPT, DESIGN & INFRA WORK FOR THEME PAVILLION- 1 UNIT			
23	a) Agency will execute the Exhibition on the theme basis as per the need and requirement of NHDC. Theme Pavillion shall be design by renowned designer with relevant experience in consultation with NHDC		
	b)15- Watt LED Flood Light	Nos	10 Nos
	c)LED 9 Watts Indoor Ceiling Spotlight/FocusLight/Track Light (warm white)	Nos	10 Nos
	d) New Carpet-Red Color	Sq ft	1500 Sq ft
	e) Ply Panel- 1m x 2.5 m	Nos	10 Nos
	f) LED TV-55" with Stand	Nos	01 Nos
	g) Writeup Stand	Nos	05 Nos
	h) Decoration of Theme area with Cloths	As required	As Required
	Any other item as per the requisition for Theme Development	As Required	As Required
Note: Theme Pavilion/work Will be executed on Hardcore Platform of Wooden/Plywood/any other etc.			
C) WORKSHOP AND OTHER ACTIVITIES			
24	Decoration of the Workshop area with Fresh Flowers	For day one	As required
	Que Manager for workshop and other	For day one	As required
	Seating arrangement	For day one	As required
D) WORKSHOP FOR DRAPE SAREE STYLING			
25	Wooden platform ramp for ramp walk of the Models	As required	As required
	Display Banner/Standby/ etc	As required	As required
E) BACKUP SERVICES, MAINTENANCE & ADMINISTRATIVE WORKS:			
26	a) Ground/Site Maintenance, Housekeeping at site and surrounding preservation till Completion of Event with 12 Nos Plastic Dustbin (Big Size) 36"		08 Days
27	b) Fire Equipment Service with 15 Nos Fire Extinguisher (Medium Size) for textiles good with One Trained Fire Man (10:30 AM to 08:00 PM Daily) including Fire Permission Charges.		08 Days
28	c) 32 Nos CCTV cameras with DVR recording and 01 attendant		08 Days
29	d) Provide Trained Security Guards. During the exhibition, there shall need trained Security Guards for 08 days round the day (for 8Hrs per Security guard per day)		Maximum 15 no Security per day
30	e) Public Announcement System (with high quality music system) with 12 Speaker Boxes and 3 cordless mics and 02 collar mic to be placed at various places inside and outside the Venue.	Nos	02 Nos.
31	f) Standby Generator 65 KVA (without diesel / oil) with cable / wire required up to main junction box. (as per requirement):	Nos	01 Nos.
32	g) Photography and Videography (Soft copy and Hard Copy - 5x7 Inches). Soft copy of photos and videos of the event will be required in Portable Hard Disk after the completion of the event.	Nos	200 Nos (required 05 Days)
33	(h) Construction of Food Stall with Pagoda Size 5 Mtr X 5 Mtr. With Steel Structure and Covered with Proper Waterproof Material (with wooden platform) on Octanorm system size 5 mtr x 5 mtr with 4 LED Light 40 watt each, 10 Tent Table with covering of cloth.	One complete unit	2 Nos.
**Photographs must be taken of entrance gate, inauguration, stall with person, theme pavillion, live loom, food stalls, cultural program,			

	customers etc.		
SECTION-II: PUBLICITY- PRINTING, MEDIA, SOCIAL MEDIA & SOCIAL HANDLE			
	Work Description/Evaluation Parameters	Unit Qty/Instructions	
34	Creative Design: 1. Print Media Size 10x12 (120 sq. cm) 2. Social Media-- Infographic Creative for social media 3. Digital Ad - Creative of Digital Ad	Minimum 04 Attractive creative required for each work:	
35	Social Media Handle & Post: A. Handling Social Media Handle of NHDC / SilkFab B. Creative Making & Design for Social Media Handle Daily organic post along with the 1-2 videos, Gif's, Infographics content post on FB / Insta / Twitter / Koo / LinkedIn etc. Posting of 8-10 Weaver's bite and visitor bite on social media sites. Reply of messages and comments of the event	Daily 2-3 static posting on Official Social Media site, Creative Designing for all Official Social Media site	
36	Social media strategy Paid Promotion & Campaign: <ul style="list-style-type: none"> • Paid Campaign through Google Ad • Facebook Post Paid Promotion • Instagram Post Paid Promotion • Facebook Event Post Paid Promotion Infographic post on FB/Insta with Awareness Paid Promotion <ul style="list-style-type: none"> • Infographic paid post on Twitter • Promote Tweet on Twitter • Paid Campaign on Twitter • Paid Campaign on LinkedIn Page Like Campaign on FB/Insta/Twitter	Campaign to run 1 week before the event. (Paid promotion breakup required)	
37	Print & Radio Advertisement Strategy for Print Advertisement (Print Ad Size is 10 x 12 sq. cm) <ul style="list-style-type: none"> • Strategy for Radio Advertisement, Jingle required for Radio Ad (Jingle is not more than 20 Second) Frequency Morning, Afternoon and Evening		
38	Print & Digital E circulation in media (PR): <ul style="list-style-type: none"> • Name of Leading Newspapers & platforms 10 Times Media Coverage in print media Making of Press Release in <ul style="list-style-type: none"> • Digital E circulation in Leading Media Making of Press Release in English & Regional Language Digital E circulation in Leading Media	Name of papers & platforms required at the time of submission of this document For PR media Person is required to visit the exhibition.	
39	Influencers list and Bloggers list 05 names suggested should be from same Industry (Handlooms/Textiles) along with the Reach /Readership /Followers etc. <ul style="list-style-type: none"> • 01-02 Reels post by Influencer • 02-03 organic post by Influencer Influencers will post on their account tagging with our Official Social Media handle	Name/readership/ followers / reach etc. details required at the time of submission of this document.	
40	Any other doable ideas on Local Advertisement / Branding / Publicity		
	i)		
	ii)		
PART- B: FASHION SHOW "HANDLOOM HERITAGE FESTIVAL-2025" AT AUDI NO 2, BHARAT MANDAPAM, ITPO, NEW DELHI ON 7TH August -2025 (1 day)			
Section- I Story & Theme Creation, Show Production, Infrastructure, Stage, Sound & Lighting, Back stage Activities, Green room, Model's Fee, TA/DA, Boarding and lodging to Models Team Members etc Boarding, Security services & Maintenance.			

S NO	Item (as per the Scope of the work)	Unit	Total Quantity (Tentative)
A) Infrastructure, Sound and Lighting, Stage etc related			
41	Stage Design as per show Director's recommendation LED Screen for Visuals & AV High Quality of lighting & sound Systems DJ system with Video Jockey Engineers for Sound/Light Management Technical assistant Truss Structures for rigging and design elements Power Generation via silent Generators	Nos	1 Unit
B) Back Stage Activities, Models Fee, Green room Related Activites,			
42	Model Management Activities Administration Team Models fee for-(50 Professional Models-Curation, coordination & Presentation) Professional Stylist Hair & Make up Team Backstage Crew- Dressers, Helpers, Technical assistants	Nos	1 Unit
C)Story and Theme creation, show Production Related			
43	Engagement of designers & Artisans-representing from 5 key zones of india (North, East, West & Northeast) Multiple Designers, Master Artisans, Senior Choreographers, Show Directors, and Creative Direction - Team	Nos	1 Unit
D)TA DA, boarding and lodging to Models, Team members etc			
44	Airfare for all 50 models & Crew/Team Members Hotel accommodation for Models and Crew/Team Members Local Transport for Models and Crew/Team Members Food & Beverage arrangement for all Models, Crew/Team Members	Nos	1 Unit
<u>SECTION-II: PUBLICITY- PRINTING, MEDIA, SOCIAL MEDIA & SOCIAL HANDLE</u>			
45	a) Photography & Videography High-quality Recap Videos Shor films-to capture highlights Documentations of artisan stories for promotion Content Creation Optimization for social Media visibility Short videos etc	As per Requirements	
46	b) Creative Design: 1. Print Media Size 10x12 (120 sq. cm) 2. Social Media-- Infographic Creative for social media 3. Digital Ad - Creative of Digital Ad	Minimum 04 Attractive creative required for each work	
47	c) Print & Digital E circulation in media (PR): Name of Leading Newspapers & platforms 10 Times Media Coverage in print media Making of Press Release in Digital E circulation in Leading Media Making of Press Release in English & Regional Language Digital E circulation in Leading Media	Name of papers & platforms required at the time of submission of this document For PR media Person is required to visit the exhibition	

48	d)Influencers list and Bloggers list 05 names suggested should be from same Industry (Handlooms/Textiles) along with the Reach /Readership /Followers etc. <ul style="list-style-type: none"> 01-02 Reels post by Influencer 02-03 organic post by Influencer Influencers will post on their account tagging with our Official Social Media handle	Name/readership/ followers / reach etc. details required at the time of submission of this document
49	Any other doable ideas on Local Advertisement / Branding / Publicity	
	i)	
	ii)	

The max. Budget for this event is approx. Rs. 74.00 Lakh (Including GST). The details of Head Wise Budget are given below: -

EVENT	Item wise work (as per scope of the work)	Total Estimated Budget (Inclusive of GST) in Rs
PART- A FOR EXHIBITION - EXCLUSIVE HANDLOOM EXPO, AT HANDLOOM HAAT, JANPATH, NEW DELHI FROM, 3-10 August 2025 (8 Days)	A) Infrastructure Work:	1500000
	B) Concept, Design & Infrastructure Work for Theme Pavillion	200000
	C) Infrastructure work for workshop on Dyeing & Sustainability	25000
	D) Infrastructure work for workshop on drape Saree styling:	25000
	E) Backup Service, Maintenance & Administration:	250000
	F) Publicity Expenses:	400000
PART-A TOTAL		2400000
PART- B: FASHION SHOW "HANDLOOM HERITAGE FESTIVAL-2025"AT AUDI NO 2, BHARAT ANDAPAM, ITPO, NEW DELHI ON 7TH August -2025 (1 day)	A) Infrastructure, Sound and lighting, Stage etc realated	950000
	B) Backstage Activities, Model's Fee, Green room related activities	1830000
	C) Story and theme creation, show production related	800000
	E) TA DA, Boarding and lodging to models, Team members etc	820000
	F) Publicity, Printing, Social Media promotion related activities	600000
PART-B TOTAL		5000000
GRAND TOTAL (PART- A+ PART-B)		7400000

Note:

- Bidders are required to quote unit rate separately for all the mentioned items in the tender. Combined single rates for all the items will not be considered.
- No advance payment will be paid to the agency for the Infra/Theme and Backup & Maintenance work.
- The above number/requirement/quantity/size may increase or decrease at the discretion of NHDC and subsequent price per unit/quantity/number may change, accordingly.
- Reimbursement of charges for diesel / oil will be given as per actual consumption. However, the contractor shall maintain a register and provide the date-wise units generated / oil consumed through DG set.
- As per COVID- 19 preventive measure, agency required the sanitized site with provision of digital thermometer to their security guards for measuring temperature of all visitors to the site/venue. Charges for such facility will be incorporated with security works.

- vi. All stall set up and other things etc pertaining to exhibitions will first approve and need approval from NHDC.

BIDDER'S RESPONSIBILITIES AND RELATED CONDITIONS:

a. Attention of the Bidders is drawn to the relevant and extant instructions of Gol, GFR issued by Ministry of Finance, guidelines of Central Vigilance Commission (CVC) as applicable to the subject matter of advice / service to be rendered by the Bidder and are required to be complied with.

b. The Bidder shall, subject to the provisions of the Assignment and with due care, execute the work and take all responsibility, including the supervision thereof and all other things, whether of a temporary or permanent nature, required in and for such execution.

c. The Bidder shall carry out and complete the work in accordance with prevailing good industry practices and using workmanship of the quality and standards there in specified, provided that where and to the extent some approval of the quality of the standards of Workmanship is a matter of opinion; such quality and standards shall be to the satisfaction of NHDC.

d. The Bidder should provide professional, objective, un-biased and impartial inputs, recommendation and advice and hold NHDC interest paramount and observe the highest standard of ethics, values, code of conduct and honesty while executing the assignment.

e. The Bidder carries with him/her/it a certain degree of accountability for any advice or /and any services rendered to the NHDC, keeping in view norms of ethical business, professionalism and the fact that such advice or service is rendered for consideration. NHDC may enforce such accountability in case of improper discharge of contractual obligations / deviant conduct by / of any of the parties to the contract. In this, share of NHDC's responsibility, for accepting advice / and services provided by the Bidder, will also be taken into consideration.

f. The Bidder must act, always, in the interest of NHDC and render any advice / service with professional integrity. The Bidder shall always keep in view transparency, competitiveness, economy, and efficiency in regard with matters related to the subject of the contract or assignment.

g. Bidder is expected to undertake an assignment/project, only in the areas of his/its expertise and where it has the capability to deliver efficient and effective advice /services to the client.

h. The Bidder will have to cooperate fully with any legitimately provided / constituted investigative body conducting enquiry into processing or execution of the consultancy contract / any other matter related with discharge of contractual obligations by the Bidder.

TERMINATION:

NHDC may, without prejudice to any other remedy for breach of contract, by written notice of default to agency, terminate the Contract in whole or part:

- If the Agency fails to deliver any or all of the services within the period(s) specified in the Contract/ Work Order, or within any extension thereof granted by NHDC, OR
- If the Agency fails to perform any other obligation(s) under the Tender/Contract.
- If the Agency, in the judgment of NHDC has engaged in fraud and corruption.

In the event of NHDC terminates the Contract in whole or in part, NHDC may procure, upon such terms and in such manner as it deems appropriate, Services similar to those undelivered,

and the Agency shall be liable to the NHDC for any excess costs for such similar services. However, the agency shall continue the performance of the Contract to the extent not terminated

CONTRACT / NON-DISCLOSURE AGREEMENT NDA:

The selected Bidder will be required to execute the following:

a. Contract / Agreement which will include all the services and terms and conditions of the services to be extended as detailed here in and as may be prescribed or recommended by NHDC; and

b. Non-disclosure Agreement (NDA)

If any Bidder differs / does not agree on any conditions / terms of the contract, NHDC has the right to appoint the next ranked Bidder without any obligation or without assigning any reasons to anyone and shall not be held liable for any losses or damages caused by such action.

Unless and until a formal Agreement is prepared and executed, this Tender (RFP) together with the written acceptance of the Bidder thereof shall constitute binding Terms and Conditions between the parties.

COMPLIANCE WITH ALL APPLICABLE LAWS:

The Bidders shall undertake to observe, adhere to, abide by, comply with and notify NHDC about all laws in force or as are or as made applicable in future, pertaining to or applicable to them, their business, their employees or their obligations towards them and all purposes of this Tender and shall indemnify, keep indemnified, hold harmless, defend and protect NHDC and its employees/ officers/ staff/ personnel/ representatives/ agents from any failure or omission on its part to do so and against all claims or demands of liability and all consequences that may occur or arise for any default or failure on its part to conform or comply with the above and all other statutory obligations arising therefrom.

SINGLE POINT OF CONTACT AND AUTHORISED SIGNATORY:

All empaneled Bidders should have to provide details of single point of contact viz. Name, designation, address, e-mail address, telephone/ mobile no. etc and authorized someone as signatories as well for ongoing discussion etc.

RIGHTS IN INTELLECTUAL PROPERTY AND MATERIAL:

All the rights relating to the Trademarks and Copy Rights in respect of development done by the Bidders exclusively on behalf of NHDC and paid for by NHDC shall vest with NHDC.

In order to perform the services, the Bidder must obtain at its sole account, the necessary assignments, permits and authorizations from the title holder of the corresponding patents, models, trademarks, names or other protected rights and shall keep NHDC harmless and indemnify NHDC from and against claims, proceedings, damages, costs and expenses (including but not limited to legal costs) for and/ or on account of infringements of said patents, models, trademarks names or other protected rights.

All documents, report, information, data etc. collected and prepared by the Bidder in

connection with the scope of work submitted to NHDC will be property of NHDC, it shall have every right to use data that may be in the possession of the consultant or its representative in the course of performing services under the agreement that may be entered into. The Bidder shall not be entitled either directly or indirectly to make use of the documents and reports given by NHDC for carrying out of any services with any third parties. The Bidder shall not without the prior written consent of NHDC be entitled to publish studies or descriptive articles with or without illustrations or data in respect of or in connection with the performance of services.

The pre-existing intellectual property of the Bidder used in deliverables shall remain vested with the Bidder.

ARBITRATION:

Any disputes and differences of any kind, whatsoever, arising out of or in connection with this contract or carrying out of the services, shall be settled amicably. If however, the parties are not able to resolve any dispute or difference amicably, the same shall be referred for arbitration in accordance with the provisions of Arbitration & Conciliation Act 1996 and any re-enactment (s) and or modification(s) thereof and of the rules framed there under. The venue for the arbitration will be New Delhi.

FORCE MAJEURE:

Neither party shall be responsible for any failure to perform due to unforeseen circumstances or due to causes beyond the defaulting party's control even after exertion of best of efforts to prevent such failure, which may include but not be limited to, acts of God, war, riots, embargoes, strikes, lockouts, acts of any government authority, delay in obtaining licenses or rejection of proposal under the statutes, fire or floods.

CORRUPT AND FRAUDULENT PRACTICES:

As per Central Vigilance Commission (CVC) directives, it is required that Consultants/Suppliers/ Contractors observe the highest standard of ethics during the procurement and execution of such contracts in pursuance of this policy:

- a. "Corrupt Practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of an official in the procurement process or in contract execution; and
- b. "Fraudulent Practice" means a misrepresentation of facts to influence a procurement process or the execution of contract to the detriment of NHDC and includes collusive practice among consultants (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive NHDC of the benefits of free and open competition.

NHDC reserves the right to reject a proposal for award if it determines that the Bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question. NHDC reserves the right to declare a firm ineligible, either indefinitely or for a stated period of time as per its discretion, to be awarded a contract if at any time it determines that the firm has engaged in corrupt or fraudulent practices in competing for or in executing the contract.

Annexure-A**TECHNICAL BID**

1. Name of the Agency/ Company/ Firm : _____
2. Name of Authorized person : _____
(signatory on the Tender document)
3. Address of the Agency : _____
4. Mobile No: _____ Landline (O) : _____
5. Email : _____
6. Documents to be submitted:

S No	Particulars	Documents to be attached
1	Earnest Money Amount vide Demand Draft for Rupees (date of issue must be after publication of Tender)	DD No. : DD Date : Amount :
3	All pages of the tender documents duly filled and signed	Duly filled and signed tender Documents
4	GST number	Copy of document
5	PAN number	Copy of document
6	Bidder should not be black-listed or barred or disqualified or penalized by any regulator or statutory body/Public /Private etc. for similar kind of assignment - An undertaking certification or non-blacklisting should be submitted	Copy of document
7	Copy of the DAVP/CBC empanelment for Print & Media Publicity	Copy of document
8	List of clients for shows undertaken in preceding three financial years	Copy of work order and relevant Documents

Full Signature of Tenderer: _____

Name of Authorized Signatory : _____

Name of Company/ Firm: _____

Seal of Company/ Firm: _____

Address: _____

Contact No.: _____

U N D E R T A K I N G

1. I have gone through all the Terms and Conditions and the schedule of items listed by NHDC in your Tender.
2. I/We, hereby confirm that we have understood all the Terms and conditions and confirm my/our commitment to abide by them.
3. I/We also confirm my/our commitment to provide the services as enlisted in the schedule of items and in your Tender.
4. I/We/firm is not debarred / blacklisted by NHDC/ Govt. organization / PSU.

Full Signature of Tenderer: _____

Name of Authorized Signatory: _____

Name of Company/ Firm: _____

Address: _____

Contact No.: _____

FINANCIAL BID

Name of the Agency/ Company/ Firm:

Name of Authorized person :
(signatory on the Tender document)

Address of the Agency :

Note: the bidder must quote the price against each head per unit and total along with the summary of the financial Bid with the broad head wise as per the detail BOQ.
Any additional head/cost may be added if required for a specific reason

PART- A FOR EXHIBITION -EXCLUSIVE HANDLOOM EXPO, AT HANDLOOM HAAT, JANPATH, NEW DELHI FROM, 3-10 August 2025 (8 days)			
SECTION- I Conceptualize, designing, fabrication and branding of Pavilion & stalls, Theme Pavilion, infra for workshop & providing security services & Maintenance			
S. No.	Item (as per the Scope of the work)	Unit	Total Quantity (Tentative)
A) INFRASTRUCTURE WORK			
	Stall details for one unit:		
1	Construction of the stalls on Good Quality Octanorm system for participating agencies –size 2.5 mtr x 1.5 mtr, height 8" ft. Shelves are to be made of laminated board of not less than ¾" thickness. Each stall is to be separated by laminated panels of hard – board. For each stall 2 tables of size 1 mtr x 0.5 mtr x 1 mtr on Octanorm system, one dust bin of 12"inch size (height) Three LED light of 40 wt.in two different colour, Facia of each stall is to be made separately, designed with 4" mm, sun board dully pasted with computer cut vinyl film with the name of participating agency/society. Authority would also like to see the sample model of stall, before placing the order. Weavers Kit (06 hangers, 03 packet safety pin, 02 Packet Binder Clip).	One complete unit	75 nos.
2	Construction of one office 4m x 4m = 16 sq. Mtr on Octanorm system & door with locking system with exclusive 4 chairs, one official table, one office steel almirah, 3 LED 40wtt.	One complete unit	1
3	Construction of one VVIP Lounge on Octanorm system & door with locking system with furniture, 5 - centre table, Two seater Fancy sofa -5, exclusive 4 chairs, one official table, 6 LED 40 watt.	One complete unit	1
4	(A) Carpet Flooring (Unitex) New Carpet	Per Sq. Ft.	15000 Sq. Ft.
	(B) Carpet Flooring (Unitex) Neat & Clean Carpet	Per Sq. Ft.	15000 Sq. Ft.
5	(A) Ply Panelling (Octanorm) 1 Mtr. X 2.4 M	Per Panel	50 Nos.
	(B) Ply Panelling (Octanorm) ½ Mtr. X 2.4 M	Per Panel	25 Nos.

6	Looking Mirror (1.5" X 5' feet) With Stand & Support	Nos	15 Nos.
7	150-Watt LED Flood Light	Nos	50 Nos.
8	LED 9 Watts Indoor Ceiling Spotlight/Focus Light/Track Light (Warm White)	Nos	15 Nos
9	Female Mannequins (Good Quality)	Nos	25 Nos
10	Main Gate/Side Gate (As Per Octanorm System with Multicolour Stretch Signage (Flax) 208 Sq. Ft.	Nos	3
11	Stretch Signage / Flex / Banners / Standees with Names of Participating Agencies / Other Matter: -		
	3' X 6' Nos with Self Stand Framing (at Prominent Places of the city i.e Metro Stations, Bus Stand, Railway Station etc) including placement and vehicle charges	Per Sq. Ft.	35
	8' X 35' Nos. With Framing	Per Sq. Ft.	4
	6' X 3' Nos. Without Framing	Per Sq. Ft.	25
	25' X 16' Nos with Framing	Per Sq. Ft.	2
	16' X 8' Nos With Framing	Per Sq. Ft.	2
	8' X 8' Nos. With Framing Stands	Per Sq. Ft.	10
	Vinyl 2'X1'	Per Sq. Ft.	30
12	Inaugural panel (1 mtr. X 2.4 mtr. On Octanorm system) matter will be given for flex printing (size may be changed according to the requirement)	Nos	1
13	Table on (Octanorm system)	Nos	25
14	Pedestal Fan	Nos	10
15	Chairs	Nos	100
16	Inauguration lamp (brass – 5' height approx.) along with refined oil / cotton / match box etc on inaugural day.	Nos	1
17	(a) Flower Decoration with Gate Structure of Main Gate (With Multi Colour Fresh Flowers)	Three	3
	(b) Bouquet (08 Nos. Fresh Rose Flowers)	Five	5
18	Brand New German Quality Pagoda of Size 5 Mtr X 5 Mtr. With Aluminium Structure covering and Covered with Proper Waterproof Material	Per Unit	07 Nos
19	Wooden Platform of Good Quality Plyboard	Sq. Ft.	1500 Sq. ft.
20	8 x 3 ft. Octanorm frame stand for curation of Saree/Fabrics etc.	Nos	10
21	Decoration of Corridor and Outside area with Multi Colour Fabrics, Danglers etc.	As Required	As Required
22	Queue Manager	Nos	25 Nos.
	a) Electric Jhalar (100 ft. Per Nos)	Nos	05 Nos
	b) LED TV 55" inch- with Stand	Nos	02 Nos.
	c) Writeup Stand	Nos	10 Nos.
	d) Podium	Nos	15 Nos
	Any other item as per the requisition for theme development.		
B) CONCEPT, DESIGN & INFRA WORK FOR THEME PAVILLION- 1 UNIT			
23	a) Agency will execute the Exhibition on the theme basis as per the need and requirement of NHDC. Theme Pavillion shall be design by renowned designer with relevant experience in consultation with NHDC		
	b)15- Watt LED Flood Light	Nos	10 Nos
	c)LED 9 Watts Indoor Ceiling Spotlight/FocusLight/Track Light (warm white)	Nos	10 Nos
	d) New Carpet-Red Color	Sq ft	1500 Sq ft
	e) Ply Panel- 1m x 2.5 m	Nos	10 Nos
	f) LED TV-55" with Stand	Nos	01 Nos
	g) Writeup Stand	Nos	05 Nos

	h) Decoration of Theme area with Cloths	As required	As Required
	Any other item as per the requisition for Theme Development	As Required	As Required

Note: Theme Pavilion/work Wil be executed on Hardcore Platform of Wooden/Plywood/any other etc.

C) WORKSHOP AND OTHER ACTIVITIES

24	Decoration of the Workshop area with Fresh Flowers	For one day	As required
	Que Manager for workshop and other	For one day	As required
	Seating arrangement	For one day	As required

D) WORKSHOP FOR DRAPE SAREE STYLING

25	Wooden platform ramp for ramp walk of the Models	As required	As required
	Display Banner/Standy/ etc	As required	As required

E) BACKUP SERVICES, MAINTENANCE & ADMINISTRATIVE WORKS:

26	a) Ground/Site Maintenance, Housekeeping at site and surrounding preservation till Completion of Event with 12 Nos Plastic Dustbin (Big Size) 36"		08 Days
27	b) Fire Equipment Service with 15 Nos Fire Extinguisher (Medium Size) for textiles good with One Trained Fire Man (10:30 AM to 08:00 PM Daily) including Fire Permission Charges.		08 Days
28	c) 32 Nos CCTV cameras with DVR recording and 01 attendant		08 Days
29	d) Provide Trained Security Guards. During the exhibition, there shall need trained Security Guards for 08 days round the day (for 8Hrs per Security guard per day)		Maximum 15 no Security per day
30	e) Public Announcement System (with high quality music system) with 12 Speaker Boxes and 3 cordless mics and 02 collar mic to be placed at various places inside and outside the Venue.	Nos	02 Nos.
31	f) Standby Generator 65 KVA (without diesel / oil) with cable / wire required up to main junction box. (as per requirement):	Nos	01 Nos.
32	g) Photography and Videography (Soft copy and Hard Copy - 5x7 Inches). Soft copy of photos and videos of the event will be required in Portable Hard Disk after the completion of the event.	Nos	200 Nos (required 05 Days)
33	(h) Construction of Food Stall with Pagoda Size 5 Mtr X 5 Mtr. With Steel Structure and Covered with Proper Waterproof Material (with wooden platform) on Octanorm system size 5 mtr x 5 mtr with 4 LED Light 40 watt each, 10 Tent Table with covering of cloth.	One complete unit	2 Nos.
	**Photographs must be taken of entrance gate, inauguration, stall with person, theme pavilion, live loom, food stalls, cultural program, customers etc.		

SECTION-II: PUBLICITY- PRINTING, MEDIA, SOCIAL MEDIA & SOCIAL HANDLE

	Work Description/Evaluation Parameters	Unit Qty/Instructions
34	Creative Design: 1. Print Media Size 10x12 (120 sq. cm) 2. Social Media-- Infographic Creative for social media 3. Digital Ad - Creative of Digital Ad	Minimum 04 Attractive creative required for each work:
35	Social Medial Handle & Post: A. Handling Social Media Handle of NHDC / SilkFab B. Creative Making & Design for Social Media Handle Daily organic post along with the 1-2 videos, Gif's, Infographics content post on FB / Insta / Twitter / Koo / LinkedIn etc.	Daily 2-3 static posting on Official Social Media site, Cretive Designing for all Official Social Media

	Posting of 8-10 Weaver's bite and visitor bite on social media sites. Reply of messages and comments of the event	site	
36	Social media strategy Paid Promotion & Campaign: <ul style="list-style-type: none"> • Paid Campaign through Google Ad • Facebook Post Paid Promotion • Instagram Post Paid Promotion • Facebook Event Post Paid Promotion Infographic post on FB/Insta with Awareness Paid Promotion <ul style="list-style-type: none"> • Infographic paid post on Twitter • Promote Tweet on Twitter • Paid Campaign on Twitter • Paid Campaign on LinkedIn Page Like Campaign on FB/Insta/Twitter	Campaign to run 1 week before the event. (Paid promotion breakup required)	
37	Print & Radio Advertisement Strategy for Print Advertisement (Print Ad Size is 10 x 12 sq. cm) <ul style="list-style-type: none"> • Strategy for Radio Advertisement, Jingle required for Radio Ad (Jingle is not more than 20 Second) Frequency Morning, Afternoon and Evening		
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40	Any other doable ideas on Local Advertisement / Branding / Publicity		
	i)		
	ii)		
PART- B: FASHION SHOW "HANDLOOM HERITAGE FESTIVAL-2025" AT AUDI NO 2, BHARAT MANDAPAM, ITPO, NEW DELHI ON 7TH August -2025 (1 day)			
Section- I Story & Theme Creation, Show Production, Infrastructure, Stage, Sound & Lighting, Back stage Activities, Green room, Model's Fee, TA/DA, Boarding and lodging to Models Team Members etc Boarding, Security services & Maintenance.			
S NO	Item (as per the Scope of the work)	Unit	Total Quantity (Tentative)
A) Infrastructure, Sound and Lighting, Stage etc related			
41	Stage Design as per show Director's recommendation LED Screen for Visuals & AV High Quality of lighting & sound Systems DJ system with Video Jockey Engineers for Sound/Light Management Technical assistant Truss Structures for rigging and design elements Power Generation via silent Generators	Nos	1 Unit

B) Back Stage Activities, Models Fee, Green room Related Activites,			
42	Model Management Activities Administration Team Models fee for-(50 Professional Models-Curation, coordination & Presentation) Professional Stylist Hair & Make up Team Backstage Crew- Dressers, Helpers, Technical assistants	Nos	1 Unit
C)Story and Theme creation, show Production Related			
43	Engagement of designers & Artisans-representing from 5 key zones of india (North, East, West & Northeast) Multiple Designers, Master Artisans, Senior Choreographers, Show Directors, and Creative Direction - Team	Nos	1 Unit
D)TA DA, boarding and lodging to Models, Team members etc			
44	Airfare for all 50 models & Crew/Team Members Hotel accommodation for Models and Crew/Team Members Local Transport for Models and Crew/Team Members Food & Beverage arrangement for all Models, Crew/Team Members	Nos	1 Unit
<u>SECTION-II: PUBLICITY- PRINTING, MEDIA, SOCIAL MEDIA & SOCIAL HANDLE</u>			
45	a) Photography & Videography High-quality Recap Videos Shor films-to capture highlights Documentations of artisan stories for promotion Content Creation Optimization for social Media visibility Short videos etc	As per Requirements	
46	b) Creative Design: 1. Print Media Size 10x12 (120 sq. cm) 2. Social Media-- Infographic Creative for social media 3. Digital Ad - Creative of Digital Ad	Minimum 04 Attractive creative required for each work	
47	c) Print & Digital E circulation in media (PR): Name of Leading Newspapers & platforms 10 Times Media Coverage in print media Making of Press Release in Digital E circulation in Leading Media Making of Press Release in English & Regional Language Digital E circulation in Leading Media	Name of papers & platforms required at the time of submission of this document For PR media Person is required to visit the exhibition	
48	d)Influencers list and Bloggers list 05 names suggested should be from same Industry (Handlooms/Textiles) along with the Reach /Readership /Followers etc. • 01-02 Reels post by Influencer • 02-03 organic post by Influencer Influencers will post on their account tagging with our Official Social Media handle	Name/readership/ followers / reach etc. details required at the time of submission of this document	
49	Any other doable ideas on Local Advertisement / Branding / Publicity		
	i)		
	ii)		

SUMMARY OF THE FINANCIAL BID

EVENT	Item wise work (as per scope of the work)	Total Price (Inclusive of GST) in Rs
PART- A FOR EXHIBITION - EXCLUSIVE HANDLOOM EXPO, AT HANDLOOM HAAT, JANPATH, NEW DELHI FROM, 3-10 August 2025 (8 Days)	A) Infrastructure Work:	
	B) Concept, Design & Infrastructure Work for Theme Pavillion	
	C) Infrastructure work for workshop on Dyeing & Sustainability	
	D) Infrastructure work for workshop on drape Saree styling:	
	E) Backup Service, Maintenance & Administration:	
	F) Publicity Expenses:	
PART-A TOTAL		
PART- B: FASHION SHOW “HANDLOOM HERITAGE FESTIVAL-2025”AT AUDI NO 2, BHARAT ANDAPAM, ITPO, NEW DELHI ON 7 TH August -2025 (1 day)	A) Infrastructure, Sound and lighting, Stage etc realated	
	B) Backstage Activities, Model's Fee, Green room related activities	
	C) Story and theme creation, show production related	
	E) TA DA, Boarding and lodging to models, Team members etc	
	F) Publicity, Printing, Social Media promotion related activities	
PART-B TOTAL		
TOTAL PRICE - GRAND TOTAL (PART- A+ PART-B)		

NHDC reserves the right to increase / decrease / cancel any of items mentioned above.

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