



**National Handloom Development Corporation Limited  
(A Government of India Undertaking)  
Registered office: Wegmans Business Park, Tower 1, Plot  
No. 3,  
Sector Knowledge Park – 3, Surajpur Kasma road,  
Greater Noida – 201 306**

**LIMITED TENDER ENQUIRY**

**FOR**

**PROVIDING INFRASTRUCTURE & EVENT MANAGEMENT WORK  
FOR ONE BHARAT SARI WALKATHON AND AATMNIRBHAR  
BHARAT UTSAV AT KOTA**

## NOTICE INVITING TENDER

NHDC invites Limited Tender to apply for providing "Infrastructure and event management works, for Sari Walkathon & Aatmnirbhar Bharat Utsav at Kota and intends to select the agency/firm through competitive bidding process in accordance with the procedure set out herein.

Only the Parties capable of providing infrastructure material, Event management and having good experience of executing similar type of work for Govt. Organisation, Trade Fair etc are eligible to apply.

Tender documents may be downloaded from official website <https://www.nhdc.org.in/Tenders.aspx>.

**[Submit your proposals on e-procure.gov.in latest by 22<sup>nd</sup> January 2024, 05:00 PM](#)**

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

### GENERAL CONDITIONS:

Bidders are required to submit the following document in of 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 certifying non-blacklisting should be submitted.
- d. Bidders must submit the above as mandatory document along with bid.

### CRITICAL DATE SHEET :

S. No.	Particulars Details	Date
1	Date of Issue of Tender Document	18/01/2024
2	Starting Date and Time for Submission of Bid/Tender	18/01/2024
3	Last Date and time for submission of Tender	23/01/2024 at 04.30 PM
4	Date of Opening of Tender	24/01/2024 at 04.30 AM

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**(A Government of India Undertaking)**

Address: Wegmans Business Park, Tower 1, Plot No. 3,  
Sector Knowledge Park – 3, Surajpur Kasna road, Greater Noida – 201 306

Date:

To,

M/s -----  
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**OBJECTIVE:**

Conceptualising, designing, fabrication and branding for Sari Walkathon to be conducted at Dussehra Ground, Kota.

**PLACE AND PERIOD OF EVENT:**

Sl. No.	Type of Event	Places	From	To	Remark
1	One Bharat Sari Walkathon & Exhibition	Kota	04-02-2024	03-02-24 to 08-02-24	Agency should prepare the Venue as per scope of work on or before 02/02/2024 at 11.00 AM

**SELECTION OF BIDDER:**

Bidder, who quotes the lowest rate in the event, shall be treated as L1 rates same shall be declared as an agency for providing the tender services. NHDC Ltd. reserves the right to accept or reject any bid (at any stage) submitted by the bidder without assigning any reason.

**USE OF BID AND INFORMATION:**

- a. This document has been prepared solely for getting financial quote from agency empaneled with NHDC for providing Infrastructure works for Sari Walkathon at Mumbai. This document is not a recommendation, offer or invitation to enter into 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.
- b. While this document has been prepared in good faith, neither the NHDC nor any of its employees make any representation or warranty or shall have any responsibility whatsoever in respect of this document. Any liability is accordingly and expressly disclaimed.
- c. 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](http://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 180 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.

#### **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 the parties.
- b. The Corporation reserve 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 what so ever or change 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 labour, transportation, octroi and all type of taxes including GST etc.
- f. The Corporation shall be entitle 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:**

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 event area, walkathon route matching the theme of the event. Only new/fresh items to be used.
2. The selected bidder would be responsible for designing and creation of theme-based event. **The bidder would also be responsible for engagement of event management company who will ensure various activities like Branding at the event, media publicity of the event, arrangement / coordination with celebrities, compere, various arrangements during the walkathon, smooth functioning of the event, managing live on event, and other miscellaneous activities of live event etc.** It is expected that the walkathon will be joined by 10000 women participants, tentatively.
3. The lay out 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 man power, material and necessary expertise for executing the work including the security personnel. The venue will make ready by agency/firm one day before the commencement of event.
5. The selected bidder would be responsible to hand over the site thoroughly neat and clean to the land owning agency by the last evening of the event.
6. The selected bidder has to ensure that the all construction in such a way so that there is ample movement 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 stage etc. So that there should be no interruption in 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 event can be executed smoothly. All the permission/Licenses along with the expenditure involved in getting these Permissions/Licenses from Local Fire Service, Labour 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. The selected bidder has to ensure that the whole complex is properly lit and have sufficient electricity and power points.
10. 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.
11. 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.
12. Removal of garbage from the site and its disposal to the nearest MC/Authority dustbin is the responsibility of selected bidder.
13. 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 DCH & NHDC at the cost of selected bidder with specific quantity to be determined in consultation with NHDC. 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 DCH/NHDC, drop downs, signages, banners, etc will be required to be put inside the event area, if required. Further, the buntings/hoardings with theme (will decide later on) would also be required to be put up onto the electric poles/roundabouts at each event. The design & number would need prior approval of NHDC.
14. It shall be the responsibility of the selected bidder to set up temporary work station/office for executing the work of event with proposed theme.
15. **Bill of Quantity:** Proposed quantity of the items required for Infrastructure works for Sari Walkathon at Kota. (Expected participation of 10000 women)

### **Part – A: - Sari Walkathon**

SL. NO	ELEMENTS	SIZE (W)	SIZE (B)	SIZE (H)	SFT	QTY
<b>1</b>	<b>Social Media</b>					
	Social Media Campaign - Content (for 8 days) Daily static posts, video teasers (total 6 nos) - Create engaging and intuitive content as a build up to the main event for visibility - Build user registrations for the event - Post event attention					
<b>2</b>	<b>Infrastructure at Venue</b>					
	Barricading				2000	1
	Pagodas without Platform - for console, F&B, VIP Lounge	10 feet	10 feet			12
	Banquet Tables					50
	Scaffolding					2
	250-watt metal light					15
	Fire Extinguisher					5

	Fire Marshals					1
	Dust bin					30
	Female Toilets					10
	Water for Toilets					1
	Ambulance (on site & track)					1
	Manpower					1
	Transportation for venue Infrastructure					5
	Blowers					4
	Plugpoints					25
	Plastic Chairs					100
	Bouquets					20
	Armed Chair					10
	Double Seater Sofa					15
	Coffee Tables					5
	VIP Mobile Toilets					1
	<b>Decor and printing</b>					
	Directional signage from Parking to venue	4 feet		8 feet	32	20
	Lamp for lamp lighting					1
	Venue & Route layout @ entrance	12 feet		8 feet	96	2
	Photo Opp					1
	Flag off flag					1
	Curve Top Flags					8
	Start and finish ribbon					2
	Water Counters with branding					12
	Branding - made of metal frame with flex print mounted	10 feet		8 feet	80	20
	Name Badges & Lanyards for Crew					150
	<b>Gratification</b>					
	Customized Medals					50
	<b>Main stage &amp; Platform</b>					
	LED side Branding panel (Left & Right)	8 feet		14.76 feet	118	2
	Masking panel for Console	40 feet		5 feet	200	1
	Main stage Trailer	40 feet	8 feet	4.75 feet	320	2
	Skirting for Stage - metal frame with black cloth	72 feet		4.75 feet	342	1
	Steps for stage with carpet finish	12 feet W				1
	Platform for Camera	8 feet	8 feet	4 feet	64	2
	Transportation					2
	Manpower					20
	<b>Technical</b>					
	<b>Sound</b>					
	Sound System					1
	DJ Console					1
	Audio mixer					1
	Cordless Mic					4
	Headset mic					2
	Amplifier					1
	Stage monitor					4
	Backstage monitor					2
	Audio Distributor for media					2
	Wireless Clearcoms					6
	Winch up					2

	Sound Engineer					2
	Technicians					4
	<b>Video</b>					
	Outdoor LED SCREEN - 3.9 Pitch	20 feet		10 feet	200	1
	LED Processor					1
	Laptop					2
	Switcher					1
	Monitor					1
	Video Engineer					1
	Technicians					4
	<b>Truss</b>					
	Truss with motors					1
	Technicians					6
	<b>Transportation for technical</b>					1
	<b>Power Requirement</b>					
	62 KVA for Working Lights					1
	62 KVA for Sound & Video					1
	Power Distribution Unit for sound, video, and working light					2
	Changeover					1
	Cabling					2
	Electrician					2
	<b>On route</b>					
	Lead Bikes - Women Bikers with headgear to lead					1
	<b>Videography &amp; Photography</b>					
	Drone					2
	Photographer					4
	Gymbal					1
	Videographer					4
	<b>Artists</b>					
	Nashik Dhol					1
	Warmup					1
	MC					1
	DJ					1
	<b>Manpower</b>					
	<b>Event day</b>					
	Female House Keeping					20
	Female security					30
	Hostesses (1 shift)					30
	Volunteers					20
	Supervisor					2
	Parking Management					1
	<b>F&amp;B</b>					
	Start & Finish Point Refreshments - Water, Dry Snack, Banana, Biscuit, Nimbooz					5000
	Water bottle					10000

	Refreshments for VIPs					50
	Refreshments for Media					50
	<b>Others</b>					
	Walkies (Radio)					20
	Video Creation with supers using stock footage and music					1
	<b>Crew TBL</b>					
	Crew TBL (Recce, Planning, Setup, Meetings, Rehearsals, Event & Dismantling)					1
<b>3</b>	<b>Creative Management &amp; Showrun</b>					
	Conceptualization of the name, logo and template					1
	Conceptualization & Designing of all Creatives for the event					
	Artworks, working diagrams, specifications					
	Planning of the entire event venue and layouting					
	Conduct of the event - Show Management					

### **Part – B: - Exhibition**

S. No.	Item (As per the Scope of Work)	Unit	Total Quantity (Tentative)
<b>INFSTRUCTURE WORK:</b>			
	<b>Stall details for one unit:</b>		
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 "size (height) Three LED light of 40 watt in two different color, 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 in 4" ht. (design of the stall enclosed) 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	150
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	Construction of Food Stall with Pagoda Size 5 Mtr X 5 Mtr. With Steel Structure and Covered with Proper Water Proof Material (with wooden platform) on Octanorm system size 5 mtr x 5 mtr with 5 LED Light 40 watt each, 15 Tent Table and 10 Chairs with covering of cloth.	One complete unit	10 Nos.
5	(A) Carpet Flooring (Unitex) New Carpet	Per Sq. Ft.	10000 Sq. Ft
	(B) Carpet Flooring (Unitex) Neat & Clean Carpet	Per Sq. Ft.	10000 Sq. Ft
6	(A) Ply Panelling (Octanorm) 1 Mtr. X 2.4 M	Per Panel	100 Nos.
	(B) Ply Panelling (Octanorm) ½ Mtr. X 2.4 M	Per Panel	25 Nos.
7	Looking Mirror (1.5" X 5' feet) With Stand & Support	Nos	25 Nos.
8	150-Watt LED Flood Light	Nos	100 Nos.
9	LED 9 Watts Indoor Ceiling Spotlight/Focus Light/Track Light (Warm White)	Nos	15 Nos
10	Female Mannequins	Nos	25 Nos
11	Main Gate/Side Gate (As Per Octanorm System with Multicolour Stretch Signage (Flax) 208 Sq. Ft.	Nos	3

12	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
	6' X 3' Nos. Without Framing	Per Sq. Ft.	25
	8' X 8' Nos. With Framing Stands	Per Sq. Ft.	10
13	Inaugural panel (1 mtr. X 2.4 mtr. On Octanorm system) matter will be given for flax printing (size may be changed according to the requirement)	Nos	1
14	Table on (Octanorm system)	Nos	25
15	Pedestal Fan	Nos	10
16	Chairs	Nos	100
17	Inauguration lamp (brass – 5' height approx.) along with refined oil / cotton / match box etc on inaugural day.	Nos	1
18	<b>Flower Decoration</b>		
	(a) Flower Decoration with Gate Structure of Main Gate (With Multi Colour Fresh Flowers)	Three	3
	(b) Bouquet (08 Nos. Fresh Rose Flowers)	Five	10
19	8 x 3 ft. Octanorm frame stand for curation of Saree/Fabrics etc.	Nos	10
20	Decoration of Corridor and Outside area with Multi Colour Fabrics, Danglers etc.	Nos	
21	Queue Manager	Nos	25
<b>THEME WORK:</b>			
22	Agency will execute the theme work as per the attached design or similar design.	as per the attached design or similar design.	as per the attached design or similar design.
	Theme work will be executed on Hardcore platform of Wooden/Plywood/any other etc. 500 sq. ft. (Approx.).		
<b>BACKUP &amp; MAINTENANCE WORKS:</b>			
23	a) Ground/Site Maintenance, Housekeeping at site and surrounding preservation till Completion of Event with 12 Nos Plastic Dustbin (Big Size) 36"		7 Days
	b) Fire Equipment Service with 25 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.		7 Days
	c) 24 Nos CCTV cameras with DVR recording and 01 attendant		7 Days
	d) Provide Trained Security Guards. During the exhibition, there shall need trained Security Guards for 7 days round the day (for 8Hrs per Security guard per day)		Maximum 15 nos Security per day
	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 in the Venue.	Nos	01 Nos.
	f) Standby Generator 62 KVA (without diesel / oil) with cable / wire required up to main junction box. (as per requirement):	Nos	01 Nos.
	g) Photography and Videography (Soft copy and Hard Copy - 5x7 Inches)	Nos	200 Nos (required for 03 Days)
	<b>**Photographs must be taken of entrance gate, inauguration, stall with person, theme pavilion, live loom, customers etc.</b>		

### **Part – C: - Publicity of Exhibition**

S/N	Work Description	Evaluation Criterion	Budget	Comments
1	Creative Design: 1. Print Media 2. Social Media 3. Digital Ad	<b>Minimum 02 Attractive creative required for each work:</b> · 02 Creative of print media size 10x12 (120 sq. cm.) · 02 Infographic Creative for social media · 02 Creative of Digital Ad		

2	Social Media Handle	<p><b>Social Media Handle &amp; Post:</b></p> <p><b>A.</b> Handling Social Media Handle of NHDC</p> <p><b>B.</b> Creative Making &amp; Design for Social Media Handle</p> <ul style="list-style-type: none"> <li>· Creative Designing for all Official Social Media site</li> <li>· Daily 3-4 static posting on Official Social Media site,</li> <li>· Daily organic post along with the 2-3 videos, Gif's, Infographics content post on FB/Insta/Twitter/Koo/LinkedIn etc.</li> <li>· Posting of 8-10 Weaver's/Artisans bite and visitor bite on social media sites.</li> <li>· Reply of messages and comments of the event</li> </ul>		
3	Social media strategy through paid promotion	<p><b>Promotion &amp; Campaign</b></p> <ul style="list-style-type: none"> <li>· Paid Campaign through Google Ad</li> <li>· Facebook Post Paid Promotion</li> <li>· Instagram Post Paid Promotion</li> <li>· Facebook Event Post Paid Promotion</li> <li>· Infographic post on FB/Insta with Awareness Paid Promotion</li> <li>· Infographic post on Twitter</li> <li>· Promote Tweet on Twitter</li> <li>· Paid Campaign on Twitter</li> <li>· Paid Campaign on LinkedIn</li> </ul>		Campaign to run before 1 week of the event. (Paid promotion breakup required)
4	Print & Radio Advertisement	<ul style="list-style-type: none"> <li>· Strategy for Print Advertisement (Print Ad Size is 10 x 12 sq. cm)</li> <li>· Strategy for Radio Advertisement, Jingle required for Radio Ad (Jingle is not more than 20 Second) Frequency Morning, Afternoon and Evening</li> </ul>		
5	Any other doable ideas on Local Advertisement /Branding/Publicity			
i)				
ii)				

NOTE: -

- **Project Budget for Sari Walkathon:**
  - 1) **Sari Walkathon - INR 40.00 Lakhs (Including taxes & charges all work).**
- **Project Budget for Exhibition:**
  - 1) **Infrastructure - INR 15 Lakhs (Including taxes & charges).**
  - 2) **Theme Pavilion – INR 05.00 Lakhs (Including taxes & charges).**
  - 3) **Backup & Maintenance - INR 03.00 Lakhs (Including taxes & charges).**

- **Project Budget for Exhibition Publicity:**
  - 1) **Exhibition Publicity - INR 04.00 lakhs (Including taxes & charges).**
  - 2) **The bifurcation of budget is given below:**
    - a) **Rs.3.00 Lakh for newspaper/radio advertisement**
    - b) **Rs.1.00 Lakh for Social Media & other publicity.**
  
- **Theme will be executed as per attached design or similar design.**



**Bidder, who quotes the lowest rate in the exhibitions, shall be treated as L1 rates same shall be declared as an agency for providing the tender services. NHDC Ltd. reserves the right to accept or reject any bid (at any stage) submitted by the bidder without assigning any reason**

➤ **Sari Walkathon**

- a) Vehicle Arrangement, lodging boardings of 20 Delegates/VIPs/ officials – As per Actual and as per requirement.
  - b) Above Item wise qty are tentative and item wise rates are required. Final qty will be as per actual requirement at the venue. (may be lesser of higher)
- Bidder, who quotes the lowest rate in the event, shall be treated as L1 rates same shall be declared as an agency for providing the tender services. NHDC Ltd. reserves the right

to accept or reject any bid (at any stage) submitted by the bidder without assigning any reason.

- No advance amount will be paid to agency for the any kind of 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, 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 to provide the sanitised 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
- All setup and other things etc pertaining to event will first approve need approval from NHDC.

➤ **Scope of work – Publicity of Exhibition**

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 a 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 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 2-3 static posting on Official social media organic and paid along with the 1-2 videos, gif's, Info graphics etc.
- Other doable ideas are welcome and can be shared in proposals.
- All the publicity material will be arranged by the agency. NHDC will not responsible for providing any image/content, weaver bite/visitor bite, other publicity related matter etc.

## **BIDDER'S RESPONSIBILITIES AND RELATED CONDITIONS:**

a. Attention of the Bidders is drawn to the relevant and extant instructions of GoI, 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 advices at all times and hold NHDC interest paramount and should 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 a 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, at all times, 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 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 empanelled Bidders should have to provide details of single point of contact viz. Name, designation, address, e-mail address, telephone/ mobile no. etc and authorised someone as signatories as well for ongoing discussion etc.

**RIGHTS IN INTELLECTUAL PROPERTY AND MATERIAL:**

All the rights relating to the Trade Marks 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, 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 article 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 difference 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 shall 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 values to influence the action of an official in the procurement process or in contract execution; and
- b. "Fraudulent Practice" means a misrepresentation of facts in order 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 the 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.