



**National Handloom Development Corporation Ltd.
(A Govt. of India Undertaking, Ministry of Textiles)**

**Invites
Expression of Interest (EOI)
From Creative Agencies
to
Conceptualize, Create, Design & Operationalization of Social Media Channels
of NHDC for greater outreach and publicity of Indian handloom**

**EOI Submission Start Date: 10.09.2025
EOI Submission Last Date & Time: 30.09.2025 upto 18:00 Hrs**

DISCLAIMER

The information contained in this Expression of Interest document ("EOI") or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of their employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

This EOI is not an agreement and is neither an offer nor invitation by the Authority to the prospective Applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this EOI. The assumptions, assessments, statements and information contained in this EOI, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this EOI and obtain independent advice from appropriate Sources.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this EOI. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI.

The issue of this EOI does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Consultancy and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal.

All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation or submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

National Handloom Development Corporation Ltd,
A2-A5, Udyog Marg, Sector 2, Noida – 201301

NOTICE INVITING EOI

National Handloom Development Corporation Ltd (NHDC), a Govt. of India Undertaking, Ministry of Textiles, invites Expression of Interest (EOI) from Creative Agencies to “Conceptualize, Create, Design & Operationalization of Social Media Channels of NHDC for greater outreach and publicity of Indian handloom”

The tender document may be downloaded from www.nhdc.org.in (for reference only) and CPPP site <https://eprocure.gov.in/eprocure/app> as per the schedule as given in CRITICAL DATE SHEET as under.

S. No.	Particulars Details	Date
1.	Date of Issue of Tender Document	10/09/2025 at 15:00 Hrs
2.	Starting Date and Time for Submission of Bid/Tender	11/09/2025 at 15:00 Hrs
3.	Last Date and time for submission of Tender	30/09/2025 at 18:00 Hrs
4.	Date of Opening of Tender	01/10/2025 at 18:00 Hrs

Bids shall be submitted online only at CPPP website:

<https://eprocure.gov.in/eprocure/app>.

Contractors/Bidders are advised to follow the instructions provided in the “Instructions to the Contractors/Bidders for the e-submission of the bids online through the Central Public Procurement Portal for e-Procurement at <https://eprocure.gov.in/eprocure/app>” in the Annexure - A. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

Bidders shall not tamper/modify the tender form in any manner. In case if the same is found to be tampered/modified in any manner, tender will be completely rejected and EMD would be forfeited, and bidder is liable to be banned from doing business with NHDC. Intending tenderers are advised to visit National Handloom Development Corporation’s website

at www.nhdc.org.in and CPPP site at <https://eprocure.gov.in/eprocure/app> regularly till closing date of submission of tender for any corrigendum /addendum/amendment.

Tender Fee and EMD:

Cost of Bid document	INR 3,000 (Indian Rupees Three Thousand only) in the form of Demand Draft from a Nationalized bank in India and drawn in favour of National Handloom development Corporation Ltd, Noida. Or In Bank Account Account No:- 925020014321607
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	Bank Name:- Axis Bank IFSC Code: - UTIB0001609 Branch:- Sector 1, Noida
Earnest money deposit	NIL

PART A

1. Introduction & Background

National Handloom Development Corporation Ltd. (NHDC), a Government of India undertaking under the Ministry of Textiles, is mandated to strengthen India's handloom ecosystem by enabling access to quality raw materials, facilitating market linkages, supporting capacity building, and promoting the rich, diverse traditions of Indian handloom both within the country and abroad. In line with national priorities to promote local crafts, sustainable livelihoods, women-led development, and heritage textiles, NHDC seeks to significantly enhance its digital presence and storytelling around Indian handloom.

Digital platforms have emerged as the most effective medium for public outreach, community building, and real-time engagement with key audiences—young consumers, designers, retailers, institutions, media, diaspora communities, and global buyers. A cohesive, data-driven, and creative social media program is therefore essential to (i) elevate the visibility of Indian handloom; (ii) showcase weaver stories, processes, and Geographical Indication (GI) products; (iii) drive participation in campaigns and events (including national observances and handloom fairs); and (iv) foster informed demand for authentic handloom.

To professionalize and scale its social media efforts, NHDC invites Expressions of Interest (EOI) from qualified creative agencies capable of end-to-end conceptualization, creation, design, and operationalization of NHDC's official social media channels. The selected agency will help establish a unified digital brand voice, produce high-quality multimedia content, run targeted campaigns, deploy influencer partnerships where relevant, and implement robust analytics and community management practices. The overarching aim is to build a vibrant, inclusive, and credible digital presence that advances NHDC's mission, celebrates India's handloom heritage, and contributes to market development and livelihood enhancement for weaver communities across the country.

2. Objective and Scope of Work

Objective

The objective of this EOI is to engage a competent creative agency to conceptualize, create, design, and operationalize NHDC's official social media channels with a view to:

- Enhancing awareness, visibility, and outreach of Indian Handloom at national and global levels.
- Showcasing the diversity, heritage, and sustainable value of handloom products and weaver communities.

- Disseminating updates on NHDC initiatives, schemes, events, exhibitions, and success stories.
- Building an active online community of stakeholders including weavers, artisans, designers, entrepreneurs, buyers, policy makers, and the general public.
- Promoting brand “my handloom my pride” through engaging digital campaigns aligned with Government of India’s vision.

Scope of Work

The broad role of the selected agency will include social media management, digital strategy, content creation, online community management, reputation management, and performance monitoring.

The scope shall comprise but not be limited to the following:

1. Social Media Strategy & Channel Management

- Develop and execute platform-specific strategies for NHDC’s official handles on Facebook, Instagram, Twitter/ X, LinkedIn, and YouTube.
- Formulate a dynamic content calendar aligned with festivals, national events (e.g., Handloom Day), international observances, and NHDC activities.
- Ensure brand consistency and adherence to Government of India’s guidelines for social media usage.

2. Content Creation & Production

- Create engaging multimedia content including static creatives, videos, reels, tutorials, artisan stories, explainer videos, talk shows, podcasts, and success narratives.
- Post-production (recording, editing, subtitling, and translations in Hindi and major regional languages for wider reach).
- Maintain a digital content library (photos, graphics, videos) for reuse and archiving.

3. Campaigns & Promotions

- Conceptualize and execute targeted social media campaigns to promote Indian handloom, GI products, and NHDC-led events/exhibitions.
- Utilize paid promotions, influencer collaborations, and thematic campaigns to expand reach.
- Devise strategies to grow subscriber/follower base and enhance engagement.

4. Community Engagement & Reputation Management

- Monitor, moderate, and respond to queries and comments on all platforms within prescribed timelines.
- Conduct interactive activities such as polls, quizzes, contests, and live sessions to increase participation.
- Ensure two-way communication to build trust and advocacy for authentic handloom products.

5. Reporting, Analytics & Benchmarking

- Share monthly/quarterly performance reports covering reach, engagement, impressions, follower growth, and campaign impact.
- Recommend improvements based on insights, trends, and analytics.
- Clearly define benchmarks and target-setting for audience growth, engagement rate, and campaign success.

6. Compliance & Security

- Follow MeitY's Guidelines for Use of Social Media by Government Organizations.
- Ensure copyright compliance for all creatives and content.
- Implement robust security systems for account protection, two-factor authentication, and data confidentiality.
- All content, creatives, and data generated will remain the property of NHDC.

3. Eligibility Criteria

Agencies applying under this EOI must meet the following eligibility conditions:

a) Experience

- The applicant agency must be a registered entity (Society/ Trust/ Section-8 Company/ Private Limited Company/ LLP/ Partnership Firm)
- Must have at least **five (5) years of proven experience** in **creation and management of digital media, social media and video content** preferably in sectors related to culture, heritage, textiles or social development.
- Experience in **audio content/media production** will be considered an added advantage.

b) Financial Strength

- The agency/firm should have an annual average turnover of not less than **₹1.00 Crore in the last three financial years (FY 2022-23, FY 2023-24, and FY 2024-25)**.
- Copies of audited balance sheets/certificates certified by a Chartered Accountant must be attached as proof.

c) Operational Capability

- The agency must have adequate **in-house capabilities** (creative team, production facilities, technical and social media management resources) to execute the assignment.
- Agencies may also collaborate with authorized partners/vendors, provided such collaborations are clearly mentioned in the proposal.

d) Relevant Project Experience

- Preference will be given to agencies that have handled **Government/ PSU projects** or large-scale campaigns.
- Agencies demonstrating proven success in managing **social media channels with significant reach, subscriber/ follower base and measurable impact** will be at an advantage.

4. Period of Engagement

The engagement of the selected agency will initially be for a period of **three (3) years**, subject to **annual performance review** based on measurable outcomes such as content quality, follower/subscriber growth, engagement rates, and overall impact.

- The contract may be **extended for an additional period of one (01) year** based on satisfactory performance and NHDC's requirements, on the same terms and conditions or with mutually agreed modifications.
- NHDC reserves the right to terminate the engagement at any stage in case of unsatisfactory performance, breach of contract, or non-compliance with guidelines.

PART B

Cost of EOI document:

Interested bidders may purchase the EOI document on payment of a non-refundable fee of Rs. 3000/- (Indian Rupees Three Thousand only) towards the cost of the EOI document through a demand draft in favour of 'National Handloom Development Corporation Ltd' drawn on any schedule bank and payable in Noida. The demand draft must be submitted while submitting the bid.

Submission of tender:

Invites online bids through Expression of Interest (EOI) from Creative Agencies to "Conceptualize, Create, Design & Operationalization of Social Media Channels of NHDC for greater outreach and publicity of Indian handloom". The tender document may be downloaded from www.nhdc.org.in (for reference only) and to apply kindly visit CPPP site <https://eprocure.gov.in/eprocure/app>.

Hard Copy of Bid Document fee to be submitted at Following Address:
National Handloom Development Corporation, A2-A5, Udyog Marg, Sector 2,
Noida – 201301.

Pre-bid conference:

The NHDC is not organizing the Pre-Bid meeting whereas, the bidders are free to send their queries to tender@nhdc.org.in. If any clarification is required then responses will be to all the prospective bidders by way of hosting Corrigendum / amendments/ clarifications on the website i.e., at www.nhdc.org.in, NIC CPPP and reply to the communication e-mail.

The Empanelment Process

Preliminary Scrutiny

- NHDC will carry out a **preliminary examination** of all EOIs received to verify that they fulfill the prescribed eligibility conditions and are accompanied by the necessary supporting documents.
- Only those agencies meeting the eligibility criteria will be shortlisted for further technical evaluation.

Evaluation Method

- The Technical evaluation will be done as per the below Technical Evaluation parameters.

S. No	Evaluation Criteria	Sub-Criteria / Details	Documents to be Submitted	Max Marks
1	Background & Registration of Organization	Valid incorporation / registration and statutory compliance (PAN, GST, etc.)	Certificate of Incorporation, PAN, GST, TAN, other statutory registrations	5
2	Relevant Experience in Similar Projects	<ul style="list-style-type: none"> • Social media channels handled & size of subscriber/follower base • Campaigns executed for Govt./PSUs/large-scale projects • Prior work in handloom/textile/heritage sectors (if any) 	Work orders, Completion certificates, Portfolio with subscriber/engagement metrics	15
3	Awards & Recognition	<ul style="list-style-type: none"> • National/International recognition – 10 marks • State/Regional awards – 7 marks • Industry/media recognition – 3 marks 	Copies of award certificates / media recognition	10
4	Proposed Team & Capability	<ul style="list-style-type: none"> • Project Head/Team Leader (7+ yrs.) – 3 marks • Creative Head/Visualiser (5+ yrs.) – 3 marks • Copywriter/Content Specialist (4+ yrs.) – 3 marks • Social Media Manager (3+ yrs.) – 3 marks • In-house Production/Design Team – 3 marks 	CVs of proposed personnel with qualifications & experience details	15
5	Financial Strength (Turnover)	<ul style="list-style-type: none"> • More than ₹5 Cr. in cumulative of last 3 years = 5 marks • ₹3–5 Cr. = 3 marks • ₹1.5–3 Cr. = 2 marks • Less than ₹1.5 Cr. = 0 marks 	Audited Balance Sheets / CA Certificate for FY 2022-23, 2023-24, 2024-25	5
6	Concept Note / Proposed Strategy	<ul style="list-style-type: none"> • Creativity & Innovativeness – 20 marks • Relevance to NHDC objectives – 10 marks • Feasibility & Practical Approach – 5 marks 	Concept note document (max. 5 pages)	35
7	Proposed Implementation Framework	<ul style="list-style-type: none"> • Comprehensiveness of framework – 5 marks • Clarity & Measurable Deliverables – 5 marks • Realistic Timelines & 	Detailed implementation framework document	15

		Resource Allocation – 5 marks		
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Note:

- Agencies securing a minimum of **70 marks out of 100** will be considered eligible for empanelment.
- NHDC reserves the right to invite shortlisted agencies for **presentations/interactions** before final empanelment.

Presentation / Interaction

- Agencies fulfilling the eligibility criteria may be invited to make a **presentation before the Evaluation Committee of NHDC** to demonstrate their approach, past work, and proposed strategy.
- The Committee may seek clarifications during the process.

Final Empanelment

- Based on the evaluation and presentations, NHDC will finalize a list of empanelled agencies.
- Empanelled agencies may be issued **Requests for Proposal (RFPs)** or **Work Orders** from time to time for specific assignments under the scope of work.
- Empanelment does not guarantee award of work; it only makes the agency eligible for consideration.

Technical Evaluation:

1. The technical bid will be analysed and evaluated, based on which Technical Score shall be assigned to each bid on the basis of parameters mentioned above.
2. The marks awarded by the Selection Committee would be based on the criterion of defined technical bid. No plea of reconsideration of the same shall be considered/entertained.

Evaluation Process

The shortlisting process shall be based exclusively on eligibility criterion/ technical parameters and presentation only. No financial bids are required to be submitted at this stage.

All proposals received will be scrutinized to assess their eligibility based on the eligibility criteria. The proposals which do not meet the eligibility criteria will be summarily rejected, forthwith, or at

any stage of detection. If deemed necessary, additional clarifications may sought on any aspect from the Agency (ies). However, that would not entitle the Agency (ies) to alter or cause any change in the material information of the proposal already submitted.

All qualified bidders in Eligibility Criterion will be further evaluated in Technical Bid/Criterion and Presentation. During the evaluation, Score/Marks will be allotted against the requisition/Parameters in Technical bid. Bidders (on the basis of highest score) securing 70 marks and above in technical bid will be eligible for shortlisting and may be considered for shortlisting.

The evaluation process will be done by NHDC, on the basis of examination of documents, certificates, declarations, etc.

Allocation of Work:

The NHDC will float limited tender among the shortlisted agencies and invite to submit the proposals. (as per the Scope of work of original tender).

In addition to above, NHDC will also ask all shortlisted bidders to submit their financial bid/quotation against the proposed assignments against the said limited tender.

The responsive shortlisted bidder quoting the lowest evaluated rate against the work shall be given the award.

The selection of work will be through a duly constituted committee. The selected agency shall not assign the project to any other agency, in whole or in part, to perform its obligation under the agreement.

Mere shortlisting with NHDC does not guarantee allocation of work.

Award of Contract

NHDC will award the contract to successful bidders (as a shortlisted agencies) with immediate effect whose bid has been determined to be responsive based on evaluation process. It is provided further that the bidder is determined to be qualified to perform the project satisfactorily.

Selection of Bidder:

Bidders are advised that selection shall be based on evaluation of Technical Bid whereas the decision of the competent Authority will be final. Bidders shall be deemed to have understood and agreed that the Authority shall not be required to provide any explanation or justification in respect of any aspect of the selection process or selection.

Performance Security Deposit:

Within 3 working days of the receipt of the letter of award (LOA) from NHDC against the tender. The amount shall be disclosed during any award of work as per GFR norms.

Variations:

NHDC reserves the right to increase or decrease the scope of work/contract agreement on any or all items or change the nature of work involved in any or all items of the contract in the line of said Scope of work. The contractor shall have no claim for loss of anticipated profits or for any other reason whatsoever on account of these variations.

PART C

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 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 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 herein 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 (EOI) 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 shortlisted Bidders should have to provide details of single point of contact viz. Name, designation, address, e-mail address, telephone/ mobile no. etc and authorise 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.

Agencies may be given co-branding rights only as per mutual agreement.

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 Noida.

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.

Right to Introduce New Agencies

NHDC reserves the right to introduce new agencies, startups or knowledge partners on consortium basis with the empanelled agency at any stage to strengthen or diversify the initiative without restricting the role of already empanelled agencies based on agreed terms.

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.

PART D

TERM OF EOI RESPONSE:

1. Use of bid and information:

a. This document has been prepared solely for shortlisting of agency to “Conceptualize, Create, Design & Operationalization of Social Media Channels of NHDC for greater outreach and publicity of Indian handloom” The EOI documents not a recommendation, offer or invitation to enter 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.

2. Number of proposals:

No applicant or its associate shall submit more than one application. An Applicant individually or as an Associate shall not be entitled to submit another application either individually or as member of Associate.

3. Cost of bidding:

The Bidders shall bear all costs associated with the preparation and submission of the tender including but not limited to additional information required by the NHDC, attendance of meeting, etc. and NHDC will in no case be held responsible or liable for these costs, regardless of the conduct or outcome of the tendering process.

4. Complementation services:

The Bidders must apply its own care and conduct, while conducting the tender work.

5. 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.

6. Clarification/Modification:

- a. NHDC may be notified of any omission / discrepancy in the EOI before the closure of bid. If required, the NHDC may thereafter modify the EOI. The modified EOI would be hosted on the NHDC and CPPP e-procurement site. 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 EOI. Such amendments / modifications / changes including any addendum to this EOI shall be notified on the NHDC website www.nhdc.org.in as well as NIC e-procurement site <https://eprocure.gov.in/eprocure/app> and these will be binding on the Bidders.
- c. NHDC reserves the sole right to cancel the EOI 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.

7. Delays of bid:

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

8. 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 EOI process,

notwithstanding any copyright or other intellectual property right of the Bidder in the submission or accompanying documents.

9. 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.

10. EOI Validity Period:

EOI responses 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 proposals, 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.

11. APPLICATION MONEY:

The Bidder shall submit Tender fee of Rs. 3,000/- by way of Demand Draft issued in favour of National Handloom Development Corporation Limited, payable at Greater Noida. Tender fee is non-refundable. NHDC, at its discretion may reject any Bidder where application money has not been furnished with the bid documents.

12. 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.

13. 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.

14. 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.

15. The Corporation has a right to cancel one or more or all events at any moment without assigning any reason whatsoever 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.

PART E

Form – 1

DECLARATION REGARDING SUBMISSION OF BIDS WITH ACCEPTANCE OF TERMS & CONDITIONS:

To,

National Handloom Development Corporation Ltd,
A2 – A5, Udyog Marg, Sector 2
Noida – 201301

Sir,

I have carefully gone through the Terms & Conditions contained in the EOI Document [No. NHDC/EOI/2025-26/002] regarding the shortlisting of agency to “Conceptualize, Create, Design & Operationalization of Social Media Channels of NHDC for greater outreach and publicity of Indian handloom”

I declare that all the provisions of this EOI Document are acceptable to my Firm/Agency/Institute. I further certify that I am an authorized signatory of my company and am, therefore, competent to make this declaration.

Yours sincerely,

Signature

Name
Designation
Company
Address

Note: - Copy of authorization by competent authority in the bidders company pertaining to not only this form but entire bid should be enclosed.

Form - 2

INTEGRITY PACT

(Format for Affidavit) (On the letterhead of the Agency duly stamped and signed)

TO WHOMSOEVER IT MAY CONCERN

This is certified that our Agency:

1. Does not owe any money beyond 60 days to any other agency.
2. Has not been blacklisted/de-listed by any of the Central /State Government /Public Sector Undertakings /Public Sector Banks/any regulatory institution in the past 3 years.
3. Does not have any legal, civil, criminal, taxation and other cases pending against the Agency that may have an impact affecting or compromising the delivery of services required.

(AUTHORISED SIGNATORY)

**Expression of Interest (EOI) To Conceptualize, Create, Design &
Operationalization of Social Media Channels of NHDC for greater outreach and
publicity of Indian handloom**
Application Form

Ser	Particulars	Details / Response	Annexure Reference
1	Name of Agency		Annexure I – Certificate of Incorporation / Registration
2	Legal Structure (Society / Trust / Section-8 Company / Pvt. Ltd. / LLP / Partnership)		
3	Year of Establishment		
4	Registered Office Address		
5	Contact Details (Phone / Email / Website)		–
6	Number of Employees (Total / Creative / Technical / Production Teams)		Annexure II – Self-declaration
7	PAN / GST / TAN		Annexure III – PAN & GST Certificates
8	Annual Turnover (FY 2022-23, 2023-24, 2024-25)		Annexure IV – Audited Balance Sheets / CA Certificate
9	Relevant Experience in Similar Projects (Project Name & Client, Scope / Social Media Channels Managed, Metrics / Engagement, Project Duration)		Annexure V – Work Orders / Completion Certificates / Portfolio
10	Awards & Recognition (Award Name, Level – National/State/Industry/Media, Year)		Annexure VI – Certificates / Media Clippings
11	Proposed Team & Capability (Positions, Experience, Role in Project)		Annexure VII – CVs of Proposed Personnel
12	Concept Note / Proposed Strategy (Max 5 pages)		Annexure VIII – Concept Note
13	Proposed Implementation Framework (Phases, Timelines, Deliverables, Team Responsibilities, Monitoring Mechanism)		Annexure IX – Implementation Framework
14	Declaration (Confirmation of accuracy of information and acceptance of NHDC terms)		Annexure X – Signed Declaration

Instructions to Bidders for Online Bid Submission

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal. More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>.

1. REGISTRATION

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link "Online bidder Enrollment" on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India(e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

2. SEARCHING FOR TENDER DOCUMENTS

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved

to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.

3) The bidder should make a note of the unique Tender ID assigned to each tender; in case they want to obtain any clarification / help from the Helpdesk.

3. PREPARATION OF BIDS

1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.

2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g., PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

4. SUBMISSION OF BIDS

1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.

3) Bidder has to select the payment option as "offline" to pay the tender fee / EMD as applicable and enter details of the instrument.

4) Bidder should prepare the Application fee/EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent,

should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise, the uploaded bid will be rejected.

5) Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BOQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BOQ file, open it and complete the white colored (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the file name. If the BOQ file is found to be modified by the bidder, the bid will be rejected.

6) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.

7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128-bit encryption technology. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.

8) Upon the successful and timely submission of bids (i.e. after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

9) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

5. ASSISTANCE TO BIDDERS

1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk number 0120-4200462, 0120- 4001002.