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
(JANJATIYA GAURAV DIVAS)
AT, NOIDA HAAT, SECTOR 33A, NOIDA
FROM 14 – 21 NOV 2026 (08 Days)

NOTICE INVITING TENDER

NHDC invites Limited Tender to apply for providing “Theme concept, Infrastructure works, Security Services, Maintenance and Publicity & Printing for Exhibitions at Noida Haat, Sector 33A, Noida. 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 Octanorm 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 10 Nov. 2026, 1:00 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/2026-27/10
2	Date of Issue of Tender Document	05/11/2026
3	Starting Date and Time for Submission of Bid/Tender	05/11/2026
4	Last Date and time for submission of Tender	10/11/2026 at 1.00 PM
5	Date of Opening of Tender	11/11/2026 at 02.00 PM

Note: The Date, Place and Time for Presentation will be comunicated seprately.

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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 Noida Haat, Noida , from 17-26 Nov 2026.

PLACE AND PERIOD OF EXHIBITION:

Sl. No.	Type of Event	Place	From	To	Remark
1	Exclusive Handloom Expo (JANJATIYA GAURAV DIVAS)	Noida Haat, Noida	14-11-2026	21-11-2026	Agency should prepare the Venue as per scope of work on or before 13/11/2026 at 4.00 pm.

SELECTION OF BIDDER:

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
Kindly upload the copy of design / presentation of Theme, concept, infrastructure work

and Publicity & Printing along with the technical bid**.**

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 Methodology of the Infra work and Publicity work along with the Technical 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:
$Fn = F_{low}/Fb * 100$ (rounded off to 2 decimal places) Where,

Fn = Normalized commercial score for the Bidder under consideration Fb = 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/- X 100) = 100 points
B Ltd- Rs 230 = (Rs: 150/- / Rs: 230/- X 100) = 65.21 points
C Ltd- Rs 310/- = (Rs: 150/- / Rs: 310/- X 100) = 48.38 points

Financial bid weightage (30%) will be as follows-
A Ltd- 100 points X 0.30 = 30 points
B Ltd- 65.21 points X 0.30 = 19.56 points
C Ltd- 48.38 points X 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 x Tb) + (0.3 x 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 quotes from agency empaneled with NHDC for, Infrastructure works, Security Services, Maintenance and Publicity & Printing for Exclusive Handloom Expo to be conducted at Noida Haat, Noida, Uttar Pradesh from 14th - 21st November, 2026.
This document is not a recommendation, offer or invitation to enter 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 as per the total work Order Value in the form of ePBG or any other mode as per instructions 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 event/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

SECTION-I: THEME CONCEPT, INFRASTRUCTURE WORK, INCLUDING SECURITY SERVICES, MAINTENANCE

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.

1. The selected bidder would be responsible for designing and creating theme-based stalls during the exhibition.
2. The layout plan and design including welcome gate and material to be used will have to be approved by NHDC beforehand.
3. 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
4. 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.
5. 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.
6. The selected bidder would be required to coordinate with the Managers/In charge 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.
7. 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.
8. 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.
9. Provision for cooking areas behind every food stall has to be created with water facility/ dustbin etc.
10. The selected bidder must ensure that the whole complex is properly lit and all stalls have sufficient electricity and power points.
11. 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.
12. 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.

13. Removal of garbage from the site and its disposal to the nearest MC/Authority dustbin is the responsibility of selected bidder.
14. Publicity panel/standees, hoardings, continuous flex panels on the outside of tin barricade with white cloth masking on the inside of tine 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.
15. 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.
16. It shall be the responsibility of the selected bidder to set up temporary workstation/office for executing the work of Exhibition with proposed theme.
17. 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.
18. The selected agency will submit all the exhibition related documents / Invoice of Hall/Infrastructure, Theme Pavilion, Security, Maintenance along with photograph and other local expenses etc. in soft copy and hard copy at the time of submission of claim.
19. 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.
20. The selected agency will verify all the items put up in the exhibition by the local NHDC employee in the organized exhibition.
21. The selected agency will submit layout plan of the event within 1 week after the finalization of the financial Bid.

SECTION- II: 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, 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 he 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.

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 and publicity & Printing for Exhibitions-

Conceptualize, designing, fabrication and branding of Pavilion & stalls, Theme Pavilion, Infra work, security services, back up Service & Maintenance.			
Exclusive Handloom Expo (Janjatiya Gaurav divas) from 14.11.2026 to 21.11.2026 (08 Days)			
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, 02 Chairs, one dust bin of 12"inch size (height) Three LED light of 40 wt.in two different colour, one LED light of 100 wt. warm white, 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. Weavers Kit (06 hangers, 03 packet safety pin, 02 Packet Binder Clip), small dust bins, Charging points etc.	One complete unit	60 Nos.
2	Brand New German Pagoda of Good Quality Size 5 Mtr X 5 Mtr. With Aluminium covering Structure with Wooden Platform of Good Quality Plyboard and Covered with Proper Water Proof Material.	unit	33 nos.
3	Construction of One Office on Octanorm system size 5 mtr x 5 mtr. (With door & locking system with furniture, centre table seater one office steel almirah, 4 LED Light 40wtt	One complete unit	01 Nos
4	Carpet Flooring (Unitex)- New Carpet & pasting with glue	Per Sq. Ft.	10000 Sq. Ft
5	Ply Paneling (Octanorm) 1 mtrx2.4 mtr	Nos	20 Nos.
6	Looking Mirror (2' X 6' feet) With Stand & Support	Nos	20 Nos.
7	150-Watt LED Flood Light	Nos	20 Nos.
8	Main Gate/Side Gate (As Per Octanorm System with Multicolour Stretch Signage (Flax) 208 Sq. Ft. With Flower Decoration (With Multi Colour Fresh Flowers), flower decoration of Railing, entry gate etc	Nos	01 Nos
9	Stretch Signage / Flex / Banners / Standees with creatives		
	10' X 20' With Framing	Nos	3
	8' X 16' With Framing	Nos	5
	3' X 6' Without Framing Stands	Nos	10
	3' X 6' With Framing Stands	Nos	20
10	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
11	Table on (Octanorm system)	Nos	10
12	Chairs	Nos	10
13	Inauguration lamp (brass – 5' height approx.) along with refined oil / cotton / match box, flowers, Ribbon, scissors, Other etc on inaugural day.	1 unit	01
14	Decoration of Corridor and Outside area with Multi Colour Fabrics, Danglers, Planters, other decorative organic items etc as per requirements of venue Noida Haat, Noida.	As Required	As Required
15	Queue Manager	Nos	10 Nos.
16	Bouquet (with Fresh rose Flowers)	Nos	05 Nos
INFRA WORK FOR THEME PAVILLION- 1 UNIT (EXCLUSIVE)			
17	a) Agency will execute the Exhibition on the theme basis as per the need and requirement of NHDC.		
	b) Female/Male Mannequins	Nos	10 Nos
	c)150- Watt LED Flood Light	Nos	10 Nos
	d) LED 9 Watts Indoor Ceiling Spotlight/Focus Light/Track Light (warm white)	Nos	15 Nos
	e) New Carpet	Sq ft	1000 Sq ft
	f) Ply Panel- 1m x 2.5 m	Nos	20 Nos
	g) LED TV-55" with Stand	Nos	01 Nos
	h) Writeup Stand	Nos	15 Nos
	i) Decoration of Theme area with Cloths, Back drop flex and other artifacts	As required	As Required
	j) Any other item as per the requisition for Theme Development	As	As

		Required	Required
Note: Theme Pavilion/work Wil be executed on Hardcore Platform of Wooden/Plywood/any other etc. or as per theme requirement			
B) Concept, Design of Theme Pavillion, Designer Engagement			
1	a) Agency will execute the Exhibition on the theme basis as per the need and requirement of NHDC. Theme Pavillion shall be designed by designer/agency with relevant experience in consultation with NHDC	As Required	As Required
B) WORKSHOPS, INAUGURAL WORK			
2	**Inaugural expenses**		
	a) Arrangement of the Refreshment for dignitaries/officials on inaugural day- (2 sweets, cookies, 2 Snacks, dry fruits, Tea/coffee)	No of Unit	20 Nos
	b) Arrangement of the Refreshment/pack for Participants weavers- 2 pack/stall & other extra (2 Snacks, 2 sweet, Tea/coffee)	As Required	As Required
3	**One Workshop- for Participants weavers/ Social Media**		
	a) Backdrop for workshop creatives content- (6'x8' Size)	No of Unit	01 Nos
	b) Gift Planters for guest	No of Unit	02 Nos
	c) (Cookies+ Tea/coffee)- one set for Guest and participants –(100 no for work shop	No of Unit	100 Nos
	d) Lunch Pack for guests /Officials—for 2 prog	No of Unit	10 Nos
C} BACKUP SERVICES, MAINTENANCE & ADMINISTRATIVE WORKS:			
1	Ground/Site Maintenance, Housekeeping at site and surrounding preservation till Completion of Event with 12 Nos Plastic Dustbin (Big Size) 36" and small size dustbins at office and lounge area		08 Days
2	Fire Equipment Service with 10 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
3	16 Nos CCTV cameras with DVR recording, control room setup and 01 attendant		08 Days
4	Provide Trained Security Guards. During the exhibition, there shall need trained Security Guards for 08 days round the day.		Minimum 3 no Security Guard per day
5	Public Announcement System (with high quality music system) with 12 Speaker Boxes to be placed at various places inside and outside the Venue along with two no cordless mic.	1 unit	01 Nos.
6	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	Total 80 Nos (required 05 Days)
	****Photographs must be taken of entrance gate, inauguration, stall with person, theme pavilion, live loom, food stalls, customers, etc.**		

D) PUBLICITY- PRINTING, MEDIA, SOCIAL MEDIA & SOCIAL HANDLE

	Work Description/Evaluation Parameters	**Unit Qty/Instructions**
1	**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:
2	**Social Medial Handle & Post:** **A.** Handling Social Media Handle of NHDC / Silk Fab **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, YouTube 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
3	**Social media strategy Paid Promotion & Campaign:** • 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 • 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)
4	**Print & Radio Advertisement** Strategy for Print Advertisement (Print Ad Size is 10 x 12 sq. cm) • Strategy for Radio Advertisement, Jingle required for Radio Ad (Jingle is not more than 20 Second) Frequency Morning, Afternoon and Evening	Minimum two/three leading News Paper Minimum two leading Radio channels
5	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.
6	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.
7	Training for Social Media Content Creation by Weavers (self-promotion)- Training session for one day for participants weavers need to be conducted by professional trainer.	Bidders need to provide the Trainer for three x two hours session and conduct the Training
8	Open mobile Van Unit with Event branding and sound should be run in city for the wide publicity of the event for 14 days 8 hr/day not less than 30 km per day	For 14 days 8 hr/day not less than 30 km per day
9	Leaphletes for newspaper	500 Nos.

The max. Budget for this event is approx. Rs. 17.50 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**
FOR EXHIBITION - EXCLUSIVE HANDLOOM EXPO (JANJATIYA GAURAV DIVAS) FROM, 14-21 NOVEMBER 2026 (08 Days)	A) Infrastructure Work for stalls and Theme Pavillion, audio Visual Display, Live loom demo setup etc	10.00
	B) Workshops, Inaugural work	2.50
	C)Backup Service, Maintenance &Administrative Service	2.00
	D) Publicity & Printing Expenses and Training for social Media content Creation	3.00
TOTAL		**17.50**

Note:

i. 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.

ii. 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.
iii. 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.
iv. All stalls 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 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, unbiased 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 to 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.

Technical Parameters for the Technical Evaluation as part of the Technical Presentation

Sr No	Presentation will be given with below Technical Parameters for evaluation	Total score (100) and passing score is 70
1	Proposed Methodology, Concept, Design for Infrastructure work of Stalls, other Infrastructures, backup plan, Services & Maintenance with timeline of the execution as per the scope of the work	30
2	Proposed Methodology, Concept, Design for Printing and Publicity Plan with timeline of the execution as per the scope of the work.	30
3	Creativity, Innovation, Quality and compliance in proposed Infra work, Publicity and support service as per the scope of the work	20
4	As agencies are empaneled with DAVP/CBC for the relevant domain. Proposed Methodology/compliance plan with timeline of the execution as per the scope of the work and guidelines.	20

Sample Template of the Concept/design of Theme Pavillion for Exclusive Handloom Expo, Surat, Gujarat.









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 with corrigendum (if any) 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/Other	Copy of document
8	List of clients for Exhibition/Shows undertaken in the 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.: _____

Annexure-B

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.: ____