

Textiles Committee
Ministry of Textiles, Government of India
P Balu Road, Prabhadevi,
Prabhadevi Chowk, Mumbai – 400025.

EXPRESSION OF INTEREST CUM REQUEST FOR PROPOSALS

Engagement of Media Consultancy & Media Campaign firm for carrying the Publicity of India Handloom Brand (IHB) through Print Media Campaign, Social Media Campaign and Electronic Media along with coverage of Radio jingles in FM channels



सत्यमेव जयते
Feb, 2026



Textiles Committee
Ministry of Textiles, Government of India
P Balu Road, Prabhadevi,
Prabhadevi Chowk, Mumbai – 400025.

**NOTICE INVITING E-TENDER
TENDER NO. TC/ MR / IHB / 2026 / 001**

I. NOTICE INVITING E-TENDER

The O/o Development Commissioner (Handlooms), Ministry of Textiles had launched a scheme titled “India Handloom Brand” to develop a Niche market for hand woven textiles with distinct identity in the country. is a mark of authenticity and excellence, introduced by the Government of India to distinguish genuine handloom products from imitations. It celebrates India’s rich weaving heritage while assuring consumers of quality, craftsmanship, and originality.

Textiles Committee(TC), Ministry of Textiles, Government of India has been working as Implementing Agency for IHB scheme. TC proposes to engage Media Consultancy & Publicity firm for carrying the publicity of India Handloom Brand (IHB) through Print Media Campaign, Social Media Campaign and Electronic Media along with coverage of Radio jingles in FM channels

Textiles Committee, Ministry of Textiles therefore invites online proposals under two bid system (Technical Bid and Financial Bid) from Media Consultancy & Media Campaign firms in accordance with the RFP document.

The tender document can be downloaded from the official website of Textiles Committee, Ministry of Textiles <https://textilescommittee.gov.in> , <https://indiahandloombrand.gov.in> and Government e Marketplace – (a Central Procurement Portal)- <https://eprocure.gov.in> as per schedule given in critical date sheet. Interested applicants are requested to submit their responses online to the “RFP” through Central Public e-Procurement Portal on or before due date and time mentioned in critical date sheet with link- <https://eprocure.gov.in> or <https://textilescommittee.gov.in> Any other mode than online will not be accepted.

The Applicant shall submit his proposal online containing details of EMD, Pre-Qualification, technical bid and financial bid online only at <https://eprocure.gov.in/> / GeM.

Bidders are advised to follow the instructions provided in this RFP for the e-submission.

CRITICAL DATE SHEET:

| Sl. No. | Information | Details (Date and Time) |
|---------|---|---|
| 1 | Date of publishing EOI document | 26.02.2026 |
| 2 | Bid Document Download and Bid Submission Start Date | 26.02.2026 |
| 3 | Pre bid meeting date and Place | 09.03.2026, 15:00 hrs At Textiles Committee, Ministry of Textiles, Government of India, P Balu Road, Prabhadevi, Mumbai – 400025. |
| 4 | Bid Submission End Date | 19.03.2026 |
| 5 | Bid Opening Date | 19.03.2026 |

Director (MR)
Textile Committee
Ministry of Textiles,
Government of India
P Balu Road, Prabhadevi Chowk
Prabhadevi, Mumbai -400025
Tel. No: 022-66527516

II. DISCLAIMER:

- 1)** This RFP document is neither an agreement nor an offer by Textiles Committee (TC) , Ministry of Textiles (MoT), Government of India(GoI) to the prospective Applicants or any other person. The purpose of this RFP is to provide information to the interested parties that may be useful to them in the formulation of their proposal pursuant to this RFP.
- 2)** The Textile Committee, MoT, GoI will not be responsible for any delay in receiving the proposals. The issue of this RFP does not imply that Textiles Committee is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the services and Textiles Committee, Ministry of Textiles reserves the right to accept/reject any or all of proposals submitted in response to RFP document at any stage without assigning any reasons whatsoever. Textiles Committee also reserves the right to withhold or withdraw the process at any stage with intimation to all who submitted RFP Application.
- 3)** The Textiles Committee reserves the right to change/ modify/ amend any or all provisions of this RFP document. Such revisions to the RFP / amended RFP will be made available in the website of Textiles Committee, Ministry of Textiles <https://textilescommittee.gov.in/> or Government e Market place – (a Central Procurement Portal)- <https://eprocure.gov.in>.
- 4)** The Textiles Committee, does not make any representation or warranty as to the accuracy, reliability or completeness of the information in this RFP document and it is not possible for The Textiles Committee to consider particular needs of each party who reads or uses this document. RFP includes statements which reflect various assumptions and assessments arrived at by the Textiles Committee in relation to the statement of work. Such assumptions, assessments and statements do not purport to contain all the information that each applicant may require. Each prospective Applicant should conduct its own investigations and analysis and check the accuracy, reliability and completeness of the information provided in this RFP document and obtain independent advice from appropriate sources. The information given is not exhaustive on account of statutory requirements and should not be regarded as a complete or authoritative statement of law.
- 5)** The Textiles Committee will not have any liability to any prospective Applicant/ Firm/ or any other person under any laws (including without limitation the law of contract and tort), the principles of equity,

restitution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this RFP document, any matter deemed to form part of this RFP document, the award of the Assignment, the information and any other information supplied by or on behalf of The Office Textiles Committee or their employees, any Media Consultancy & Media Campaign Firm or otherwise arising in any way from the selection process for the Assignment. The Textiles Committee will also not be liable in any manner whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon any statements contained in this RFP.

III. GENERAL INSTRUCTIONS TO APPLICANTS:

- 1) Textiles Committee will select an organization in accordance with the method of selection specified. Applicants are advised that the selection of Media Consultancy & Media Campaign Firm shall be done through the selection process specified in this RFP. Applicants shall be deemed to have understood and agreed that no explanation or justification for any aspect of the Selection Process will be given and that Client's (Textiles Committee) decisions are final without any right of appeal whatsoever.
- 2) The Applicants are invited to submit Technical and Financial Proposals (collectively called "the Proposal"), for the services required for the Assignment. The Proposal will form the basis for grant of work order to the selected Media Consultancy & Media Campaign Firm/Organization. The Media Consultancy & Media Campaign Firm/Organization shall carry out the assignment in accordance with the Terms of RFP.
- 3) The Applicant shall submit the Proposal in the manner specified in this RFP.
- 4) RFP must remain valid for a minimum period of 180 days of the submission.
- 5) Termination of Assignment: Client will have the right to terminate the assignment by giving 30(Thirty) days written notice.
- 6) Number of Proposals: No bidder shall submit more than one bid.
- 7) Applicant shall bear all costs associated with the preparation and submission **of its Proposal including preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Textiles Committee or any other costs incurred in connection**

with or relating to its Proposal. All such costs and expenses will remain with the Applicant. The Textiles Committee will 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. The O/o TC, its employees and consultants make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.

- 8) The Applicant shall hold Client's interests' paramount, avoid conflicts with other assignments or its own interests, and act without any consideration for future work. The applicant shall not accept or engage in any assignment that may place it in a position of not being able to carry out the assignment in the best interests of Client and the Project.
- 9) It is the Client's policy to require that the Applicants observe the highest standard of ethics during the Selection Process and execution of work/assignment. In pursuance of this policy, the Client:
 - a) will reject the Proposal for award if it finds that the Applicant is engaged in corrupt or fraudulent activities in competing for the work order in question;
 - b) will declare an Applicant ineligible, either indefinitely or for a stated period of time, to be awarded any contract or work order if it at any time determines that the Applicant has engaged in corrupt or fraudulent practices in competing for and in executing the work order.
- 10) Client will be entitled to forfeit and appropriate the Earnest Money Deposit as mutually agreed loss and damage payable to Client in regard to the RFP without prejudice to Client's any other right or remedy under the following conditions:
 - a) If any Applicant withdraws its Proposal during the period of its validity as specified in this RFP and as extended by the Applicant from time to time or terminates the assignment for reasons not attributable to the Client.

- b) If the Applicant commits any breach of terms of this RFP or is found to have made a false representation to Client.
 - c) If an Applicant engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice as envisaged under this RFP;
- 11)** Any entity which has been barred by the Central Government, any State Government, a statutory authority or a public sector undertaking, as the case may be, from participating in any project and the bar subsists as on the date of the Proposal Due Date, would not be eligible to submit a Proposal.
- 12)** An Applicant should have, during the last 3 (three) years, neither failed to perform on any agreement, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Applicant or its Associate, nor been expelled from any project or agreement nor have had any agreement terminated for breach by such Applicant or its Associate.
- 13)** The Textiles Committee, may, either at its own initiative, or in response to a clarification requested by the shortlisted Agencies, modify the conditions of this bid by way of an addendum that would be informed to all the shortlisted agencies. The Textiles Committee may, at its discretion, extend the deadline for submission of proposals or cancel the requirement in part or in whole.
- 14) Pre-Bid Meeting:** Date of Pre-Bid Meeting is mentioned in the DATE SHEET. Applicants willing to attend the pre-bid should inform client beforehand in writing and email. The maximum no. of participants from an applicant, who chose to attend the Pre-Bid Meeting, shall not be more than two per applicant. The representatives attending the Pre-Bid Meeting shall accompany them with an authority letter duly signed by the authorized signatory of his/her organization. The Pre-Bid meeting will be held on 09.03.2026. Bidders are required to notify by email the names and titles of the 2 persons attending on their behalf latest by 06.03.2026.
- 15)** The prospective Bidders may also make suggestions for modification(s) in eligibility or evaluation parameters/methodology for making the bid/competition fairer and qualitatively better. Any such suggestion should be made through e-mail latest by 06.03.2026. Textiles Committee however reserves the right to accept or reject any or all the suggestions made in this regard.
- 16) The award of Bid to L1 is subject to the Financial Approval of the Textiles Committee's Action Plan for Implementation of the**

activity for the FY 2025-26 by the O/o Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India. In case of non receipt of Financial Approval of the TC Action Plan, TC has every right to cancel the Bid.

IV. BACKGROUND NOTE:

- a) The India Handloom Brand (IHB) scheme was launched by the government for developing a collective brand for the niche Handloom products. The scheme of “India Handloom” brand has been launched to endorse the quality of the products in terms of raw material, processing, embellishments, weaving design and other parameters besides social and environmental compliances for earning the trust of the customers. The “India Handloom” brand would be given only to high quality defect free product for catering to the needs of those consumers who are looking for niche handmade products.
- b) The scheme aims at generating a special market space and increased viability to the handloom weavers. The scheme is voluntary in nature. The Scheme is being implemented by O/o the Development Commissioner, Ministry of Textiles, Government of India, New Delhi and Textiles Committee, Ministry of Textiles, Government of India.
- c) With a view to strengthen the branding exercise for the IHB Scheme & the products registered under the scheme, the Textiles Committee, Ministry of Textiles, Govt. of India invites bids from the eligible & willing agencies for submission of Media Consultancy plan and also to carry out the publicity of IHB through Print Media Campaign, Social Media Campaign and Electronic Media Campaign along with coverage of Radio jingles and FM channels with the following Terms of Reference.
- d) The IHB publicity is aimed at creation of awareness to the consumers on the India Handloom Brand and products registered under the IHB and also attract more viewership through the publicity accorded in the Print, Electronic Media & Social Media.
- e) The IHB publicity is aimed at creation of awareness to the Producers on the India Handloom Brand and the procedures of Registration for India Handloom Brand and enable more producers to register for IHB through the publicity accorded in the Print, Electronic Media & Social Media.

- f) The media campaign should lead to a clear visible impact with respect to the publicity of the brand in both the domestic and international markets.
- g) The Campaign should result in increase in the number of registrations of samples under the India Handloom Brand (IHB).
- h) The Campaign should create a visible demand to the products already registered under the India Handloom Brand (IHB).

V. **OBJECTIVES :**

- a) The Textiles Committee proposes to engage a reputed Media Consultancy & Media Campaign Firm/organization/agency with relevant expertise and experience for Media Consultancy services for suggesting the Media Campaign Plan and also undertake the media campaign for the Publicity of India Handloom Brand (IHB) through Print, Social and Electronic Media along with coverage of Radio jingles in FM channels for
 - Developing a brand image for IHB by publicity by reach to **at least 1 crore public.**
 - Publicity to Producers & Consumers on IHB.
 - Pre & Post Registration aspects of IHB.
 - Brand building through engagement of Brand Ambassador.
 - Traceability aspects.

The agency shall

- I. Create jingles and publicize in FM channels.
- II. Develop Creative's & Advertise in the Social media for the India Handloom Brand (IHB).
- III. Develop & Design Creative's for the Electronic media in shape of TV Commercial, and Short Videos of 5 minutes for the India Handloom Brand (IHB).
- IV. Develop, Design Creative's for the Print media and advertise in the English & Hindi news dailies, textiles dailies, magazines, Textiles magazines etc. for the India Handloom Brand (IHB).

VI. **Approach and Methodology:**

The India Handloom Brand (IHB) stands as an initiative supported by the Indian government through the O/o Development Commissioner, Ministry of Textiles, Government of India to promote quality handloom products with Zero defects and Zero Effect on the environment. This is to enable the weavers to earn good income by creating a niche market for Indian weaves. It functions as an indicator for traditional, diversified

& the Made Ups & Garments, such as sarees, cloth for garments, shawls etc. to assure quality material and processing to ensure high-quality production from environmentally and morally responsible sources.

Approach:

- The agency shall have to adopt a diversified methodology for widespread coverage of India Handloom Brand to Consumers, Producers, Associates Stake holders, via multiple platforms of Print, Electronic & Social Media
- The proposed media plan would strategically focus on national handloom events and activities such as, promotion of IHB during the fairs & exhibitions, and initiatives to ensure maximum media coverage during the popular events such as National Handloom day and other occasions of National awards (Sant Kabir Award Handloom).
- Furthermore, the media plan would entail engagement and promotion in connection with expos, exhibitions, as well as international markets with the intent of improving brand visibility and reach.

Methodology:

- The agency shall initially develop a Media Consultation plan to TC for the promotion and publicity of IHB in the Print, Electronic & Social media platforms through Advertisements, TV Commercials, Reels, Info graphics & Carousels in the different modes.
- The publicity and promotion of IHB should cover
 - Development of multiple Creative's for the Print, Electronic & Social media platforms
 - Publicize the procedures and formalities for registering the products under IHB for the producers, consumers and other eligible stakeholders.
 - Various IHB Registered products for the consumers of all the ages and the associated stake holders.
 - International Buyers and markets
 - Fresh photo shoots for high Quality resolution and high - definition photo bank / Video Shoots at the prominent handloom clusters of the country.
 - Pan India Photo Shoots
 - Through Websites for promotion in International Markets & Foreign buyers
 - Publicity of IHB App. - Producers & Consumers
- The agency shall interact with stake holders, namely O/o Development Commissioner , (Handlooms) Ministry of Textiles, Weavers Services Centers, Textiles Committee and state apex

agencies.

- The methodology shall include the promotion of the India Handloom Brand mobile application through publication of briefing information regarding the application and the official portal.
- The agency will employ modern tools and techniques of innovative media practices, including digital and social media plans, to spread the India Handloom Brand in an effective and impactful way. The outreach program would be made inclusive to reach all ages of people, from Generation Z to Millennial and Generation X, through suitable forms of communication.
- The media plan will be dynamic and flexible, incorporating inputs, directions, and feedbacks from time to time. Additionally, tagging "India Handloom Brand" publicity with the social media handles of other organizations/institutions for a wider reach and publicity.
- Furthermore, the entity will create and publish engaging online content such as reels, infographics, and other interactive materials with the objective of promoting consumer participation and engagement. A special emphasis will be placed on promoting the brand traceability elements, including general awareness of the app usage and its status, which will enhance transparency, trust, and credibility of the IHB.

VII. Scope of Work:

The selected agency shall be responsible for planning, development, execution, monitoring, and reporting of an integrated media and publicity campaign for the India Handloom Brand (IHB). The scope shall cover publicity on FM Radio, Social Media, Electronic Media, and Print Media campaigns on PAN India level, aimed at enhancing brand visibility, consumer awareness, and stakeholder engagement.

The Agency shall prepare the media plan for undertaking media campaign for IHB to attract maximum viewership and to popularize the India Handloom Brand.

The Agency shall implement the mass/integrated media campaign for the IHB which includes :

A. FM Radio Campaign – Jingle and Publicity Development

- The agency shall develop creative's for the jingles of the India Handloom Brand and arrange for the broadcast of the jingles for handloom products registered under the India Handloom Brand Scheme, with the objective of promoting the brand through FM Radio channels.
- The agency shall provide for developing engaging audio content with scripts and jingles that bring out the uniqueness, quality assurance, authenticity, and certification aspects of the handloom products coming under IHB.

- The agency shall produce and air radio commercials with jingles on popular FM Radio channels in English, Hindi, and nine (9) vernacular languages, namely: Malayalam, Telugu, Tamil, Kannada, Marathi, Gujarati, Odiya, Bengali, and Assamese.
- The agency shall bring about awareness regarding the benefit of registration for India Handloom Brand among the weavers, manufacturers, and other stakeholders.
- The agency shall design and prepare promotional presentations and/or campaign reports integrating FM Radio creative's and jingles as part of campaign documentation.
- The agency should ensure the IPR compliances related to content, music, and voice etc. used in the FM Radio and jingles.

B. Social Media Campaign

- The entity would be responsible for conceptualization, creation, and publicity and promotion of online contents such as creative's, Reels, infographics, short stories, videos, Carousels, FAQs, and more for various social media platforms like YouTube, X (Twitter), LinkedIn, Instagram, Facebook, and more for handloom products marked under the India Handloom Brand Scheme.
- The agency shall take up the paid and organic promotions of social creative's on social media.
- The agency will raise awareness among all the stakeholders about the advantages of registering on the IHB.
- The agency will provide assistance in the authentication and verification of the government-authorized social media accounts associated with the India Handloom Brand.
- The agency shall undertake content creation in multiple formats including text/blogs, images/photographs, videos/digital films, animated videos, infographics, posters/flyers, and short films/documentaries in English, Hindi, and nine (9) vernacular languages, namely: Malayalam, Telugu, Kannada, Marathi, Tamil, Gujarati, Odiya, Bengali, and Assamese.
- The agency should carry out new high resolution photo shoots and HD video shoots for the production of a high-quality photo bank and a video library as needed from the prominent Handloom clusters across the country.
- The agency should carry out conversation management, response management, and listening management through social media.
- The agency shall engage leading celebrities and social media

influencers/ Brand Ambassadors for the promotion of the India Handloom Brand.

- Standard social media analytics tools will be used by the agency to produce social media analytics reports on a weekly basis that cover reach, engagement, impressions, and performance.
- Press presentations containing multimedia social communication shall be developed by the agency.
- The agency should ensure the IPR compliances related to content, images, product designs, music contents etc. used in the Info graphics, Reels, Carousel etc. and other publicity material.
- Use of AI tools for the effective social media campaign and its monitoring.

C. Electronic Media Campaign

- The agency will develop advertisement creative's for IHB for handloom products registered under the India Handloom Brand Scheme for electronic media publicity, including but not limited to television advertisements and coverage during workshops, fairs, and expos, with the aim of covering the maximum number of producers, consumers and the associated stake holders.
- The agency shall be responsible for developing the content, designing, and undertaking audio-visual shooting for 30-second television commercial spots for broadcast on television channels.
- The agency shall engage leading celebrities and influencers/ Brand Ambassadors for the promotion of the India Handloom Brand.
- The agency shall display the India Handloom Brand videos of 5-minute duration at leading airports in metro cities, metropolitan cities, state capital cities, Tier-1 cities, and Tier-2 cities on a PAN-India basis.
- The agency should display the India Handloom Brand videos in selected railway stations across the country.
- The agency shall undertake outdoor advertising through hoardings at prominent locations in metro cities, metropolitan cities, state capital cities, Tier-1 cities, and Tier-2 cities.
- The agency shall undertake advertisements through electronic media, keeping in view the objectives of the India Handloom Brand Scheme.
- The Organization shall popularize the existence, usage and benefits of the India Handloom Brand amongst the producers and consumers and other stake holders related to the handloom sector.
- The agency shall make all stakeholders aware of the

advantages of IHB registration.

- The agency shall use standard industry tools to provide weekly electronic media analytics reports.
- The agency shall prepare promotional presentations incorporating electronic media campaign content.
- The agency should ensure the IPR compliances related to content, images, product designs, music contents etc. used in the TVCs and Videos and other publicity material.

D. Print Media Campaign

- The entity shall design and develop the creative's produce advertisement creativity on the India Handloom Brand (IHB) to advertise handloom goods that are registered in the India Handloom Brand Scheme in print media publicity campaigns in order to target a broad audience through the ads.
- The agency shall develop a plan of Print Campaign over the News Dailies and the magazines, including the leading Textiles magazines and dailies.
- The organization will create content, design, and launch Half - page advertisements for the India Handloom Brand in the leading editions of the New dailies in English, Hindi, and nine other regional languages, namely Malayalam, Telugu, Tamil, Marathi, Kannada, Gujarati, Odiya, Bengali, and Assamese.
- Advertisement campaigns in the print media will be conducted by the agency in synchronization with the aims of the India Handloom Branding Scheme.
- The organization should spread awareness about the adoption and practice of the India Handloom Brand among producers, consumers, and other stake holders connected to the handloom industry.
- The agency will create awareness among all stakeholders with regards to the advantages of IHB registration.
- The agency will employ industry standard solutions for delivering print media analysis reports, such as coverage information, readership, etc.
- The organization shall develop promotion presentations using the print media advertising campaign messages.
- The agency should ensure the IPR compliances related to content, images, product designs, photographs, etc. used in the Advertisements and other publicity material.

Note:- The Allocation of expenditure for Print, Electronic & Social Media to be in the ratio of 40:40:20.

VIII. Payment Terms, Deliverables and Timelines

The payment will be released after successful completion and evaluation of the Report with respect to the publicity accorded by the agency.

Deliverables and Timeline:

The deliverables and timelines of the study are given below:

| Sr. No. | Description | Deliverables | Timeline for submission of Report | Payment Terms |
|---------|-------------------------------|---|--|-------------------------------|
| 1. | Media Consultancy plan | <p>Print Media Campaign Plan: With details such as number of half page advertisements to be released in different news dailies & magazines including textiles' dailies and magazines at PAN India level in the stated 11 languages.</p> <p>Electronic Media : Details of the number of TVCs, across various national & local channels, short videos to be displayed at prominent localities, airports, railway stations, metros etc, including radio jingles (in FM) in the stated 11 languages.</p> <p>Social Media : Details of number of posts, reels, carousels, infographics, shorts and short videos in various social media platforms in the stated 11 languages.</p> | 15 days from award of the work order. | On completion of the project |
| 2 (a) | Print Media | <p>1. Development of creative's for advertisements</p> <p>2. Half page advertisements on weekends in leading</p> | 8 Months from the award of the work order. | On completion of the project. |

| | | | | |
|------|-------------------------|---|---|-------------------------------|
| | | <p>news dailies in PAN India level in the 11 languages stated.</p> <p>3. Full page advertisements in textiles news papers & magazines in Hindi & English languages.</p> <p>4. Full page advertisements in leading monthly/ fortnight/ weekly magazines in PAN India level in the 11 languages stated.</p> <p>5. Submission of detailed report of the reach of the print media campaign in terms of the readership & circulation of the news dailies & magazines carrying the IHB advertisement.</p> | | |
| 2(b) | Electronic Media | <p>1. Design & Development of TVCs of 20-30 seconds each and short videos in the 11 languages stated across PAN India.</p> <p>2. Publicity of the TVCs in the leading media channels during prime time across PAN India in the 11 languages stated.</p> <p>3. Publicity of the videos at digital display screens located at various airports, metros, and railway stations of prominent cities across PAN India in the 11 languages stated.</p> <p>4. Design, Development &</p> | 8 Months from the award of the work order | On Completion of the project. |

| | | | | |
|----------|---------------------|---|---|--|
| | | <p>Publicity of radio jingles in FM channels across PAN India in the 11 languages stated.</p> <p>5. Submission of detailed report of the reach of the electronic media campaign in terms of the viewership & eyeball count of the TVCs, videos, audience report of the radio jingles.</p> | | |
| 2 (c) | Social Media | <p>1. Script cum Content Writing, Design & Development of Infographics, Reels, Carousels, FAQs, in 11 languages stated.</p> <p>2. Publicity of the Infographics, Reels, Carousels, FAQs, in 11 languages stated, across various social media platforms.</p> <p>3. Submission of detailed report of the reach of the social media campaign in terms of the views, likes & shares of the posts, reels, info graphics and carousels.</p> | 8 Months from the award of the work order | On Completion of the project. |
| 3 | Branding | Engagement of a public icon for Brand promotion as Social Media Influencer/Brand Ambassador for IHB with a endorsement for one year term | 8 Months | 20% on sign of contract with the Influencer/ Brand Ambasad or subject to |

| | | | | |
|--|--|--|--|--|
| | | | | <p>submission of Performance security of the amount.</p> <p>50% on completion of Photo , Video Shoots and other publicity material submission of Performance security of the amount.</p> <p>30% on completion of the contract period</p> |
|--|--|--|--|--|

IX. MINIMUM ELIGIBILITY CRITERIA:

- Technically qualified and financially sound Consultancy firms/organizations having a minimum of 3 years of experience and expertise of providing Media consultancy & Media Campaign services may apply.
- The firm should be registered under Companies Act or Society Registration Act or LLP Act, and have minimum 3 years of experience. The firm should not be blacklisted by any central/PSU in India.
- The agency should have an average turnover of minimum Rs.8 crore for the last 3 years as per the forms. The firm should have adequate work experience in India must be given as per the forms. The bidder will have to submit credentials and documents in support of their experience of working with the different organizations including Government/ PSU/ Autonomous bodies.
- Consortium and tie-ups are not allowed.

- The agency shall be a legal entity eligible to enter into an agreement/contract with the Textiles Committee to undertake work contract in India.
- The Agency should have been in the business of providing professional services in the area of :
 - ✓ Media Consultancy & Publicity with PAN India presence and with at least three years experience **in undertaking all the below stated:**
 - ✓ Multi lingual Media Campaign in different government and private Radio, Television and Broadcasting Channels etc.
 - ✓ Multi lingual Print Media Campaign through Advertisements in leading News Dailies & Magazines etc.
 - ✓ Multi lingual Electronic Media Campaign through TC Commercials in Prime time in leading TV Channels and other modes of electronic display such as Airports, Railway Stations, Metro Stations etc.
 - ✓ Multi lingual Social Media Campaign through Infographics, Reels, Carousels in all the social media platforms.

X. Preparation of proposal:

- a) Applicants are requested to submitted their proposal in the formats provided in this RFP. Textiles Committee will evaluate only those Proposals that are received in the specified forms and complete in all respects.
 - b) The technical proposal should provide the documents prescribed in this RFP. No information related to financial proposal should be provided in the technical proposal. This may lead to rejection of proposal.
 - c) The Proposals must be digitally signed by the Authorized Representative (the “Authorized Representative”) as detailed below:
 - i) by the proprietor in case of a proprietary firm;
 - ii) by a partner, in case of a partnership firm and/or a limited liability partnership; or
 - iii) by a duly authorized person, in case of a Limited Company or a corporation;
- a) Except as specifically provided in this RFP, no supplementary material will be entertained by the Client, and the evaluation will be carried out only based on Documents received by the closing time of Proposal Due Date. Applicants will ordinarily not be asked to provide additional material information or documents after the date of submission, and unsolicited material. However, for the avoidance of doubt, the Client

reserves the right to seek clarifications in case the proposal is non-responsive on any aspects.

XI. Financial proposal:

While preparing the Financial Proposal, Applicants are expected to consider the various requirements and conditions stipulated in this RFP document. The Financial Proposal should be a lump sum Proposal inclusive of all the costs including all taxes associated with the Assignment. While submitting the Financial Proposal, the Applicant shall ensure the following:

- (i) All the costs of Photo shoots, Video shoots, travel etc. associated with the Media consultancy, Print, Electronic, Social Media Campaign & Engagement of brand Ambassador/ Influencer shall be included in the Financial Proposal. These shall normally cover remuneration for all the personnel (Expatriate and Resident, in the field, office, etc.), accommodation, air fare, transportation, equipment, etc. The total amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumption and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered non-responsive and liable to be rejected.
- (ii) The Financial Proposal shall include all the expenses and tax liabilities and cost of insurance (if any) specified in the work order, levies and other impositions applicable under the prevailing law. For the avoidance of doubt, it is clarified that all taxes shall be deemed to be included in the cost of Financial Proposal. Further, all payments shall be subjected to deduction of taxes at source as per Applicable Laws.
- (iii) The proposal should be submitted as per prescribed forms.
- (iv) Applicants shall express the price of their services in Indian Rupees only.

XII. Proposal Evaluation:

- i. As part of the evaluation, the Pre-Qualification Proposal submitted shall be checked to evaluate whether the Applicant meets the prescribed Minimum Qualification Criteria. Subsequently the Technical Proposal submission, for Applicants who meet the Minimum Qualification Criteria ("Shortlisted Applicant"), shall be checked for responsiveness in accordance with the requirements of the RFP and only those Technical Proposals which are found to be responsive would be further evaluated in accordance with the criteria set out in this RFP document. The Textiles Committee will be responsible for opening and evaluation. The Committee will recommend technically qualified bids for further consideration.

ii. A Proposal will be considered responsive at each stage as under: -

Pre-Qualification: - The client will satisfy itself that the applicants meet the minimum qualifications prescribed before evaluating technical and financial proposals related minimum eligibility criteria to be submitted with supporting documents.

Technical Proposal: -The Technical Proposal should be received in the form specified by the Proposed Due Date including any extension thereof in terms hereof; without any condition or qualification; and not being non-responsive in terms hereof.

Financial Proposal: -The Financial Proposal should be received as specified in RFP by the Proposed Due Date including any extension thereof in terms hereof; without any condition or qualification; and not being non-responsive in terms hereof.

Right to Reject any or all Proposal: -The Client reserves the right to reject any Proposal which is non-responsive and unsuitable as per important aspects and terms mentioned in RFP and no request for alteration, modification, substitution or withdrawal will be entertained by the Client in respect of such Proposals.

Final selection: The final selection of the bidder would be based on QCBS (Quality- Cum Cost Based Methodology). The selection procedure would be based on QCBS basis and the weightage of Technical and financial score may be fixed at 70:30 in accordance with the manual of consultancy & other services.

XIII. Normalization process for financial scores:

The lowest financial proposal (Fm) among the technically qualified bids will be taken as the base/reference and will be given a Financial Score (Sf) of 100 marks. The financial scores of the other Financial Proposals will be determined using the following formula:

[$Sf = 100 \times Fm/F$], in which Sf is the financial score, Fm is the lowest price, and F is the price quoted in the financial proposal (in INR) under consideration.

The combined score shall be based on Quality cum Cost based Selection (QCBS). Proposals will be ranked according to their combined technical and financial scores using the weightage given to the Technical and Financial proposals @70% and @30% respectively.

Final Score = (70% x Technical Score) + (30% x Financial Score)

The bidder scoring the highest marks shall be declared as L1.

XIV. Evaluation Criteria:

- The Bids would be evaluated on a Technical cum Financial Evaluation methodology.

- Technical bids of only those consultants will be evaluated who meet the basic qualification criteria.
- Technically qualified bidders will be intimated in advance and would be required to make a presentation.

The technical evaluation process shall comprise of the following two stages:

- a) Document based evaluation and
- b) Presentation.

Textiles Committee will evaluate the bidders on the basis of the Technical Bids submitted by them. The Bidders who qualify under the minimum eligibility criteria in the document based evaluation viz. parameters of Sl. No.s 1 to 7 of the Technical Evaluation Criteria, which is defined below, only will be short listed to make a detailed presentation either offline, at Textiles Committee Office in Mumbai, or online, in respect of their bids. These short listed bidders shall submit their presentation on Methodology, Technical Approach, uses of tools, Media Plan and Man power deployment etc. as defined under parameter Sl. No.s 8 of the Technical Evaluation Criteria, along with the presentation on other parameters. The Bidders must score a minimum of 70 marks out of total 100 marks to be qualified for financial bid opening.

- The technical score will be evaluated as per the following parameters

| S. No | Parameter | Criteria | Marks | Min. Marks | Max Marks |
|-------|---|-----------------|----------|------------|-----------|
| 1. | Average annual Turnover (in Rs) in the last five FY (2022-23, 2023-24, 2024-25). | 8 – 10 crores | 6 Marks | 6 Marks | 10 Marks |
| | | 10 – 15 crores | 8 Marks | | |
| | | Above 15 crores | 10 Marks | | |
| 2 | Experience of the firm in framing Media Plan cum Consultancy and also implementing the Media Campaign in Print, Social, Electronic Media and promotion through Influencers for Brand Promotion /brand Building. | 3 – 5 years | 6 Marks | 6 Marks | 8 Marks |
| | | 5 – 10 years | 8 Marks | | |

| S. No | Parameter | Criteria | Marks | Min. Marks | Max Marks |
|-------|---|--|--------------------------|------------|-----------|
| 3 | Past experience – No. of projects successful in carrying out media consultancy cum campaigning activities of state / Central government schemes including at least one in Textiles (Handicrafts, Apparel, & Made ups, Khadi & Handlooms sectors). | 1 – 5 projects | 7 Marks | 7 Marks | 9 Marks |
| | | Above 5 projects | 9 Marks | | |
| 4 | Presence of the firm in States / UTs. | 2 – 4 States | 6 Marks | 6 Marks | 8 Marks |
| | | 5 & Above | 8 Marks | | |
| 5. | Resources – Education of the 10 Key persons who will monitor/part of & conduct this project as mentioned in Forms (To be certified by the company HR as per format attached) | Up to Graduate in Mass communication/ / BBA - marketing | 1 Mark for Each staff | 10 Marks | 15 Marks |
| | | Up to Post Graduate in Mass communication/ MBA - marketing | 1.5 Marks for Each staff | | |
| 6. | Resources – Experience of the 10 Key persons in relevant field who will monitor/part of & conduct this media campaign as mentioned in Forms (To be certified by the company HR as per format attached) | 5 – 10 years | 1 Mark for Each staff | 10 Marks | 15 Marks |
| | | Above 10 years | 1.5 Marks for Each staff | | |
| 7. | Hardware and Infrastructure support owned (Document : Invoices) | Recording, Audio – Video Mixing, Editing etc. | Hired : 3 Marks | 3 Marks | 5 Marks |
| | | | Owned : 5 Marks | | |

| S. No | Parameter | Criteria | Marks | Min. Marks | Max Marks |
|--------------|---|--|-------------------------|------------|------------|
| 8 | Methodology, Technical Approach approach, uses of tools, Media Plan and Man power deployment etc. | On the basis of Power Point Presentation | Assessment for 30 Marks | 22 Marks | 30 marks |
| Total | | | | 70 | 100 |

Note: Bidder must submit necessary supporting documents for each of the above stated criteria and should qualify in each of the above parameters for the further evaluation.

For S.No 7, Bidders should submit the copies of invoices of the Hardware and Infrastructure support owned or by self declaration.

Bidders must score a minimum of 70 marks out of total 100 marks subject to qualify in each of the above parameters (obtain minimum marks in each parameters) for further financial bid opening stage. In case, none of the agencies score more than 70 marks, the evaluation committee can reduce the minimum score criteria as per its own discretion.

XV. Submission, receipt and opening of proposals:

- i. The Authorized Representative of the Applicant should authenticate EMD Details, Pre- qualification, Technical and Financial proposal using signatures. The Authorized Representative's authorization should be confirmed by a written power of attorney as per The Power of Attorney Act, 1882 by the competent authority accompanying the Proposal.
- ii. The Applicant shall submit his proposal online containing details of EMD, Pre- Qualification, technical bid and financial bid.
- iii. After the deadline for submission of proposals the Pre-Qualification Proposal shall be opened by the Evaluation Committee to evaluate whether the Applicants meet the prescribed Minimum Qualification Criteria. The RFP details, Technical and Financial Proposals, shall remain sealed.
- iv. After the Proposal submission until the grant of the work order, if any Applicant wishes to contact the Client on any matter related to its proposal, it should do so in writing at the Proposal submission address. Any effort by the firm to influence the Client during the Proposal evaluation, Proposal comparison or grant of the work order decisions may result in the rejection of the applicant's proposal.

XVI. Reporting:

- 1) The Successful bidder will work closely with the TC . The TC has a dedicated team to enable conduct of this Media Campaign. The designated officer of the Textiles Committee will play a coordinating role in dissemination of the Successful bidder's outputs, facilitating discussions, and ensuring required reactions and responses to the Successful bidder.
- 2) The Successful bidder shall submit reports highlighting issues that could become critical for the timely completion of the Project and that require attention from the Authority.
- 3) The Successful bidder shall make a presentation on the Media plan of the action for completion of the Print, Electronic & Social Media campaigns along with the engagement of Brand Ambassador/ Influencer. This will be a working document. The Successful bidder is required to prepare and submit a weekly report that includes and describes, inter alia, general progress to date.
- 4) Regular communication with the Textiles Committee and the authorized representative of successful bidder is required in addition to all key communications. This may take the form of telephone/ teleconferencing, emails, faxes, and occasional physical / online meetings.
- 5) The Deliverables will be submitted as per schedule provided in this RFP.

XVII. RFP Terms & Conditions:

- a) **Conflict of Interest:** The successful bidder will not receive any remuneration in connection with the assignment except as provided in the contract. The Agency and its affiliates shall not engage in activities that conflict with the interest of the client.
- b) **Intellectual Property Rights (IPR):** The IPR, namely any patent, copyright, trademark, trade secret or other intellectual proprietary right, of all the creative's would solely vest with the Textiles Committee.
- c) **Confidentiality and Non-Disclosure:** The information provided by the Textiles Committee should be kept confidential. Any portion or part of the publicity material should not be produced/ published or sold to others. The right to prevent unauthorized disclosures shall solely vest with the Government.
- d) **Arbitration Clause:** Should any dispute of difference arise concerning the subject matter of these presents or any covenant or thing herein contained or otherwise arising out of this lease, the same shall be referred to Arbitrator to be appointed by the Government of

India and the decision of such Arbitrator shall be conclusive and binding on the parties hereto. The provisions of the Arbitration Act 1996 or any statutory modifications thereof for the time being in force shall apply to such arbitration.

- e) Earnest Money Deposit (EMD) :** Bidder has to submit **Rs 5,00,000/- as EMD** (EMD is a financial guarantee that shows the bidder's commitment to the RFP and their financial capability. EMD is a refund- able amount in case it is not forfeited) alongwith technical and financial bid. The EMD can be submitted Online/through DD (Demand Draft) in favour of Textiles Committee. The Physical copy should reach office of Textiles Committee before last date of Submission of the bid and scan copy of the same should be uploaded on the GeM along with the proposal.

Instructions :

- 1) The physical copy of EMD should be submitted on or before bid submission end date and time. The scanned copy of EMD must be uploaded on <https://eprocure.gov.in>. Validity of EMD should be for 90 days from the last day of submission of bid.
 - 2) Bids received without the specified Earnest Money Deposit/Bid Security will be summarily rejected.
 - 3) Client will not be liable to pay any interest on Earnest Money Deposit. Bid security of pre- Qualified but unsuccessful Applicants shall be returned, without any interest, within one month after grant of the work order to the Selected Applicant or when the selection process is cancelled by Client. The Selected Applicant's Earnest Money Deposit shall be returned, without any interest upon the Applicant accepting the work order and furnishing the Performance Security in accordance with provision of the RFP and work order.
- f) Performance Guarantee:** The successful bidder would be required to submit (and keep active for the life of the project) a performance guarantee (by way of Bank Guarantee) for 5% of contract value for successful performance of the activities in the contract.
- g) Meetings:** The Authority may review with the Successful bidder, any or all of the documents and advice forming part of the Media Consultancy & Media Campaign firm/ agency, in meetings and conferences which will be held at the Authority's office.
No TA/DA is applicable at the part of the Authority
- h) Evaluation and approval:**
- a). The Secretary / Evaluation Committee (EC) will evaluate and approve the creative's before the publicity. The committee may

- provide their comments / suggestions on the Creative's. The consultant will be expected to incorporate such comments / suggestions in the Creative's.
- b). The Creatives will be treated as final after acceptance by the Secretary TC / EC.
- i) **Timeframe:** The Media Consultancy & Media Campaign agency will be expected to complete the media campaign within 8 months from the award of work order. For any delay beyond that appropriate penalty of 1% (one percent) of the annual cost per week, subject to a ceiling of 10% of the total annual cost, besides other actions of underperformance / undue delays, including forfeiture of the performance Guarantee and black listing of the media planning agency, as may be deemed fit by the Textiles Committee.
- j) **Confidentiality:** Information relating to evaluation of proposals and recommendations concerning grant of the work order shall not be disclosed to the applicants who submitted the proposals or to other persons not officially concerned with the process, until the winning firm has been notified that it has been given the work order.
- k) **Clarification and amendment of RFP documents:**
- 1) Applicants may seek clarification on this RFP document. Any request for clarification must be uploaded on <https://eprocure.gov.in>. The Client will endeavor to respond to the queries prior to the Proposal Due Date.
 - 2) At any time before the submission of Proposals, the Client may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Applicant, modify the RFP documents by amendment. All amendments/ corrigenda will be posted only on e-procurement website-
. To afford the Applicants a reasonable time for taking an amendment into account, or for any other reason, the Client may at its discretion extend the Proposal Due Date.
- l) **Dispute Resolution:** If any dispute or difference of any kind whatsoever arises between the parties in connection with or arising out of or relating to or under this RFP, the parties shall promptly and in good faith negotiate with a view to its amicable resolution and settlement. In the event no amicable resolution or settlement is reached within a period of thirty (30) days from the date on which the above-mentioned dispute or difference arose, such dispute or difference shall be finally settled by O/o The Secretary, Textile Committee, whose decision shall be final.
- m) **Right to Terminate:** The Textiles Committee, Ministry of

Textiles, Government of India reserves the right to terminate the Agreement, if it is of the opinion that the performance of the consultant is not satisfactory at any point of time during the period of the contract.

n) Miscellaneous:

- 1) The Media publicity Creative's and contents shall remain the property of the TC and shall not be used for any purpose other than that intended under these Terms of Reference without the permission of the Textiles Committee. The Media Consultancy & Media Campaign shall stand completed on acceptance by the Authority of all the Deliverables of the Successful bidder and execution of the Agreement. The Media Consultancy & Media Campaign shall in any case be deemed to be completed by mutual consent of the Authority and the Successful bidder.
- 2) The Selection Process shall be governed by, and construed in accordance with, the laws of India and the Courts at Mumbai shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the Selection Process.
- 3) The Client, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:
 - a) Suspend and/or cancel the Media Campaign and/or amend and/or supplement the Media Campaign or modify the dates or other terms and conditions relating thereto;
 - b) Consult with any Applicant in order to receive clarification or further information.
 - c) Retain any information and/or evidence submitted to the Client by, on behalf of and/or in relation to any Applicant; and/or
 - d) Independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Applicant.
- 4) It shall be deemed that by submitting the Proposal, the Applicant agrees and releases the Client, its employees, agents and advisers, irrevocably, unconditionally, fully and finally from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/or performance of any obligations here under, pursuant hereto and/or in connection herewith and waives any and all rights and/ or claims it may have in this respect, whether actual or contingent, whether present or future.

- 5) All documents and other information provided by Client or submitted by an Applicant to Client shall remain or become the property of Client. Applicants and the Media Consultancy & Media Campaign Firm/ Agency are to treat all information as strictly confidential. Client will not return any Proposal, or any information related thereto. All information collected, analyzed, processed or in whatever manner provided by the Applicant to Client in relation to the assignment shall be the property of Client.
- 6) The Client reserves the right to make inquiries with any of the clients listed by the Applicants in their previous experience record.
- 7) The Client will endeavor to follow the schedule mentioned in critical date sheet.
- 8) The eligible bidders will be required to make a presentation before Committee. Information from the presentation will also be used as part of the technical evaluation process. Based on the presentation, the final marks on the "Project Methodology & Approach" and Presentation of the Criteria would be awarded by the Textiles Committee. The proposal of applicant bidders who will not come for presentation on their bid before Evaluation Committee shall summarily be rejected.
- 9) The selected Agency will sign an Agreement with the Textiles Committee for rendering satisfactory services and completion of the projects in a time bound manner. The Agreement shall include provisions for taking performance guarantee, damages for delay are finalized by the Textiles Committee.

XVIII. General Terms and Conditions

The Agency for this engagement would be selected through a competitive Proposal process, the details of which are provided below:

- i. Companies wishing to bid for this engagement should respond to Textiles Committee with a proposal and required supporting documentation (indicated below) which will only to be submitted through GeM portal. The proposal would contain 2 parts:
 - a. Technical Proposal
 - b. Financial Proposal
- ii. The contract will be awarded to the Agency whose proposal conforms to the terms of the RFP and is, in the opinion of Textiles Committee, the most advantageous and represents the best value of the assignment, price and other factors considered.
- iii. No marketing literature pertaining to the Agency is to be enclosed

- along with the proposal. **If enclosed, it may be treated as a factor of disqualification.** However, the statutory documentation related to the company incorporation, pan card, directors, etc. should be submitted as part of Technical Proposal.
- iv. The Financial and Technical Proposals should be submitted separately on the GeM portal. There should not be any financial information in the Technical Proposal.
 - v. The Technical and Financial proposals should be submitted in the given format and signed by authorized signatory.
 - a. **Project Delivery:** Within 8 months of the award of work order. This timeline is indicative and will be finalized with the successful service provider post selection.
 - vi. **Presentation:** As a part of Evaluation of proposals submitted by the applicants, Textiles Committee reserves the right to seek further information or a presentation from the Agency for evaluation purposes. Textiles Committee may call for such information/presentation at a short notice.
 - vii. **Performance Security:** The successful bidder would be required to submit (and keep active for the life of the project) a Performance Security (by way of Bank Guarantee) for 20% of contract value for successful performance of the activities in the contract. The Textiles Committee, Ministry of Textiles will provide the format of Performance Security (by way of Bank Guarantee) to the successful Bidder.
 - viii. **Ethics:** Textiles Committee expects all operators, shortlisted bidder(s) to show highest ethical standards during the course of the assignment especially during on- ground work. If any complaints/ information regarding any incident of malpractices (bribery, seeking monetary or non-monetary favor/gifts) is brought to the notice, the shortlisted bidder(s) shall take the necessary action (to the extent of expulsion/removal) as per its organization rules and laws applicable at that time. Textiles Committee is absolved of any liability/claim arising out of any such above situations.
 - ix. The Agency to be selected through this bid process will provide deliverables as indicated in this document. The Agency should note that as a part of requirement for this assignment, the Agency will share with Textiles Committee all the original soft versions of the creative's, photos, videos, script and materials developed for the IHB publicity campaign in Print, Social & Electronic Media.

- x. The contract will be awarded to the Agency whose proposal conforms to this RFP and is, in the opinion of Textiles Committee, the most advantageous and represents the best value to the assignment, price and other factors considered.
- xi. No part of this document including the Annexure can be reproduced in any form or by any means, disclosed or distributed to any person without the prior consent of Textiles Committee, except to the extent required for submitting the bid and no more. The information contained in this document is only disclosed for the purposes of enabling potential Agencies to submit a proposal to Textiles Committee. This document should not therefore be used for any other purpose. These documents contain proprietary information furnished for evaluation purposes only; except with the written permission of the Textiles Committee, such information may not be published, disclosed, or used for any other purpose. The bidding firms acknowledge and agree that this document and all portions thereof, including, but not limited to, any copyright, trade secret and other intellectual property rights relating thereto, are and at all times shall remain the sole property of Textiles Committee. The title and full ownership rights in the information contained herein and all portions thereof are reserved to and at all times shall remain with Textiles Committee. Agencies must agree to take utmost care in protecting the proprietary and confidential nature of the information contained herein.
- xii. Textiles Committee, by issuance of this RFP does not necessarily indicate or imply that the project will be commenced. The Agency will absolve Textiles Committee of all responsibilities if the project does not start within a stipulated time frame. Textiles Committee reserves the right to withdraw this assignment any time without prior consultation or intimation to the agencies.
- xiii. The interested agencies shall furnish an affirmative statement as to the existence of, absence of, or potential for conflict of interest on the part of the Agency or any prospective subcontractor due to prior, current, or proposed contracts, engagements, or affiliations with Textiles Committee. Additionally, such disclosure shall address any and all potential elements (time frame for service delivery, resource, financial or other) that would adversely impact the ability of the Agency to complete the requirements as given in the RFP.
- xiv. The Agency shall not make any alteration / changes in the bid

after the closing time and date. Unsolicited correspondence from the Agency will not be considered.

- xv. The Agency shall be deemed to have complied with all clauses in this RFP. Evaluation shall be carried out on the available information in the bid
- xvi. The firms / agencies submitting their proposals would be responsible for all of its expenses, costs and risks incurred towards preparation and submission of their proposals, attending any pre-proposal meeting and visiting the site or any other location in connection therewith. Textiles Committee shall, in no case, be responsible or liable for any such costs whatsoever, regardless of the outcome of the process.
- xvii. The proposals submitted by the service provider shall remain valid for a period of three months after the closing date (deadline) for submission of proposals prescribed in this document.
- xviii. During evaluation, Textiles Committee may, at its discretion, ask the respondents for clarifications on their proposals. The firms/agencies are required to respond within the time frame prescribed by Textiles Committee.
- xix. At any time prior to deadline for submission of proposals, Textiles Committee may for any reason, modify the RFP document. The prospective respondents having received the RFP document shall be notified of the amendments on the website of Textiles Committee and GeM.
- xx. **The award of Bid to L1 is subject to the Financial Approval of the Textiles Committee, Action Plan for Implementation of India Handloom Brand for the FY 2025-26 by the O/o Development Commissioner (Handlooms).**
- xxi. Textiles Committee may at its sole discretion and at any time during the evaluation of proposal, disqualify any respondent, if the firm:
 - a. Submitted the proposal after the response deadline
 - b. Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements.
 - c. Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years.
 - d. Submitted a proposal that is not accompanied by required

documentation or is non-responsive, failed to provide clarifications related thereto, when sought.

e. Submitted more than one proposal.

f. Was declared ineligible by the Government of India/State/UT Government for corrupt and fraudulent practices.

(B) Pre-Bid Meeting:

A virtual Pre-bid Meeting date and time will be informed to the bidders.

- During the course of pre-bid conference(s), the Bidders will be free to seek clarifications and make suggestions for consideration of the Textiles Committee. Textiles Committee shall endeavour to provide clarifications and such further information as it may, in its sole discretion, consider appropriate for facilitating a fair, transparent, and competitive Bidding Process.
- Non-attendance at the pre-bid conference shall not be a cause for disqualification of a Bidder. However, terms and conditions of the Addendum(s)/Corrigendum(s) shall be legally binding on all the Bidders irrespective of their attendance at the Pre-Bid Conference.
- Interested bidders can send their queries/request to join the meeting to dmr.tc@nic.in. The details to join the conference shall be shared against the request over the mail.

XIX. Limitation of Liability:

- a) There shall be no such limitation in case of the Media Consultancy & Media Campaign Firm (CF) gross negligence or willful misconduct.
- b) The liability to the employer shall in no case be limited to less than the total payments expected to be made under the agency's contract, or the proceeds the agency is entitled to receive under its insurance, whichever is higher.
- c) Any such limitation shall deal only with the agency's liability towards the employer and not with the Agency's liability toward third parties.
- d) The Agency shall indemnify the Government and hold it harmless from any loss, claim or damage to persons or property, arising out of this Agreement, the System or the Services provided, including Attorney's fees, to the extent that such loss, claim or damage is caused by the intentional Acts of Agency or from Agency breach of any term of this Agreement.
- e) In the event of Successful Bidder fails to execute the Media consultancy and Media campaign as stipulated in the delivery schedule, or breaches Service Level Agreements (SLAs) which leads to termination, the Textiles Committee reserves the right to procure the similar services from the next eligible bidder or from other alternate sources at the risk, cost and responsibility of the Media Consultancy & Media Campaign Firm/ Agency. Before taking such a

decision, the Textiles Committee serve 30 days advance notice in writing to the agency. Penalty may be imposed for delayed period @1 % of the contract value per week for the first week and @2% per week thereafter for the delayed period.

XX. Interpretation and Severability:

- 1) Wherever possible, each clause shall be interpreted in such a manner as to be effective and valid under every applicable law, but if any clause pertaining to this agreement shall be prohibited by or invalidated under such law, such clause shall be ineffective to the extent of such prohibition or invalidity without invalidating or nullifying the remainder of such clause or other clauses.
- 2) It is agreed that the terms and covenants contained herein shall prevail over any other order or correspondence that might have been issued earlier. This shall constitute the entire agreement with the Agency and shall over-rule all previous correspondence, if any, which is inconsistent herewith.
- 3) Governing Law and Jurisdiction: This agreement shall be governed by the Laws in India. Disputes, if any, should be addressed under the jurisdiction of Mumbai only.
- 4) Agreement Signing: The selected Agency will sign an Agreement with the Textiles Committee for rendering satisfactory services and completion of the project in a time bound manner. The Agreement shall include provisions for taking performance guarantee, damages for delay or award for early completion besides other clauses as are finalized by the TC.
- 5) Agreement Cancellation: In the event of Media Consultancy & Media Campaign firm/ agency willfully not commencing the work within 30 working days after the stipulated period, Textiles Committee at its sole discretion shall cancel the agreement in writing and the Agency shall refund the advance payments within 10 days to the Textiles Committee along with interest@ 18% p.a.
- 6) Interpretations to understand legal and contractual interpretation, as under:
 - a) The singular includes the plural and vice versa, and a gender includes other genders.
 - b) A reference to a clause, paragraph, schedule or annexure is to a clause or paragraph of, or schedule or annexure to, this Contract, and a reference to this Contract includes any schedule or annexure.
 - c) A reference to time is to the time in the place where the obligation is to be performed.

- d) If the Successful bidder is a Company/LLP/Society/Association, the Successful bidder enters the Contract with warrant that it has the power to perform its obligations under this Contract.

XXI. Submission of Tender:

The tender shall be submitted online covering EMD, Pre-Qualification, technical bid and financial bid only at CPPP portal with link [https://eprocure.gov.in./](https://eprocure.gov.in/) GeM. All the pages of bid being submitted must be signed and sequentially numbered by the bidder irrespective of nature of content of the documents before uploading. Any other mode of submission will not be entertained other than online mode ([https://eprocure.gov.in.](https://eprocure.gov.in/))/ GeM.

Fee: Scanned Copy of EMD.

Pre-Qualification: Scanned copy of Pre – Qualification Proposal Submission Form; Scanned copy of Self- certification of Operation for minimum 5 years and not being blacklisted; Scanned copy of Average Annual Turnover; Scanned copy of Format for highlighting relevant experience

Technical bid: Scanned copy of Format for Power of Attorney for Authorized representative; Scanned copy of Technical Proposal Submission

Financial bid: Scanned Copy of Financial Proposal to be uploaded online at e-procurement portal

XXII. INSTRUCTIONS FOR ONLINE BID SUBMISSION

The bidders are required to submit soft copies of their bids electronically on the CPP/ GeM 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 and Gem portal may be obtained at: [https://eprocure.gov.in./](https://eprocure.gov.in/) GeM.

For any queries/clarifications please contact the undersigned:

**Director (MR),
Textiles Committee,
Ministry of Textiles, Govt. of India,
P. Balu Road, Prabhadevi Chowk, Prabhadevi, Mumbai– 400025
Tel.;022 -66527563 /564/568.
Email: dmr.tc@nic.in,
Website: www.textilescommittee.nic.in**

XXIII. Indicative Report Structure:

Indicative Media Consultancy Plan :- Agencies to submit innovative detailed media consultancy plan to reach out to more and more public.

Print Media Plan:-

- Number of creative's
- Number of English dailies Covered - Circulation - Weekends insertions - calendar Plan of insertion in different editions on cover page
- Number of Vernacular dailies Covered - Circulation- Weekends insertions -Calendar Plan of insertion in different editions on cover page
- Number of English magazines Covered - Circulation - Weekly, Fortnightly, Monthly, Bi-Monthly & Quarterly - Plan of insertion in different editions on back page.
- Number of Vernacular languages magazines Covered - Circulation - Weekly, Fortnightly, Monthly, Bi-Monthly & Quarterly - Plan of insertion in different editions on back page
- Plan of insertion in Textiles Dailies, magazines & Journals.
- Reach

| Sr.No | Media | Creative's | News Papers covered | Total Insertions | Location of Advertisement (Front , Back inner page) | Expected Coverage |
|-------|---------------------|------------|---------------------|------------------|---|-------------------|
| 1 | English Dailies | | | | | |
| 2 | Hindi Dailies | | | | | |
| 3 | Languages total | | | | | |
| 4 | English Magazines | | | | | |
| 5 | Hindi Magazines | | | | | |
| 6 | Languages Magazines | | | | | |

| | | | | | | |
|---|--------------------------------|--|--|--|--|--|
| 7 | Textiles Dailies | | | | | |
| 8 | Textiles Magazine s / journals | | | | | |

Electronic Media Plan:-

- Number of Reels & TVCs,
- Number Radio jingles and number of FM channels to be advertised.
- calendar Plan of advertisement in TV channels, Airport, Railway, Metro and panels of electronic advertisements.
- Photo / video shoot of clusters
- Reach / coverage

| Sr.No | Media | Creative's | Number of Channels covered | Total Insertions | Timings of Advertisement (Morning / Noon / Prime time) | Expected Reach / coverage |
|-------|------------------|------------|----------------------------|------------------|---|---------------------------|
| 1 | TV Channels | | | | | |
| 2 | FM Channels | | | | | |
| 3 | Airports | | | | | |
| 4 | Railway Stations | | | | | |
| 5 | Metros | | | | | |
| 6 | Other Prominent | | | | | |

Social media Plan:-

- Number of Info graphics, Reels, Carousels, etc
- Social Media Channels covering
- Influencers for promotion and the period of association
- Photo / video shoot of clusters
- Reach / coverage.

| Sr.No | Media campaign Approach | Number | Platforms used | Expected Reach | Response management | Others |
|-------|-------------------------|--------|----------------|----------------|---------------------|--------|
| | | | | | | |

| | | | | | | |
|---|-------------------------------------|--|--|--|--|--|
| 1 | Info graphics | | | | | |
| 2 | Reels | | | | | |
| 3 | Carousels | | | | | |
| 4 | stories | | | | | |
| 5 | Community Engagemen t | | | | | |
| 6 | Hash Tag Campaign | | | | | |
| 7 | Polls ,Quiz, Live sessions | | | | | |
| 8 | Regional & Vernacular Publicity etc | | | | | |

Reporting Format:- Social Media Campaign

| Sr. No | Name | Number of Reels | Number of Info graphics | Date of Publicity | Likes, Comments, Sends, Shares | Viewership |
|--------|-----------------|-----------------|-------------------------|-------------------|--------------------------------|------------|
| 1 | Youtube | | | | | |
| 2 | Facebook | | | | | |
| 3 | Instagram | | | | | |
| 4 | X (Twitter) | | | | | |
| 5 | WhatsApp | | | | | |
| 6 | Linkedin | | | | | |
| 7. | Popular Website | | | | | |
| 8. | Any others | | | | | |

Reporting Format:- Print Media

| Description | Name of the newspaper | List of Edition | Date & Page No. Advertised | Circulation | Readership | Remarks (if any) |
|-------------|-----------------------|-----------------|----------------------------|-------------|------------|------------------|
| Newspapers | | | | | | |
| | | | | | | |
| | | | | | | |
| Magazines | | | | | | |
| | | | | | | |
| | | | | | | |

Reporting Format:- Electronic Media (In Televisions)

| Classification of Channel | Name of the Channel | No of eyeballs count | TRP Ratings | Reach or Viewership | Extent of Publicity in Hours | Remarks (if any) |
|---------------------------|---------------------|----------------------|-------------|---------------------|------------------------------|------------------|
| National | | | | | | |
| | | | | | | |
| | | | | | | |
| Local | | | | | | |
| | | | | | | |

Electronic Media (For Hoardings, Displays)

| | Name of the Railway Station /Metro/ Airport / Location displayed | Date & Timings | Total time displayed (in hours) | Estimated viewers / eyeball count | Remarks (if any) |
|---------------------------|--|----------------|---------------------------------|-----------------------------------|------------------|
| Airports | | | | | |
| | | | | | |
| | | | | | |
| Railway stations | | | | | |
| | | | | | |
| Major Hoardings displayed | | | | | |
| | | | | | |
| | | | | | |

The successful bidder is expected to elaborate on the indicative report structure given above and submit a detailed report

Form1: Covering Letter

(The Covering Letter is to be submitted on Official Letter Heads by the Applicant Agency requesting for **Engagement of Media Consultancy & Media Campaign firm for carrying the Publicity of India Handloom Brand (IHB) through Print Media Campaign, Social Media Campaign and Electronic Media along with coverage of Radio jingles in FM**

Date:

Place:

To
The Director (MR)
Textiles Committee,
Govt. of India, Ministry of Textiles,
P. Balu Road, Prabhadevi
Chowk, Prabhadevi,
Mumbai –400025

Dear Sir,

Sub: Proposal for **Engagement of Media Consultancy & Media Campaign firm for carrying the Publicity of India Handloom Brand (IHB) through Print Media Campaign, Social Media Campaign and Electronic Media along with coverage of Radio jingles in FM** -reg.

With reference to your RFP Document dated [date], we, having examined all relevant documents and understood their contents, hereby submit our Pre-Qualification Proposal for selection as [name of assignment]. The Proposal is unconditional and unqualified.

We are submitting our Proposal as [name of the Applicant].

We understand you are not bound to accept any Proposal you receive. Further:

1. We acknowledge that Client will be relying on the information provided in the Proposal and the documents accompanying the Proposal for selection of the Media Consultancy & Media Campaign Firm/ Agency, and we certify that all information provided in the Proposal and in the supporting documents is true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Proposal are true copies of their respective originals.

2. This statement is made for the express purpose of appointment as the Media Consultancy & Media Campaign Firm/ Agency for the aforesaid Project.
3. We shall make available to Client any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
4. We acknowledge the right of Client to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
5. We certify that in the last 3 (three) years, we have neither failed to perform on any assignment or contract, as evidenced by imposition of a penalty by an arbitrator judicial authority or a judicial pronouncement or arbitration award against the Applicant, nor been expelled from any project, assignment or contract by any public authority nor have had any assignment or contract terminated by any public authority for breach on our part.
6. We declare that:
 - a. We have examined and have no reservations to the RFP, including any Addendum issued by the Authority;
 - b. We do not have any conflict of interest in accordance with the terms of the RFP;
 - c. We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in the RFP document, in respect of any tender or request for proposal issued by or any agreement entered into with Client or any other public sector enterprise or any government, Central or State; and
 - d. We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
7. We understand that you may cancel the selection process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Media Consultancy & Media Campaign Firm, without incurring any liability to the Applicants.
8. We declare that we are not a member of any other Consortium/JV applying for selection as a Media Consultancy & Media Campaign Firm.
9. We certify that in regard to matters other than security and integrity of the country, we or any of our affiliates have not been convicted by a court of law or indicted or adverse orders passed by a regulatory authority which would cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community.
10. We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a court of law for any offence committed by us or by any of our affiliates. We further certify

that neither we nor any of our members have been barred by the central government, any state government, a statutory body or any public sector undertaking, as the case maybe, from participating in any project or bid, and that any such bar, if any, does not subsist as on the date of this RFP.

11. We further certify that no investigation by a regulatory authority is pending either against us or against our affiliates or against our CEO or any of our Partners/Directors/Managers/employees.
12. We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by Client in connection with the selection of Media Consultancy & Media Campaign Firm/ Agency or in connection with the selection process itself in respect of the above mentioned Project.
13. We agree and understand that the proposal is subject to the provisions of the RFP document. In no case, shall we have any claim or right of whatsoever nature if the Project is not awarded to us or our proposal is not opened or rejected.
14. We agree to keep this offer valid for 90 (ninety) days from the PDD specified in the RFP.
15. The Technical and Financial Proposal is being submitted in a separate cover. This Proposal read with the Technical and Financial Proposal shall constitute the application which shall be binding on us.
16. We agree and undertake to abide by all the terms and conditions of the RFP Document.

For and on behalf of: (Company Seal)

Signature:

Name:

Designation:

(Authorized Representative and Signatory and Stamp)

(To be printed on official letter head)

Form2: Details of the Applicant Agency

| | |
|--|--|
| Name of Agency | |
| Legal Entity of Agency | |
| Name of Registering Authority | |
| Registration Number | |
| Date & Place of Registration | |
| GST No | |
| PAN Number | |
| MSME Status | |
| Udyog Aadhaar Number (if applicable) | |
| Registered/Head Office Address | |
| Phone Numbers (with STD Code) | |
| Mobile Number | |
| Email Address | |
| Name of the Bank with A/C No. and IFSC Code | |
| Website(if available) | |
| Name of Authorized Representative | |
| Designation | |
| Mobile | |
| Email | |

Details of the Applicant Agency

(Note: All information to be filled in Capital letters only)

For and on behalf of:

Signature:

Name:

Designation:

(Authorized Representative and Signatory with Stamp)

(Compa
ny Seal)

(To be printed on official letter head)

Form 3: Financial Standing – Annual Turnover

Certificate from the **Chartered Accountant**/Audit Firm regarding Annual Turnover of the Applicant Agency in the previous 3 consecutive financial years

Based on its books of accounts and other published information authenticated by it, this is to certify that.....(Name of the Applicant)
..... had, over the last three financial years, below is the annual year wise turnover given:

| Financial Year ending 31 st March | Turnover (Rs.Lakh) |
|--|--------------------|
| 2024-25 | |
| 2023-24 | |
| 2022-23 | |
| Average | |

(Note: All information to be filled in Capital letters only)

Name of the audit firm/ Chartered Accountant:

Seal of the audit firm:
(Signature, name and designation and registration Number of the Chartered accountant/ audit firm)

Date:

Place:

(To be printed on official letter head)

Form 4: Details of EMD

This form contains the details of EMD amount deposited against proposal for **Engagement of Media Consultancy & Media Campaign firm for carrying the Publicity of India Handloom Brand (IHB) through Print Media Campaign, Social Media Campaign and Electronic Media along with coverage of Radio jingles in FM**

| Sr. No. | Details of payment | Online UTR / DD number | Date of payment | Bank Name |
|---------|------------------------------|------------------------|-----------------|-----------|
| 1 | EMD amount of Rs. 5,00,000/- | | | |

Note: Please attach the soft copy of online/DD transaction receipt along with it. In case amount deposited through DD mode, then please send the original DD to Textiles Committee, P.Balu Road, Prabhadevi Chowk, Mumbai-400025 addressed to Director (MR).

The Payment can be made either through online mode as per information below **OR**

Demand Draft (DD) drawn in favor of TEXTILES COMMITTEE payable at Mumbai.

| | |
|----------------------------|---------------------|
| Name of the Account Holder | TEXTILESCOMMITTEE |
| Account No. | 10865756128 |
| Bank Name | State Bank of India |
| Branch | Worli (North) |
| IFSC Code | SBIN0000290 |
| Account Type | CURRENT A/C |
| BRANCH Code | 0290 |
| MICR Code of bank | 400002088 |

2. Please provide the details of your (Bidder) bank for refund of EMD amount:

| | |
|----------------------------|--|
| Name of the Account Holder | |
| Account No. | |
| Bank Name | |
| Branch | |
| IFSC Code | |
| Account Type | |
| BRANCH Code | |
| MICR Code of bank | |

For and on behalf of: (Company Seal)

Signature:

Name:

Designation:

(To be printed on official letter head)

Form5 : Media Consultancy & Campaign Experience

Name of the bidder/Agency:

| Details of Projects in the last 5 Years | | | | | | | | | |
|--|------------|----------|------------------|-------------|--------|--------|-----------------------------|-------------------|-----------------------|
| Sr. No. | Project | | Title of Project | Brief Scope | Client | Sector | Project Value (Rs.In Lakhs) | Completion Status | Reference At Page No. |
| | Start date | End Date | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| Total valuations (Rs. In Lakhs) | | | | | | | | | |

Total number of the projects:

For and on behalf of:

Signature:

Name:

Designation:

(Authorized Representative and Signatory)
(Company Seal/Stamp)

(To be printed on official letter head)

Form 6: Brief Info of Key Persons

The information pertaining to (1) Designer for Creative's (2) Script & Content Writers (3) Editor (4) Media Manager (5) Technical Manager (6) Translators (7) Publicity Manager (8) Camera Persons / Photographer (9) AV Technicians (10) Other support staff need to be provided separately for each manpower in the below format.

TEAM COMPOSITION, ASSIGNMENT, AND EXPERTS' INPUTS FOR THE ASSIGNMENT

| Sr. No. | Type of Person Employed | No. of Person Employed |
|----------------|---|-------------------------------|
| | Print Media | |
| 1 | Total no. of persons employed | |
| 2 | No. of Teams (Regional offices wise) | |
| 3 | No. of Members in a Team | |
| 4 | No. of Team leader | |
| 5 | No. of Expert assigned for the work | |
| | | |
| | Electronic Media | |
| 6 | Total no. of persons employed | |
| 7 | No. of Teams (Regional offices wise) | |
| 8 | No. of Members in a Team | |
| 9 | No. of Team leader | |
| 10 | No. of Expert assigned for the work | |
| | | |
| | Social Media | |
| 11 | Total no. of persons employed | |
| 12 | No. of Teams (Regional offices wise) | |
| 13 | No. of Members in a Team | |
| 14 | No. of Team leader | |
| 15 | No. of Expert assigned for the work | |
| | | |
| | Social Media Influencer Management | |

Yours sincerely,

Signature of the

Firm with Seal

Name:

Designation:

| (To be filled in capital letters only) | | | | | |
|---|------|------------------|------------------------|-----------------|--|
| Name of Person | | | | | |
| Designation | | | | | |
| Educational Qualifications | | | | | |
| Total Relevant Experience (Yrs.) | | | | | |
| Experience In This Company (Yrs.) | | | | | |
| Proposed Role in this Study | | | | | |
| Similar Projects Handled | | | | | |
| Sr. No. | Year | Title of Project | Brief Scope of Project | Role of Persons | Status of Project (Completed /In-Progress) |
| (i). | | | | | |
| (ii). | | | | | |
| (iii). | | | | | |
| (iv). | | | | | |
| (v). | | | | | |
| Name & Signature of HR With Stamp | | | | | |

(To be printed on official letter head)

Form7: Price Breakup

**For Engagement of Media Consultancy & Media Campaign firm
For carrying the Publicity of India Handloom Brand (IHB)
through Print, Social and Electronic Media Campaigns
along with coverage of Radio jingles in FM channels
FINANCIAL PROPOSAL SUBMISSION FORM**

Dear Sir,

Subject: Services for [name of assignment].

We, the undersigned, offer to provide the services for [name of assignment] in accordance with your Request for Proposal dated [date] and our Proposal. Our attached Financial Proposal is

| | |
|---|----------------|
| (a) Consultancy Cost | |
| (b) Print Media Campaign Cost | |
| (c) Electronic Media Cost Including Engagement of Brand Ambassador/Influencer | |
| (d) Social Media Cost Including Engagement of Brand Ambassador/Influencer | |
| | SGST @ ____% |
| | CGST @ ____% |
| | IGST @ ____% |
| | Total * |
| Amount in Words: | |

Note:- The Allocation of expenditure for Print, Electronic & Social Media to be in the ratio of 40:40:20.

*No other fees/cost/expenses will be paid over and above the above quoted cost.

Total Cost

for the sum of **[amount(s) in words and figures] (including of GST).**

Our Financial Proposal shall be binding upon us subject to the modifications resulting from arithmetic correction, if any, up to expiration of the validity period of the Proposal, i.e. [date].

We undertake that, in competing for (and, if the award is made to us, in executing) the above assignment, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988".

We understand you are not bound to accept any Proposal you receive.

[In full and initials]: Name and Title
of Signatory:
Name of Firm:
Address:

Date & Place:

(To be printed on official letter head)

Form 8: Presence in States/UT

This form shall contain the information of your presence in states/UT.

| S.No | State/UT Name | Full Address | GST Number | Reference at Page No. |
|------|---------------|--------------|------------|-----------------------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |

(Note: All information to be filled in Capital letters only)
For and on behalf of: (Company Seal)

Signature:

Name:

Designation:

(Authorized Representative and Signatory)

(To be printed on official letter head)

Form 9: Hardware & Infrastructure support owned
Option 1: Submission of invoices (Please tick)
(or)
Option 2: Self Declaration

I, **(authorized representative and signatory)**, hereby declare that our media consultancy & media campaign firm/ agency own the following hardware and infrastructure: **(Recording, Audio-Video Mixing, Editing etc.)**

| S.No | Name of the item | Manufacturer/ company | Year of purchase |
|-------------|-------------------------|----------------------------------|-----------------------------|
| 1. | | | |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| 5. | | | |
| 6. | | | |

For and on behalf of: (Company Seal)

Signature:

Name:

Designation:

(Authorized Representative and Signatory)

******END OF DOCUMENT*******