



**Office of the Development Commissioner for Handlooms**

**Ministry of Textiles**

**Government of India**

**Udyog Bhawan, New Delhi**

**Notice Inviting E-Tender (NIT)**

**No. 8/2/2019-DCH/P&E/Misc.Coordn.**

**Expression of Interest (EoI)/Request for Proposal (RFP)**

**Appointing Agency for Evaluation Study of the Implementation of  
“Handloom Marketing Assistance” under National Handloom  
Development Programme (NHDP) Scheme**

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**Notice Inviting E-Tender  
PART-I**

Office of the Development Commissioner for Handloom, Ministry of Textile, Government of India invites online bids through two bid system (Technical and Financial) for appointing Agency to conduct “Evaluation study of the Implementation of “Handloom Marketing Assistance” under National Handloom Development Programme (NHDP) Scheme in the country during 2017-18 to 2019-2020”. Manual bids shall not be accepted.

2. The tender documents may be downloaded from Office of Development Commissioner for Handlooms website [www.handlooms.nic.in](http://www.handlooms.nic.in) (for reference only) and CPPP site <https://eprocure.gov.in/eprocure/app> as per the schedule as given in CRITICAL DATE SHEET as under:

**CRITICAL DATE SHEET**

1	Publish Date	29/08/2019, 16:00 Hrs
2	Bid Document Download Start Date and Time	29/08/2019, 16:00 Hrs
3	Pre-Bid Meeting	06/09/2019, 15:00 Hrs
4	Bid Submission Start date	12/09/2019, 18:00 Hrs
5	Bid Document Download End Date and Time	18/09/2019, 14:00 Hrs
6	Bid Submission End Date and Time	18/09/2019,15:00 Hrs
7	Technical Bid Opening Date and Time	19/09/2019, 15:00 Hrs
8	Financial Bid Opening Date and Time	To be intimated later on

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

4. Bidders shall not tamper/modify the tender form including downloaded financial bid template in any manner. In case if the same is found to be tempered/modified in any manner, tender will be completely rejected and EMD would be forfeited and bidder is liable to be banned from doing business with Office of Development Commissioner for Handlooms.

5. Intending tenderers are advised to visit Office of Development Commissioner for Handlooms website [www.handlooms.nic.in](http://www.handlooms.nic.in) and CPPP site <https://eprocure.gov.in/eprocure/app> regularly till closing date of submission of tender for any corrigendum / addendum/ amendment.

## 6. Earnest money deposit (EMD):

Earnest money deposit	INR 50,000 (Indian Rupees Fifty Thousand only) in the form of DD or BG from any Scheduled bank of India and drawn in favour of PAO(Textiles), New Delhi. ( BG format is at <b>Annexure-VIII</b> )
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7. If the EMD is submitted through BG, the minimum validity date of the BG should be 120 (one hundred twenty) days from the last date of submission of the bids. The Hard Copy of original instruments in respect of EMD must be delivered to the address given below on or before bid submission end date/time as mentioned in the critical date sheet. Bids not accompanied with EMD are liable to be rejected. NSIC registered agencies are exempted for EMD.

Additional Development Commissioner (Handlooms)  
Room no. 57, Udyog Bhawan,  
Ministry of Textiles, New Delhi – 110 011  
Contact: 011-23061865

8. Bids will be opened as per date/time as mentioned in the Tender Critical Date Sheet. After online opening of Pre-Qualification/Technical-Bid, the results of their qualification as well as Financial Bid opening will be intimated later.

## 9. Submission of Bids:

The bids shall be submitted online in two parts, viz., Fee/Technical bid and Financial bid. 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. The offers submitted by Fax/email shall not be considered. No correspondence will be entertained in this matter.

### 9.1 Fee/Pre-Qualification/Technical Bid (Check list):

The following documents are to be self-attested and furnished by the Bidder as a part of Technical Bid as per the **Annexure –II** along with EMD as applicable:

- a) Scanned Copy of Certificate of Incorporation / Registration / Service Tax Registration certificate MOA, PAN Card and GST Registration certificate as applicable.
- b) Scanned Copy of Audited Balance sheet plus Profit and Loss account of last three years audited by certified CA.
- c) Scanned copy of RFP Acceptance Letter as per format provide in Annexure - III.
- e) Scanned copy of Power of Attorney for the Authorized Signatory as per format provide in Annexure- IV.
- f) Scanned copy of blacklisting certificate as per format provide in Annexure - V.
- g) Scanned Copies of certificate of work completion along with the details as per the format provided in Annexure - VI.
- h) Scanned copy of proof for payment of EMD.
- i) Scanned copy of previous three years Income tax return.
- j) Scanned copy of Approach, Methodology and Detailed Work Plan as per format provided in Annexure – VII.
- k) Price bid undertaking (Annexure – XI)

## 9.2 Financial Bid :

**Financial Bid Submitted in the form of Bill of Quantity (BOQ) uploaded on portal.**

### PART-II

#### 1. PRE-QUALIFICATION / MINIMUM ELIGIBILITY CRITERIA :

Bidders need to fulfill all the pre-qualifications conditions mentioned in the table given below:

Sl	Pre-Qualification Criteria	Proof Required
1.	The Agency should be a Company registered under Companies Act, 1956/ Society Registration Act, 1860/ Autonomous Body / Partnership Firm / Proprietorship Firm / Limited Liability Partnerships in existence for the last 3 years	Copy of Certificate of Incorporation / Registration / MOA as applicable.
2.	The Agency should have a valid PAN and GST	The Agency should have a valid PAN and GST
3.	The Agency should have a minimum average annual turnover of INR 2 Crores (Rupees Two Crores) during the last three years	Copy of Audited Profit and Loss Statement and Balance sheet.
4.	The Agency should have previous such experience of evaluation study in in last 5 years.	Copy of certificate of work completion along with the details as per the format provided in Annexure – VI.

**2. TIME FRAME:** The study shall have to be completed **within 3 months from the Date of awarding the contract.**

- 25 hard copies of the Final Report & 10 soft copies in electronic format in a CD shall be submitted by the agency at the end of study.

#### 3. PRE BID CONFERENCE:

The Office of Development Commissioner for Handlooms shall organise a Pre Bid Conference from 06/09/2019 at 03:00 PM in the Deputy Development Commissioner (Handloom), Room No.55 A, Udyog Bhawan, Ministry of Textiles, New Delhi – 110011. The bidders are requested to submit any questions (in the format given at Annexure - X) in writing not later than upto 05/09/2019 at 05:00 PM. However, prospective bidders are free to raise their queries during the meeting and responses will be conveyed to all the prospective bidders by way of hosting amendments/ clarifications on the websites at [www.handlooms.nic.in](http://www.handlooms.nic.in) and <https://eprocure.gov.in/eprocure/app> in accordance with the respective clauses of the RFP. Queries can also be sent to Email: [sksingh1.ofb@ofb.gov.in](mailto:sksingh1.ofb@ofb.gov.in)

#### **4. AMENDMENT OF BIDDING DOCUMENTS:**

(a) At any time prior to Pre-Bid Conference or the deadline for submission of bids, Office of Development Commissioner for Handlooms, for any reason, whether at its own initiative or in response to the clarifications requested by prospective Bidders may modify the bidding documents by issuing amendment(s).

(b) All eligible Bidders are requested to visit the said websites on regular basis for checking necessary updates.

(c) In order to allow bidders a reasonable time to take the amendment into account in preparing their bids, Office of Development Commissioner for Handlooms, at its discretion, may extend the deadline for the submission of bids.

#### **5. GUIDELINES FOR SUBMITTING BIDS:**

##### **A) Pre-Qualification/ Technical Bid:**

The Pre-Qualification/Technical Bid shall include the following information:

a) Copy of Certificate of Incorporation / Registration / Service Tax Registration certificate MOA, PAN Card and GST Registration certificate as applicable

b) Copy of Audited Balance sheet plus Profit and Loss account of last three years audited by certified CA.

c) Copy of RFP Acceptance Letter as per format provide in Annexure - II.

d) Outline of relevant experience of the Agency on works of a similar nature with details of past experience and current work in hand in the Format provided in Annexure - VI . Copy of Work Completion Certificate shall be attached for each of the assignments.

e) Copy of Power of Attorney for the Authorized Signatory as per format provide in Annexure -IV.

f) Copy of blacklisting certificate as per format provide in Annexure - V.

g) Copy of proof for payment of bid document cost and EMD.

h) Income Tax Return for last three years.

i) A description of the manner in which agency would plan to execute the work. It should include approach, methodology and detailed work plan for carrying out the work in in the Format provided in Annexure - VII.

j) Financial Bid undertaking as per format provide in **Annexure - XI**

##### **B). Financial Bid:**

**Financial Bid Submitted in the form of Bill of Quantity (BOQ) uploaded on portal.**

#### **6. SELECTION CRITERIA:**

A techno-financial evaluation of the submitted proposals will be carried out on a relative basis. The details are as follows:-

- I. Fee/Technical Bid will be opened first for ascertaining the eligibility of the bidder. The technical proposals bids viz. Financial Bid of only those agencies will be opened which list out contents as provided in Technical Bid.
- II. Financial Bid will be opened thereafter. Technical scores will be evaluated on the following parameters:-

##### **Evaluation parameters and criteria for Technical Score**

<b>S. No.</b>	<b>Minimum Technical Criteria</b>	<b>Points</b>	<b>Max. Points</b>
1.	The Agency should have total turnover exceeding Rs.15 crores during last three years with positive net worth.	> 25 Crore = 10 20 -25 = 7 15- 19 = 5 <15= 0	10

2.	The Agency should have prior experience of handling government evaluation studies in textile sector/ handloom sector.	> 5 assignments = 10 3 - 5 = 7 < 3 = 5 0=0	10
3	The Agency should have experience of executing studies with large sample size from multiple locations in India viz (Metros, Tier 1, Tier 2 cities & Rural Areas)	At least any one = 5 Any two = 7 All four = 10	10
4	The Agency should have office presence in at least 10 different locations in India, including metros.	> 20 = 10 16 - 20 = 7 10 - 15 = 5 <10=0	10
5	The Agency should have trained manpower with minimum experience of 10 years in carrying out evaluation studies in textile sector/ handloom sector	<5=0 5-15 = 5 16-20 = 7 >20 =10	10
6	Project Methodology, approach and work plan including (a) listing of information needed to address the issues outlined, (b) details of methodology proposed specifically outlining type of studies proposed for specific information and proposed sequencing of those studies (c) time lines for each study proposed and (d) any other relevant details to develop greater understanding of consumers /weavers & weavers agency	Criteria, adequacy and appropriateness of the proposed methodology and work plan w.r.t scope of work	50

Note: The minimum qualifying score for Technical Evaluation will be 60 marks.

III. After Technical Evaluation, Financial proposals viz. Financial Bid of only those consultants who have qualified technically will be opened.

IV. Financial bid value will be calculated using following formula:-

$$\text{Financial bid value} = \text{Total fees including taxes.}$$

V. Estimation of the Total Score

Technical score will have a 70% weightage while financial offers will have a 30% weightage out of total of 100 points each in deciding the final selection of the consultant.

## 7. AWARD OF CONTRACT:

a) The notification regarding qualification/disqualification will be through e-procurement portal only. No separate notification will be sent in this regard.

b) The evaluation committee will determine whether the financial proposal/information is complete in all respects and the decision of the evaluation committee shall be final.

c) In case of failure on part of successful bidder (L-I) to accept the offer for execution of the given award of contract due to any reasons, Development Commissioner for Handlooms is unable to finalize a service agreement with the bidder ranked first, Development Commissioner for Handlooms may proceed to the next ranked bidder, and so on until a contract is awarded. A contract will be awarded to the responsible, responsive bidder whose proposal conforms to the RFP and is, in the opinion of the Development Commissioner for Handlooms, the most advantageous and represents the best value to the project, price and other factors considered.

d) The proposal will be valid for 120 days from the date of submission; Development Commissioner for Handlooms will make its best effort to select the survey agency within this period.

e) Cost of preparing the proposal and incidental expenses shall be borne by the bidders and the Development Commissioner for Handlooms will in no case be responsible or liable for these expenses regardless of the conduct or outcome of the tenders.

f) On completion of the process of selection, the agency selected shall be awarded the contract by issuing the letter of intent (LOI). The issue of LOI shall be the deemed date of commencement of the assignment and shall be completed as per the period stipulated in the contract. Within 15 days of LOI, the survey agency should execute an agreement with the Development Commissioner for Handlooms.

g) The successful survey agency cannot sublet the assignment to other individual/firms/ organizations.

h) Please furnish the detailed address, telephone number, fax number and electronic mail address for proper and fast communications.

i) Information/ clarification, if any required, may be obtained from Office of Development

Commissioner for Handlooms, Ministry of Textiles, Udyog Bhawan, New Delhi. Tel: 23061865; E-mail : kc.shakdwipee@gov.in.

## **8. GENERAL INSTRUCTION AND TERMS & CONDITIONS:**

a) The proposal along with all the correspondence and documents relating to the RFP exchanged by the Agency and Development Commissioner for Handlooms shall be written in English language.

b) Development Commissioner for Handlooms reserves the right to cancel the RFP at any stage without assigning any reason.

c) **Performance Bank Guarantee (PBG):** The successful bidder shall at his own expense deposit with Development Commissioner for Handlooms, within ten (10) working days of the date of issue of letter of intent or prior to signing of the agreement whichever is earlier, an unconditional and irrevocable Performance Bank Guarantee (PBG) with validity not less than 14 months from a Nationalised / Scheduled bank acceptable to Development Commissioner for Handlooms, payable on demand, for the due performance and fulfilment of the contract by the bidder. The PBG format is at Annexure-IX.

This Performance Bank Guarantee (PBG) will be for an amount equivalent to 10% of the contract value. All incidental charges what so ever such as premium, commission etc. with respect to the performance bank guarantee shall be borne by

the bidder. The performance bank guarantee may be discharged/returned by Development Commissioner for Handlooms upon being satisfied that there has been due performance of the obligations of the bidder under the contract. However, no interest shall be payable on the performance bank guarantee.

d) The bidder is advised to attach any additional information that is considered necessary in regard to establish the capabilities. No further information will be entertained after submission of application unless it is required by Development Commissioner for Handlooms. The Development Commissioner for Handlooms, however, reserves the right to call for additional information and clarification on information submitted by the bidders.

e) Penalty will be imposed if agency fails to execute the work within the period mentioned in the implementation schedule. For delay after elapse of agreed contract duration, a penalty of 1% of the total project cost will be deducted on a weekly basis. If the delay is more than 2 months, DC (Handlooms), at his discretion, may terminate the contract and allot the incomplete work to another agency at risk & cost of the contracted agency.

f) The person to sign the contract agreement shall be duly authorized.

g) The data, schedules, reports and other material used by the agencies during the conduction of the task shall remain the property of the Development Commissioner for Handlooms. The Agencies will not be allowed to use this information in any forum, national or international, without the explicit permission given in writing by the Development Commissioner for Handlooms.

h) The RFP shall not bind the Development Commissioner for Handlooms in any way whatsoever to offer any job to the applicant if it is decided to abandon the task.

i) Should any dispute arise, it may be referred to a sole arbitrator appointed on mutual consent. The place of the arbitration shall be New Delhi, India. The Arbitration proceeding shall be governed by the Arbitration and Conciliation Act of 1996 as amended from time to time. The proceedings of arbitration shall be in English language.

j) The Development Commissioner for Handlooms may at any time terminate the Contract Agreement by giving a written notice to the Agency. Termination of contract will be without Compensation to the Agency provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the Development Commissioner for Handlooms.

k) Selected agency is required to submit the progress report on fortnightly basis to the office of Development Commissioner for Handlooms.

l) Infrastructure support to carry out the task shall be the responsibility of the Agency selected.

m) Cost of travel and stay of the officials from agencies for attending training/meeting will not be reimbursed by Development Commissioner for Handlooms.

## **09. PAYMENT SCHEDULE:**

Mobilization fee @15% of total project cost will be provided as advance against a bank guarantee of equal amount. Afterwards the payment will be made based on actual work carried out by the agency. Following payment terms for this study will be as under:

- 1) **First Installment:** 20% - on submission of inception report within 30 days from the date of awarding of the contract with a presentation on ground covered.
- 2) **Second Installment:** 30% - on submission of the draft report within 3 months from the date of award of work.
- 3) **Final Installment:** 35% - on submission of the final report and its acceptance by the Government.

## **10. Force Majeure:**

If at any time the performance, in whole or in part, by either of any obligation under the contract, shall be prevented or delayed by reasons of any war or hostility, acts of public enemy, civil commotion, sabotage, fire, flood, explosion, epidemic, quarantine restriction, strikes, or acts of god (hereinafter referred to as events), provided notice of happening of any such eventuality is given by either party to the other within 21 days from the date of occurrence of the event, party shall by reasons of such event, be entitled to determine the contract arising out of the contract nor shall either party have any claim for damages against the other in respect of such event. Obligations arising out of this contract shall resume after the event or events have come to an end or ceased to exist. The decision of DC (Handlooms) as to whether such event or events have come to an end or ceased to exist will be final.

## **11. INSTRUCTIONS FOR ONLINE BID SUBMISSION:**

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

### **REGISTRATION**

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

6) Bidder then logs in to the site through the secured login by entering their user ID / password and the password of the DSC / e-Token.

## **SEARCHING FOR TENDER DOCUMENTS**

1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.

2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective ' My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS / email in case there is any corrigendum issued to the tender document.

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

## **PREPARATION OF BIDS**

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

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

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

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

## **PROCEDURE OF SUBMISSION OF BIDS ON PORTAL**

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

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

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

4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender

documents. The details of the DD/banker cheque any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.

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

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

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

8) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.

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

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

## **ASSISTANCE TO BIDDERS**

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

2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is 1800 3070 2232. Foreign bidder can get help at +91-7878007972, +917878007973.

**12. Office of the Development Commissioner for Handlooms, Ministry of Textiles reserves the right to reject any EoI without assigning any reason.**

Sd/-  
**(Additional Development Commissioner)**

## PART-III

### TERMS OF REFERENCE / SCOPE OF WORK:

#### EXECUTIVE SUMMARY

The handloom sector has a unique place in the Indian economy and plays a vital role in terms of providing employment, cloth production and value addition while at the same time preserves India's rich cultural heritage. The sector provides direct and indirect employment to handloom weavers and allied workers, mostly from the SC/ST, backward and minority community. The Government of India has been following a policy of promoting and encouraging the handloom sector through a number of policies and programmes and National Handloom Development Programme (NHDP) is one of them.

**Handloom Marketing Assistance (HMA)**, one of the components under National Handloom Development Programme (NHDP) is implemented all over the country including participation in various international expos/events for providing marketing platform to the handloom weavers/agencies/expoters to sell their products directly to the consumers.

## 2. OVERVIEW OF THE SCHEME

### 2.1 Background of the scheme

#### a) Brief write up on the scheme including Objective, Implementation Mechanism, Scheme architecture / design:

Government of India through office of the DC (Handlooms), Ministry of Textiles has been implementing “**Handloom Marketing Assistance (HMA) a component of National Handloom Development Programme (NHDP)**” all over the country for providing marketing platform to the handloom weavers/agencies at District level, State level and National level to sell their products directly to the consumers as well as to develop and promote marketing channels in domestic as well as export market and bring about linkage between the two in a holistic and integrated manner.

Under HMA, financial assistance is provided to Implementing Agencies of the State Govt. such as State Handloom Corporations, Apex Societies, Federations etc. and National level Implementing Agencies such as National Handloom Development Corporation (NHDC), Association of Corporations and Apex Societies of Handlooms (ACASH), Handloom Export Promotion Council (HEPC), Handicrafts and Handlooms Export Corporation (HHEC), Central Cottage Industries Corporation (CCIC), Central Silk Board (CSB) etc. to organize marketing events like National Handloom Expos (NHE) & Special Handloom Expos(SHE) and District Level Events(DLE) etc. to sell handloom products from district to national level.

The weavers have also been facilitated to participate in various craft melas held in different parts of the country and in Dilli Haat, New Delhi to sell handloom products. In addition, under the scheme Buyer Seller Meets, workshop etc. are organized. Apart from the above,

- For export of handloom products, HEPC participating in various international fairs/events with handloom exporters/weavers to sell their handloom products in the international markets.
- Sant Kabir Award, National Award, National Merit Certificate are also conferred in the field of Weaving, Design & Development and Marketing of Handloom Products for recognizing the outstanding work.
- 'India Handloom' Brand (IHB) was launched for branding of high quality handloom products. It promotes production of niche handloom products with high quality, authentic traditional designs with zero defect and zero effect on environment. Handloom Mark Scheme is promoted which gives the assurance that the products are hand woven. GI registered handloom products are also promoted under GI act, 1999.
- E-commerce entities have been engaged for on-line marketing of handloom products.
- Partnership with various leading handloom retail stores have been approved for selling of 'India Handloom' Brand products. Initiation with various leading brands has also been undertaken for sourcing of fabrics directly from the handloom pockets/clusters.
- **Marketing incentive** is given to the handloom agencies for preparing conditions, which are conducive to marketing of handloom products. This would largely be an incentive to the price in competitiveness of handloom sector so that while on the one hand they are able to marginally reduce the price, on the other hand they invest in infrastructure so as to improve the production and productivity. The agency is expected to use this amount towards activities that would attract the consumers in order to gear up overall sales of handloom goods. The assistance towards Marketing Incentive (MI) is provided to eligible State Handloom Corporations, Apex Coop. Societies, Primary Handloom Weavers Coop. Societies & National Level Handloom Organizations. The financial ceiling (10% of the average sales turnover of the last 3 years) is shared in the ratio of 50:50 between GOI & State Govt., except in the case of National Level Handloom Organizations/Societies, where the entire assistance is borne by the Government of India.
- Other miscellaneous promotional activities/events such as road show, live demonstrations, fashion show, cultural exchange programme, films/documentaries, any other media tool that may be found useful in publishing and popularising handloom sector are under taken including industries initiation with the handloom pockets and clusters.
- Distribution of handloom awards such as Sant Kabir Awards, National Awards & National Merit Certificates in the field of handloom sector i.e. weaving, design and marketing.

The details of guidelines of the scheme are annexed at **Annexure I**.

**b) Name of Sub-schemes / components: –**

The followings are the components of HMA:-

1. Domestic marketing promotion
2. Marketing infrastructure development
3. Market access initiative
4. Handloom export promotion

1. Domestic Marketing Promotion:

Sub-components of domestic marketing promotion are as follows:

i. Organisation of expos, events and craft melas

Name of expos	Duration (Days)	Number of participants	Financial assistance (Rs. in lakh)	
National Handloom Expo (NHE)	14	60	22.00 (City population upto 25 lakh)	45.00 (City population above 25 lakh)
National Level Special Handloom Expo (NLSHE)	14	40	28.00	
State Level Special Handloom Expo (SLSHE)	14	30	12.00	
National Level Special Handloom Expo for NER (To be organised outside NER at places having population above 15 lakh)	14	45	30.00	
State Level Special Handloom Expo (NER)	14	30	15.00	
District Level Events (DLE)	05	10	3.50	
Crafts Melas	Normally of 15 days, (decided by the Mela authorities)	50 - 100	12.00	

- ii. Development of web portal for e-marketing
- iii. Publicity, awareness and brand building
- iv. Promotion of 'Handloom Mark'
- v. Implementation of Geographical of Indications of Goods (Registration & Protection) Act, 1999.

2. Marketing Infrastructure Development:

Sub-components of marketing infrastructure development are as follows:

- i. Setting up of urban haats
- ii. Setting up of retail stores
- iii. Marketing complex at Janpath, New Delhi
- iv. Setting up of display-cum-CFC and quality testing unit

3. Market Access Initiative:

Sub-component of market access initiative:

- i. Designer intervention for marketing support.

4. Handloom Export Promotion:

Sub-components of handloom export promotion are as follows:

- i. Export projects
- ii. International fairs & exhibitions

Name of expos	Duration (Days)	Number of participants	Financial assistance (Rs. in lakh)
International fairs & exhibitions	Decided by the International fair authorities	20	60.00

- iii. Organization of reverse buyer-seller meets
- iv. Miscellaneous promotional events/activities

**c) Year of commencement of scheme:** Presently, the scheme has been extended for its implementation for the financial year 2017-18 to 2019-20.

**d) Present status with coverage of scheme (operational / non-operational):** HMA is implemented throughout the country including participation in various international fairs/events with handloom exporters/weavers to sell their handloom products in the international markets and to promote export of handloom products.

**e) Sustainable Development Goal (SDG) Served:** Under the scheme, weavers get opportunity to increase their wages and livelihood by selling their products. The buyers also get opportunity to get variety of handloom products from across the country under one roof. It also helps in promoting export of handloom products in international market.

**f) National Development Plan (NDP) Served:** The scheme follow need based approach for integrated and holistic development of handlooms and welfare of handloom weavers and also contributing growth in national GDP. The HMA scheme supports weavers, in marketing support through branding, exhibitions, craft melas, permanent infrastructure in the form of Urban Haats, marketing complexes, e-marketing of handloom products, recognizing the outstanding work by giving handloom awards, marketing incentives, promoting exports through participations in International fairs/events etc.

## 2.2 Budgetary allocation and expenditure pattern of the scheme

(Rs. In crore)

Handloom Marketing Assistance (HMA) under NHDP															
2014-15			2015-16			2016-17			2017-18			2018-19			
BE	RE	Actual	BE	RE	Actual	BE	RE	Actual	BE	RE	Actual	BE	RE	Actual	
60.35	73.08	53.33	95.00	85.00	70.70	95.00	95.00	94.38	65.00	60.00	55.05	50.00	50.00	49.61	

## 2.3 Summary of past evaluation since inception of scheme

Year of Evaluation	Agency hired for Evaluation	Recommendations made and accepted	Recommendations made but not accepted
Evaluation not carried out			

### 3 METHODOLOGY

**3.1 Approach (Methodology adopted), Division of Country into 6 Geographical Regions / Zones (North, South, East, West, North East and Central) as classified by NSSO:** Evaluation tools such as field study/questionnaire, primary and secondary data etc. may be used for the study. HMA is implemented pan India.

**3.2 Sample size and sample selection process, tools used: field study/questionnaire, primary and secondary data:**

The coverage of the scheme is pan India. The sample survey will be at least 10% on random sampling basis in consultation with State Governments & their implementing agencies and national level handloom organizations including handloom producers/weavers/exporters who get benefitted from various activities under the scheme Handloom Marketing Assistance, NHDP. Well-structured questionnaires with required parameters will also be prepared for the study to get the primary information from the stake holders. 10% random sample will be taken for the personal interviews from the handloom producers/weavers/ exporters. Many evaluation tools such as field study/questionnaire, primary and secondary data etc. may be used for the study.

### 4. OBJECTIVE OF THE STUDY

**4.1 Performance of the scheme based on the Output/Outcome indicators:** HMA provides marketing platform to the handloom weavers/agencies at District level, State level and National level to sell their products directly to the consumers as well as to develop and promote marketing channels in domestic as well as export market. Handloom producers/weavers get opportunity to increase their wages and livelihood by selling their products. The buyers also get opportunity to get variety of handloom products from across the country under one roof. It also helps in promoting export of handloom products. Other miscellaneous promotional activities/events are also organized for promotion of handloom sector.

The scheme leads to direct benefit to handloom organizations/weavers in promotion of marketing of handloom products eliminating middle man. However, evaluation of scheme will help for further improvement/change in the present way of implementation. The study on the following parameters may be focused to know on overall impact of HMA in the handloom sector:

- a) Whether the scheme has benefited the handloom producers/weavers and if so, to what extent.
- b) How far the scheme has been instrumental in creating indirect job opportunities among weavers and allied workers.

- c) How far the scheme has benefited participants i.e. handloom societies/individual weavers including awardees/IHB registered holders etc as the case may be for participation in the various expos/crafts melas organized by States Govt. & national level implementing agencies and Mela authorities.
- d) How far the scheme has been instrumental in arresting migration of weavers to other profile.
- e) Whether the scheme has enhanced income of weavers by getting opportunities for participation in various marketing platforms including e-commerce platforms.
- f) Whether the regular organization of various expos/crafts melas have helped in registering sales of handloom products and if so, to what extent.
- g) Whether buyers got opportunity to buy varieties of handloom products from across the country under one roof.
- h) Handloom producers/weavers are able to access e-commerce platforms engaged by the O/o DCHL.
- i) Whether handloom producers/weavers are able to get sales price of their products in time from the e-commerce agencies.
- j) What percentage of service charge is being charged by the e-commerce agencies?
- k) What extent, handloom producers/weavers are able to get facilities for various activities/processes such as photography of the products, packaging, cataloguing, uploading of products etc. involved in e-commerce from the e-commerce agencies.
- l) Does the participation in the international expos helps in promoting export of handloom products.
- m) To assess the satisfaction level of the various stake holders involved in marketing of handloom products including consumers.
- n) To study the general perception & expectation of handloom producers/consumers and extent to which the same have been met.
- o) Whether the coverage of various platforms of marketing is sufficient to meet the requirements of handloom producers/weavers.
- p) To identify the deficiencies/weaknesses and shortcoming in implementation of the scheme to suggest remedial measures.
- q) whether the handloom marketing assistance (HMA) under NHDP scheme is helpful to the various stake holders and if so to what extent.
  - Impact of the scheme.
  - Whether the duration of the marketing events of each category is adequate.
  - Whether the funds provided under the scheme to various activities/ components are adequate.
  - Whether the number of events are adequate
  - Whether minimum number of participants in the marketing events needs to be increased.
  - The feedback of the participants and visitors about expos & products being sold in the Expos.

- The sales generated during the marketing events and orders received/ enquiries generated during domestic events.
- Whether the participants are selling items other than handloom items.
- The views of the State Government(s)/agency(ies) on usefulness of the fair(s) with particular reference to the objective with which it was organized and also recommendations for continuance of such events in the future.
- Identification of new areas of interventions.
- Suggestions for procedural simplification/modification if any.
- Whether activities of the scheme to be continued in the same form or need modifications.
- Functioning of the Urban Haats, Dilli Haat including NCHT (National Center for Heritage Textiles earlier known as Handloom Haat) and benefit to the weavers.
- SWOT analysis.

**In case of export promotion:**

- Suggestions for procedural simplification and modification towards assistance provided for export projects and participation in international fairs.
- Whether funds provided to the various events are adequate or need revision.
- Adequacy of components and funding pattern /delivery system.
- Impact assessment in terms of coverage, diversification into to innovative exportable range of products, designer's contribution, export related efforts by the Implementing agencies and actual export generated.
- Assessment about the impact of participation by HEPC/HHEC etc. in international fairs/exhibitions and to suggest the strategy to be adopted for future participation in a more effective manner.
- Identification of new areas of interventions.
- Whether to be continued in the same form or need modifications.
- The sales generated during the marketing events and orders received/ enquiries generated during international expos/events.
- SWOT analysis.

**Handloom Mark and 'India Handloom' brand (IHB):**

'India Handloom' brand (IHB) was launched on the occasion of first National Handloom Day on August 7, 2015 to endorse the quality of the products in terms of raw material, processing, weaving 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 authentic handloom products for catering to the needs of those consumers who are looking for niche handmade products.

The salient features of the IHB products are 100% hand woven, made of natural fibres, use of fast and safe dyes, defect free products and no child

labour. Whereas Handloom Mark guaranty that the products are genuine hand-woven which was launched during the year 2006.

The impact of the scheme especially in respect of:

- Increase in the number of registrants and promotion of the both the schemes i.e. Handloom Mark and 'India Handloom' brand (IHB) under HMA specially in the NER States.
- Does 'India Handloom' brand (IHB) & Handloom Mark scheme helps handloom producers/weavers specially in sales.
- Availabilities of Handloom Mark and IHB labels.
- Any other modes and measures to establish handlooms as a Brand.

#### 4.2 **Additional Parameters:**

##### a) **Coverage of beneficiaries\***

State				District			
Urban		Rural		Urban		Rural	
Male	Female	Male	Female	Male	Female	Male	Female
SC/ST	SC/ST	SC/ST	SC/ST	SC/ST	SC/ST	SC/ST	SC/ST

Funds are directly provided to national level handloom organizations (implementing agencies) and State level handloom organizations (implementing agencies/nodal agencies) concern for implementation of scheme.

##### b) **Implementation mechanism:**

For organization of expos (domestic & International) and misc. events under HMA, proposals of national level handloom organizations are directly submitted to Office of the Development Commissioner for Handlooms, Ministry of Textiles for approval. However, State Govt. proposals for organization of expos and other related events are forwarded by the Commissioner/Director in charge of Handlooms & Textiles of the State Govt. concerned to Office of the Development Commissioner for Handlooms. With regard to Marketing Incentives claims, State Govt. proposals are forwarded by the Commissioner/Director in charge of Handlooms & Textiles of the State Govt. concerned to Office of the Development Commissioner for Handlooms, Ministry of Textiles after releases of State share (5%).

##### c) **Training / Capacity building of administrators / facilitators:**

PFMS (EAT) Module training is given to avail all central assistance.

##### d) **IEC activities:** Under the scheme the funds are released to the national level handloom organizations (implementing agencies) and State level handloom organizations (implementing agencies/nodal agencies) concerned for implementation of scheme. The beneficiaries are Primary Weavers Co-op Societies (PWCS), Apex Societies, Self Help Groups (SHGs), Handloom Federations, Councils & Corporations, Individual weavers such as handloom awardees, IHB registered holders etc.

- e) **Asset / Service creation & its maintenance plan:** N/A.
  - f) **Benefits (individual, community):** The benefits of the scheme percolates directly to handloom weavers and handloom weavers' community.
  - g) **Convergence with scheme of own Ministry/Department or of other Ministry/Department:** There are no such schemes in other Ministry/Department to which this scheme could be converged. Therefore convergence of this scheme with other scheme of this Department or other Ministry/department is ruled out.
- 4.3 **Gaps in achievement of outcome:** Any gaps in scheme, attributed to absence of intervention/non-performance of existing intervention etc. are to be evaluated by evaluators within the given architecture of the scheme.
- 4.4 **Key Bottlenecks & Challenges:** The evaluating agency should focus on marketing facilities, financial and administrative aspect of the scheme and indicate bottleneck & challenges if any, for benefits of ultimate beneficiary, the handloom sector.
- 4.5 **Input Use Efficiency:** The agency may seek to evaluate the requirement of marketing approach and allotment of manpower for effective implementation of the scheme in order to increase input use efficiency within the scope of scheme guidelines.

## 5. OBSERVATION AND RECOMMENDATIONS

- 5.1 **Thematic Assessment:** Thematic assessment should focus on participation in various marketing platforms such as expos (both domestic & international), dilli haat, crafts melas, e-commerce platforms provided to the handloom organizations/individual weavers including re-imburement of marketing incentives, distribution of awards etc., accountability, role, function, involvement/support of the various implementing agencies implementing the scheme.
- 5.2 **Externalities:** The agency should see if any best practices were replicated in similar kind of scheme and if yes, give the details of the best practices.

## 6. CONCLUSION-

- 6.1 **Issue & Challenges:** The evaluating agency should bring out issues and challenges before the Govt. in protection of interests of handloom producers/weavers involved in implementation of HMA scheme.
- 6.2 **Vision for the future:** The evaluating agency should envision forceful impact of this scheme to ensure protective environment around the handloom weavers engaged in production and marketing to earn a livelihood in handloom sector.

### 6.3 **Recommendation for scheme with reasons:**

The importance of scheme are to be recommended/evaluated by evaluation agency and recommendations may be provided in any of the following categories (a) continue in existing form (b) continue with some modification (c) scale up the scheme etc. are to be evaluated in perception of livelihood & interest of millions of poor handloom producers/weavers and rich cultural heritage of India from the encroachment by evaluator.

### 7. **REFERENCE:**

(i) Existing scheme guidelines on Handloom Marketing Assistance (HMA) under NHDP scheme.

### 8. **APPENDICES :**

- State Wise no. of expos organized & funds released along with no. of beneficiaries and amount of sales generated for the last 5 years.
- List of e-commerce agencies engaged for e-marketing of handloom products and IHB Retail stores selling IHB products along with its policy.
- Details of Marketing Incentives released to the State Govt. during the last 5 years.
- Details of participations in the International expos during 2015-16 to 2018-19 along with export generated.

PROPOSAL SUBMISSION FORM  
[Location, Date]

To:

Deputy Development Commissioner(Handlooms)  
Room No. 55 A.  
Office of DC Handloom  
Udyog Bhavan, Maulana Azad Road  
New Delhi

Sir,

We, the undersigned offer for appointing eligible agency for evaluation of the Central Sector Scheme for appointing agency for evaluation study of the implementation of “Handloom Marketing Assistance” under National Handloom Development Programme (NHDP) Scheme is being implemented in accordance with your Request for Proposal dated [Date]. We are hereby submitting our Proposal.

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

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Email:

Name of Contact Person:

Email:

Telephone:

Mobile:

Fax:

Address:

## **DISCLAIMER**

1. Though adequate care has been taken in preparation of this Request for Proposal (RFP) document, the Consultancy Company / Firm submitting detailed techno- commercial proposals in response to this RFP should satisfy itself that the information provided in the RFP document is complete in all respects.
2. Office of Development Commissioner for Handlooms, Ministry of Textiles does not make any representation or warranty as to the accuracy, reliability or completeness of the information in this Request for Proposal document.
3. Neither O/o D. C. Handlooms nor its employees will have any liability to any prospective Consultancy Company/ Firm or any other person under the law of contract, tort, the principles of 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 Request for Proposal document, any matter deemed to form part of this Request for Proposal document, the award of the Assignment, information or any other information supplied by or on behalf of D. C. Handlooms or their employees, to any consultant or otherwise arising in any way from the selection process for the Assignment.
4. Office of Development Commissioner for Handlooms, reserves the right to withhold or withdraw the process at any stage with intimation to all who submitted the Request for Proposal Application.
5. Office of Development Commissioner for Handlooms, reserves the right, without any obligation or liability, to accept or reject any or all the bids at any stage of the process, to cancel or modify the process or change/modify/amend any or all provisions of this Request for Proposal Document, at any time, without assigning any reason whatsoever.

\*\*\*

## Annexure – II

### PRE-QUALIFICATION/TECHNICAL BID (To be submitted in Firm's own letter head)

Sr. No.	Description of Facts	Documents to be enclosed / Information to be shared
01	Name of Agency	
02	Location of head office and own field offices	
03	Name of the Authorized persons, who may sign on the tender documents	
04	Full Communication (Postal) address of the Agency/ Firm	
05	Telephone Nos. Office	
06	Telephone Nos. Residence	
07	Mobile No:	
08	e-mail id	
09	Legal Status: Please specify as to whether Agency is a sole proprietorship or partnership firm or company (Pvt. Or Public) or any other form etc.	
10	Date of incorporation of Agency	
11	GST No.	Yes/No
12	Permanent Account Number(PAN)	Yes/No
13	Annual Turnover for the last 3 years. (Please attach the proof of audited profit & loss account as well as balance sheet of each year, duly signed by the authorized person and stamped by seal of Agency).	Yes/No
14	Accepted the terms and conditions of the said tender notice.	Yes/No
15	Whether Agency or any other entity with which any of its Director/Partner or proprietor etc. are / have been associated or any Director/Partner etc. had ever been convicted for any offence by any court of law at any point of time. Give details, if any.	Yes/No
16	Whether Agency and or its Directors/Partners etc. are black listed by any Government Departments/ Organizations as on date. Give Details , if any	Yes/No
17	Approach, Methodology and detailed work/Activity Plan.	Yes/No
18	Details of Earnest Money Deposit (Enclose DD/BG)	DD / BG No.
		Date
		Issuing bank
		Branch
		Amount

This is to certify that I/we before signing this bid have carefully read the contents of the Bid Document and fully understood all the terms and conditions contained therein and undertake myself/ourselves to abide by the same.

I /We hereby declare that the information /facts provided is true, correct and to best of my/our knowledge and belief.

In case any information /facts found to be incorrect, misleading or factually wrong, Office of Development Commissioner for Handlooms is empowered to take any decision /action, as deemed fit.

Note: Please strike out Not Applicable (N/A) against the columns, which does not relate, while filling up the above formats.

Date:

Place:

Signature of Bidder

Name of Bidder

Name of the firm/agency

Seal of Bidder

**RFP ACCEPTANCE LETTER  
(To be given on Company Letter Head)**

**Date:**

**To,**

Development Commissioner for Handlooms  
Office of Development Commissioner for Handlooms  
Ministry of Textiles  
Udyog Bhawan, New Delhi

**Sub: Acceptance of Terms & Conditions of RFP.**

**RFP No: 8/2/2019-DCH/P&E/Misc. Coordn.**

**Name of RFP / Work: -**

**RFP** for appointing Survey Agency for “appointing Agency to conduct Evaluation study of the Implementation of “Handloom Marketing Assistance” under National Handloom Development Programme (NHDP) Scheme in the country during 2017-18 to 2019-2020”.

**Dear Sir,**

1. I/ We have downloaded / obtained the tender document(s) for the above mentioned ‘RFP/Work’ from the web site(s) namely:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

as per your advertisement, given in the above mentioned website(s).

2. I / We hereby certify that I / we have read the entire terms and conditions of the tender documents from Page No. \_\_\_\_\_ to \_\_\_\_\_ (including all documents like annexure(s), schedule(s), etc .), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.

3. The corrigendum(s) issued from time to time by your department/ organisation to have also been taken into consideration, while submitting this acceptance letter.

4. I / We hereby unconditionally accept the tender conditions of above mentioned tender document(s)/corrigendum(s) in its totality / entirety.

5. I / We do hereby declare that our Firm has not been blacklisted/ debarred by any Govt. Department/Public sector undertaking.

6. I / We certify that all information furnished by the our Firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then your department/ organisation shall without giving any notice or reason therefore or summarily reject the bid or terminate the contract , without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit absolutely.

**Yours Faithfully,**

**(Signature of the Bidder, with Official Seal)**

**Annexure-IV**

**FORMAT FOR POWER OF ATTORNEY FOR THE AUTHORISED  
SIGNATORY  
(To be submitted in Firm's own letter head)**

RFP No: **8/2/2019-DCH/P&E/Misc. Coordn.**

To,

Development Commissioner for Handlooms  
Office of Development Commissioner for Handlooms  
Ministry of Textiles  
Udyog Bhawan, New Delhi

Dear Sir,

With reference to RFP No. **8/2/2019-DCH/P&E/Misc.Coordn.** we hereby, authorize the following person as authorized signatory to carry out necessary bid formalities with Office of Development Commissioner for Handlooms with reference to this RFP and authorize to sign the bid documents and contract/ agreement with Office of Development Commissioner for Handlooms.

Thanking you,

Yours faithfully

Place:

Date:

(Signature with Company's seal)

Name:

Designation:

**ANNEXURE-V**

**UNDERTAKING ON BLACKLISTING  
(To be submitted in Firm's own letter)**

It is certified that my firm/agency/company has never been black listed by any of the Departments/Autonomous Institutions/Universities/Public Sector Undertaking of the Government of India or State Government and no criminal case is pending against the said firm/agency as on date.

	Signature of the Bidder:
Place:	Name of the Signatory:
Date:	Name of the Firm/agency:
	Seal of the Firm/Agency:

**Outline of Relevant Experience**

<b>Project Title:</b> <i>(Attach separate sheet for each project)</i>	
Name & Address of the Client:	Duration of Assignment:
Type of Project:	
Start Date(month/year):	End Date(month/year):
<b>Narrative Description of Project:</b>	
<b>Description of Actual Services provided by your staff within the assignment:</b>	
<b>Relevance of the assignment</b>	

**\* Please attach copies of work completion certificate.**

**Approach, Methodology and Detailed Work Plan**

**a. Approach and Methodology**

**b. Work Plan**

*\* Please attach a separate sheet for work plan if space is not enough*

**Bid Security Form**

To  
PAO (Textiles),  
**Ministry of Textiles, GOI**  
**UdyogBhavan,**  
**New Delhi-110011**

**FORMAT OF BID BOND (EMD)**

Whereas ..... (hereinafter called “the Bidder”) has submitted its bid dated.....for the providing of ..... vide Tender No. .... Dated ..... KNOW ALL MEN by these presents that WE ..... OF .....having our registered office at ..... (hereinafter called “the Bank”) are bound upto Development commissioner (Handlooms)(hereinafter called “the Purchaser”) in the sum of Rs..... for which payment will and truly to be made of the said Purchaser, the Bank binds itself, its successors and assigns by these present.

THE CONDITIONS of the obligation are:

- i. The Bidder withdraws their Bid during the period of Bid validity specified by them on the Bid letter form.
- ii. During the bid process, if a Bidder indulges in any such deliberate act as would jeopardize or unnecessarily delay the process of bid evaluation and finalization. The decision of the client regarding forfeiture of the Bid Security shall be final & shall not be called upon for question under any circumstances.
- iii. Violates any of such important conditions of this RFP document or indulges in any such activity as would jeopardize the interest of the DC(Handlooms).
- iv. Bidder does not respond to requests for clarification of their Bid.
- v. Bidder fails to co-operate in the Bid evaluation process.
- vi. In case of a successful Bidder, the said Bidder fails:
  - to sign the Contract Agreement in time; or
  - to furnish Performance Guarantee, in accordance with the instruction to bidders.

The decision of the client regarding forfeiture of the Bid Security shall be final & shall not be called upon question under any circumstances.

We undertake to pay to the Purchaser up to the above amount upon receipt of its first written demand, without the purchaser having to substantiate its demand, provided that in its demand, the purchaser will note that the amount claimed by it is due to it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force up to and including THIRTY (30) days after the Period of bid validity and any demand in respect thereof should reach the Bank not later than the specified date/dates. However, if the Bidder agrees to extend validity of its Bid but does not commensurately extend validity of the EMD till 15 days before

original expiry of the same, the Purchaser may either forfeit the EMD or ask the Bank to extend validity of the Bank Guarantee, in the latter situation, the Bank shall comply with such a request of extension.

Signature of the Bank Authority

Name

Signed in Capacity of :

Full address of Branch:

Tel No. of Branch:

Fax No. of Branch:

Name & Signature of witness

Address of witness

**Performance Bank Guarantee**

To  
Development commissioner (Handlooms),  
**Ministry of Textiles, GOI**  
**UdyogBhavan,**  
**New Delhi-110011**  
(With due stamp duty if applicable)

**OUR LETTER OF GUARANTEE No. :** \_\_\_\_\_

In consideration of Development commissioner (Handlooms), having its office at New Delhi- 110011 (INDIA) (hereinafter referred to as "DC(Handlooms)" which expression shall unless repugnant to the content or meaning thereof include all its successors, administrators and executors) and having entered into an agreement dated \_\_\_\_\_/issued \_\_\_\_\_ Purchase \_\_\_\_\_ Order No. \_\_\_\_\_ dated \_\_\_\_\_ with/on M/s \_\_\_\_\_

(hereinafter referred to as " Agency" which expression unless repugnant to the content or meaning thereof, shall include all the successors, administrators, and executors).

WHEREAS the Service Provider having unequivocally accepted to carry out the task as per terms and conditions given in the Agreement dated \_\_\_\_\_ /Work Order No. \_\_\_\_\_ dated \_\_\_\_\_ and DC(Handlooms) having agreed that the Agency shall furnish to DC(Handlooms) a Performance Guarantee for the faithful performance of the entire contract, to the extent of 10% (ten percent) of the value of the Work Order i.e. for \_\_\_\_\_.

We, \_\_\_\_\_ ("The Bank") which shall include OUR successors, administrators and executors herewith establish an irrevocable Letter of Guarantee No. \_\_\_\_\_ in your favor for account of \_\_\_\_\_ (Agency) in cover of performance guarantee in accordance with the terms and conditions of the Agreement/Work Order.

Hereby, we undertake to pay up to but not exceeding \_\_\_\_\_(say \_\_\_\_\_ only) upon receipt by us of your first written demand accompanied by your declaration stating that the amount claimed is due by reason of the Agency having failed to perform the Agreement and despite any contestation on the part of above named Agency.

This guarantee will remain in force up to date of validity and any demand in respect thereof should reach the Bank not later than the specified date/dates. However, notwithstanding anything else contained to the contrary in this Guarantee, if the service provider does not submit the fresh performance bank guarantee till 15 days before expiry of this performance bank guarantee, the Purchaser may either forfeit the guarantee or ask the Bank to extend validity of the Bank Guarantee. In the latter situation, the Bank shall comply with such a request of extension.

\_\_\_\_\_  
Authorized Signature  
Manager Seal of Bank

**ANNEXURE – X**

**Format for Seeking Clarifications, Submitting Queries / Suggestions for the  
Pre Bid Conference**

**RFP No. : 8/2/2019-DCH/P&E/Misc. Coordn.**

**Name of the Company: .....**

**Name of the Concerned Person: .....**

<b>Sl No Reference</b>	<b>No. of the RFP</b>	<b>Clause/ Section of the RFP</b>	<b>Page No</b>	<b>Query / Suggestion</b>
<b>1</b>				
<b>2</b>				
<b>3</b>				

Name and Signature

Of the Bidder's Representative

**ANNEXURE- XI**

**FINANCIAL BID UNDERTAKING  
(To be submitted in Firm's own letter head)**

RFP No:- **8/2/2019-DCH/P&E/Misc. Coordn.**

From: (Full Name and address of the bidder)

Dear Sir,

1. I submit the Financial Bid for and related activities as envisaged in the bid document.
2. I have thoroughly examined and understood all the terms and conditions as contained in the Bid document, and agree to abide by them.
3. I offer at the rates as indicated in the Financial bid (BOQ), inclusive of the financial quotes should cover the entire cost including visit to premises, data entry, training the staff / data entry operators, travels & allowances, all resource cost etc. The cost quoted should be inclusive of GST and other applicable taxes.

Yours faithfully

(Signature of the Authorized Representative)

Place:

Name of the Signatory\_\_\_\_\_

Date:

Name of the Firm/Agency\_\_\_\_\_

Seal of the Firm/Agency\_\_\_\_\_

## Annexure -XII

### Details of expos sanctioned under HMA, NHDP from 2014-15 to 2018-19 (Rs. in lakh)

Sl N.	Name of State	2014-15				2015-16				2016-17			
		Total no. of expos sanctioned	Funds released (Including committed liabilities)	Sales generated (Rs. in lakh)	No. of Weavers/beneficiaries covered	Total no. of expos sanctioned	Funds released (Including committed liabilities)	Sales generated (Rs. in lakh)	No. of Weavers/beneficiaries covered	Total no. of expos sanctioned	Funds released (Including committed liabilities)	Sales generated (Rs. in lakh)	No. of Weavers/beneficiaries covered
1	Andhra Pradesh	30	103.00	1,050.77	32500	22	9.00	804.34	18600	5	52.00	732.81	11000
2	Bihar	2	19.00	178.00	4500	5	41.00	304.52	10320	0	16.00	-	0
3	Chandigarh	0	-			0	-			0	-	-	0
4	Chhatisgarh	11	51.00	713.92	12500	18	15.00	1,075.60	26800	2	10.00	452.68	5000
5	Delhi	4	4.00	27.92	2000	12	16.00	163.46	4500	7	5.00	56.78	2240
6	Gujarat	2	53.00	157.69	6000	1	4.00	32.46	2000	0	0	0	0
7	Haryana	0	-	-		0				0	0	0	0
8	Himachal Pradesh	12	18.00	148.26	7500	18	28.00	298.46	11500	0	34.00	-	0
9	J&K	4	52.00	254.33	4500	3	8.00	156.27	3600	3	40.00	758.42	7000
10	Jharkhand	0	0			0	0			0	0	0	0
11	Karnataka	21	104.00	898.20	22500	8	1.00	349.98	12500	6	4.00	453.35	12000
12	Kerala	5	19.00	357.33	6500	1	19.00	124.37	3000	0	0	0	0
13	Madhya Pradesh	16	83.00	211.83	13500	9	44.00	1,276.75	11500	3	36.00	301.79	7490
14	Maharashtra	18	168.00	2,499.22	20000	19	59.00	2,203.96	28750	5	102.00	1,992.68	11000
15	Orissa	15	66.00	1,890.59	16000	11	17.00	1,457.23	18900	7	116.00	900.73	16500
16	Rajasthan	1	57.00	62.00	500	0	0			1	7.30	250.00	320
17	Tamilnadu	30	142.00	1,678.52	30000	22	56.93	1,003.76	18750	7	66.00	434.79	15600
18	Telangana	20	84.00	1,168.44	23500	17	0	759.28	16750	8	67.00	778.31	17000
19	Uttar Pradesh	29	153.00	1,635.23	36500	21	4.00	506.47	13500	11	73.00	453.97	23000
20	Uttarakhand	16	37.00	287.42	15000	12	27.00	992.76	5500	6	29.00	286.57	11320
21	West Bengal	0	16.00			9	6.00	606.41	4500	0	34.00		0
22	Arunachal Pradesh	0	0			0	-			1	5.00	12.50	2000
23	Assam	36	252.00	1,990.92	47500	42	180.00	1,485.38	34500	14	197.00	1,829.24	33500
24	Meghalaya	1	5.00	88.23	2000	0	0	0		0	0		0
25	Manipur	12	5.00	18.26	13000	4	0	0	2000	1	0		0
26	Mizoram	8	22.00	136.45	5500	8	12.00	117.00	5650	3	15.00	147.26	6000
27	Nagaland	20	100.00	633.47	22500	13	49.35	192.34	9000	7	60.00	428.24	26400
28	Sikkim	7	48.00	161.26	7500	9	26.00	185.77	8800	3	36.00	130.51	7000
29	Tripura	18	96.00	270.68	13500	9	9.00	221.28	13600	9	39.00	176.15	14280
30	NHDC Lucknow	24	488.94	7,308.72	49500	23	347.57	7879.16	59000	25	259.00	8,898.55	52820
31	ACASH, N.D.	22	416.00	2,136.95	43500	28	525.00	2,802.96	64500	33	258.00	3,284.15	68000
32	Craft Mela	6	0			5	4.00			6	15.00		
33	HHEC	3	7.90		1500	1	4.00		750	0	0		0
34	CCIC	0	0			0	0		0	7	48.29		7280
35	misc./CSB	2			1000	8				1			
	<b>TOTAL</b>	<b>395</b>	<b>2669.84</b>	<b>25,964.61</b>	<b>460500</b>	<b>358</b>	<b>1511.85</b>	<b>24,999.97</b>	<b>408770</b>	<b>181</b>	<b>1623.59</b>	<b>22,759.48</b>	<b>356750</b>

Sl. No.	Name of State	2017-18				2018-19			
		Total no. of expos sanctioned	Funds released (Including committed liabilities)	Sales generated (Rs. in lakh)	No. of Weavers / beneficiaries covered	Total no. of expos sanctioned	Funds released (including committed liabilities)	Estimated Sales generated (Rs. in lakh)	No. of Weavers/beneficiaries covered
1	Andhra Pradesh	10	50.49	895.91	23000	2	41.50	450.00	5000
2	Bihar	0	-			3	51.50	350.00	7000
3	Chandigarh	0	-			0	-	-	0
4	Chhatisgarh	2	40.99	490.75	5000	2	-	350.00	5000
5	Delhi	0	-			0	16.59	-	0
6	Gujarat	0	-			0	-	-	0
7	Haryana	0				0	-	-	0
8	Himachal Pradesh	0	-			0	-	-	0
9	J&K	2	33.86	430.50	5000	0	3.00	-	0
10	Jharkhand	0	-			0	-	-	0
11	Karnataka	6	55.85	508.20	12000	5	23.90	250.00	13000
12	Kerala	0	-			0	-		
13	Madhya Pradesh	3	73.06	310.66	7000	3	34.87	250.00	7000
14	Maharashtra	6	54.50	1,890.56	13000	3	31.08	260.00	7000
15	Orissa	5	99.37	1,256.25	11000	5	17.00	350.00	9500
16	Rajasthan	2	35.80	260.00	5000	1	-	60.00	2500
17	Tamilnadu	7	64.70	688.95	15500	6	46.50	350.00	13000
18	Telangana	7	66.31	795.68	15000	6	-	415.00	14000
19	Uttar Pradesh	14	162.47	675.20	29500	7	73.07	600.00	14000
20	Uttarakhand	2	30.43	87.72	4000	3	-	160.00	1500
21	West Bengal	3	-	627.50	6200	2	-	450.00	4000
22	Arunachal Pradesh	1	10.00	56.00	2000	3	3.50	55.00	7000
23	Assam	14	251.00	1,924.70	32500	13	157.36	2,500.00	23500
24	Meghalaya	1	7.85	70.20	2000	0	-	-	0
25	Manipur	4	-	464.39	9500	4	67.00	200.00	7500
26	Mizoram	2	41.50	300.15	4000	3	16.75	250.00	4500
27	Nagaland	3	43.00	345.52	6500	3	40.45	90.00	7000
28	Sikkim	2	31.09	190.00	4000	3	24.89	250.00	3000
29	Tripura	8	96.61	226.35	17650	5	9.98	250.00	8000
30	NHDC Lucknow	33	588.26	8,280.25	72500	48	376.10	1,500.00	64000
31	ACASH, N.D.	35	640.39	3,478.26	74000	19	498.24	2,850.00	57000
32	Craft Mela	7	89.80			7	27.59		
33	HHEC	0	7.13			0	8.81		
34	CCIC	1	30.51	150.00	350	5	27.16	280.00	10000
35	misc./CSB	1	2.50	102.50	300	4	37.50	350.00	8000
	<b>TOTAL</b>	<b>181</b>	<b>2604.97</b>	<b>24,506.20</b>	<b>376500</b>	<b>165</b>	<b>1,634.34</b>	<b>12,870.00</b>	<b>302000</b>

## Annexure -XIII

### Details of e-commerce and ‘India Handloom’ brand (IHB) retails stores

**e-commerce-** In order to promote e-marketing of handloom products, a policy frame work was designed in August, 2015, under which any willing e-commerce platform with good track record can participate in online marketing of handloom products. Accordingly, the following **23 e-commerce entities** have been engaged for on-line marketing of handloom products and so far, total **sales of Rs. 34.72 crore** has been generated from online portal on online marketing of handloom products as on **30.06.2019**. To tap the potential of e-marketing of handloom products, e-commerce entities were directed to associate with the handloom clusters/pockets through Weavers Service Centres (WSCs). They were also instructed to organize workshops/seminars to motivate/educate handloom weavers/producers for online marketing in these clusters.

1.	M/s. ‘Weavesmart’ Online Services	2.	M/s. ebay India Pvt. Ltd.
3.	M/s. Crafts Villa Handicrafts Pvt. Ltd.	4.	M/s. Pegarse Technologies Pvt. Ltd.
5.	M/s. GoCoop Solutions & Services Pvt. Ltd.	6.	M/s. Senorita Creations (P) Ltd.
7.	M/s. Amazon Seller Services Private Ltd.	8.	M/s. Techwider Network India Pvt. Ltd.
9.	M/s. Venus Shoppee	10.	M/s. Modee Software R & D Pvt. Ltd.
11.	M/s. EramInfotech Private Ltd.	12.	M/s. Dee’s Alley
13.	M/s. AARMART E-Commerce LLP	14.	M/s. Big Foot Retail Solutions
15.	M/s. Clues Network Pvt. Ltd.	16.	M/s. OrpaxQualtra
17.	M/s. Surekha Arts	18.	M/s. Bind Bind Ecommerce Pvt. Ltd
19.	M/s. Flipkart Internet Pvt. Ltd.	20.	M/s. Denim Club India
21.	M/s. Myntra Designs Pvt. Ltd.	22.	M/s Shoppingkart 24 Online Services Pvt. Ltd.
23.	M/s Charu Creation Pvt. Ltd.		

**India Handloom Brand Retail Stores-**India Handloom Brand has partnered with following 25 Retail Stores, to showcase and sell the exclusive IHB items from their stores. Now, **25 Retail Stores** across India have been opened and have been receiving a positive input from the customers and **sales of Rs.28.48 crore** was reported till **30.06.2019**.

1.	Central Cottage Industries Corporation India Ltd. (CCIC)	Delhi
2.	Maharashtra State Handloom Corporation (MSHC)	Nagpur
3.	The WB State Handloom Weavers Co. Soc.(TANTUJA –BHAVAN)	Kolkatta
4.	VASANSI	Jaipur
5.	POCHAMPALLY PARK	Hyderabad
6.	RMKV Silks Pvt. Ltd.	Chennai
7.	The WB State Handloom Weavers Co. Soc.(TANTUJA – LINDSAY)	Kolkatta
8.	YOGITA WEAVERS	Raipur
9.	Central Cottage Industries Corporation India Ltd. (CCIC)	Bangalore
10.	Central Cottage Industries Corporation India Ltd. (CCIC)	Chennai
11.	Central Cottage Industries Corporation India Ltd. (CCIC)	Mumbai
12.	HANDLOOM HOUSE	New Delhi
13.	PACHAIYAPPA’s SILK	Kancheepuram
14.	HP State Handloom (HIMBUNKAR)	Palampur
15.	BRAWFED	Kokrajhar
16.	KASTURBA GRAMIN	Guwahati
17.	Bhutti Weavers Co. Soc. Ltd. (BHUTTICO)	Kullu
18.	ARTFED	Guwahati
19.	PSR SILK Sarees India Pvt. Ltd.	Coimbatore
20.	The WB State Handloom Weavers Co. Soc.(TANTUJA – GARIA HAT)	Kolkatta
21.	Telangana State Handicrafts Devp. Cor. (TSHDC)	Hyderabad
22.	Telangana State Handloom Co. (TSCO)	Hyderabad
23.	DAKSHIN KAMRUP	Guwahati
24.	N.C HILLS TRIBAL	Kolkatta

25.	BIBA Apparels Pvt. Ltd.	Delhi
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### Annexure -XIV

#### Details of Marketing Incentive (MI) under NHDP released during last five years

**(Rs. In Crore)**

Sl.No.	Financial Year	Name of State	Amount released	Total amount released	No. of beneficiaries	Total no. of beneficiaries
01.	2014-15	Tamilnadu	4.71	22.72	22,144	1,64,263
		Uttar Pradesh	18.01		1,42,119	
02.	2015-16	Tamilnadu	40.72	43.30	2,74,360	7,75,797
		AIHFMCS	2.58		5,01,437	
03.	2016-17	Tamilnadu	27.00	40.96	1,80,468	4,25,186
		Orissa	7.69		57,017	
		West Bengal	6.27		1,87,701	
04.	2017-18	Tamilnadu	19.91	22.61	1,29,465	6,31,207
		J & K	0.27		305	
		AIHFMCS	2.43		5,01,437	
05.	2018-19	Tamilnadu	16.48	26.35	1,37,322	3,40,934
		West Bengal	6.87		1,89,401	
		Gujarat	3.00		14,211	
	<b>Total</b>		<b>155.94</b>	<b>155.94</b>	<b>23,37,387</b>	<b>23,37,387</b>

## Annexure -XV

### DETAILS OF PARTICIPATION OF HEPC IN VARIOUS INTERNATIONAL FAIRS/EVENTS

	2015-16				2016-17				2017-18				2018-19			
	No. of event s/fairs	No. of particip ants	Spot orders (Rs. in crore)	Enquiri es (Rs. in crore)	No. of event s/fairs	No. of partic ipants	Spot orders (Rs. in crore)	Enquiri es (Rs. in crore)	No. of events/ fairs	No. of partic ipants	Spot orders (Rs. in crore)	Enquiri es (Rs. in crore)	No. of events/ fairs	No. of particip ants	Spot orders (Rs. in crore)	Enquiri es (Rs. in crore)
NHDP	9	124	21.47	51.03	16	183	20.18	50.064	11	164	19.195	44.43	12	180	24.10	68.54
MDA	2	21	2.05	8.61	3	32	5.53	16.100	0	0	0	0	0	0	0	0
MAI	4	287	22.22	92.74	2	84	19.23	62.620	4	326	32.640	78.62	2	305	32.06	92.46
Without Grant	3	21	1.74	7.39	1	9	1.78	1.370	2	17	1.930	4.37	0	0	0	0
<b>Total</b>	<b>18</b>	<b>453</b>	<b>47.48</b>	<b>159.8</b>	<b>22</b>	<b>308</b>	<b>46.72</b>	<b>130.15</b>	<b>17</b>	<b>507</b>	<b>53.765</b>	<b>127.4</b>	<b>14</b>	<b>485</b>	<b>56.16</b>	<b>161.00</b>

DURING 2015-16 TO 2018-19

**Annexure –XVI**

**Detailed Demand for Grant (DDG 2019) under required  
head of National Handloom Development Programme  
(NHDP) Scheme**

<b>S.No</b>	<b>Head</b>	<b>Description</b>	<b>Amount (Rs. In crore)</b>
1	2851.00.103.48.01.31	General	48.00
2	2851.00.789.54.01.31	SCSP	25.00
3	2851.00.796.54.01.31	STSP	2.64
4	2851.00.103.48.01.26	Advt. & Publicity	0.50
5	2851.00.103.48.01.35	Creation of Capital Assets	3.00
6	2851.00.103.48.01.20	Other Administrative Expenses	0.80
<b>Grand Total</b>			<b>79.94</b>