

**EXPRESSION OF INTEREST FOR EMPANELMENT OF  
EVENT MANAGEMENT AND ORGANISATION  
AGENCIES/ COMPANY/SOCIETY FOR ORGANISATION  
OF FASHION SHOW UNDDER NATIONAL HANDLOOM  
DEVELOPMET PROGRAMME (NHDP).**

1. Reference No : No.8/1/2016-DCH/P&E
2. Date of Issue of EOI : **16<sup>th</sup> December 2016**
3. Last date & Time of receipt of EOI : **5<sup>th</sup> January 2017 at 14.00 hrs.**
4. Time & Date for opening of (Tech Bid) : **5<sup>th</sup> January 2017 at 14.30 hrs.**
5. Place of submission and opening of the Bids / Address for communication : Shri M.C. Gupta, Addl. Development Commissioner for Handlooms, Ministry of Textiles, Office of the Development Commissioner for Handlooms Room No.55, Udyog Bhavan, New Delhi 110011

Signature of Quotee and Seal

**EXPRESSION OF INTEREST FOR EMPANELMENT OF EVENT MANAGEMENT AND ORGANISATION AGENCIES/ COMPANY/SOCIETY FOR ORGANISATION OF FASHION SHOW UNDER NATIONAL HANDLOOM DEVELOPMENT PROGRAMME (NHDP)**

**LETTER OF INVITATION**

**A) BACK GROUND**

**Indian Handloom Industry**

Along with the artistry of weavers, the Indian handloom industry demonstrates the richness and diversity of Indian culture. The handloom industry is the second-largest employment provider for the rural population in India after agriculture. Indian handloom products are known for their unique designs and finesse. The trend is to mix old designs with new techniques and create original products.

The industry has strong infrastructure, with about 2.4 million looms of varied designs and construction, indicating significant production capacity.

**India Handloom Brand**

India Handloom brand has been launched by the Hon'ble Prime Minister of India on the occasion of the first National Handloom Day on August 7, 2015. The Handloom Mark Scheme was launched by the Government of India on June 28, 2006 to provide assurance to the consumers about authenticity of handloom products. However, it did not cover the aspect of product quality assurance. Therefore, the India Handloom brand is an initiative for branding of high quality handloom products with zero defects and zero effect on the environment.

It would differentiate high quality handloom products and help in earning trust of customers by endorsing their quality in terms of raw materials, processing, embellishments, weaving design and other quality parameters and by ensuring social and environmental compliances in their production.

The 'India Handloom' Brand is aimed at generating a special market space and increased earnings to the weavers. Thus the concept of "India Handloom" is to brand the handloom products, which are exclusively catering to the 'quality', need of the socio-environmentally conscious consumer.

To make Handloom and IHB brand more desirable, O/o DC Handlooms is planning to organize fashion shows in India and International markets.

**B) SCOPE OF WORK**

Organizing Fashion Shows in India and International Market

It will include following:

- Conceptualizing, organizing and managing the show.
- Procuring Handloom / IHB products for Models and display
- Handle Choreography
- Hiring Modles
- Coordinating fittings of Show garments
- Show compere
- Music compilation for entire fashion sequence including coordination of entire operations and presentation.
- Designing and Erecting temporary Stage/ Ramp/ Green Rooms/ Backdrop
- Photography of the Show
- TBL for all the models/ artists

### C) ESSENTIAL ELIGIBILITY CRITERIA

1. The Agency/Company/Firm/Society/Organisation should be registered entity and have been in the business of Event Management/Promoting Fashion/Organising Fashion Shows for at least last 5 years.
2. The Agency/Company/Firm/Society/Organisation should have an annual turnover of at least Rs. 10.00 core (Rupees Ten crore) or more in each of last 3 Financial Years (2013-14, 2014-15 and 2015-16).
3. The Agency/Company/Firm/Society/Organisation must have organized three fashion shows in last three years in India or at international level (2013-14, 2014-15 and 2015-16).
4. The Agency/Company/Firm/Society/Organisation should be equipped with adequate, qualified & experienced manpower on rolls and infrastructure
5. The Agency/Company/Firm/Society/Organisation should not be blacklisted by Central or State Government or Government Organisations/Agencies

### D) GENERAL CONDITIONS:

The copy of the following documents should be enclosed alongwith EoIs:-

1. PAN issued by the IT department in favour of the **Agency/Company/Firm/Society/Organisation.**
2. Service Tax Registration number issued by the Central Excise Dept in favour of the **Agency/Company/Firm/Society/Organisation.**
3. O/o DC Handlooms reserves the right to remove any agency/organisation/society from the empanelled list along with forfeiture of Performance Security, if the service provided by the Agency/organisation/society is found to be unsatisfactory or if the information provided for empanelment is proved to be false.
4. O/o DC Handlooms reserves the right to reject any application without assigning any reason.

**APPLICATION FORM FOR EMPANELMENT OF EVENT ORGANISATION  
AND MANAGEMENT AGENCIES / ORGANISATION/ SOCIETY**

- 1 Name of the Agency/Firm/  
Organisation/Society :
- Whether Proprietorship/Sole/  
Partnership/Pvt. Ltd. /Ltd. Co./Society :
- Name of the Director/President  
In Charge :
- Name of the contact person :
- 2 Head Office:
  - Complete Address :
  - Telephone Number (s) :
  - Fax Number :
  - E-mail Address :
  - Mobile No. :
- 3 Branch Office (s)
  - Complete Address :
  - Telephone Number (s) :
  - Fax Number :
  - E-mail Address :
4. Contact person at Delhi
  - Name :
  - Designation :
  - Contact Number (s) :
  - Fax Number :
  - E-mail address :
  - Mobile No. :
- 5 Year of Establishment (attach proof) :
- 6 Registration Number :
- 7 Staff strength (full time) :
- 8 Service Tax Registration number issued :  
by the Central Excise Dept. in favour  
of the agency

- 9 PAN issued by the IT Dept. in favour of the agency :
- 10 Annual Turnover of the last three years :  
(Along with documents proof)  
  
2013-14,  
2014-15  
2015-16
- 11 Detail of Fashion Shows organized / Previous experience of handling events during last 3 years with Govt. or Private organisations :
- 12 Total Number of such mega event of similar nature either with government or private sector, managed and completed in the last 3 years wherein encompassed tasks such as conceptualizing, designing, and management of events/fashion shows (Give complete details in Format 1 and 2) :
- 13 Agency/Organisation/Society Credentials :
- 14 Client List :
- 15 Infrastructure Details :

Note: Documentary evidence may be provided, wherever applicable, in the form of photo copies (Accreditation Certificates, Audit Reports, Work Orders, Release Orders, etc.)

#### DECLARATION

1. I \_\_\_\_\_ (Name of the person), am authorized to declare on behalf of the agency/Organisation/Society \_\_\_\_\_ (Name of the Agency/Organisation/Society) hereby declare that the agency has

- (i) Full-fledged office establishment in Delhi/NCR with needed manpower.
- (ii) Handled fashions shows in India and International Market

2) I also declare that all the statements made in this application are true, complete and correct to the best of my knowledge and belief. I understand that if at any stage, it is found that any information given in this application is false/incorrect or that our Agency/Organisation/Society does not satisfy the eligibility criteria, our candidature/empanelment is liable to be cancelled/terminated.

3) I understand that the decision taken is final in all matters.

4) I hereby agree to work as per the terms and conditions rolled out by O/o DC Handlooms

5) I understand that the O/o DC Handlooms reserves the right to accept or reject and to cancel the empanelment process and reject all expression of interests at any time prior to the award of contract, without assigning any specified reasons whatsoever.

Signature \_\_\_\_\_ Place \_\_\_\_\_  
Name \_\_\_\_\_  
Date \_\_\_\_\_ Designation \_\_\_\_\_

Organisation/Society Seal (In case of organization and society)/Signature

## ASSIGNMENT SPECIFIC INFORMATION

### Evaluation of the response to EOIs:

Sl. No.	Technical capacity criteria	Maximum score (total 100)
1.	Agency/Organisation/Society Credentials	20
2.	Experience in organizing Fashion Shows and Events during the last three years	Upto 3 Fashion shows/events – 5 marks Upto 4 Fashion shows/events – 6 marks Upto 5 Fashion shows/events – 12 marks More than 5 Fashion shows/events – 20 marks
3.	Infrastructure/Resources/ Team	20
4.	Presentation	40
	<b>Total</b>	<b>100</b>

The bids shall be opened after 21 days from the date of uploading on website of this office the score will be given as per the above criteria.

The bidders fulfilling essential eligibility criteria shall be shortlisted and called for presentation before a Committee. Each of such session will be of 20 minutes duration.

During the interaction/presentation, the bidders will be rated on the following parameters:

- Ability to communicate the organizational expertise.
- Scale of event/fashion shows handled.
- Case presentation on any two of the most significant assignments completed

The bids obtaining the highest total combined score in evaluation of technical capacity criteria and presentation, will be ranked as H-1 following by the bids securing lesser marks as H-2, H-3, H-4 etc. High scoring Bids up to four (04) (number may be less than four but not exceeding four) based on the technical capacity criteria shall be shortlisted and invited for empanelment and execution of agreement thereafter. As and when necessity of organising a Fashion Show arises, empanelled agencies would be requested to submit their concept and financial bid. They will also be required to give presentation as per their concept. Based on the presentation given by the agency, the agency will be selected and the financial bids of agency so selected will only be opened.

**Format - 1**

**Experience of handling events with Government or Private organisations.**

**(Enclose Work Order / Client Completion Certificate).**

S. No	Year	Name of the Project	Client	Value (Rs. In Lakh)	Project in brief

**Format - 2**

**Previous experience of organizing and managing fashion shows during last 3 years**

**(Enclose Work Order/ Client Completion Certificate).**

S. No	Year	Name of the Project	Client	Value (Rs. In lakh)	Details about the fashion show, its concept and indicate its scale