

**REQUEST FOR QUOTATION (RFQ): 16-02-2022/01/Contract for Event/Marketing Agency Services**

**DATE: 16/02/2021**

**TENURE DURATION: MARCH 2021 – SEPTEMBER 2022**

Dear Sir / Madam: We kindly request you to submit your quotation for the services as detailed in Annex 1 of this RFQ.

When preparing your quotation, please be guided by the form attached hereto as Annex 2. Quotations may be submitted on or before 19/02/2021 (19th of February 2021), 18:00hrs (Indian Standard Time) through on-line submission to the following email id [mitaaly.naidu@industree.org.in](mailto:mitaaly.naidu@industree.org.in) by following the instruction below

1. The time zone indicated in the system is Indian Standard Time (GMT+5:30 hrs.) Date and time will be final and prevail over any other closing time indicated elsewhere, in case they are different. The system will not accept any proposal after that time. It is the responsibility of the proposers to make sure proposals are submitted within this deadline.
2. Try to submit your quotations a day prior or well before the closing time. Do not wait until the last minute. If you face a technical issue(s) when submitting your proposal, please contact [ashok@industree.org.in](mailto:ashok@industree.org.in).
3. Quotations shall be submitted in English only, duly signed and stamped, and shall be marked with the note "RFQ –16-02-2022/01/Contract for Event/Marketing Agency Services – POWER PROJECT"
4. The quotation price quoted need to be valid for 90 days
5. The currency of quotation needs to be in Indian Rupees and the quotation must be exclusive applicable taxes. The quotation should separately refer to the taxes applicable.
6. In case of capital purchases after-sales services required are a) warranty on Parts and Labor for a minimum period of 1-year b) Provision of after sales Service for 2 years c) Installation and adjustment of the goods d) Instruction on Operation and Maintenance for beneficiaries e) Technical Support Maximum 24 hours for urgent repair actions
7. All documentations, including catalogs, instructions and operating manuals, shall be in English. Any documents in regional languages need to be accompanied with a true copy translation to English
  - a) Company profile (short info up to 1 page);
  - b) Copy of Company's Registration Certificate;
  - c) Quality document for the offered equipment (quality certificate/conformity certificate/mark CE/other credential);
  - d) Full reference list demonstrating previous experience in delivering similar goods (List of similar projects in the last 2 years and a list of clients for reference check (contact details and email addresses to be provided for reference check))
  - e) Contact Person for Inquiries (Written inquiries only) Sr. Associate – Communication, Ms. Mitaaly Naidu: [mitaaly.naidu@industree.org.in](mailto:mitaaly.naidu@industree.org.in)
8. This RFQ is posted on <https://industree.org.in/> and may be amended. It is the responsibility of the applicant to regularly check the website to ensure they have the latest information pertaining to this notice of RFQ. INDUSTREE bears no responsibility for data errors resulting from transmission or conversion process.

SECTION	DETAILS OF PROCUREMENT AGENCY
NAME	INDUSTREE CRAFTS FOUNDATION
REQUEST FOR QUOTATIONS TITLE	The POWER Communication Plan has been designed to achieve multiple branding objectives through a targeted and phased approach which addresses a diverse range of stakeholders.
OVERALL PROJECT SUMMARY	<p>Industree Crafts Foundation (ICF) with support from USAID (WGDP) has initiated the Producer-Owned Women Enterprises (POWER) project which focuses on increasing economic opportunities for women from marginalized communities.</p> <p>Project aims to create 28 women-owned enterprises that will connect 6,800 women producers to commercial supply chains in natural and biodegradable products such as leaf plates, baskets, mats and bags from tree leaves, bamboo, banana bark and other natural fibers. The states selected for the implementation of the POWER projects are Tamil Nadu, Karnataka, Andhra Pradesh, Odisha and Maharashtra.</p>
COMPANY DESCRIPTION	<p>Established in 2000, Industree Foundation holistically tackles the root causes of poverty by creating an ownership-based, organized creative manufacturing ecosystem for micro-entrepreneurs. Industree works with a vision to co-create an ecosystem with farmers, artisans, and stakeholders, creating a new way of building sustainable enterprises and work culture. Its mission is to work towards economically and socially empowering women from both agriculture and non-agriculture occupations. This is done by enabling them to equitably engage with global and local markets through producer-owned enterprises, thus becoming wealth creators for themselves, creating resilience to life crises, and helping society meet its sustainable development goals. Our approach has tripled the incomes of artisans in non-farm occupations by leveraging their artisanal skills and integrating them into the creative industries sector, reaching women artisans across India and Africa.</p> <p>Industree aspires to impact producers across agriculture and non-agriculture value chains. It seeks to give producers access to formal work in businesses that they collectively own, providing a stable and dignified alternative to the precarious informal sector. The foundation has implemented projects in Karnataka, Tamil Nadu, Odisha, Rajasthan, Andhra Pradesh in India and Bahir Dar in Ethiopia, in partnership with organizations like UNDP, British Asian Trust, Social Venture Partners, National Skills Development Corporation, Odisha Forest Sector Development Project, The Freedom Fund, Tata Trusts, Welspun, Standard Chartered, Mastercard Centre for Inclusive Growth, International Trade Centre, USAID and HSBC-Impact Foundation.</p> <p>Apart from this, Industree has incubated and accelerated two profitable and globally compliant producer-owned enterprises Greenkraft and Ektha</p>

	Apparel, which have generated USD 10M+ in combined cumulative revenue and has made inroads with both national and global brands through the two producer companies it has incubated for market connect.
PROJECT LEAD & TITLE	Mitaaly Naidu, Sr. Associate - Communication
PHONE & EMAIL ID	+91 9909018311 mitaaly.naidu@industree.org.in
DATE OF RFQ ISSUE	February 16, 2021
SUBMISSION DEADLINE	February 19, 2021, 18:00hrs (Indian Standard Time)
TENURE DURATION	March 1, 2021 – September 30, 2022
<b>Annexure 1</b>	<b>RFQ DOCUMENTS</b>
PROJECT DESCRIPTION	<p>ICF seeks quotations from public relations agencies to create compelling pitches to generate positive publicity for skill development/ capacity building organizations for Industree's "Producer Owned Women Enterprises" (POWER) program. The program is designed to empower women artisans in rural India through the White House-led Women's Global Development and Prosperity (W-GDP) initiative, which seeks to empower over 50 million women in the developing world economically by 2025.</p> <p>The POWER project, in partnership with USAID, builds women-owned enterprises and connects them to national and international supply chains for natural and biodegradable fibre products. Producers in the proposed units receive tailored professional assistance to grow the skills and networks as employees and entrepreneurs. POWER also addresses restrictive social norms to increase support for women as entrepreneurs. The project will run for three years and is collaborative participation between civil society and the private sector. The POWER project seeks to impact 6,800 women producers directly in the natural fibre, bamboo, and biodegradable leaf tableware value chains through the establishment of three Producer Owned Companies across tribal/ forest belts in India- Odisha, Jharkhand, Maharashtra, Karnataka and Tamil Nadu, finally impacting 54,560 members of the community.</p>
*TARGETS	<ul style="list-style-type: none"> <li>• 1. Two case study</li> <li>• 2. The organisation of Good fashion and lifestyle event (Digital) – Every Quarter of the year</li> <li>• 3. Three national events</li> <li>• 4. One international event (Digital)</li> </ul> <p><b>Case Study:</b> For the case study booklet, the objective is to conceptualize and design a project case study booklet for the Industree – USAID Power Project. The task is to create a distinct theme for the report, to capture key narratives, showcase different stakeholders and the impact of the project.</p> <p><b>Events:</b> Year one of the project has a total of seven events planned which includes, Good Fashion and Lifestyle events (digital), three national events and one international event (digital). The marketing agency will be responsible for framework, concept and planning of the seven events:</p>

	<ul style="list-style-type: none"> <li>Defining desirables: Create an outcome framework to develop various types of events and activities, across delivery formats.</li> <li>Create relevance: Explore ideas for event activities. Craft clear and concise messages relevant to the audience.</li> <li>Deliver the message: Identify a wide range of communication tools to promote the organizations events and impact, offline and online.</li> <li>Same will be replicated for YEAR TWO (Consecutive year so propose accordingly)</li> <li><b>*Request you to refer to revert to the requirement in accordance with the attached chart.</b></li> </ul>
LOCATION	<ul style="list-style-type: none"> <li>Digital and Rural Areas</li> </ul>
DELIVERY REQUIREMENTS	<ul style="list-style-type: none"> <li>Monthly mentioned deliverable are mandatory for payment.</li> </ul>
QUALITY ASSURANCE REQUIREMENT	<ul style="list-style-type: none"> <li>DUNS registration is required, if selected.</li> </ul>
PRIOR EXPERIENCE REQUIREMENT	<ul style="list-style-type: none"> <li>Atleast 3 years of working for a social sector organisation.</li> </ul>
<b>SELECTION CRITERIA</b>	
TECHNICAL WEIGHTAGE	70%
FINANCIAL WEIGHTAGE	30%
OTHER CRITERIA	
TERMS AND CONDITIONS	The internal selection process is final
LEGAL REQUIREMENTS	DUNS registration is mandatory, if selected
ASSUMPTIONS AND CONSTRAINTS	<ul style="list-style-type: none"> <li>The overall proposal should include taxation. GST/IGST above the submitted proposal will not be entertained. So, kindly submit an ALL-INCLUSIVE BUDGET</li> <li>The proposal will have to be an estimated cost of the requested RFQ as the specifications of each event will be clear closer to the actual event date.</li> </ul>
PENALTIES AND INCENTIVES	Any delays other than unforeseen/inevitable reasons might result in modification/ cancellation

<b>VENDOR RESPONSE</b>	
COMPANY NAME	
RFQ TITLE	
RFQ ID	
PROJECT LEAD & TITLE	
PHONE & EMAIL	
DATE SUBMITTED	
PROPOSED START DATE	
PROPOSED COMPLETION DATE	
<b>PROJECT MANAGEMENT</b>	
QUALITY ASURANCE PROCESS IF ANY	
PRIOR EXPERIENCE IN COMPLETON OF SIMILAR PROJECTS	
CERTIFICATIONS/ AFFILIATIONS IF ANY	
PROFILE OF KEY PEOPLE UNDERTAKING THE PROJECT	
DELIVERABLES PLAN	
<b>PRICING TEMPLATE</b>	
PRICE PER UNIT (EXCL TAXES)	
TOTAL COST OF PROJECT (EXCL TAXES)	
PRICING DETAILS IF ANY	

FEES, CHARGES & DISBURSEMENT	
SUB CONTRACTORS	
SECURITY REQUIRMENTS IF ANY	
PAYMENTS SCHEDULES	
APPLICABLE TAXES	