

PROPOSAL FOR THE APPOINTMENT OF MARKETING AGENCIES FOR
MOBILISATION OF OVERSEAS TRADE VISITORS
FOR VIRTUAL BUYER SELLER MEETS
IN SELECTED OVERSEAS MARKET

I INTRODUCTION

The Handloom Export Promotion Council (HEPC) is the nodal organization under the Ministry of Textiles, Government of India for promotion of handloom exports from India. HEPC proposes to organise virtual Buyer Seller Meets (BSM) every month with the participation of a minimum 20 exhibitors in each event for the next 6 months with each event focusing on specific market such as UK, USA , Germany, Spain, France, Italy, Belgium, South Africa, Chile , Japan & Australia etc.. Council is looking for competent Agency who has good contacts with the textile trade and ability to mobilise top importers / buyers / importing agents / departmental stores of hometextiles and Clothing accessories products for their online visit to the virtual BSM to be organised by the Council in above countries on specific event dates (tentatively from mid October 2020) to be notified later

II OBJECTIVE

To mobilise the participation of top importers / buyers / importing agents / departmental stores of hometextiles and Clothing accessories products for their online visit to the virtual BSM to be organised by the Council in the above countries on a virtual platform.

III PRODUCT COVERAGE

- Table linen (Table cloth, Place mats, Table runners, Napkins)
- Bath linen (Towels, Bath robes)
- Bed linen (Bed spreads, Bed covers, Pillows, Quilts, Duvet covers, Comforters)
- Kitchen linen (Tea towel, Dish towel, Hand towel, Aprons, Mittens, Tea cosy)
- Curtains (Drapers, Blinds, Window dressings, Shower curtains, Room dividers)
- Floor coverings (Floor mat, Bath mat, Floor carpet)
- Fabrics (Lungies, Sarees, Dhoties, Sarongs, RMHK)
- Fashion Accessories (Shawls, Stoles, Scarves, Bags, Wall hangings, Gift, Home Products)
- Furnishing articles (Cushions, Throws, Bolsters, Tapestry)
- Trimming & Embellishments

IV METHODOLOGY OF VIRTUAL BUYER SELLER MEET MARKETING

Council has identified UK, USA , Germany, Spain, France, Italy, Belgium, South Africa, Chile , Japan & Australia etc as the potential countries for increasing the export of Indian handwoven products and proposing to conduct an exclusive Virtual Buyer Seller Meet during next 6 months. It is proposed to hold the event on a virtual platform for **three days** in each country as an exclusive virtual display show for the participation of around 20 exhibitors. The virtual platform for the event is being organised separately by the Council for the purpose. The Marketing agency shall mobilize the trade visitors for their online visit to the virtual event. The mobilization of right group of trade visitors has to be undertaken by the agency from the agency's own database , social media campaign or through any other suitable media so as to get the online visit of a minimum 100 potential buyers from the target country.

V COMPONENTS OF THE PROJECT

i) Preliminary Market Report / Buyers database.

A market survey report will be prepared in this phase. The report will include:

- Market size estimates of products as listed Item (III) above
- Custom tariffs and procedures
- Information on special provision (such as tax rebates etc., given by government) for handlooms/textiles in the target country
- Colour and design trends
- Mapping potential buyers (importers / wholesales / Departmental stores / Agents) and creation of buyers database in the target country for communication and to share it with Council / participants

ii) Contacting Buyers & Publicising Virtual event

This phase will include:

- Contacting a list of potential importers, department stores, importing agents, wholesalers etc., in the target country for the products as listed Item (III) Above .
- It will also include publicizing the event by contacting potential buyers through various promotional mediums such as :
 - Social media campaign
 - Own database
 - Embassies
 - Chamber of Commerce

- Emails
- Telephone
- Website
- Personal contacts with top buyers

C. Evaluation of Final Report.

This phase will include analyzing visitors feed back The feedback will be presented to the client (HEPC) as a part of the final report.

The final report will include the following:

- A detailed methodology adopted by agency to mobilise the trade visitors to the virtual event
- Feedback as guidance for future events
- The contact list of buyers contacted and visited during the course of the Mobilization activities .

VI. OTHER TERMS AND CONDITIONS

The Marketing agency will carry out the work as per the following other terms and conditions.

1. Agency shall submit the proposal with the methodology proposed to be adopted by the agency in mobilizing the buyers with the details of background, strength of the agency, past experience in handling such programme etc.,
2. Agency shall be responsible for the entire coordination of buyer mobilization from the compilation of database latest importers / importing agents / departmental stores/ wholesalers, communication,mobilisation of their visit to the virtual event and market report.
3. The approved agency will work under the directions and guidance of HEPC It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for HEPC are in accordance with the legal framework.
4. Bid value should be quoted in Indian Rupees only. GST should be quoted as extra. No additional demands will be entertained for the said activity
5. If there is any difference in the amount quoted in Value and in words , the amount mentioned in words will be taken as the correct one.

6. Conditional Bids will not be accepted
7. Interested eligible agencies may submit their bids as per Appendix-I (Technical Bid) and Appendix II (Financial Bid) with supporting documents
8. The agency is required to sign each page of the bid documents by the authorized signatory.
9. HEPC requires that agency under this contract observe the highest standard of ethics during the period of agreement and free from any vigilance enquiry. The agency has to bear the cost associated with the preparation and submission of tender documents to HEPC
10. HEPC at any time will reject a proposal for award of work if it is determined that the agency recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
11. HEPC will declare an Applicant/Agency ineligible, either indefinitely or for a stated period of time, to be awarded a contract/contracts, if it at any time determines that the Applicant/Agency has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.
12. An affidavit on Non-judicial paper regarding non-blacklisting by any government organization/ EPCs.

VII. HEPC RESERVES THE RIGHT TO:

1. Extend the deadline for the submission of applications/bid documents at its discretion.
2. Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on HEPC.
3. Suspend the project, cancel the contract with the selected party in part or in the whole at any time if in the opinion of HEPC it is necessary or expedient in the public interest. The decision of the HEPC shall be final and binding in this regard. HEPC shall also not be responsible for any damage or loss caused or arise out of aforesaid action.
4. Modify terms and conditions of the contract which shall be granted to the successful agency after the bidding process, if in the opinion of the HEPC, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the HEPC shall be final and binding in this regard.
5. **To place a subsequent repeat orders on finally negotiated prices and similar terms and conditions for upcoming virtual events to be held. All bidders should take into account of this requirement while preparing their bid.**
6. For interpretation of any clause of this document, the decision of HEPC

would be final and binding on both the parties i.e., agency and HEPC.

VIII. PROCEDURE FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS

- i. The agency has to submit Sealed technical (as per Appendix 1) and financial (as per Appendix !!) bids in separate envelopes Agency may please note that conditional bids are not allowed and would be rejected summarily.
- ii. The pre-qualification bid otherwise called technical bid should be put in a sealed envelope superscribed as “**Technical bid**” and financial bid in a sealed envelope superscribed as “**Financial bid**”. Both technical and financial bid have to be put inside a main envelope and sealed superscribed as “**Bid for Marketing Agencies for Virtual Buyer Seller Meets**”
- iii. The agency should send the filled in application in sealed cover as instructed above and the proposal should reach the following **address before 3.00pm on 07-09-2020 .**

**The Executive Director
The Handloom Export Promotion Council
No.34, Cathedral Garden Road,
Nungambakkam, Chennai-34.
Ph:044-28278879**

IX. SELECTION PROCEDURE

1. A Committee in HEPC will carry out a preliminary screening of the agency and will shortlist the agency fulfilling the prescribed requirements.
2. The following marking systems will be adopted for evaluation of the bids

Sr. No.	Areas	Score/ Weightage.	
1	Overall Methodology of marketing proposed for mobilization of Buyers	30	
2	Experience in Buyer Mobilisation for 5 Nos of International Trade fairs , Buyer Seller Meets abroad, Reverse Buyer Seller Meets in India for Export Promotion Council (EPC)/Export Development authorities, Commodity Board and other Government entities	20	
3	Turnover of the Company: Breakup of marks is given below	20	
	Upto Rs. 3.0 crore		0 marks
	Rs. 3-5 crore		10 marks

More than Rs. 5 crore	20 marks
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X. OPENING OF FINANCIAL BIDS

1. The marking would be done based on the technical evaluation as per the above table at Item IX(2). The vendors who secure minimum 70% marks (49 out of 70 marks) in above specified evaluation under item IX(2) will be short listed and only their financial bids shall then be opened. Financial bid will carry a maximum of 30 marks. The calculation of marking will have the following method:

L1 = 30 marks

L2 = $30 \times L1$ (the cost quoted by L1) / L2 (the cost quoted by L2) and in similar fashion for L3, L4 etc. (depending on no. of parties).

2. After the financial marks are obtained the technical and financial marks will be added up and the agency scoring highest aggregate marks will stand selected.
3. Selection Committee reserves the right to withdraw the announcement, accept or reject any or all the bids at any time prior to award of contract/order, without assigning any reasons and without incurrance of any liability on HEPC. HEPC also reserves the right to negotiate the prices with the selected agency to bring down the prices or add more facilities.

XI. FORCE-MAJEURE

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of HEPC as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final

and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

XII. ARBITRATION

All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in Chennai only. Both the parties shall make all efforts to resolve any dispute by way of reconciliation. In the event of any question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to sole arbitration to be appointed by HEPC and the decision given shall be binding on the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall apply on both the parties. The venue of the arbitration proceeding shall be the Head office of HEPC or such other place as HEPC may decide. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the HEPC.

Thanking you,

Yours faithfully,

DrS.B.Deepak Kumar
Executive Director

Appendix – I

**HANDLOOM EXPORT PROMOTION COUNCIL
TECHNICAL BID FOR Marketing for Buyer Mobilisation for VIRTUAL BSM**

1. Name of the Agency:

2. Address:

3. Name of the authorised person

4. Telephone No:

Office: _____ Mobile: _____

Email : : _____

5. Documents to be enclosed:

S.No	Prequalification criteria	Documents required
1	Must be a registered business entity/service provider These documents should be in the name of applicant organization only and not that of group/sister organizations. In other words, name of applicant organization should be same in all the documents submitted.	Self attested copy of incorporation certificate under Companies act or any other appropriate act Self attested Copy of Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc
2	Agency should have Annual turnover of minimum Rs.3,00,00,000/- (Rupees Three Crores only) during the preceding each financial year i.e. 2017-18, 2018-19 &2019-20. These documents should be in the name of applicant organization only and not that of group/sister organizations	1. copy of the latest 3 years balance sheet duly certified by the Chartered Accountant 2. Income Tax return of the latest year filed:
3	Methodology of Marketing proposed by the agency for mobilisation of Trade visitors	List out the activities to be undertaken with the details
4	Experience in Buyer Mobilisation for 5 Nos of International Trade fairs , Buyer Seller Meets abroad, Reverse Buyer Seller Meets in India for Export Promotion Council (EPC)/Export Development authorities, Commodity Board and other Government entities and have invited atleast 200 overseas buyers.	Copy of work orders awarded by clients with photos
5	Agency should not have been penalized for any shortcomings by any EPC / commodity board / Govt. entity	An affidavit on Non-judicial paper regarding non-blacklisting by any government organization/ EPCs.

6. Any other Please specify :

Date:

Signature:

Place:

Company seal:

HANDLOOM EXPORT PROMOTION COUNCIL

FINANCIAL BID FOR Marketing for Buyer Mobilisation for VIRTUAL BSM

1. Name of the Agency:

2. Address:

3. Name of the authorised signatory:

4. Telephone No:

Office: _____ Mobile: _____

Email : _____

5. Cost :

S.No	Activities	
S.No.	Name of the Component	Cost per EVENT / Country (in Rupees)
1	Preliminary market Study and submission of report along with database of potential importers for the identified products and identified market	
2	Marketing fee including all activities like social media campaign , mailers , tele marketing , data compilation, towards mobilization of trade visitors for the Virtual BSM t & report submission etc (Ensure the visit of a Minimum 100 potential trade visitors for the identified products and market)	
3	Professional Fees	
4	Total Cost	
5	Add : GST	
6	Grand Total (Item 4+ Item 5)	
7*	Additional cost for Buyer Mobilisation for subsequent event focussing on another target Country.	
8*	Additional cost per Country for Buyer Mobilisation for the specific event (if the event has to be focussed on more than one country)	

***- Amount quoted under Item (7) & (8) will be considered by the Council and confirmed if necessary later after negotiation**

(Total amount (**as per Item No.6**) in words Rupees

_____ only)

Payment Terms

1. 25% on receipt of Performance Guarantee and acceptance from the contractor.
2. 25% on completion of market survey report and submission of list of potential importers
3. 50% on submission of final bill and its acceptance by the Council after the event

I/We agree to all the terms and conditions specified in the notice inviting bid for Marketing activities for Mobilisation of trade visitors for Virtual Buyer Seller Meet

Date:

Signature:

Place:

Company seal: