



**(A GOVERNMENT OF JHARKHAND UNDERTAKING)**

**REQUEST FOR PROPOSAL (RFP)**  
FOR  
**SELECTION OF AN AGENCY FOR UNDERTAKING BRANDING & PROMOTION  
OF JHARCRAFT**

**Ref. No.:-940**

**Dated:-05.09.2023**

**JHARCRAFT**

(A Government of Jharkhand Undertaking)  
1<sup>st</sup> Floor, Udyog Bhawan, Ratu Road,

Ranchi, Jharkhand- 834001  
Tel No: +91 651 3506352,  
E-mail: [jharcraft@gmail.com](mailto:jharcraft@gmail.com)  
Visit us on [www.jharcraft.in](http://www.jharcraft.in)



**A Government of Jharkhand Undertaking**

**JHARCRAFT**

1st Floor, Udyog Bhawan, Ratu Road,  
Ranchi, Jharkhand- 834001  
Tel No: +91 651 3506352,  
E-mail: jharcraft@gmail.com

**Request for Proposal  
for**

**Selection of an Agency for Undertaking Branding & Promotion of JHARCRAFT**

Ref. No. 940

Dated:- 05.09.2023

**Jharcraft, A Govt. of Jharkhand Undertaking** as an Endeavour for promotion of handloom and handicraft products and intends to issue this Request for Proposals for Selection of an Agency for Undertaking Branding & Promotion of Jharcraft for initial period of 2 (two) years.

Bids are invited from reputed and experienced agency. RFP/ Bid document can be downloaded from the website [http:// jharcraft.in/](http://jharcraft.in/)

Bid document completed in all respect, shall be submitted at the address mentioned in RFP on or before **26.09.2023**.

Corrigendum, Addendum, Revised Bid if any shall be uploaded in the above stated website only and shall not be published in the newspapers.

Jharcraft reserves the right to reject any or all proposals and annul the bid process at any time without assigning any reason whatsoever.

*Sd/*

**GM(admin),**

**Jharcraft**

**Table of Contents**

1. SECTION 1: INTRODUCTION ..... 3

    Background ..... 3

    Brief Description of Selection Process ..... 3

    Schedule of Selection Process ..... 4

2. SECTION 2: INSTRUCTIONS TO BIDDERS ..... 6

    Eligible Bidders ..... 6

    Number of Proposals ..... 8

    Proposal Preparation Cost ..... 8

    Right to Accept any Proposal and to Reject any or all Proposals ..... 8

    Conflict of Interest ..... 8

    Amendments to RFP ..... 9

A. PREPARATION AND SUBMISSION OF PROPOSAL ..... 9

    Language and Currency ..... 9

    Validity of Proposal ..... 9

        Earnest Money Deposit ..... 9

        Pre-Proposal Conference ..... 10

        Format and Signing of Proposal ..... 10

        Submission of Proposals ..... 11

        Proposal Due Date ..... 12

        Late Proposals ..... 12

        Clarifications ..... 12

3. SECTION 3: EVALUATION OF PROPOSALS ..... 12

    Opening and Evaluation of Proposal ..... 12

    Evaluation of Experience of the Bidder ..... 13

    Qualified Bidders ..... 15

    Evaluation of Financial Proposals ..... 15

    Combined and final evaluation ..... 15

    Selection of Bidder ..... 16

    Letter of Award (LOA) and Execution of Service Agreement ..... 16

    Performance Security ..... 16

    Contacts during Proposal Evaluation ..... 17

    Fraud and Corrupt Practices ..... 17

4. SECTION 4: FORMATS FOR SUBMISSION OF PROPOSAL ..... 18

---

Appendix – I – Letter of Proposal .....	18
Appendix – II- Details of Bidder .....	20
Appendix – III – Experience of the Bidder .....	21
Appendix – IIIA – Format for Certificate from Independent of the Bidder .....	21
Appendix – IV– Format for Certificate from Statutory Auditor of the Bidder .....	22
Appendix –V- Format for Power of Attorney for Signing of Proposal .....	23
Appendix- VI- Format for Financial Proposal.....	24
5. SECTION 5: Schedule "A" Scope of Work .....	25

## 1. SECTION

### 1.1 INTRODUCTION Background

- 1.1.1 JHARCRAFT, A Government of Jharkhand Undertaking is continuously endeavoring to promote publishing quality promotional materials, producing television commercials, undertaking theme campaigns, dissemination of product information and the like.
- 1.1.2 JHARCRAFT now intends to select an Agency (**the “Agency”**) who would assist Jharcraft in undertaking various branding and promotional activities for Jharcraft for an initial period of 2 (two) years (**the “Service”**). The main objective is to create a strong brand identity, unique and sustainable position, universal awareness, comprehensive information etc.
- 1.1.3 The scope of services to be provided by the Agency are general i.e. does not mention the entire incidental services required to be carried out. The services shall be provided all in accordance with true intent and meaning, regardless of whether the same may or may not be particularly described, provided that the same can be reasonably inferred there from. The scope of services shall be governed by the provisions of the agreement (**the “Service Agreement”**) to be entered into between the Agency and Jharcraft which sets forth the detailed terms and conditions for grant of the right to the Agency (**the “Right”**). There may be several incidental services & assignments, which are not mentioned herein but will be necessary to complete the work in all respects. The scope of services shall be as stated in the **Schedule "A"** of RFP.
- 1.1.4 The statements and explanations contained in this RFP are intended to provide a proper understanding to the Bidders about the subject matter of this RFP and should not be construed or interpreted as limiting in any way or manner the scope of services and obligations of the Agency set forth in the Service Agreements or Jharcraft rights to amend, alter, change, supplement or clarify the scope of work, the Right to be awarded pursuant to this RFP or the terms thereof or herein contained. Consequently, any omissions, conflicts or contradictions in the Bidding Documents including this RFP are to be noted, interpreted and applied appropriately to give effect to this intent, and no claims on that account shall be entertained by Jharcraft.
- 1.1.5 Jharcraft shall receive Proposals pursuant to this RFP in accordance with the terms set forth in this RFP, the draft Service Agreement and any addenda issued subsequent to this RFP (collectively the **"Bidding Documents"**), as modified, altered, amended and clarified from time to time by Jharcraft, and all Proposals shall be prepared and submitted in accordance with such terms.

### 1.2 Brief Description of Selection Process

Jharcraft has adopted a single stage selection process (referred to as the **"Selection Process"**) for identifying a suitable Agency. Jharcraft invites eligible Bidders to submit their Proposals in hard

copy to be delivered by Courier/Registered Post/Speed Post/Hand delivery at JHARCRAFT office up to **26.09.2023, 1400 hrs** in accordance with the terms of this RFP document.

Contact Information:

The Managing Director,  
JHARCRAFT  
(A Government of Jharkhand Undertaking)  
1<sup>st</sup> Floor, Udyog Bhawan, Ratu Road,  
Ranchi, Jharkhand- 834001  
Tel No: +91 651 -3506352,  
Mobile no - +91 9771498540  
E-mail : [jharcraft@gmail.com](mailto:jharcraft@gmail.com)  
Visit us on [www.jharcraft.in](http://www.jharcraft.in)

- 1.2.1 During this Bid Stage, Bidders are invited to carry out, at their cost, such studies as may be required for submitting their respective Proposals for award of the Right.
- 1.2.2 The Selection Process shall be governed by, and construed in accordance with, the laws of India and the Courts at Ranchi shall have exclusive jurisdiction over all disputes arising under, pursuant to and/ or in connection with the Selection Process.

### 1.3 Schedule of Selection Process

Jharcraft shall endeavor to adhere to the following schedule:

RFP publish date	06.09.2023 upto 1700 Hrs.
Pre-RFP meeting date, time and venue	14-09-2023 at Jharcraft, Udyog Bhawan, Ratu Road, 1500 hrs Ranchi.
Last date for submission of Proposals ( the“ <b>Proposal Due Date</b> ”)	26.09.2023 1400 Hrs.
Date, Place and time of opening of Technical Proposal	27.09.2023 1600 Hrs at Jharcraft, Udyog Bhawan, Ratu Road, Ranchi
Date, Place and time of opening of Financial Proposals	Will be intimated to the Qualified Agencies
Validity of Proposals	180 days from the Bid Due Date
Letter of Award (LOA)	Within 30 days from the date of declaration of the Selected Bidder
Signing of Service Agreement	Within 15 days from the date of acknowledgment of LOA by the Selected Bidder
Earnest Money Deposit	Rs 1,00,000/- (Rupees One Lakhs Only)

**Address for communication**

The Managing Director  
JHARCRAFT  
(A Government of Jharkhand Undertaking)  
1<sup>st</sup> Floor, Udyog Bhawan, Ratu Road,  
Ranchi, Jharkhand- 834001  
Tel No: +91 651-3506352 ,  
Mobile no - +91 9771498540  
E-mail : [jharcraft@gmail.com](mailto:jharcraft@gmail.com)  
Visit us on [www.jharcraft.in](http://www.jharcraft.in)

## 2. SECTION 2: INSTRUCTIONS TO BIDDERS

### 2.1 Eligible Bidders

2.1.1 In order to participate in the Selection Process, the Bidder's should be a single business entity (the "Single Business Entity"). The term Bidder used herein would apply to a Single Business Entity.

A Single Business Entity shall mean a company incorporated under Companies Act, 1956/2013 or a sole proprietorship firm registered under the Proprietorship Act, 1908 or a partnership firm registered under the Indian Partnership Act, 1932 or a Limited Liability Partnership Firm registered under Limited Liability Partnership Act, 2008.

Note:

1. No Consortium or Joint Venture is allowed to participate in the Selection Process
2. If the Bidder is:
  - i. A company should furnish copy of the certificate of incorporation and memorandum of association as a proof of identity.
  - ii. A sole proprietorship firm, and a Limited Liability Partnership firm should furnish copy of the registration certificate, GST certificates and IT returns for the last three financial years preceding the Proposal Due Date as a proof of identity.
  - iii. A registered partnership firm, it should furnish a copy of the IT returns for the last three financial years preceding the Proposal Due Date copy of the registration certificate under the registrar of firms and a copy of the partnership deed executed between the partners as a proof of identity

2.1.2 A Bidder is required to fulfill the criteria specified below. Any Bidder who does not meet the criteria set out below shall be disqualified.

- a) Should have an office in Ranchi. In case Bidder has no office in Ranchi, it should undertake to establish a fully functional office with the required personnel/manpower within 30 (thirty) days of issue of Letter of Award.
- b) Should demonstrate having experience of Handloom and Handicraft undertaking Campaigns for the promotion of covering designing/production of creative, commercials for various media (including print/TV, radio, online, outdoor, social media, internet marketing, blogs etc) or events in at least 4 (four) different assignments of which at least three assignments are undertaken for Central/State Ministries/ Departments will be preferred and wherein the value of one assignment are at least Rs.1,00,00,000/- (Rupees One Crores Only) and other two assignment are at least Rs.50,00,000/- (Rupees Fifty Lakh Only) in the last 5 (five) Financial Years preceding the Proposal Due Date (i.e. 2018-19, 2019-20, 2020-21, 2021-22 and 2022-23).

Note:

1. Experience of parent/subsidiary/associate Company (ies) of the Bidder would not be considered for evaluation.
2. The Bidder is required to submit the following
  - a. Details of the assignment in the format prescribed at Appendix- III.



- b. Copy of the Completion/work order/executed agreement for undertaking the above assignment as a proof of evidence (at least two completion certificate and Work order/ Agreement for all).
- c. Copy of the Certificate from the Independent Auditor/ Statutory Auditor in the format prescribed at Appendix –III A certifying the details of the assignment.
- d. The Bidder should have a minimum Average Annual Turnover of Rs. 5,00,00,000/- (Rupees Five Crores only) for the any of three from last five completed financial years (i.e. 2017-18, 2018-19, 2019-20, 2020-21 and 2021-22) from the services provided towards similar nature of works. This shall include fees received towards developing creative and media spends<sup>1</sup> and Events (the “**Financial Capacity**”).

Note:

Financial Capacity of parent/subsidiary/associate Company (ies) of the Bidder would not be considered for evaluation. The Bidder is required to submit the following:

- a) Copy of the audited Annual Reports of any 3 (three) Financial years preceding the Proposal Due Date (i.e. 2017-18, 2018-19, 2019-20, 2020-21 and 2021-22).
- b) Copy of Certificate from the Independent Auditor/ Statutory Auditor in the format prescribed at Appendix –IV certifying the Financial Capacity of the Bidder.
- c) The Bidder should make available of offsite team for Jharcraft, with the consent of Jharcraft.

Note:

1. It may be noted that Proposals without necessary supporting documents could be treated as non-responsive.
2. If any Bidder/Key Personnel makes a false averment regarding his qualification, experience or other particulars, or his commitment regarding availability for providing the Services is not fulfilled at any stage after signing of the Service Agreement, the Bidder and the Key Personnel shall be liable to be debarred for any future assignments of Jharcraft for a period of 5 (five) years. The award of this Service to the Bidder may also be liable to cancellation in such an event.
3. The proposed Key Personnel should have the requisite managerial/support staff (“**Support Personnel**”) to ensure timely completion of the Services within the specified time schedule.
4. During the agreement period all the experts can be changed only once with concurrence of Jharcraft.

- 2.1.3 Any Agency which has been barred by the Central Government/Government of Jharkhand or any entity controlled by them, from participating in any project/provision of service and the bar subsists as on the Proposal Due Date, shall not be eligible to submit a Proposal.
- 2.1.4 A Bidder should, in the last 3 (three) years, have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project/provision of service or contract nor have had any contract terminated for breach by such Bidder.
- 2.1.5 The Bidder should submit a Power of Attorney as per the format enclosed as Appendix V, authorizing the signatory of the proposal to commit the Bidder. The Proposals must be properly signed by the authorized representative (the “**Authorized Representative**”) as detailed below:
- (a) In case the sole proprietor himself is signing the Proposals, the Power of Attorney is not required to be submitted. However, if the Proposals are signed by any other person other than the sole proprietor or a duly authorized person, the Power of Attorney is required to be submitted in the format at Appendix- V
  - (b) by a partner or a duly authorized person holding the Power of Attorney, in case of a limited liability partnership; or a partnership firm or
  - (c) by a duly authorized person holding the Power of Attorney, in case of a Company.

## **2.2 Number of Proposals**

Each Bidder shall submit only one (1) Proposal, in response to this RFP. Any Bidder who submits or participates in more than one Proposal shall be disqualified.

## **2.3 Proposal Preparation Cost**

The Bidder shall be responsible for all costs associated with the preparation of its Proposal and its participation in the Selection Process. Jharcraft will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Selection Process.

## **2.4 Right to Accept any Proposal and to Reject any or all Proposals**

- 2.4.1 Jharcraft reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals at any time, without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons thereof.
- 2.4.2 Jharcraft reserves the right to verify all statements, information and documents submitted by the Bidder in response to the RFP. Failure of Jharcraft to undertake such verification shall not relieve the Bidder of its obligations or liabilities hereunder nor will it affect any rights of Jharcraft thereunder.

## **2.5 Conflict of Interest**

- 2.5.1 A Bidder shall not have a conflict of interest that may affect the Selection Process or the Services (the “**Conflict of Interest**”). Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, Jharcraft shall forfeit and appropriate the EMD as mutually agreed genuine pre-estimated compensation and damages payable to Jharcraft for,

inter alia, the time, cost and effort of Jharcraft including consideration of such Bidder's Proposal, without prejudice to any other right or remedy that may be available to Jharcraft hereunder or otherwise.

2.5.2 Without limiting the generality of the above, a Bidder shall be deemed to have a Conflict of Interest affecting the Selection Process, if:

- a) a constituent of such Bidder is also a constituent of another Bidder; or
- b) such Bidder has the same legal representative for purposes of this Proposal as any other Bidder; or
- c) such Bidder has a relationship with another Bidder, directly or through common third parties, that puts them in a position to have access to each other's
- d) information about, or to influence the Proposal of either or each of the other Bidder.

## **2.6 Amendments to RFP**

2.6.1 At any time prior to the Proposal Due Date, as indicated in Clause 1.3, Jharcraft may, for any reason, whether at its own initiative or in response to clarifications requested by a Bidder, amend the RFP by the issuance of Addenda in the Website. Any Addenda issued would be published in the Website and the same shall be binding on the Bidders.

2.6.2 In order to afford Bidders reasonable time to take the Addendum into account, or for any other reason, Jharcraft may, at its discretion, extend the Proposal Due Date.

## **A. PREPARATION AND SUBMISSION OF PROPOSAL**

### **2.7 Language and Currency**

2.7.1 The Proposal and all related correspondence and documents shall be written in English language. Supporting documents and printed literature furnished by the Bidder with the Proposal may be in any other language provided that they are accompanied by an appropriate translation in English language. Supporting materials that are not translated into English may not be considered. For the purpose of interpretation and evaluation of the Proposal, the English language translation shall prevail.

### **2.8 Validity of Proposal**

2.8.1 The Proposal shall be valid for a period not less than 180 (One Eighty and Twenty) days from the Proposal Due Date ("**Proposal Validity Period**"), in the format set out in Appendix 1. Jharcraft reserves the right to reject any Proposal that does not meet this requirement.

2.8.2 Prior to expiry of the Proposal Validity Period, Jharcraft may request the Bidders to extend the period of validity for a specified additional period.

2.8.3 The Selected Bidder shall, where required, extend the validity of the Proposal till the date of execution of the Service Agreement.

### **2.9 Earnest Money Deposit**

2.9.1 The Bidder shall furnish an Earnest Money Deposit of Rs.1,00,000/- (Rupees One Lakhs Only) (the "Earnest Money Deposit" or "EMD") in the form of a Demand Draft issued by a Nationalized Bank or a Scheduled Bank in India, drawn in favour of "The Managing

---

Director, Jharcraft” payable at “Ranchi” along with bid documents. Jharcraft shall not be liable to pay any interest on the EMD so made and the same shall be interest free.

The EMD amount shall remain valid for a period of 180 (Hundred and Eighty) days from the Proposal Due Date, or beyond any period of extension subsequently as determined by Jharcraft from time to time. The Proposal shall be summarily rejected if it is not accompanied by the EMD.

2.9.2 The EMD shall be returned to the unsuccessful Bidders within a period of 12 (twelve) weeks from the date of selection of the Selected Bidder. The EMD submitted by the Selected Bidder shall be released upon furnishing of the Performance Security in the form and manner as stipulated in the Agreement.

2.9.3 The EMD shall be forfeited, if the Bidder:

- i. Furnishes any information or document which is misleading or untrue in any material respect;
- ii. Engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice as specified in Clause 3.9 of this RFP.
- iii. If the Selected Bidder fails to provide the Performance Security and execute the Service Agreement with Jharcraft within the stipulated time or any extension thereof provided by Jharcraft.

## **2.10 Pre-Proposal Conference**

2.10.1 Jharcraft may hold Pre-Proposal Conference as set out Clause 1.3. A maximum of three representatives of each Bidder shall be allowed to participate on production of authority letter from the Bidder. Attendance of the Bidders at the Pre-Proposal Conference is not mandatory.

2.10.2 All correspondence / enquiries should be submitted to the following in writing in given Email id (jharcraft@gmail.com) or registered post / Courier to the address mention in Clause 1.3 above.

2.10.3 The responses to queries raised by the Bidders during the Pre-Proposal Conference will be uploaded on the Website without identifying the sources. Jharcraft may, in its sole discretion or based on inputs provided by Bidders that it considers acceptable, amend the RFP. However, subsequent to the conference, Jharcraft may not respond to queries from any Bidder who has not attended the Pre-Proposal Conference.

## **2.11 Format and Signing of Proposal**

2.11.1 Bidders would provide all the information as per this RFP in electronic mode in the specified format. Jharcraft would evaluate only those Proposals that are received in the required format and complete in all respects. Incomplete and/or conditional Proposals shall be liable to rejection.

2.11.2 All the documents of the Proposal under this RFP shall be typed by the authorized signatory of the Bidder who shall also initial each page. All the alterations, omissions, additions or any other amendments made to the Proposal shall be initialed by the person(s) signing the Proposal. The person signing the Proposal shall initial all the alterations, omissions, additions, or any other amendments made to the Proposal. The Proposals must be properly signed by the

Authorized Signatory as detailed below:

- (d) by a duly authorized person holding the Power of Attorney, in case of a Company; or
- (e) by the proprietor or a duly authorized person holding the Power of Attorney, in case of a sole proprietary firm.

## **2.12 Submission of Proposals**

2.12.1 Bidder should be submitted in hard copy to be delivered by Courier/Registered Post/Speed Post/Hand delivery at JHARCRAFT office up to **26/09/2023, 1400 hrs** on the Application Due Date as indicated. The documents accompanying the Proposal(s) submission shall include:

### **“Technical Proposal”, consisting of the following:**

- a. Letter of Proposal in the prescribed format at **Appendix - I**;
- b. Details of Bidder in the prescribed format at **Appendix – II**;
- c. Copy of the experience claimed by the Bidder in the prescribed format at **Appendix – III**,;
- d. Average Annual Turnover with Certificate from Independent/Statutory Auditor in the prescribed format at **Appendix – IV**;
- e. Power of Attorney for signing of Proposal in the prescribed format at **Appendix – V**;
- f. Copy of the Curriculum Vitae of the Key Personnel’s in the format at **Appendix VI**;
- g. Copy of the draft Service Agreement with each page initialed by the person signing the Proposal in pursuance of the Power of Attorney referred to in sub-clause (b) hereinabove.
- h. In case of a company, copy of the Certificate of Incorporation, Copy of Memorandum and Articles of Association of the Bidder.
- i. In case of a sole proprietorship firm or a Limited Liability Partnership firm, it should furnish copy of the registration certificate, GST certificate and IT returns for the last three financial years preceding the Proposal Due Date as a proof of identity.
- j. In case of a registered partnership firm, it should furnish a copy of the IT returns for the last three financial years preceding the Proposal Due Date copy of the registration certificate under the registrar of firms and a copy of the partnership deed executed between the partners as a proof of identity.
- k. Copy of Title deed/ Rent Agreement/ Telephone Bills/ Electricity Bills as proof for office in Ranchi. In case the Bidder has no office in Ranchi, it should give an undertaking to establish a fully functional office with the required personnel/manpower within 30 (thirty) days of issue of Letter of Award and
- l. Copy of the Bidder’s duly audited annual reports for the preceding 3 (three) Financial Years.

### **“Financial Proposal”**

The Financial Proposal in the prescribed format at **Appendix – VII** on the letter head of the Bidder and signed by the authorized signatory.

2.12.2 The Financial Proposal should specify the total amount of service fee (the “**Service Fee**”) per annum inclusive of all taxes required by the Agency for undertaking the Services. The Financial Proposal clearly indicating the total Service Fee per annum in both figures and words, and signed by the Agency’s Authorized Representative. In the event of any difference between figures and words, the amount indicated in words shall prevail. The Service shall be awarded to the Agency seeking the lowest Service Fee.

2.12.3 Bidders may note that Jharcraft will not entertain any deviations to the RFP at the time of submission of the Proposal or thereafter. The Proposal to be submitted by the Bidders should have to be unconditional and unqualified and the Bidders would be deemed to have accepted the terms and conditions of the RFP with all its contents including the Draft Service Agreement. Any conditional Proposal shall be regarded as non-responsive and would be liable for rejection.

2.12.4 Jharcraft reserves the right to seek original documents for verification of any of the documents or any other additional documents upon opening of the Bidding Documents.

### **2.13 Proposal Due Date**

2.13.1 Proposals should be submitted in hard copy to be delivered by Courier/Registered Post/Speed Post/Hand delivery at Jharcraft office up to **26.09.2023, 14:00 hrs** on the Application Due Date as indicated in Clause 1.3, in the manner and form as detailed in this Document. Proposals submitted by either facsimile transmission or telex or e-mail will not be accepted.

2.13.2 Jharcraft, at its sole discretion, may extend the Proposal Due Date by issuing an Addendum in accordance with Clause 2.6.2.

2.13.3 Applications submitted after the Due Date shall not be entertained. Applications submitted by fax, telex, telegram or e-mail shall not be entertained and shall be rejected.

### **2.14 Clarifications**

To assist in the process of evaluation of Proposals, Jharcraft may, at its sole discretion, ask any Bidder for clarification on its Proposal or substantiation of any of the submissions made by the Bidder. The request for such clarification or substantiation and the response shall be in writing or by facsimile. No material change in the substance of the Proposal would be permitted by way of such clarification / substantiation. The responses will be uploaded in Website without identifying the source of queries.

Standard practice and terms followed in tenders need to be kept in mind.

## **3. SECTION 3: EVALUATION OF PROPOSALS**

### **3.1 Opening and Evaluation of Proposal**

3.1.1 Jharcraft shall open the Proposals on the date specified in Clause 1.3, in the presence of the Bidders who choose to attend.

3.1.2 Jharcraft will examine and evaluate the Proposals in accordance with the provisions set out in this Section 3.

3.1.3 To facilitate evaluation of Proposals, Jharcraft may, at its sole discretion, seek clarifications in writing from any Bidder regarding its Proposal.

3.1.4 Any information contained in the Proposal shall not in any way be construed as binding on Jharcraft, its agents, successors or assigns, but shall be binding against the Bidder if the Services are subsequently awarded to it under the Selection Process on the basis of such information.

### 3.2 Evaluation of Experience of the Bidder

3.2.1 All Bidders whose Proposals are found to be responsive as per Clause 3.2.1 and have fulfilled the qualification criteria specified in Clause 2.1 shall be ranked on the basis of the marks obtained in accordance with the parameters set out in the table below:

Sl No	Parameter	Evaluation Criteria	Maximum Marks
1	<p>Experience of undertaking government branding &amp; promotions campaigns / events as specified in Clause 2.1.2 (b) and the value of each such assignment is at least Rs.1 Crore. The details should include:</p> <ul style="list-style-type: none"> <li>• The objectives of the branding and promotion</li> <li>• The target audience</li> <li>• The research and methodology that went into the development of the campaign;</li> <li>• The resulting creative concept, including advertising, marketing, branding and/or other related efforts;</li> <li>• Media strategy;</li> <li>• The results of the activity;</li> <li>• How success was measured.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Less than 3 (three) assignments = 0 marks</li> <li>▪ 3 (three) assignments =15 marks.</li> <li>▪ More than 3 (three) assignment = 5 marks for each assignment subject to the maximum of 10 marks</li> </ul>	25 marks
2	<p>Average Annual Turnover of Rs. 5 (Five) Crores for the last any three completed financial years (i.e 2017-18, 2018-19, 2019-20, 2020-21 and 2021-22) from the services provided towards conducting branding/ events for Departments/ Ministry of Textiles. This shall include fees received towards developing creative and media spends<sup>1</sup> and Events.</p>	<ul style="list-style-type: none"> <li>▪ Less than Rs. 5 Crores = 0 marks</li> <li>▪ Rs. 5 Crores =20 marks.</li> <li>▪ More than Rs .5 Crores = 2.5 marks for each additional One Crores subject to the maximum of 5 marks</li> </ul>	25 marks

<b>Sl No</b>	<b>Parameter</b>	<b>Evaluation Criteria</b>	<b>Maximum Marks</b>
3	Offsite team's Eligibility		10 marks
A	Team Leader	<ul style="list-style-type: none"> <li>▪ 5-10 (Five) years of experience = 3 marks</li> <li>▪ More than 10 years of experience = 1 mark for each additional year of experience subject to the maximum of 2 marks</li> <li>▪ 1 (One) assignment of Infrastructure / Research / marketing /PR/ advertising &amp; media related activities = 2.5marks</li> <li>▪ More than 1 (One) assignment of Infrastructure / Research marketing /PR/advertising &amp; media subject to the maximum of 2.5 marks</li> </ul>	
B	Creative designer /Visualizer		
C	Copy writer		
4	<b>Presentation (Idea of work, Methodology etc)</b>		40 marks



### 3.3 Qualified Bidders

#### 3.3.1 The Proposals of the Bidders:

- i. which are found to be in conformance with the criteria specified at Clause 2.1;
- ii. which has been awarded atleast minimum cut off marks provided for each of the parameters set out in the table above; and
- iii. which has been awarded a total of at least 70 marks out of 100.

shall be considered as qualified bidders (“**Qualified Bidders**”) and qualified for opening of the Financial Proposal.

#### 3.3.2 The total marks awarded to the Qualified Bidder as per Clause 3.3 and Clause 3.4 of the RFP shall be the Technical Score (ST) of the Bidder.

#### 3.3.3 The Financial Proposals of only the Qualified Bidders shall be considered for further evaluation

### 3.4 Evaluation of Financial Proposals

#### 3.4.1 The Financial Proposals of only the Qualified Bidders shall be opened in the presence of the Bidder’s representatives who choose to attend on the date and time intimated to the Qualified Bidders in the presence of the Bidder’s representatives who choose to attend. The name of the Bidder, the Technical scores, and the proposed financial offer shall be read aloud and recorded.

#### 3.4.2 The financial evaluation will be carried out as per this Clause 3.5. Each Financial Proposal will be assigned a financial score (SF).

#### 3.4.3 For financial evaluation, the total Service Fee inclusive all taxes per annum indicated in the Financial Proposal will be considered.

#### 3.4.4 Jharcraft will determine whether the Financial Proposals are complete, unqualified and unconditional. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services. Omissions, if any, in costing any services shall not entitle the selected Agency to be compensated and the liability to fulfill its obligations as per the scope of services mentioned in Clause 1.1.3 of this RFP is within the total quoted Service Fee shall be that of the Agency. The lowest Financial Proposal (FM) will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:

$$SF = 100 \times FM/F$$

(F = amount of Financial Proposal)

### 3.5 Combined and final evaluation

#### 3.5.1 Proposals will finally be ranked according to their combined technical (ST) and financial (SF)scores as follows:

$$S = ST \times TW + SF \times FW$$

Where S is the combined score, and  $TW = 0.7$  and  $FW = 0.3$  and are the weights assigned to the Technical Score and the Financial Score respectively.

### **3.6 Selection of Bidder**

- 3.6.1 The Bidders shall be ranked in descending order and the Bidder scoring the highest combined score shall be ranked first. The Bidder scoring the highest combined score shall be declared as Selected Bidder.
- 3.6.2 In the event that the first ranked Bidder withdraws its Proposal or is not selected for any reason in the first instance, Jharcraft may invite the second ranked Bidder for negotiations.
- 3.6.3 In the event that two or more Bidders obtain the same combined score, (the "**Tie Bidders**"), the Bidder quoting the lowest Service Fee shall be the Selected Bidder.

### **3.7 Letter of Award (LOA) and Execution of Service Agreement**

- 3.7.1 After selection, a Letter of Award (the "**LOA**") shall be issued, in duplicate, by Jharcraft to the Selected Bidder and the Selected Bidder shall, within 7 (seven) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event the duplicate copy of the LOA duly signed by the Selected Bidder is not received by the stipulated date, Jharcraft may, unless it consents to extension of time for submission thereof, appropriate the EMD of such Bidder on account of failure of the Selected Bidder to acknowledge the LOA, and the next eligible Bidder may be considered.
- 3.7.2 After acknowledgement of the LOA as aforesaid by the Selected Bidder, it shall execute the Service Agreement within the period of 15 (fifteen) days from the date of acknowledgment of LOA by the Selected Bidder. The Selected Bidder shall not be entitled to seek any deviation in the Service Agreement.

### **3.8 Performance Security**

- 3.8.1 The Selected Bidder shall, on or before the execution of Service Agreement furnish a performance security for an amount equal to 5% (five percent) of the Service Fee quoted by the Selected Agency to Jharcraft (the "**Performance Security**") by way of an irrevocable Bank Guarantee issued by a Nationalized Bank or a Scheduled Bank in India in favour of "**Managing Director, Jharcraft**" payable at "**Ranchi**".
- 3.8.2 Failure of the Selected Agency to furnish the Performance Security as provided in Clause 3.9.1 or enter into Service Agreement with Jharcraft as provided in Clause 3.8.2 would constitute sufficient grounds for the annulment of LOA. In such event, Jharcraft reserves the right to
- a. forfeit the Earnest Money Deposit amount of the Selected Agency, and
  - b. either invite the Agency with the next best offer for negotiations, or
  - c. Take any such measure as may be deemed fit in the sole discretion of Jharcraft, including annulment of the Selection Process.

- 3.8.3 In case of breach of agreement and conflict of interest Performance Security will be forfeited.

### **3.9 Contacts during Proposal Evaluation**

Proposals shall be deemed to be under consideration immediately after they are opened and until such time Jharcraft makes official intimation of award/ rejection to the Bidders. While the Proposals are under consideration, Bidders and/ or their representatives or other interested parties shall not make attempts to establish unsolicited and unauthorized contact by any means with Jharcraft and/ or their employees/ representatives on matters related to the Proposals under consideration after opening of the Proposals and prior to notification of the Award. If any attempt by the Bidder causing extraneous pressure on Jharcraft shall be sufficient reason to disqualify the Bidder.

### **3.10 Fraud and Corrupt Practices**

The Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, Jharcraft shall reject a Proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the “**Prohibited Practices**”) in the Selection Process. Jharcraft may also, in its sole discretion, debar the Bidder (including its Associates) in participating in any of the bidding/ tender processes in the state for any time period determined by it.

#### 4. SECTION 4: FORMATS FOR SUBMISSION OF PROPOSAL

##### Appendix – I – Letter of Proposal

*(On the letterhead of the Bidder)*

Dated:.././.....

To

The Managing Director

JHARCRAFT

(A Government of Jharkhand Undertaking)

1<sup>st</sup> Floor, Udyog Bhawan, Ratu Road,

Ranchi, Jharkhand - 834001

Dear Sir,

##### **Sub: Proposal for “Selection of an Agency for undertaking Branding & Promotion of JHARCRAFT”**

- 1 With reference to your RFP document dated \*\*\*\*\*, I/We, having examined the Bidding Documents and understood their contents, hereby submit my/our Proposal for the aforesaid Service. The Proposal is unconditional and unqualified.
- 2 All information provided in the Proposal and in the Appendices is true and correct.
- 3 I/We shall make available to Jharcraft any additional information it may find necessary or require to supplement or authenticate the Bid.
- 4 I/We acknowledge the right of Jharcraft to reject our Proposal without assigning any reason or otherwise and hereby waive my/our right to challenge the same on any account whatsoever.
- 5 I/We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to invite the Bidders to bid for the Services, without incurring any liability to the Bidders, in accordance with Clause 2.4 of the RFP document.
- 6 I/We hereby irrevocably waive any right which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by Jharcraft in connection with the selection of the Bidder, or in connection with the Selection Process itself, in respect of the above mentioned activities and the terms and implementation thereof.
- 7 In the event of my/ our being declared as the Selected Bidder, I/We agree to enter into a Service Agreement in accordance with the draft that has been provided to me/us prior to the Bid Due Date. We agree not to seek any changes in the aforesaid draft and agree to abide by the same.
- 8 I/We offer a EMD of Rs.1,00,000/- (Rupees One Lakhs Only) to Jharcraft in accordance with the RFP Document.
- 9 I/We agree and understand that the Proposal is subject to the provisions of the Bidding Documents. In no case, I/We shall have any claim or right of whatsoever nature if the activities/ Right is not awarded to me/us or our Proposal is not opened.
- 10 I/We agree to keep this offer valid for 180 (One Hundred and Eighty) days from the Proposal Due

Date specified in the RFP.

- 11 I/We agree and undertake that the authorized signatory in Appendix- II shall represent the company in all matters pertaining to the Selection Process. No third person, consultant, agency shall represent the company in all matters pertaining to the Selection Process.
- 12 I/We agree and undertake to abide by all the terms and conditions of the Bidding Document.
  
- 13 [I/We do not have an office in Ranchi. However, in case we are selected for providing the Services, we agree to establish a fully functional office with the required personnel/manpower within 30 days of issue of Letter of Award.]1

In witness thereof, I/we submit this Proposal under and in accordance with the terms of the RFP document.

Date: Yours faithfully,  
(Signature of the Authorized signatory)

Place: (Name and designation of the of the Authorized signatory)  
Name and seal of Bidder

Retain this only if the Bidder has not office in Ranchi

## 4.2 Appendix – II- Details of Bidder

*(On the letterhead of the Bidder)*

1.
  - (a) Name:
  - (b) Place of incorporation:
  - (c) Address of the corporate headquarters and its branch office(s), if any, in India:
  - (d) Date of incorporation and/ or commencement of business:
  
2. Brief description of the Company including details of its main lines of business and proposed role and responsibilities for providing the Service
  
3. Details of the Authorized Signatory of the Bidder:
  - (a) Name:
  - (b) Designation:
  - (c) Company:
  - (d) Address:
  - (e) Telephone Number:
  - (f) E-Mail Address:
  - (g) Fax Number:

Note:

The Bidder must submit the following document to establish the legal status along with this Form:

- a. In case of a company, copy of the Certificate of Incorporation, Copy of Memorandum and Articles of Association of the Bidder.
- b. In case of a sole proprietorship firm or a Limited Liability Partnership firm, it should furnish copy of the registration certificate, Sales/VAT/Service tax and IT returns for the last three financial years preceding the Proposal Due Date as a proof of identity.
- c. Copy of Title deed/ Rent Agreement and Telephone Bills/ Electricity Bills as proof for office in Ranchi. In case the Bidder has no office in Ranchi, it should give an undertaking to establish a fully functional office with the required personnel/manpower within 30 (thirty) days of issue of Letter of Award and
- d. Copy of the Bidder's duly audited financial Statement for the preceding 5 (five) Financial Years (2017-18, 2018-19, 2019-20, 2020-21 and 2021-22)

**4.2 Appendix – III – Experience of the Bidder  
(completion certification evidence/ proof )**  
*(On the letterhead of the Bidder)*  
*(Refer Clause 2.1.2 (b) of the RFP)*

<b>Name of the Assignment</b>	
<b>Name of the Client</b>	
<b>Address of the Client and contact details</b>	
<b>value of the Assignment (in Rs.)</b>	
<b>Details of promotional activities undertaken in the Assignment</b>	
<b>Date of commencement of Service</b>	
<b>Date of completion of Service</b>	

**4.3 Appendix – IIIA – Format for Certificate from Independent of the Bidder**

*(On the Letterhead of Bidder )*

Date:

**TO WHOMSOEVER IT MAY CONCERN**

We have verified the relevant statutory and other records of M/s \_\_\_\_\_ [*Name of the Bidder*], and certify the following activities have been undertaken by \_\_\_\_\_ [*Name of the Bidder*]. The details of the client, tenure of the assignment and value of each assignment are specified in the table below:

<b>S. No</b>	<b>Name of Assignment</b>	<b>Name of Client</b>	<b>Address of Client</b>	<b>Tenure of Contract/Services (with commencement and completion dates)</b>	<b>Value of Assignment (in Rs.)</b>
1.					
2.					
3.					
4.					
5.					

This certificate is being issued to be produced before Jharcraft, for the **“Selection of an Agency for undertaking Branding & Promotion of JHARCRAFT”**

Signature and Seal of the Statutory Auditor  
clearly indicating his/her membership number

**4.4 Appendix – IV – Format for Certificate from Statutory Auditor of the Bidder**

*(On the Letterhead of the Independent Auditor / Statutory Auditor)*

Date:

We have verified the relevant statutory and other records of M/s \_\_\_\_\_ [Name of the Bidder], and certify that the Turnover of \_\_\_\_\_ [Name of the Bidder] is as follows

Year 1 (2017-2018)= Rs \_\_\_\_\_ Crores (Rupees \_\_\_\_\_ Crores)

Year 2 (2018-2019)= Rs \_\_\_\_\_ Crores (Rupees \_\_\_\_\_ Crores)

Year 3 (2019-2020)= Rs \_\_\_\_\_ Crores (Rupees \_\_\_\_\_ Crores)

Year 4 (2020-2021)= Rs \_\_\_\_\_ Crores (Rupees \_\_\_\_\_ Crores)

Year 5 (2021-2022)= Rs \_\_\_\_\_ Crores (Rupees \_\_\_\_\_ Crores)

This certificate is being issued to be produced before Jharcraft, for the **“Selection of an Agency for undertaking Branding & Promotion of JHARCRAFT”**

Signature and Seal and registration number of  
Independent / Statutory Auditor



**4.5 Appendix –V- Format for Power of Attorney for Signing of Proposal**  
*(On Stamp paper of relevant value)*

Know all men by these presents, We, \_\_\_\_\_ (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize Mr. / Ms (Name), son/daughter/wife of \_\_\_\_\_ and presently residing at \_\_\_\_\_, who is [presently employed with us and holding the position of \_\_\_\_\_], as our true and lawful attorney (hereinafter referred to as the “Attorney”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for the **“Selection of an Agency for undertaking Branding & Promotion of JHARCRAFT”**, proposed by the **Jharcraft** including but not limited to signing and submission of all applications, proposals, bids and other documents and writings, participate in Bidders' and other conferences and providing information / responses to Jharcraft, representing us in all matters before Jharcraft, signing and execution of all contracts including the Service Agreement and undertakings consequent to acceptance of our Proposal, and generally dealing Jharcraft in all matters in connection with or relating to or arising out of our Proposal and/or upon award thereof to us and/or till the entering into of the Service Agreement with Jharcraft.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, \_\_\_\_\_, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\*\*.

For \_\_\_\_\_  
(Signature)  
(Name, Title and Address)

Witnesses:

- 1
- 2

Accepted \_\_\_\_\_  
(Signature)  
(Name, Title and Address of the Attorney)

[Notarized]

Notes:

- *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*
- *Also, wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a resolution/power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.*

**4.6 Appendix- VI- Format for Financial Proposal**  
*(On the Letter head of the Bidder)*

Date:

To

The Managing Director

JHARCRAFT

(A Government of Jharkhand Undertaking),

1st Floor, Udyog Bhawan, Ratu Road,  
Ranchi, Jharkhand

Dear Sir,

**Sub: Proposal for “Selection of an Agency for undertaking Branding & Promotion of JHARCRAFT”**

1. We are pleased to quote our fixed Services Fee of Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_ Only) (The “Service Fee”) per annum for the above mentioned Assignment. The Service Fee is inclusive of all taxes.
2. I/ We confirm and agree that we have reviewed all the terms and conditions of the Request for Proposal including the Draft Service Agreement and conform that we would abide by all the terms and conditions. We hereby declare that there shall be no deviations from the stated terms in the RFP.
3. I/ we agree that my/our Financial Proposal shall remain valid for a period of 180 (One hundred and Eighty) days from the Proposal Due Date prescribed for submission of Proposal.
4. I / we confirm that our Financial Proposal is unconditional and that we accept all terms and conditions specified in the RFP.
5. I/ we agree to be bound by this offer if we are the Selected Agency for the said Assignment.
6. We further certify that we shall follow the Scope of Services, without any deviations, enumerated in this RFP, if the Assignment is awarded to us.

Sincerely,

Name of the Bidder

.....

Signature of the Authorized Person

.....

Name of the Authorized Person

**Note:**

- i. The Bidder while quoting the total Service Fee per annum should take into consideration the following expenses:
  - a. Cost and all expenses that would be incurred for provision of all the Services enumerated in Clause 1.1.3 of the RFP Document.
  - b. Cost of communication and travel, boarding, lodging and out-of-pocket expenses within Jharkhand.
  - c. In case of visit outside the state only the actual expenses on tickets will be reimburse.
- ii. The total Service Fee per annum should be inclusive of all taxes.
- iii. prevailing rates notified by Government of Jharkhand/Ministry of Information & Broadcasting
- iv. Directorate of Advertising and Visual Publicity from time to time.,would prevail in other cases

which is beyond the sow mentioned here.

## 5. SCHEDULE "A":- SCOPE OF WORK

**THE LIST GIVEN BELOW IS AN INDICATIVE LIST OF CAMPAIGN ACTIVITIES AND SHALL INCLUDE ALL ACTIVITIES INCIDENTAL TO THOSE MENTIONED BELOW, UNLESS STATED OTHERWISE:**

- i. Undertake 10 Campaigns to facilitate Jharcraft in strengthening JHARCRAFT brand, promotion and positioning of Jharcraft products at national and international level through multiple campaigns. These Campaigns could be Annual Campaigns, Seasonal Campaigns, Destination specific Campaigns or product specific Campaigns, based on the Comprehensive Annual Campaign Plan approved by the Jharcraft. Jharcraft shall instruct the Agency to undertake & produce more than 10 campaigns during the Agreement Period, which the Agency will not deny and will undertake the same at the same pro rata cost.
- ii. An indicative list of Campaigns which may or may not form part of the actual list of campaigns to be undertaken, which will be finalized in consultation with Jharcraft:
  - a. To conceptualize annual Campaign for overall marketing and branding of Jharcraft.
  - b. Visual design of retail outlets of Jharcraft;
  - c. Promotion of Retail outlets of Jharcraft
  - d. Promotion of National and International Mela / Exhibition / Fairs / Expo etc;
  - e. Promotion of Handloom and Handicraft Product's of Jharcraft etc.;
- iii. An indicative list of activities to be undertaken by the Agency under each campaign includes:
  - a. Conceptualization & Production of creative content/ theme and design for various Promotional films including documentary films/ TV commercial (minimum 1 no.);
  - b. Conceptualization & Production of creative content/ theme and design for Advertisements through Print media including but not limited to magazines and newspapers (minimum 3 nos.);
  - c. Conceptualization & Production of creative content/ theme and design for production of Radio Jingles (minimum 1 no.);
  - d. Conceptualization & Production of content for electronic mails/ letters, web posts, blogs, etc. to promote JHARCRAFT and sending the same to various stakeholders over the internet, Update of Jharcraft web site;
  - e. Photography and upload of photograph in different online portals;
  - f. Conceptualization & Production of creative content/ theme and design for production of outdoor advertisements, hoardings, banners, web posts, blogs, etc.;
  - g. Conceptualization & Production of creative content/ theme and design for any other media vehicle suggested by Jharcraft (minimum 3 nos.).

To summaries, the activities to be taken up by the Agency as part of each Campaign include but not limited to the following:

- a. Developing and providing the necessary content to promote JHARCRAFT through logos, taglines, key messages, catch phrases, color schemes for various brochures, press conferences, media events, theme campaigns etc.

- b. Develop and provide the necessary content for advertisements/ promotional/ publicity material including design in Hindi and English languages and translation of the same to other national and international languages as required by Jharcraft.
  - c. Assist Jharcraft in advertising the same through press, print media, radio, billboards, internet, travel-related guides, books & brochures, television, outdoor advertising, social media, theme campaigns, etc.
- iv. Take initiatives for promoting the products of Jharcraft through any other innovative ideas suggested either by itself.

**A. MEDIA PLANNING**

- i. Prepare a Comprehensive Annual Campaign Plan clearly indicating a roadmap for promotion of Jharcraft through 10 campaigns at National level, State level and Regional level during the Agreement Period and execute the same on approval by Jharcraft. This shall include:
  - a. Study to understand the strengths/ potential of the Jharcraft ;
  - b. Recommendation of Handloom and Handicraft products;
  - c. Recommendation on the positioning and target customer base for each of the products
  - d. Recommendation on the promotion strategy for each of such Handloom and Handicraft products
  - e. Product segmentation and use of appropriate creative for the different markets and segments
  - f. Planning most appropriate schedules and places for release of campaigns in different markets
  - g. Specifying the nature and themes of proposed Campaigns, which may be annual, seasonal, product specific or destination specific, based on the requirements of Jharcraft.
  - h. Planning the effective use of web with innovative digital media vehicles.

**B. SOCIAL MEDIA SERVICES**

- i. Agency shall be required to undertake a comprehensive social media campaign on social media including but not limiting to Twitter, Facebook, YouTube and Instagram.
- ii. Indicative list of activities for taking up social media campaigns through Twitter and YouTube are listed below. However, the list of activities to be taken up on selected social media platforms shall be finalized in consultation with Jharcraft.
  - a. Twitter: to create JHARCRAFT Twitter account and keep it active further by at least 1 tweet daily on important ongoing/ upcoming activities. New project/ task/ contests/ discussions/ groups/ rewards may be tweeted about on a daily basis.
  - b. You Tube: a JHARCRAFT channel on You Tube may be created wherein all audio visual media, interviews, films etc. may be posted. Pre-roll ad (True View format ads- skip able as well as non-skip able) which is a promotional video message that plays before the content the user has selected may be created through Vendors and posted on most watched or popular videos to increase branding and promotion.
- iii. All social media space and services available free for general public in the open market/ internet shall be expeditiously utilized by the Agency for rendering social media services.

However, paid services offered by social media platforms shall form part of media publishing/ buying activities and in such case, the scope of services of the Agency shall be limited to the Media Placement services mentioned under section C below.

**C. MEDIA PLACEMENT SERVICES**

- i. Draw a list of media vehicles and assist Jharcraft in determining the media vehicle/ medium that will be most effective in reaching out to the target audience for the best promotion of JHARCRAFT as part of the local/ regional and national campaigns, including but not limited to the following channels:
    - a. Electronic: television, radio, internet, mobile phone communication;
    - b. Print: newspapers (national as well as regional), magazines, pamphlets, leaflets, brochures, press releases or any mass communication material etc.;
    - c. Outdoor: hoardings, banners, posters, hand-outs, canopy activities at vantage points, bus/ train panels, bus shelters, metro rail and m
    - d. metro stations, airports, illuminated signage, wall paintings, display panels etc.;
    - e. Entertainment: Cinema halls (Single screens and multiplexes);
    - f. Digital creative: Flash/ animated interactive games, SMS content for mobile marketing, info-graphics, e-Books, mobile app, interactive digital games, flash games, websites and portals etc.;
    - g. Other innovative modes of communication.
  - ii. Draw a list of media publishing agencies, involved in the business of publishing media content through sale of media space, which are operational in different markets and segments.
  - iii. Present Jharcraft the various media buying options available, at any point of time, in different markets and segments for the best promotion of JHARCRAFT as part of the local/ regional and national campaigns.
-