

**Tripura Handloom and Handicrafts Development Corporation Limited**

A Government of Tripura Undertaking

**Address:** 'Purbasha' Complex, M. B. B. Sarani, Dhaleswar, Agartala-799 007,  
Tripura, India

Phone: +91-381-2323496; **Email:** purbasha74@gmail.com

**NOTICE INVITING RFP**

Proposals are hereby invited by Tripura Handloom & Handicrafts Development Corporation (THHDC) Ltd. (A Government of Tripura Undertaking) from interested agencies to improve market access and hence, increase turnover of handloom & handicraft products of THHDC in a mission mode & time bound manner. For this purpose, THHDC is planning to engage a suitable agency that can undertake marketing and promotion activities (under the brand 'Purbasha') on end-to-end basis.

Sl No	Name of the Work	Earnest Money	RFP Processing Fee	Time for Completion of Work	Time And Date Of Opening Of Proposals	Document Downloading Site
1	Marketing agency for b2b, retail & e-commerce marketing and social media promotion activities of THHDC	10,000/-	1000/-	1 year	At 4.00 P.M on 16/12/2019	<a href="https://tripurat.gov.in">https://tripurat.gov.in</a>

- The bid document can be downloaded from [www.tripura.gov.in](http://www.tripura.gov.in).
- In case of any un-scheduled holiday(s) or occurrence of some event beyond control of the bid inviting authority on the day of opening, the e-tenders will be opened on the next working day at the same time.

  
**Managing Director**

**THHDC**  
Managing Director  
Tripura Handloom &  
Handicrafts Dev. Corpn. Ltd.  
Agartala-799007

NIT No.THHDC/11(2019/November)

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3. Earnest Money Deposit (EMD) of Rs 10000.00 (Rupees ten thousand) only are to be drawn on any Scheduled Bank guaranteed by the Reserve Bank of India





(RBI), in the shape of "Demand Draft" in favour of the Managing Director, THHDC, MBB Sarani, Agartala, payable at Agartala with validity period of 3(Three) months.


4. RFP Processing Charge(RFP-PC) of RS 1000.00 (Rupees One Thousand hundred)only, shall be deposited in the form of "Demand Draft" in favour of Managing Director, THHDC, MBB Sarani, Agartala, and is Non-Refundable.
5. For any clarification mail to [purbasha74@gmail.com](mailto:purbasha74@gmail.com) or contact +91-381-2323496
6. The Envelope containing RFP documents shall be superscripted as "RFP for selection of Agency for for b2b, retail & e-commerce marketing and social media promotion activities of THHDC" and addressed to the Managing Director, THHDC, MBB Sarani, Agartala along with the name of the bidder.
7. The RFP inviting Authority reserves the right to accept or reject any Bid including the lowest one without assigning any reason at any stage of RFP Process. Also RFP inviting Authority reserves the right to cancel the process at any stage without assigning any reason.

#### 8. Scope of Work:

- a. Improve the marketing/ sales turnover by carrying out the required activities such as market assessment, demand aggregation, supply order collection, identification and mobilization of production centres / clusters/ suppliers for timely supply of B2B orders and e-commerce requirements. E-commerce need to be leveraged through own portal of the Company and other popular e-commerce platforms under the THHDC account and "Purbasha" brand.
- b. Social media promotion of Purbasha brand.
- c. Participation in nationwide craft expos representing the Corporation.

The THHDC Ltd. would support the selected agency in the following ways:

- a. Space and basic facilities for the Agency team to function at the HO of THHDC Ltd.
- b. Share the available database of artisans/production clusters/supplier agencies.
- c. Share access to the e-commerce portal and inventory of the Company as required.
- d. Arrangement with packing and consignment shipping agencies.
- e. Any other support incidental to facilitation of work as per the discretion of the Company.



## 9. Terms and Conditions

- a. All sales routed by the Agency (B2B, e-commerce and retail) will be accounted separately. The Agency should take all efforts to achieve the sales target as below:

### Marketing/ Sales Turnover to be achieved by the Agency as a whole

Market Channel	Sales Realization per annum (Over an year starting from the date of agreement)
B2B	Rs. 180 lakh
E-commerce	Rs. 50 lakh
Retail sales in expos	Rs. 50 lakh
<b>Total Target</b>	<b>Rs. 280 lakh</b>

\*Market channel wise break up is tentative; however, total target remains unchanged.

- b. All products for sale should be routed through the THHDC inventory and those are to be marketed under the Purbasha brand. All sales realizations shall be through Purbasha billing/ invoice only.
- c. As per the market assessment by the agency, if it is of the view that new products of identified producers/suppliers are to be included into the existing inventory of THHDC due to the better sale prospects of those items, the agency may propose the same and the THHDC shall facilitate such product inclusions/diversification by way of suitable arrangements with those producers/suppliers.
- d. 25 % of net profit (after tax) from sales accounted by the Agency will be shared with the Agency over and above the fixed lump sum Agency charges. 40% of net profit (after Tax) from sales over and above the target will also be shared with the Agency.
- e. All travel expenses within the district of West Tripura should be met by the Agency. For all travel outside West Tripura District, TA would be provided on actual basis and DA as per Govt. norms for Group C staff. For all travel outside the State, TA would be reimbursed by the THHDC on actual basis.





Prior approval of the THHDC authority for such outside state tours would be mandatory.

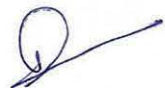
- f. Quarterly Progress/ Performance reports shall be submitted by the agency to THHDC Ltd.
- g. The performance of the agency will be evaluated at the end of every quarter.
- h. All the market/ buyer related data/ knowledge repository created by the agency (and its deployed manpower) during its tenure of service will be confidential and shall be shared only with authorized person of THHDC Ltd.
- i. The product standards and quality parameters prescribed by the THHDC should be strictly adhered to. Procurement from artisans, clusters, suppliers etc. would be the sole discretion of the purchase section of THHDC Ltd.
- j. Initial contract period would be one year. The contract period may be extended further if services of the agency are found to be satisfactory. However, this is decision will be done at sole discretion of the THHDC management and on mutual agreement of the Corporation and the Agency.

**10. Eligibility of the bidder: -**

- a. Any registered Firm having experiences in marketing of handicrafts and handloom (retail/ B2B) for at least 2 years and experience in e-commerce for at least one year is eligible to submit proposals. Documents supporting the claim of the bidder has to be attached.
- b. The bidder should have adequate financial capacity at least to manage the contingent expenditure for a quarter of a year (25% of the quoted agency price) from its own financial resources. Audited balance sheets for last 2 years to be attached.
- c. The bidder agency should have a registered office in Tripura. Document proof to be attached.
- d. Experience in export of hand crafted products would be desirable.

**11. Submission of Proposals:**

The prospective bidders shall produce all relevant documents as set out in this document in two envelopes, the 1st is for technical competency and the 2nd is for financial bid.





The bidders shall inter-alia, produce the following documents in the 1st envelope and superscript the envelope as "Technical bid of the RFP for Selection of Marketing agency for B2B, retail & e-commerce marketing and social media promotion activities of THHDC".

- a. DDs in original (EMD of Rs. 10,000/- and RFP processing charge (Rs.1,000/-)
- b. Bid covering letter of technical bid as per format in Appendix-I.
- c. Technical documents as per checklist in Appendix-II.
- d. Declaration in Appendix III

The bidders shall insert the financial bid form as per format in Appendix IV in 2nd Envelope and superscript the envelope as "Financial bid of the RFP for Selection of Marketing Agency for B2B, retail & e-commerce marketing and social media promotion activities of THHDC".

The bidders shall insert 1st and 2nd Envelope in the Master Envelope and seal the envelope and superscript the envelope as "Proposal for selection of Marketing agency for b2b, retail & e-commerce marketing and social media promotion activities of THHDC". This envelope shall then be addressed to the Managing Director, THHDC, MBB Sarani, Agartala. This envelope should be dropped in the specific box kept in the office of the Managing Director, THHDC. The bid received after the scheduled time shall not be accepted. Unsealed envelopes and those in violation of the instruction in this para will not be considered as a valid proposal.

## **12. Process of Selection of successful bidder**

THHDC shall examine valid proposals. Firstly, the technical criteria would be opened and assessed. Financial proposals of those bidders meeting the technical criteria will only be opened. Agencies would be scored as per the technical criteria as per Annexure A. Agency scoring a minimum prescribed marks will only qualify for opening the financial proposal. There would be 50 % weightage to technical score and 50% weightage to financial score. A comparative statement of the bidders will be prepared on the basis of the composite score. If more than one Agency scores similar score, the decision of the THHDC authority reserves the right to select the bidder out of them. The successful bidder shall be favoured with the Letter of Award (LoA) and the successful bidder shall sign the agreement within 7(seven) days from the date of signing of LoA.



### 13. Payment Terms

The payment of lump sum agency charges as per the LoA will be made on quarterly basis on production of invoice. The profit sharing as per the sales achievement would also be done quarterly. Travel charge reimbursements and DA for tour outside the West Tripura District and the State would be done within 15 days of the tour note and documents.

No interim payments and advances will be made.

### APPENDIX I TECHNICAL BID

To,  
The Managing Director,  
Tripura Handloom & Handicrafts Development Corporation Ltd,  
MBB Sarani,  
Agartala.

Dated:

Sub: Proposal for selection of selection of Marketing agency for b2b, retail & e-commerce marketing and social media promotion activities of THHDC".

Dear Sir/ Madam,

- 1) With reference to your DNIT vide No. ....Dt. .... I/we, having examined the Bidding Documents and understood its contents; hereby submit my/our proposal as per the norms setherewith.
- 2) All information provided in the proposal and in the Appendices is true and correct.
- 3) This statement is made for express purpose of qualifying as a Bidder for undertaking the work. "
- 4) I/ We shall make available any additional information to THHDC, it may find necessary or require supplementing or authenticating the Bid.





5) I/ We acknowledge the right of THHDC to reject our Bid without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.

6) I/ We declare that:

(a) I/ We have examined and have no reservations to the Bidding Documents, including any Addendum issued by the THHDC.

(b) I/ We do not have any conflict of interest in accordance the RFP Document as

far as it relates to employees of the bidder working on this project;

(c) I/We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in the RFP Document, in respect of any RFP or Request For RFP or RFP issued by or any Contract entered into with THHDC or any other public sector enterprise or any government, Central or State; and

(d) I/We hereby certify that we have taken steps to ensure that in conformity with the provisions of the RFP Document, no person acting for us or on our behalf has engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

7) I/ We understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any RFP that you may receive nor to invite the Bidders to Bid for the Project, without incurring any liability to the Bidders, in accordance with the RFP Document.

8) I/ We declare that we are not a Member of any other Agency submitting the Bid for any item of this DNIT.

9) I/ We undertake that in case due to any change in facts or circumstances during the Bidding Process, we are attracted by the provisions of disqualification in terms of the guidelines referred to above, we shall intimate THHDC of the same immediately. The rate(s) has been quoted by me/us after taking into consideration all the terms and conditions stated in the RFP.

11) In case of noncompliance from my/our part as Bidder at any stage of finalization of RFP / execution of the work / Security Period, the THHDC is at liberty to take punitive action(s) if situation warrant so, within the ambit of the terms of RFP Documents / Agreement.

12) I/We agree and understand that the RFP 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 work is not awarded to me/us or our RFP is not opened.

13) I/We agree to keep this offer valid for 90 (Ninty) days from the RFP Due Date (RFP-DD).





14) I/We agree and undertake to abide by all the terms and conditions of the RFPdocument.

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

Yours faithfully,

Date:

Place:

(Signature of the Authorized signatory)

Name and designation of the of the Authorized  
signatory)

Name and seal of Bidder

**APPENDIX - II**  
**Checklist for Technical Criteria**

Sl.No.	Document	Attached (Yes/No)	Page No.
1	Firm Registration/Incorporation Document		
2	Audited Balance Sheets for F.Y.2018-19, 2017-18		
3	Proof for experience		
4	Proof for Registered Office in Tripura		
5	Tax related documents (PAN/ GST)		
6	Any other (Specify)		



### **APPENDIX III UNDERTAKING**

It has been declared that I / We, M/S. ....the Proprietor, has never been barred or disqualified either by Government of India or Government of Tripura or their Departments or agencies from participating in submission of RFP or such stipulation does not subsist up to .....(date of submission) which bars In participation to this RFP. Any revelation of facts in contrary to the above declaration may lead to termination of my/our Bid/Agreement irrespective of stage of the Bid Process/Execution along with imposition of penalty within the ambit of this Bid Document/Agreement.

Place:

Date:

Signature:

Name & Seal





**APPENDIX - IV**  
**FINANCIAL BID DOCUMENTS**

FROM: [Name of Agency]

To,  
Managing Director,  
Tripura Handloom and Handicrafts development Corporation Ltd.  
Agartala.

Sub: Proposal for selection of Marketing agency for b2b, retail & e-commerce marketing and social media promotion activities of THHDC”.

Dear Sir/ Madam,

I/We (name of the applicant Agency / the Authorized Signatory duly authorized by the applicant Agency to submit this RFP), do hereby submit our RFP to supply the articles in accordance with provisions of terms and conditions of this Bidding Document. My bid for the RFP is as follows:

Sl.No.	Work/Item	Amount in Rs. for 1(one) year
1	Arrangement of manpower	
2	Logistics	
3	Contingency	
4	Taxes	
5	Any other charges	
	Grand Total (In Figures)	
	Total (In words)	



Our Financial bid of RFP shall be binding upon us subject to any modifications resulting from contract negotiations, up to the expiration of the validity period of the RFP, i.e. 90 days from the date of opening of financial bid.

We understand that you are not bound to accept any RFP you receive without assigning any reason.

Signature of the bidder

Name & Seal

#### Annexure A- Technical Scoring

Sl.No.	Criteria	Scoring
1	Average Annual Turnover for FY 2017-18 and 2018-19 ( Max score- 20)	Above 50 Lakhs- 20 marks >30 lakhs- 50 lakhs -15 marks >10 lakhs- 30 lakhs - 10 marks 5-10 lakhs -5 marks
2	Experience in marketing of hand crafted products- retail/ B2B (Max score- 15)	Above 5 years – 15 marks >3 – 5 years -10 marks 2-3 years - 5 marks Less than 2 years - 0 marks
3	Experience in e-commerce ( Max score- 15)	Above 2 years – 15 marks >1 – 2years -10 marks Upto 1year - 5 marks
4	Experience in export marketing of hand crafted products ( Max score- 10)	Yes- 10 marks No- 0 marks
	Total Score- 60	

Bidders with a minimum score of 15 will only qualify for opening of financial proposals.

