

**NATIONAL INSTITUTE OF FASHION TECHNOLOGY
HEAD OFFICE
NEAR GULMOHAR PARK, HAUZ KHAS
NEW DELHI – 110 016**



NIFT/HO/CCC/228/EOI/Tender for Branding Agency/2018

NIFT invites Tender for empanelment of National Level Agency for Branding strategy preparation & implementation and Brand Management Services

Issuing Authority
National Institute of Fashion Technology

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NIFT/HO/CCC/228/EOI/Tender for Branding Agency/2018
National Institute of Fashion Technology
Head Office, Hauz Khas, New Delhi – 110 016

SECTION-1

1. Notice inviting e-tender

NIFT invites e-tender for empanelment of National Level Agency for “**Branding strategy preparation & implementation and Brand Management Services**” for NIFT Head Office and its 19 campuses for a period of 01 year and extendable further by one year on performance basis. E-tender and Terms and conditions can be downloaded from CPP portal <https://eprocure.gov.in/eprocure/app> as well as from www.nift.ac.in.

In case of any clarification required relating to this tender, the same can be sought from the following officers of NIFT: -

- (a) Assistant Director (Purchase), National Institute of Fashion Technology, Head Office, Near Gulmohar Park, Hauz Khas, New Delhi – 110016. Phone No. 011-26542071/26542176 and email id: ad.purchase.ho@nift.ac.in

- (b) Head CCC, National Institute of Fashion Technology, Head Office, Near Gulmohar Park, Hauz Khas, New Delhi – 110016 Phone No. 011-26542022, Email ID: head.ccc@nift.ac.in

Last date of online submission is **09 October 2025, 1500 hrs.**

The interested bidders are advised to read carefully the entire tender document before submitting their tender and the tender documents not received online in prescribed format and/or are found incomplete in any respect will be summarily rejected.

2. Critical Date Sheet

S. No.	Particulars	Date
1.	e-tender Publish Date	19 September 2025
2.	Bid Document Download Start date	19 September 2025 through e-Procurement CPP portal https://eprocure.gov.in/eprocure/app https://www.nift.ac.in/tenders
3.	Last Date and Time for Submission of e-tender	09 October 2025 at 1500 hrs on CPP portal
6.	Pre-Bid Meeting date and place for clarification, if any	25 September 2025 at 1100 hrs NIFT Head Office, Hauz Khas, New Delhi – 110016
7.	Date and Time of the Opening of Technical Bids	10 October 2025 at 1500 hrs
8.	Presentation to be held	Will be notified to the technically qualified bidders
9.	Date and Time of the Opening of Financial Bids	Will be notified to the technically qualified bidders

3. DISCLAIMER

The information contained in this e-tender or subsequently provided to Bidders, whether verbally or in documentary or any other form by or on behalf of NIFT or any of its employees or advisers, is provided to Bidders on the terms and conditions set out in this e-tender and such other terms and conditions subject to which such information is provided.

This e-tender is not an agreement or an offer by NIFT to the prospective Bidders or any other person. The purpose of this e-tender is to provide interested parties with information that may be useful to them in the formulation of their Bids pursuant to this e-tender. This e-tender includes statements, which reflect various assumptions and assessments arrived at by NIFT in relation to the Agency. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This e-tender may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this e-tender. The assumptions, assessments, statements and information contained in

this e-tender, may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this E-TENDER and obtain independent advice from appropriate sources.

Information provided in this E-TENDER to the Bidders may be on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. NIFT accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

NIFT, its employees and advisers make no representation or warranty and shall have no liability to any person including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this E-TENDER or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the E-TENDER and any assessment, assumption, statement or information contained therein or deemed to form part of this E-TENDER or arising in any way in this Selection Process.

NIFT also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Bidder upon the statements contained in this E-TENDER.

NIFT may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this E-TENDER.

The issue of this E-TENDER does not imply that the Authority is bound to select an Bidder or to appoint the Selected Bidder, as the case may be, for the Agency and the Authority reserves the right to reject all or any of the bids without assigning any reasons whatsoever and cancel the entire tender process.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by NIFT Authority or any other costs incurred in connection with or relating to its bid. All such costs and expenses will remain with the Bidder and NIFT Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation for submission of the bid, regardless of the conduct or outcome of the Selection Process.

The Agency will be selected as per Quality cum Cost Based Selection (QCBS) process

4. BACKGROUND

- 4.1 National Institute of Fashion Technology (NIFT), Head Office, New Delhi invites E-TENDER from qualified Brand Management Agencies of repute and proven track record for preparing long-term branding & communication strategy as well as executing it.
- 4.2 NIFT was set up by the Ministry of Textiles, Government of India in 1986 and has been accorded statutory status under an Act of Parliament in 2006 (NIFT Act 2006) for the promotion and development of education and research in field of Design, Management, and Technology pertaining to Fashion.
- 4.3 NIFT with its Head Office in New Delhi provides fashion education across the country through its network of 19 campuses at Bengaluru, Bhopal, Bhubaneswar, Chennai, Gandhinagar, Daman, Hyderabad, Jodhpur, Kangra, Kannur, Kolkata, Mumbai, New Delhi, Patna, Panchkula, Raebareli, Shillong, Srinagar and Varanasi. It provides four-year under graduate (UG) programmes in design and technology; two-year post graduate (PG) programmes in design, fashion management & fashion technology; doctoral programmes in design, management and technology; and short duration education programmes to address the specialized needs of professionals and entrepreneurs in the field of fashion. It also provides knowledge support services and consultancy to Government and quasi-government agencies, and undertakes Industry projects.
- 4.4 NIFT, over the last 4 decades has grown from an Institute with single campus to an institution of international repute with pan-India presence. This growth in scale has been achieved while maintaining academic excellence through continuous redefinition of the curriculum in relation to the global trends and Indian industry and social inclusion needs of the people at large.
- 4.5 NIFT also undertakes consultancy projects for Central Govt, State Govt, PSUs and private entities, which range from uniform design, programme revamping, design interventions, etc. which have had visible aesthetics and qualitative changes in those areas. Major consultancy and uniform design projects of NIFT include VisionNxt – a trend forecasting lab for India-specific market, INDIAsize - the India-specific size chart, uniform for Gaganyaan astronauts, combat uniform for Indian Army, officials of new Parliament for various ceremonial occasions, Design resource centres at Weaver Service Centres, Repository Textiles and Crafts, etc.
- 4.6 In addition to education and research NIFT also lends supports startups by acting as an incubation centre. **NIFT Foundation for Design Innovation** is a design innovation incubator for potential entrepreneurs to facilitate innovation and entrepreneurship, access to infrastructure and provide specified services in its specific areas of expertise. These are Apparel including athleisure and active-wear, Home and Spaces, Smart wearable systems and Fashion &

Lifestyle accessories. The target beneficiaries include alumni and students, start-ups, designers, entrepreneurs and artisans who want to avail the services and facilities to develop or upscale their business ideas. The project is in alignment with the objectives and deliverables of Atal Innovation Mission (AIM) of NITI Aayog.

- 4.7 There is a visible contribution of NIFT in areas like craft and cluster development, research, and industry projects amongst other activities. NIFT has established professional collaborative relationships with several organizations, such as TRIFED, ATDC, etc. and international educational institutes for faculty & student exchange programmes. Therefore, NIFT needs to transform its carefully earned repute into a brand in itself. The positive developments and influences that NIFT is creating through own initiatives to its external stakeholders, both domestically and globally, are the contributing factors to the branding vision. It is in this context that a need to re-establish NIFT brand to its commanding heights through adoption of a relevant communication strategy is envisaged.

5. OBJECTIVES AND SCOPE OF WORK

- 5.1 The above activities undertaken by NIFT indicate that NIFT is active in not only the fashion education but also in multi-pronged creative areas. However, it is equally important to disseminate the achievements, interests and capabilities among all stakeholders effectively by a carefully crafted brand management strategy. Achieving this objective necessitates definition and implementation of efficient and effective communication strategy that is both multi-thronged and innovative, for which dedicated and specialized professional Brand Strategy development services are required. NIFT Head Office plans to engage Brand Management Agency of repute and proven track record for branding and uniform communication language across all NIFT laterals & stakeholders. The strategy which will focus on updating and modernizing the image and therefore needs to be relevant, impactful, unify messaging and improve public engagement. The broad scope of the brand management agency will include analysis of existing brand aspects & preparation of a relevant Brand building, branding & communication strategy, brand management for NIFT and thereafter executing the strategy / plan so crafted.
- 5.2 The objective of this initiative is to:-
- (i) unify all NIFT campuses under a consistent brand umbrella,
 - (ii) signal NIFT's next phase while honouring its legacy,
 - (iii) provide inputs to and advise the website manager of NIFT to design a scalable and multilingual website with future-ready features
 - (iv) build assets for global presence (films, digital kits, museum, etc.)

- (v) To consolidate and develop the NIFT brand architecture.
 - (vi) To enhance the image and positioning of NIFT across domestic and international markets.
 - (vii) To create a strategic roadmap for consistent and impactful brand communication.
 - (viii) To strengthen NIFT's presence across key touchpoints; academic, institutional, digital, alumni, and global partnerships.
 - (ix) To design a brand narrative that resonates with diverse stakeholders: students, parents, faculty, alumni, policymakers, industry and international collaborators.
 - (x) enhance user experience for stakeholders, which include:
 - (a) Relevant Industry, Fashion Business and media both within the country and abroad
 - (b) Industry outside textile and fashion areas e.g. automobile, paint sector and other industries where trend projects could be applied
 - (c) Potential students of UG, PG and doctorate level who are aspiring for a career in the field of design, management & technology (and their guardians)
 - (d) Potential candidates for the short term and diploma courses
 - (e) Students studying in areas of fashion business, technology and design in international institutes
 - (f) Institutions and bodies with whom NIFT has academic collaboration within the country and /or abroad.
 - (g) AI Platforms, IT businesses with whom NIFT could collaborate for projects and repositories.
 - (h) Potential employers of graduating students.
 - (i) Startups and potential incubatees of NIFT Design Innovation Incubator.
 - (j) Handicraft and Handloom artisans and entrepreneurs
 - (k) Research organisations and researchers in connected fields
 - (l) Academia within and outside the country in the area of design, management & technology
-

- (m) NIFT Alumni & students
- (n) General Public

5.3 NIFT offers E-TENDER from reputed advertising companies / agencies for brand-building, promotion and management services on various national and international platforms for seamless 360° solutions through well thought about strategy, innovative creatives and thereafter executing the strategy components for maximum impact.

SCOPE OF WORK

5.4.1 BRAND STRATEGY & ARCHITECTURE

I. Brand Audit & positioning

- (i) Conduct a comprehensive audit of NIFT's current positioning, perception, brand strengths, International & National positioning, communication lacunas.
- (ii) Benchmark against global fashion and design institutes.
- (iii) Stakeholder interviews (students, faculty, alumni, industry, government, partners).
- (iv) Competitive benchmarking with National & International institutions with the same specialisations
- (v) Audience segmentation of various user groups.

II. Brand Architecture Development

- (i) Define the complete multilingual brand architecture with brand extensions including but not limited to the campuses, departments, students clubs, initiatives, centres of excellence, incubators, events, research projects.
- (ii) Establish clear guidelines for co-branding and collaborations.

III. Brand Positioning & Narrative

- (i) Develop an updated brand positioning statement.
- (ii) Create a strong and unified brand story that conveys NIFT's heritage, leadership, innovation, and global relevance.
- (iii) Develop a brand strategy guideline detailing out all aspects that would enhance the Institutes positioning Nationally & Internationally.
- (iv) Implementation guidelines & evaluation parameters
- (v) Competitive gaps and suggested strategic partnerships

5.4.2 CREATIVE IDENTITY DEVELOPMENT

I. Visual Identity System

- (i) Refresh/update NIFT's visual identity (logo refinements if required, typography, colour palette, graphic devices, iconography).
- (ii) Multilingual brand architecture with brand extensions including but not limited to the campuses, departments, students clubs, initiatives, centres of excellence, incubators, events, research projects.

- (iii) Accessibility compliant brand elements.
- (iv) Develop a visual identity guideline manual for consistent usage across platforms.
- (v) Standardise visual communication templates for internal & external use: signage systems, office stationery, presentation templates, souvenirs, merchandise

II. Brand Messaging & Tone of Voice

- (i) Define the key messaging elements.
- (ii) Establish a consistent tone of voice adaptable for domestic and international audiences.
- (iii) Messaging framework for various user groups.

III. Signage system & Environmental branding

- (i) Unified signage system across campuses with some areas defined to enhance the unique cultural identity of the state.
- (ii) Common wayfinding & navigation systems.
- (iii) Standardised main signage for all campuses.
- (iv) Comprehensive guidelines for future centers.

5.4.3 COMMUNICATION & EXPERIENCE STRATEGY

I. Domestic & Global Communication Strategy

- (i) Build campaigns to position NIFT as the premier fashion and design education institute.
- (ii) Develop global outreach strategy for partnerships, admissions, and collaborations.

II. Content Strategy

- (i) Develop content themes for academic achievements, alumni success, faculty expertise, research, cultural and social impact.
- (ii) Provide templates for storytelling across digital and offline channels.

III. Marketing Collaterals

- (i) Create brand collateral templates for campus-level use while ensuring brand consistency.
- (ii) Standardise visual communication templates for internal & external usage.

IV. Media Plan

- (i) Build a comprehensive media plan to increase NIFT's visibility in mainstream & design related media.
- (ii) Media plan should suggest different media vehicles in the different target markets based on available market research findings.

5.4.4 DIGITAL PRESENCE

I. Website & Digital Assets Revamp (advisory & creative inputs)

- (i) Provide inputs to the website developer to ensure website aligns with

refreshed brand identity and narrative.

- (ii) Advise to enhance user experience across all NIFT platforms such as website, Campus Management System, HR App, etc

II. Social Media Strategy

- (i) Develop a structured approach for platforms (Instagram, Facebook, LinkedIn, X, YouTube, etc.).
- (ii) Provide content calendars, engagement tactics, and creative formats.

III. Digital Campaigns

- (i) Domestic: To strengthen outreach to prospective students, parents, and industry.
- (ii) International: To target partnerships, exchange programmes, and global student recruitment.

5.4.5. EXPERIENCE & TOUCHPOINTS

The agency will design strategies and creative assets for the following touchpoints:

- (i) Student Lifecycle: Admissions campaigns, orientation material, academic communications.
- (ii) Alumni Network: Branding for alumni chapters, global ambassador initiatives, reunions.
- (iii) Industry & Recruiters: Campus placement branding, corporate decks, employer branding assets.
- (iv) Events & Conferences: Identity and branding for flagship events, exhibitions and other NIFT initiatives.
- (v) Campus Environment: Signage, merchandising, environmental branding (to instil pride and consistency across NIFT centres).

5.4.6. NIFT PROMOTIONAL COLLATERALS

I. PRINT COLLATERALS

- (i) NIFT advertisements for national & international magazines & newspapers.
- (ii) Brochures, leaflets, standee, banners & other innovative print mediums.
- (iii) NIFT promotional material/ kiosks for airports & metro stations.
- (iv) Metro/bus wraps for advertising.

II. NIFT FILMS

- (i) NIFT legacy documented as a film.
- (ii) 3-5 min promotional films highlighting the core NIFT advantages, international & domestic linkages, prestigious projects, NIFT craft connect, students life, NIFT alumni, etc.

III. RADIO/FM PROMOTION

- (i) Design radio advertisements according to NIFT requirements. Scope will cover conceptualising, developing with revisions based on feedback and ready to use material.

IV. NIFT PROMOTIONAL KIT FOR GLOBAL PROMOTION

V. STANDARD EVENT BRANDING TEMPLATES

Reusable systems for all major NIFT event such as handloom day celebrations, craft bazaar, chhaap, graduation shows, conferences, exhibitions, etc.

VI. DIGITAL PROMOTION

- (i) Social media campaigns to that strengthen the position of NIFT as the most prominent fashion education institute of India by increasing visibility and enhancing 'top of the mind' recall.
- (ii) Provide maximum media exposure to all the schools, colleges, educational institutes of the Country.
- (iii) Drive student, education related traffic to NIFT website with aim to increase the admissions in NIFT.
- (iv) Increase the visibility of NIFT on global education portals.
- (v) Create simple and user-friendly system for exchanging ideas and feedback.
- (vi) Amplify the activities, initiatives and achievements of NIFT on social media accounts.
- (vii) Create engaging video content, including student testimonials, campus tours, faculty & alumni interviews, and event highlights, to be distributed across relevant platforms.
- (viii) Photo shoots for creating an imagery database highlighting all the departments & NIFT's core strength.

5.4.7 BRAND GUIDELINES & TRAINING

- (i) Deliver a comprehensive Brand Guidelines Manual (visual identity, messaging, usage protocols, digital templates).
- (ii) Conduct workshops with internal teams (corporate communications, campuses, departments) to ensure smooth adoption.
- (iii) Phased rollout & post-launch support.

5.4.8 EXTENDED ROLLOUT ACTIVITIES (POST-CORE IMPLEMENTATION PHASE)

Following the initial core implementation, the selected agency shall support a broader institutional transition through phased rollouts which may include, but not limited to:

- (i) Refinement of brand applications based on feedback from early deployment.
- (ii) Suggesting iterative improvements to the website interface
- (iii) Staggered implementation of environmental branding across all campuses.
- (iv) Additional training and handholding for staff at campuses.
- (v) Continuous advisory and design support to ensure full institutional alignment with the new brand system.

SECTION-2

6. BASIC QUALIFICATION OF THE BIDDERS

- I. Technically qualified and financially sound Consultancy firms/organizations having experience and expertise of providing branding / brand management service to educational institutions / Government organisations / PSU / autonomous bodies / textile sector / renowned corporate firms may apply.
- II. The firm should be registered and should have **minimum 10 years** of experience. (*Proof of experience to be provided in form of work orders along with completion certificate and other supporting documents*).
- III. The agency should have handled branding campaigns. (Campaign related work orders and satisfactory completion certificates / endorsements are required to be submitted).
- IV. Consulting Firm/ Bidder should have an average annual turnover of ₹ **25 Cr (Rupees Twenty-Five Crores)** under brand management consultancy services in any three years of last five years' period (i.e. FY 2019-2020, 2020-2021, 2021-22, 2022-23, 2023-24)
- V. Consortium and tie-ups are not allowed.
- VI. The Agency shall have a pan-India presence with the required infrastructure for handling such assignment. (Details of offices to be submitted)
- VII. The Agency shall have **minimum staff strength of 50** with suitable experience in advertising and brand building. (Details of staff to be submitted).
- VIII. The Agency shall not have been be blacklisted by any Central / State Government / Public Sector Undertakings / Educational Institutes and shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.

PRE- QUALIFICATION CRITERIA

S. No.	Pre-Qualification Criteria	Document to be submitted
A.	Consulting Firm / Bidder should be a registered firm / company and should be in operations in India for a minimum of 10 years	Annexure 2 (To be submitted in company letter head).Necessary proof of incorporation etc. to be submitted.
B.	The Agency shall not have been be blacklisted by any Central / State Government / Public Sector Undertakings / Educational Institutes and shall not have	Annexure 6

	been involved in any major litigation.	
C.	Consulting Firm/ Bidder should have an average annual turnover of Rs. 25 Cr in the three years of last five years from consultancy services	Annexure 5
D.	Bidder should have experience of providing consultancy service to at least 7 clients, which may include Govt. organisations / educational institutions / PSU / autonomous bodies / textile sector / renowned corporate firm	Annexure 3
E.	Consulting Firm/ Bidder should provide the details of employee strength (who are involved in core activities)- Minimum Strength required is 50	To be submitted on company letter head

7. INSTRUCTIONS TO THE BIDDERS

- 7.1.1 National Institute of Fashion Technology (NIFT) will select the agency in accordance with the QCBS method of selection specified in this E-TENDER. Bidders shall be deemed to have understood and agreed that no explanation or justification for any aspect of the Selection Process will be given and that NIFT's decisions would be final without any right of appeal whatsoever.
- 7.1.2 The Bidders are invited to submit Technical and Financial bids, separately for the services required for the Assignment. The agency shall carry out the assignment in accordance with the Terms of E-TENDER.
- 7.1.3 The Bidder shall submit the bid in the manner specified in this E-TENDER.
- 7.1.4 Bidder shall bear all costs associated with the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by NIFT or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and NIFT shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by any Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Selection Process. NIFT, its employees and consultants make no representation or warranty and shall have no liability to any person including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this E-TENDER or

otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the E-TENDER and any assessment, assumption, statement or information contained therein or deemed to form part of this E-TENDER or arising in any way in this Selection Process.

7.1.5 The Bidder shall hold NIFT's interests' paramount, avoid conflicts with other assignments or its own interests, and act without any consideration for future work. The bidder shall not accept or engage in any assignment that may place it in a position of not being able to carry out the assignment in the best interests of NIFT and the Project.

7.1.6 It is NIFT's policy to require that the Bidders observe the highest standard of ethics during the Selection Process and execution of work/assignment. In pursuance of this policy, NIFT

(a) will reject the bid if it finds that the Bidder is engaged in corrupt or fraudulent activities in competing for the work order in question;

(b) will declare the Bidder ineligible for further contract or work order for a period of three years if it at any time determines that the Bidder has engaged in corrupt or fraudulent practices in competing for and in executing the work order.

7.1.7 Dispute Resolution: If any dispute or difference of any kind whatsoever arises between the parties in connection with or arising out of or relating to or under this E-TENDER, the parties shall promptly and in good faith negotiate with a view to its amicable resolution and settlement. In the event no amicable resolution or settlement is reached within a period of thirty (30) days from the date on which the above mention dispute or difference arose, such dispute or difference shall be finally settled by the Director General NIFT, whose decision shall be final.

7.1.8 Termination of Assignment: NIFT will have the right to terminate the assignment by giving 30 (Thirty) days' written notice through email or letter, as deemed appropriate.

7.1.9 Number of bids: No bidder shall submit more than one bid.

7.1.10 Right to reject any or all bids:

(i) Notwithstanding anything contained in this E-TENDER, NIFT reserves the right to accept or reject any Bid and to annul the Selection Process and reject all Bids, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof.

(ii) Without prejudice to the generality of the above, NIFT reserves the right to reject any Bid if:

- (a) at any time, a material misrepresentation is discovered, or
- (b) The Bidder does not provide, within the time specified by NIFT, the supplemental information sought by NIFT for evaluation of the Bid.
- (iii) Such misrepresentation / improper response by the Bidder may lead to the disqualification of the Bid.

7.1.11 Acknowledgement by Bidder: It shall be deemed that by submitting the Bid, the Bidder has:

- (a) made a complete and careful examination of the E-TENDER.
- (b) received all relevant information requested from NIFT.
- (c) accepted the risk of inadequacy, error or mistake in the information provided in the E-TENDER or furnished by or on behalf of NIFT.
- (d) satisfied itself with all matters, things and information, including matters herein above, necessary and required for submitting an informed Application and performance of all of its obligations there under;
- (e) acknowledged that it does not have a Conflict of Interest; and
- (f) agreed to be bound by the undertaking provided by it under and in terms hereof.
- (g) NIFT and/ or its advisors / consultants shall not be liable for any omission, mistake or error on the part of the Bidder in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to E-TENDER or the Selection Process, including any error or mistake therein or in any information or data given by NIFT and/or its consultant.

7.1.12 **No relaxation** is given to MSE/Start up in experience and annual turn over criteria.

7.2 Clarification and amendment of E-TENDER documents

7.2.1 At any time before the submission of Bids, NIFT may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the E-TENDER documents by amendment. All amendments/ corrigenda will be posted only on the CPP portal and NIFT website. To afford the Bidders a reasonable time for taking an amendment into account, or for

any other reason, NIFT may at its discretion extend the last date of bid submission.

7.2.2 Date of Pre-Bid Meeting is mentioned in the DATE SHEET. Bidders willing to attend the pre-bid should inform NIFT beforehand either through email or in writing. The maximum No. of participants from any bidder, who chooses to attend the Pre-Bid Meeting, shall not be more than three per bidder. The representatives attending the Pre-Bid Meeting shall accompany them with an authority letter duly signed by the authorized signatory of his/her organization / firm / agency.

7.3 Submission of E-Tender

7.3.1 The process of online submission of bids are available on CPP Portal i.e. <https://eprocure.gov.in/eprocure/app>. The tender document can be downloaded from NIFT's website i.e. www.nift.ac.in and also from <https://eprocure.gov.in/eprocure/app>. Applications to this tender will be accepted only through the online mode <https://eprocure.gov.in/eprocure/app> along with proof of scanned copies of Earnest Money Deposit (EMD) of ₹ **2,00,000/- (Rupees Two Lakh Only)** in form of Demand Draft / Banker Cheque/Fixed Deposit receipt/Bank Guarantee (**as per format provided in Annexure-8**) from a Commercial Bank in favour of National Institute of Fashion Technology, and payable at New Delhi along with all relevant documents. No other mode of application will be considered and, the application will not be accepted. The bidder can also submit EMD online through NEFT/RTGS in NIFT account as per bank details given below:

Name of Beneficiary : **National Institute of Fashion Technology**
Bank : **Union Bank of India, Yusuf Sarai Branch, New Delhi - 110016**
IFSC/RTGS Code : **UBIN0534064**
Saving Bank A/c No. : **340602050000022**

NOTE : Startup/MSE are exempted from submitting EMD.

7.3.2 The physical copy of EMD (in case of Demand Draft / Banker Cheque/Fixed Deposit receipt/Bank Guarantee) from a Commercial Bank should be submitted on or before bid submission end date & time in a sealed envelope super scribing "**Selection of Branding strategy preparation & implementation and Brand Management Services Agency**" and addressed to Assistant Director (Purchase), NATIONAL INSTITUTE OF FASHION TECHNOLOGY, 2nd Floor, Hauz Khas, Near Gulmohar Park, New Delhi – 110016.

7.3.3 The scanned copy of MSE/Startup certificate must be uploaded by bidders applying under the category of MSE/Startup on <https://eprocure.gov.in/eprocure/app>).

7.3.4 Bids received without the specified EMD, unless exempted under any law, will be summarily rejected.

7.3.5 NIFT will not be liable to pay any interest on Earnest Money Deposit. Bid security of pre-Qualified but unsuccessful Bidders shall be returned, without any interest, within one month after grant of the work order to the Selected Bidder or when the selection process is cancelled by NIFT. The Selected Bidder's Earnest Money Deposit shall be returned, without any interest upon the Bidder accepting the work order and furnishing the Performance Security in accordance with provision of the E-TENDER and work order.

7.3.6 NIFT will be entitled to forfeit and appropriate the Earnest Money Deposit as mutually agreed loss and damage payable to NIFT in regard to the E-TENDER without prejudice to NIFT's any other right or remedy under the following conditions:

- (a) If a Bidder engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice as envisaged under this E-TENDER;
- (b) If any Bidder withdraws its Bid during the period of its validity as specified in this E-TENDER and as extended by the Bidder from time to time or terminates the assignment for reasons not attributable to NIFT.
- (c) If the Bidder commits any breach of terms of this E-TENDER or is found to have made a false submission to NIFT.

7.3.7 Any entity which has been barred by the Central Government, any State Government, a statutory authority or a public sector undertaking, as the case may be, from participating in any project and the bar subsists as on the date of the Bid Due Date, would not be eligible to submit a Bid. If such an agency submits the bid despite the bar imposed on it, then its bid shall be rejected.

7.3.8 A Bidder should have, during the last 3 (three) years, neither failed to perform on any agreement, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder or its Associate, nor been expelled from any project or agreement nor have had any agreement terminated for breach by such Bidder or its Associate.

7.4 Preparation of bid

- 7.4.1 Bidders are requested to submit their Bid in English language and strictly in the formats provided in this E-TENDER. NIFT will evaluate only those bids that are received in the specified forms and complete in all respects.
- 7.4.2 The technical bid should provide the documents prescribed in this E-TENDER. **No information related to financial bid should be provided in the technical bid.** This will necessarily lead to rejection of bid.
- 7.4.3 The Bids must be digitally signed by the Authorized Representative as detailed below:
- (i) by the proprietor in case of a proprietary firm;
 - (ii) by a partner, in case of a partnership firm and/or a limited liability partnership; or
 - (iii) by a duly authorized person, in case of a Limited Company or a corporation;
- 7.4.4 Except as specifically provided in this E-TENDER, no supplementary material will be entertained by NIFT, and the evaluation will be carried out only based on Documents received by the closing time of Bid Due Date. Bidders will ordinarily not be asked to provide additional material information or documents after the date of submission, and unsolicited material. However, for the avoidance of doubt, NIFT reserves the right to seek clarifications in case the bid is non-responsive on any aspects.
- 7.4.5 **Financial bid:** While preparing the Financial Bid, Bidders are expected to consider the various requirements and conditions stipulated in this E-TENDER document. The Financial Bid should be a lump sum Bid inclusive of all the costs including but not limited to all taxes associated with the Assignment. While submitting the Financial Bid, the Bidder shall ensure the following:
- (i) All the costs associated with the Assignment shall be included in the Financial Bid. These shall normally cover remuneration for all the personnel (Expatriate and Resident, in the field, office, etc.), accommodation, air fare, transportation, equipment, printing of documents, secondary and primary data collection, etc. The total amount indicated in the Financial Bid shall be without any condition attached or subject to any assumption and shall be final and binding. In case any assumption or condition is indicated in the Financial Bid, it

shall be considered non-responsive and liable to be rejected.

- (ii) The Financial Bid shall take into account all the expenses and tax liabilities and cost of insurance specified in the work order, levies and other impositions applicable under the prevailing law. For the avoidance of doubt, it is clarified that all taxes, excluding GST, shall be deemed to be included in the cost shown under different items of Financial Bid. The Bidder shall be paid only GST over and above the cost of the Financial Bid. Further, all payments shall be subject to deduction of taxes at source as per Applicable Laws.

7.4.6 The bid should be submitted as per prescribed forms.

7.4.7 Bidders shall express the price of their services in **Indian Rupees** only.

7.5 Submission, receipt and opening of bids

7.5.1 The Authorized Representative of the Bidder should authenticate EMD Details, Pre-qualification, Technical and Financial bid using signatures. The Authorized Representative's authorization should be confirmed by a written power of attorney by the competent authority accompanying the Bid.

7.5.2 The Bidder shall submit his bid online containing details of EMD, technical bid and financial bid.

7.5.3 After the Bid submission until the grant of the work order, if any Bidder wishes to contact NIFT on any matter related to its bid, it should do so in writing at the given email id. Any effort by the firm to influence NIFT during the Bid evaluation, Bid comparison or grant of the work order decisions may result in the rejection of his/her/its bid.

7.6 Bid Evaluation

7.6.1 As part of the evaluation, the Pre-Qualification documents submitted shall be checked to evaluate whether the Bidder meets the prescribed Pre-Qualification Criteria. Subsequently the Technical Bid submission, for Bidders who meet the Pre-Qualification Criteria ("Shortlisted Bidder"), shall be checked for responsiveness in accordance with the requirements of the E-TENDER and only those Technical Bids which are found to be responsive would be further evaluated in accordance with the criteria set out in this E-TENDER document. The Technical Evaluation Committee (TEC) to be constituted by Corporate Communications Cell (CCC) Department of NIFT will

be responsible for opening and evaluation of Tender. The TEC shall recommend technically qualified bids for further consideration.

7.6.2 A bid will be considered responsive at each stage as under:

Pre-qualification: NIFT will satisfy itself that the bidders meet the minimum qualifications prescribed before evaluating technical and financial bids.

Technical Bid: The Technical Bid should be received in the form specified by the Due Date including any extension thereof in terms hereof; without any condition or qualification; and not being non-responsive in terms hereof.

Financial Bid: The Financial Bid should be received in the form specified by the Due Date including any extension thereof in terms hereof; without any condition or qualification; and not being non-responsive in terms hereof.

NIFT reserves the right to reject any Bid which is non-responsive and unsuitable as per important aspects and terms mentioned in E-TENDER and no request for alteration, modification, substitution or withdrawal will be entertained by NIFT in respect of such Bids.

7.6.3 **Final selection:** The final selection of the agency would be based on QCBS (Quality and Cost Based Selection). The selection procedure would be based on QCBS basis and the weightage of Technical and Financial score shall stand fixed at 70:30 in accordance with the manual of procurement consultancy & other services.

Normalization process for financial scores

The lowest financial bid (F_m) among the technically qualified bids will be taken as the base / reference and will be given a Financial Score (S_f) of 100 marks. The financial scores of the other Financial Bids will be determined using the following formula:

$[S_f = 100 \times F_m / F]$, in which S_f is the financial score, F_m is the lowest price, and F is the price quoted in the financial bid (in INR) under consideration.

The combined score shall be based on Quality and Cost Based Selection (QCBS).

Bids will be ranked according to their combined technical and financial scores using the weightage given to the Technical and Financial bids @70% and @30% respectively.

Final Score = (70% x Technical Score) + (30% x Financial Score)

The bidder scoring the highest marks shall be declared as H-1 to award the work.

7.7 Confidentiality

Information relating to evaluation of bids and recommendations concerning grant of the work order shall not be disclosed to the bidders who submitted the bids or to other persons not officially concerned with the process, until the winning firm has been notified that it has been given the work order.

7.8 Fraud and corrupt practices

7.8.1 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 E-TENDER, NIFT will reject a Bid 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. In such an event, NIFT will, without prejudice to its any other rights or remedies, forfeit and appropriate the Earnest Money Deposit, as mutually agreed genuine pre-estimated compensation and damages payable to NIFT for, inter alia, time, cost and effort of NIFT, in regard to the E-TENDER, including consideration and evaluation of such Bidder's Bid.

7.8.2 Without prejudice to the rights of NIFT under this Clause, hereinabove and the rights and remedies which NIFT may have under the WORK ORDER or the Agreement, if an Bidder or Consulting Firm, as the case may be, is found by NIFT to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the WORK ORDER or the execution of the Agreement, such Bidder or agency shall not be eligible to participate in any tender or E-TENDER issued by NIFT during a period of 2 (two) years from the date such Bidder or agency, as the case may be, is found by NIFT to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.

7.8.3 For the purposes of this Clause, the following terms shall have the meaning herein after respectively assigned to them:

7.8.3.1 "corrupt practice" means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process for avoidance of doubt,

offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of NIFT who is or has been associated in any manner, directly or indirectly with the Selection Process or the WORK ORDER or has dealt with matters concerning the Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of NIFT, shall be deemed to constitute influencing the actions of a person connected with the Selection Process; or (ii) save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the WORK ORDER or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the WORK ORDER or the Agreement, who at any time has been or is a legal, financial or technical consultant/ advisor of NIFT in relation to any matter concerning the Project;

- (i) “fraudulent practice” means a misrepresentation or mission of facts or disclosure of incomplete facts, in order to influence the Selection Process;
- (ii) “coercive practice” means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person’s participation or action in the Selection Process;
- (iii) “undesirable practice” means (a) establishing contact with any person connected with or employed or engaged by NIFT with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (b) having a Conflict of Interest; and
- (iv) “Restrictive practice” means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the Selection Process.

7.9 Pre-Bid Meeting

During Pre-Bid Meeting, the Bidders will be free to seek clarifications and make suggestions for consideration of NIFT. NIFT will endeavor to provide clarifications and such further information as it may, in its sole discretion, consider appropriate for facilitating a fair, transparent and competitive selection process. Any decision taken in the pre-bid meeting regarding change of any clause or condition in the scope of work and terms & conditions of this e-tender, the Corrigendum for the same will be published on CPP portal and NIFT Website for the reference of prospective bidders.

7.10 Miscellaneous

7.10.1 The Selection Process shall be governed by, and construed in accordance with, the laws of India and the Courts at New Delhi shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the Selection Process. NIFT will endeavor to follow the schedule mentioned in critical date sheet.

7.10.2 NIFT, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:

- (a) Suspend and / or cancel the Selection Process and/or amend and / or supplement the Selection Process or modify the dates or other terms and conditions relating thereto;
- (b) Consult with any Bidder in order to receive clarification or further information.
- (c) Retain any information and/or evidence submitted to NIFT by, on behalf of and/or in relation to any Bidder; and/or
- (d) Independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Bidder.

7.10.3 It shall be deemed that by submitting the Bid, the Bidder agrees and releases NIFT, its employees, agents and advisers, irrevocably, unconditionally, fully and finally from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/or performance of any obligations here under, pursuant hereto and/or in connection herewith and waives any and all rights and/ or claims it may have in this respect, whether actual or contingent, whether present or future.

7.10.4 All documents and other information provided by NIFT or submitted by a Bidder to NIFT shall remain or become the property of NIFT. Bidders and the Consulting Firm are to treat all information as strictly confidential. NIFT will not return any Bid, or any information related thereto. All information collected, analysed, processed or in whatever manner provided by the Bidder to NIFT in relation to the assignment shall be the property of NIFT.

7.10.5 NIFT reserves the right to make inquiries with any of firms listed by the Bidders in their previous experience record.

7.11 Evaluation Criteria

- (i) The Bids would be evaluated on a Technical-cum-Financial Evaluation methodology.
- (ii) Technical bids of only those bidders will be evaluated who meet the Pre-qualification criteria.
- (iii) Technically qualified bidders will be intimated in advance and would be required to make a presentation.
- (iv) The technical score will be evaluated as per the following parameters:

S. No.	Evaluation criteria	Marks	Max. marks
			60
A.	Number of years of experience of the firm in brand management / consultancy with Government organisations / PSU / autonomous bodies / textile sector / renowned corporate firms since its establishment	10 - 12 years= 3 marks More than 12 and up to 15 years = 5 marks More than 15 and up to 20 years = 8 marks More than 20 years = 10 marks	10
B.	Financial Strength Average annual turnover of any best three years out of last five years commencing FY 2019-2020 in Branding Business	From Rs.10 Crore to Rs 15 Crore= 3 marks Above Rs 15 Crore and up to Rs. 20 Crores= 5 marks Above Rs 20 Crores and up to Rs. 25 Crores= 8 marks Above Rs. 25 Crores = 10 marks	10
C.	Presence in number of States as on date by having own office/branch (proof of office/branch must be attached)	3 to 5 states= 3 marks More than 5 states and up to 8 States = 5 marks More than 8 and up to 10 States = 8 marks More than 10 States = 10 marks	10
D.	Experience with similar institutions i.e. proven track record with Government organisations / PSU / autonomous bodies / textile sector / renowned corporate firms	3–5 clients= 3 marks More than 5 and up to 10 clients = 5 marks More than 10 and up to 15 clients= 8 marks More than 15 clients = 10 marks	10

E.	Staff Infrastructure (Number of Core Staff attached/involved in Branding work/business)	50 and up to 75 persons = 5 marks More than 75 and up to 100 persons = 8 marks More than 100 persons = 10 marks	10
F.	Cumulative value of all Branding Projects under taken in last 10 years	Above ₹10 lakhs and upto ₹ 25 lakhs - 01 marks Above ₹25 lakhs and upto ₹ 50 lakhs - 02 marks Above ₹50 lakhs and upto ₹ 75 lakhs - 03 marks Above ₹75 lakhs and upto ₹ 01 crore - 04 marks Above 01 crore - 05 marks	5
G.	Scale of Highest Valued Branding Project	One Branding Project of highest value Upto ₹ 25 lakhs - 01 marks Above ₹25 lakhs and upto ₹ 50 lakhs - 02 marks Above ₹ 50 lakhs and upto ₹ 75 lakhs - 03 marks Above ₹ 75 lakhs and upto ₹ 01 crore - 04 marks Above 01 crore - 05 marks	5
H.	Presentation		40
(i)	Technical approach and methodology including sampling technique, analytical tools usage, questionnaires, etc. Work Plan and manpower deployment (engineering/textile/trade/economics/law/data analysis etc.)		05
(ii)	Clarity in understanding NIFT's legacy and institutional diversity;		05

	Cultural, strategic, and operational insight into NIFT		
(iii)	Creativity and strength of brand concept. Originality and design vision proposed		15
(iv)	Execution methodology and phased approach. Practicality, structure, and realism of the proposed plan		10
(v)	Innovation and future-readiness. Multilingual scalability, accessibility, AI readiness, etc.		5
		Total Marks	100

- (v) Financial bids of only those agencies scoring **70 marks and above** in the above technical evaluation shall be considered for financial evaluation. In case, none of the agencies score more than 70 or above marks, the evaluation committee may choose to reduce the minimum score criteria or cancel the tender process as per its own discretion.

EXAMPLE:

Minimum qualifying marks for technical qualifications is **70**. The weightage of the technical bids and financial bids is **70 and 30** respectively. For example, three bids A, B & C are received and marks awarded by committee them as 70, 74 & 79 marks respectively in the technical evaluation.

All the three bids found technically qualified and their financial bids were opened and quote price as under:

- A. Rs.120
- B. Rs.105
- C. Rs.110

Formula

- A. $(105/120) \times 100 = 87.5$ points
- B. $(105/105) \times 100 = 100$ points
- C. $(105/110) \times 100 = 95.4$ points

Combined Technical & Financial Score:

- Bid A : $70 \times 0.70 + 87.5 \times 0.30 = 75.25$ Points
- Bid B : $74 \times 0.70 + 100 \times 0.30 = 81.80$ Points
- Bid C : $79 \times 0.70 + 95.4 \times 0.30 = 83.92$ Points

7.12 Payment terms

- (1) Payment will be made by way of electronic transfer of billed and passed amount in the bank account of the empaneled bidder in Indian Rupees.
- (2) If the successful bidder fails to execute the activity as per timelines mentioned in the schedule approved by NIFT, it shall be treated as under performance and penalty shall be imposed as decided by NIFT commensurate to the extent of failure.
- (3) The agency / firm shall provide supporting documents and tax invoices in order to claim the payment after successful completion of each event / work with details as under:

(i)	Amount to be released after submission of Strategy Report at the end of 03 months of award of contract.	30% of total contract value
(ii)	Amount to be released after implementation of the events / activities and Mid-term evaluation report at the end of 6 months from the date of submission of strategy report	30% of total contract value
(iii)	Amount to be released after one year from the date of award of contract subject to satisfactory completion of all deliverables.	40% of total contract value

- (4) Ordinarily advance payment shall not be made. However, if the circumstances are exceptional, then advance payment may be considered subject to the relevant provisions of General Financial Rules, 2017 as amended from time to time, provided the agency deposits Bank Guarantee against such advance payment.

SECTION 3: Terms of Reference (ToR)

8. Terms of Reference for the Agency / Firm

8.1 The agency / firm will carry out the assigned work of brand strategy preparation in first three months and thereafter implementation in next six months. and Mid-term evaluation should be submitted by the tenth month from the date of award of contract.

8.2 Payment will be released to as per the payment terms based on achievement of the milestones / deliverables which shall form part of the contract.

8.3 The engaged consulting agency/firm will be required to depute adequate on-site/resources for organising the concurrent evaluation study. The team members should have suitable educational and professional background to conduct the activities under the study.

8.4 Time frame and deliverables

8.4.1 The selected agency will undertake the study as per the defined ToRs only.

8.4.2 The agency / firm will be engaged initially for a period of 1 year. Depending on the quality of work and performance, the contract may be extended by one year on mutual agreement with suitable changes made in the scope of work pertaining to implementation portion only and payment terms fixed commensurately.

8.4.3 The agency / firm shall be required to submit report and implementation strategy within 3 months of executing the agreement. The agency / firm shall also provide soft and hard copies of the report at its own cost. The implementation plan shall be executed after acceptance of the report. The implementation shall be completed within 6 months from the date of acceptance of strategy report.

8.5 Other E-TENDER Conditions

8.5.1 **Performance Guarantee:** The successful bidder would be required to submit (and keep active for the life of the project i.e. 1 or 2 years, as the case may be) a performance guarantee by the way of Bank Guarantee (**as per format provided in Annexure-9**) for 5% of contract value for successful performance of the activities in the contract. The validity of the performance guarantee will be 3 months from the date of completion of project/assignment. NIFT will provide the format of Performance Guarantee to the successful Bidder.

8.5.2 **Conflict of Interest:** The Agency shall not receive any remuneration in connection with the assignment except as provided in the contract. The Agency and its affiliates shall not engage in activities that conflict with the interest of NIFT.

8.5.3 **Intellectual Property Rights (IPR):** The IPR, namely any patent, copyright, trademark, trade secret or other intellectual proprietary right, of all the database, programs, source code, reports, formats etc. would solely vest with NIFT.

8.5.4 **Confidentiality and Non-disclosure:** The data provided by NIFT should be kept confidential. Any portion or part of the data should not be produced/ published or sold to others. The right to prevent unauthorized disclosures shall solely vest with NIFT.

8.5.5 Arbitration Clause:

- i. If any dispute (s) or difference (s) of any kind whatsoever arise between the Parties, the Parties hereto shall negotiate with a view to its amicable resolution and settlement through a committee appointed by NIFT.
- ii. In the event no amicable resolution or settlement is reached between the parties within 30 days after receipt of notice by one party, then the disputes or differences are detailed above shall be referred to and settled by the Sole Arbitrator to be appointed by NIFT with the mutual consent of the other party. If the parties fail to reach agreement on the appointment within thirty (30) days of the commencement of arbitration proceedings, the appointment shall be made in accordance with the provisions of the Arbitration and Conciliation Act, 1996, including any amendments thereto.
- iii. Notwithstanding the existence or any dispute or differences and/or reference for the arbitration, the agency shall proceed with and continue without hindrance the performance of the work under the contract with due diligence

and expedition in a professional manner and the payment due to the agency shall not be withheld on account of such difference of arbitration proceedings unless such payment is a subject matter of the arbitration.

- iv. The venue of the arbitration shall be New Delhi, India and the language of the arbitration proceedings shall be English. The Law governing the substantive issues between the parties shall be the Laws of India. All disputes are subject to the jurisdiction of the Delhi Courts only. The fee & other charges of Arbitrator shall be determined by the arbitrator in terms of the Act and shall be shared equally between the parties.
- v. The arbitrator will give the speaking and the reasoned Award. The arbitral award shall be final and binding on both parties. The Parties will not be entitled to any pendente-lite interest during arbitration proceedings.

8.5.6 Limitation of Liability

- (1) There shall be no such limitation in case of the Agency / Firm gross negligence or wilful misconduct.
- (2) The liability to the employer shall in no case be limited to less than the total payments expected to be made under the agency's contract, or the proceeds the agency is entitled to receive under its insurance, whichever is higher.
- (3) Any such limitation shall deal only with the agency's liability towards the employer and not with the Agency's liability toward third parties.
- (4) The Agency shall indemnify NIFT and hold it harmless from any loss, claim or damage to persons or property, arising out of this Agreement, the System or the Services provided, including Attorney's fees, to the extent that such loss, claim or damage is caused by the intentional Acts of Agency or from Agency breach of any term of this Agreement.
- (5) In the event of Agency / Firm fails to execute the project as stipulated in the delivery schedule, or breaches Service Level Agreements (SLAs) which leads to termination, NIFT reserves the right to procure the similar services from other alternate sources at the risk, cost and responsibility of the Agency / Firm. Before taking such a decision, NIFT serve 30 days advance notice in writing to the agency / firm. Penalty for delay beyond project timelines i.e. submission of strategy report, implementation of events/activities & Mid-Term evaluation report will be levied @ 1% per week to commensurate to delay of that timelines as per payment of terms under Clause 7.12 (page no.28).
- (6) In case of any deviation in execution of the strategy as per the defined terms and conditions, NIFT reserves the right to deduct an amount equivalent to percentage of major deviation of the project cost as derived by NIFT. The decision of NIFT will be final.

8.5.7 Interpretation and Severability

- (1) Wherever possible, each clause shall be interpreted in such a manner as to be effective and valid under every applicable law, but if any clause pertaining to this agreement shall be prohibited by or invalidated under such law, such

clause shall be ineffective to the extent of such prohibition or invalidity without invalidating or nullifying the remainder of such clause or other clauses.

- (2) It is agreed that the terms and covenants contained herein shall prevail over any other order or correspondence that might have been issued earlier. This shall constitute the entire agreement with the Agency and shall over-rule all previous correspondence, if any, which is inconsistent herewith.
- (3) **Governing Law and Jurisdiction:** This agreement shall be governed by the Laws in India. Disputes, if any, should be addressed under the jurisdiction of New Delhi only.

8.5.8 Agreement Signing: The selected Agency will sign an Agreement with NIFT for rendering satisfactory services and completion of the project in a time bound manner. The Agreement shall include provisions for taking performance guarantee, damages for delay or award for early completion besides other clauses as are finalized by NIFT.

8.5.9 Agreement Cancellation: In the event of Agency wilfully not commencing the work within 30 working days after the stipulated period, NIFT at its sole discretion shall cancel the agreement in writing and the Agency shall refund the advance payments within 10 days to NIFT along with interest@ 18% p.a.

8.5.10 Interpretations to understand legal and contractual interpretation, as under:

- The singular includes the plural and vice versa, and a gender includes other genders.
- A reference to a clause, paragraph, schedule or annexure is to a clause or paragraph of, or schedule or annexure to, this Contract, and a reference to this Contract includes any schedule or annexure.
- A reference to time is to the time in the place where the obligation is to be performed.

8.5.11 OTHER TERMS AND CONDITIONS

- (1) The Pre-Bid meeting will be held on 25 September 2025. Bidders are required to notify by email the names and titles of the max. 3 persons attending on their behalf to ad.purchase@nift.ac.in latest by 23 September 2025.
- (2) The bidders may also make suggestions for modification(s) in eligibility or evaluation parameters / methodology for making the bid / competition fairer and qualitatively better at the time of pre-bid meeting. Any such suggestion should be made through e-mail to ad.purchase@nift.ac.in latest by 26 September 2025 (3:00 PM). NIFT however reserves the right to accept or reject any or all the suggestions made in this regard.
- (3) NIFT, may, either at its own initiative, or in response to a clarification requested by the bidders, modify the conditions of this bid by way of an

addendum that would be informed to all the shortlisted agencies. NIFT may, at its discretion, extend the deadline for submission of bids or cancel the requirement in part or in whole.

- (4) E-TENDER must remain valid for a minimum period of 180 days of the submission.
- (5) The eligible bidders will be required to make a presentation before the Evaluation Committee and the bidders will be evaluated on the parameters as provided in Clause 7.11. Information from the presentation will also be used as part of the technical evaluation process. The bid of bidders who will not come for presentation on their bid before Evaluation Committee shall summarily be rejected.
- (6) The purpose of the oral presentation and question and answer session is to test the Bidder's understanding of the work by addressing some case scenarios. Each Bidder will be allowed 35 minutes to make their oral presentation. The time should be divided into: 25 minutes of Bidder's presentation and 10 minutes for Questions and Answers.
- (7) Earnest Money Deposits of the Bidders, other than the successful bidder will be returned within one month from the completion of the bid process.
- (8) The Agency shall nominate the team and provide their name(s), address(es), email(s) and telephone, mobile nos. for proper coordination.
- (9) Mere engagement does not confer automatic rights to any agency to secure / procure jobs.
- (10) The engagement does not guarantee any minimum business.
- (11) The Agency shall be responsible for preparing all the material for advertising, publicity including art work, photography, cinematography, documentary films, drawing, engraving, advertising writing, preparation of video films for TV advertisements and video magazines etc.
- (12) The Agency will not infringe any copyright of any person / company while displaying or publishing any advertisement of the authority.
- (13) The ownership / intellectual copyright of the creative / campaign / audio-video production will at all time rest with the authority and the agency will have no proprietary or other rights in respect of the same. The Agency shall use the script or any input, technical or otherwise related to creative / campaign / audio-video production etc. with any other NIFT or similar projects which have been undertaken by agency or which they might undertake.
- (14) The agency shall indemnify and keep NIFT indemnified against any loss, claims, demands, actions, proceedings, damages, costs, charges and expenses which may be made or brought or commenced against the company for any act contrary to the provisions of the Agreement or due to or

resulting from the breach of any agreement between the Agency and any media or any other person relating to the advertisement of NIFT.

- (15) NIFT shall indemnify and keep indemnified the Agency against any loss, claims, demands, actions, proceedings, losses, damages, costs, charges and expenses which may be made or brought or commenced against the Agency for the publication of any advertisement of the company, which has been prepared on the basis of the material furnished by NIFT.
- (16) After the notification of selected bidders is issued, the selected bidders have to submit the Performance Guarantee(PG) (5% of total contract/work order cost) in form of Demand Draft/ Bank Guarantee to be submitted in favour of National Institute of Fashion Technology and payable at New Delhi within 7 days from date of issuing of each work order, failing which the agreement with NIFT will be liable to termination.
- (17) The PG shall be returned after 3 months from the date of completion of project after adjustment for any deductions.
- (18) PG shall be forfeited in the following cases unless decided otherwise by NIFT:
 - (i) When any terms and conditions of the contract are breached.
 - (ii) When the agency fails to provide the services as specified in the E-TENDER & work order within the time frame provided.
 - (iii) If the agency is found to be indulging / indulged in any fraudulent or corrupt practices, the PG will be forfeited.
- (19) No interest will be paid by NIFT on the EMD or Performance Security Deposit amount. Notice will be given to the agency before forfeiting the Performance Security Deposit. Forfeiture of Performance Security Deposit shall be without prejudice to any other right of NIFT to claim any damages as admissible under the law as well as to take such action against the agency such as severing future business relation or black listing, etc.
- (20) DG NIFT shall have full rights to accept or reject in part or any or all the tenders without assigning any reason and also to cancel the order at any time. The bidder will have no right to claim any loss / damages etc. on cancellation of the work order.
- (21) Bidder to give tender acceptance letter **(as per format provided in Annexure-7)**.
- (22) EMD submitted will be converted into performance security, in case of award of contract. EMD of the agency not empaneled will be refunded. Performance Security of the agencies empaneled will be refunded on successful completion of the work and after the empanelment period. No interest will be paid on any EMD/Performance Security submitted.
- (23) Empaneled agency has to ensure regular participation in bids to be called for

events by NIFT, in case of failure to participate, EMD will be forfeited and company will be liable to be blacklisted by NIFT.

- (24) All disputes/interpretation and other matters if any, concerning this agreement in any manner whatsoever shall be subject to final decision of NIFT.

8.5.12 **WARRANTIES AND LIABILITY:**

- (1) The bidder agency will not sub-let the contract or part it to any other agency or individual(s).
- (2) The bidder agency further warrants that it owns and has complete rights to license, convey and without any encumbrance the branding activities and media coordination covered in the contract.
- (3) The bidder agency further warrants that it has obtained all required registrations, permissions and consents from all third parties necessary to deliver the Brand / Communication Strategy and media coordination.
- (4) The bidder agency expressly warrants that the branding activities and media coordination does not contain any protective feature to restrict or prevent its use by NIFT or its agents and customers.
- (5) The bidder agency warrants that the branding activities and media coordination does not infringe upon the trademark, copyright patent trade secrets or any other rights of any third party and where there is a use or infringement the bidder agency shall obtain a license for use from the rights holder permitting such use. The bidder agency shall indemnify NIFT against liability for infringement.
- (6) The bidder agency warrants that all branding activities and media coordination is provided from or obtained only from NIFT. The intellectual property rights of branding activities and media coordination will be the propriety of NIFT and cannot be used by anyone else without the permission of NIFT.
- (7) The bidder agency shall not assign any rights or obligations to a third party.
- (8) Penalties for Non-Compliance: The bidder agency undertakes to comply fully with NIFT's requirements for the project. The project should be completed as per the work plan agreed upon.
- (9) In case of any breach of the contract NIFT will be entitled to withhold any payments due and accrued and also to invoke performance security submitted by the bidder / company. NIFT will also be entitled to initiate any actions to recover in whole or part any of the amounts already released to the bidder agency up to that time, besides any other action that NIFT may like to take against the bidder agency.

Section-04: Submission of applications

(1) Technical Bid (to be submitted online only)

The bidder shall prepare and submit “**Technical Documents**” which shall contain:

- (i) Covering Letter (please refer to annexure 1)
- (ii) Details of the company/bidder (please refer to annexure2)
- (iii) Declaration of ineligibility for blacklisting as per (annexure 6)
- (iv) Tender acceptance letter (as per annexure 7)
- (v) MSE/Startup registration certificate if applicable for EMD exemption
- (vi) Documentary proof as applicable against each item mentioned in clause 7.11.
- (vii) Checklist (as per annexure 11)
- (viii) Scan of EMD submitted
- (ix) Details of Experience (annexure 3)
- (x) Financial Statement of the Bidder in Branding Business (annexure 5)

(2) Procedure for selection / empanelment

- (i) The bids should be complete in all criteria as mentioned in this document. Incomplete bids may be liable for summary rejection.
- (ii) NIFT reserves the right to reject any or all the bids without assigning any reason whatsoever. Any form of canvassing, shall invite immediate disqualification.
- (iii) All the bids received will be scrutinized to assess their eligibility based on the qualifying criteria. Those bids which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
- (iv) Agencies fulfilling the pre-qualification criteria will be shortlisted and called for a presentation before the committee. Presentation shall be marked on a scale of **1 to 40**. The final empanelment will be based on QCBS criteria. During the evaluation, NIFT will have a right to seek any clarification.

Cover Letter

(To be submitted on letter head by the bidder)

To,

Assistant Director (Purchase) HO,
National Institute of Fashion Technology
NIFT Campus, Near Gulmohar Park,
Hauz Khas,
New Delhi – 110 016.

Sub: E-TENDER for Empanelment of National Level Agencies for Creatives and Brand Management services and Media Planning and Buying

With reference to your E-TENDER Document dated -----, I/We, having examined all relevant documents and understood their contents, hereby submit our Bid for selection as agency for the subject project. The bid is unconditional and unqualified.

1. I / We acknowledge that NIFT will be relying on the information provided in the Bid and the documents accompanying the Bid for selection of the agency, and we certify that all information provided in the Bid and in the Appendices are true and correct, nothing has been omitted which renders such information misleading and all documents accompanying such Bid are true copies of their respective originals.
2. This statement is made for the express purpose of appointment for the aforesaid Project.
3. I / We shall make available to NIFT any additional information it may deem necessary or require for supplementing or authenticating the Bid.
4. I / We declare that:
 - (a) We have examined and have no reservations to the E-TENDER Documents, including any Addendum issued by the Authority;
 - (b) I/We do not have any conflict of interest as mentioned in the E-TENDER Document;
 - (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 in respect of any tender or request for bid issued by or any agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and

5. I/We hereby certify that we have taken steps to ensure that in conformity with the provisions of this E-TENDER, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice. I / We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Bid that you may receive nor to select the agency, without incurring any liability to the Bidders in accordance with the E-TENDER document.

6. I / We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted or convicted by any agency of the Government or by a Court of Law for any offence committed by us or by any of our Associates.

7. I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority (and/ or the Government of India) in connection with the selection of agency or in connection with the Selection Process itself in respect of the above-mentioned Project.

8. I/We agree and understand that the bid is subject to the provisions of the E-TENDER document. In no case, shall I/we have any claim or right of whatsoever nature if the Consultancy for the Project is not awarded to me /us or our bid is not opened or rejected.

9. I / We agree to keep this offer valid for 180 days from the bid due date specified in the E-TENDER.

10. In the event of my/our firm being selected as one of the empaneled agency, I/we agree and undertake to provide the services in accordance with the provisions of the E-TENDER.

11. I/We have studied E-TENDER and all other documents carefully. We understand that we shall have no claim, right or title arising out of any documents or information provided to us by NIFT or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of Consultancy.

12. I/We agree and undertake to abide by all the terms and conditions of the E-TENDER Document. In witness thereof, I/we submit this Bid under and in accordance with the terms of the E-TENDER Document.

Yours faithfully,

(Signature, name and designation of the authorized signatory) (Name and seal of the Bidder)

Place/Date
CompanySeal

Designation:

Details of the bidder

S.no.	Particular	Details	Supporting Documents to be submitted
1.	Name of the Agency / Firm		
2.	Date of Establishment		
3.	Address of the Agency / Firm		
4.	Name of the Proprietor / Partners / Directors		
5.	Details of the contact person- Name Designation MobileNo. E-Mail ID		
6.	PAN		
7.	GST No.		
8.	No. of years in Advertising business		
9.	No. of branches / offices (state wise) & addresses of each branch / office (additional sheet may be attached giving details)		
10.	Staff Infrastructure (Detail of staff viz Name, Designation, place of work/branch name) to be provided in additional sheet		
	Number of Core Staff attached/involved in Branding work/business		
	Number of Staff attached in Non-Branding work/business		
11.	Details of key personnel to be assigned who will work on NIFT project with Name, age, qualification experience (in years), notable skills and achievements (additional sheet may be attached giving details)		
12.	Financial Position: 2019-20, 2020-21, 2021-22, 2022-23, 2023-24 Turnover (Rs. In Crore) each year		

Annexure 3

DETAILS OF EXPERIENCE (Additional sheet may be provided, if needed (note more than 02 pages)

(To be submitted on the letter head of the Company) with Government organisations / PSU / autonomous bodies / textile sector / renowned corporate firms:

S. No.	Name of the organization (where services provided)	Value of the contract in INR	Duration of contract		Total years of experience (YY/MM)	Copy of contract along with the performance report
	Name of Contact Person, Contact No. & email id. (organization to whom services rendered)		From (MM/YYYY)	To (MM/YYYY)		
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

(Authorized Signatory)

Name:

Place/Date

Format for Request for Pre-bid Clarifications (if needed)

Bidder's Request for Clarification for "E-TENDER for Empanelment of National Level Agencies for Creatives and Brand Management services and Media Planning and Buying"

Name of Bidder:

Name & position of person:

Full formal address including Telephone, mobile and email address:

Sr. No.	Page No.	Clause No.	Clause heading	Query / Clarification Sought	Suggestion

Financial Statement of the Bidder in Branding Business

On the letter head of CA

CA Certificate

This is to certify that the financial details of the agency (Name of Agency) is as follows for the year/s:

Sr. No.	Year	Annual Turnover (In Rs.)
1.	2019-20	
2.	2020-21	
3.	2021-22	
4.	2022-23	
5.	2023-24	

Signature, Seal & UDIN of CA

FORMAT FOR DECLARATION OF INELIGIBILITY FOR CORRUPT OR FRAUDULENT PRACTICES/BLACKLISTING (on the company's Letterhead)

[Location, Date] From:

[Name of the Firm] To:

Assistant Director (Purchase) HO,
National Institute of Fashion Technology
NIFT Campus, Near Gulmohar Park,
Hauz Khas,
New Delhi – 110 016.

Subject:- Declaration of in eligibility for corrupt or fraudulent practices/Blacklisting.

Sir,

This has reference to the NIFT's BID

No.....for Engagement of Agency. In this context, I am the authorized representative of the company, declare that presently Company/ firm is having an unblemished record and is not declared ineligible for corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time or change its name after blacklisting, or had work with drawn, by any State/ Central Government/ PSU. If this declaration is found to be incorrect then without prejudice to any other action that may be taken, our security may be forfeited in full and the tender, if any to the extent accepted, may be cancelled.

Thanking you,

Name of the Bidder:

Authorized Signatory

Name.....

Seal:

Date & Place

Tender Acceptance Letter (on the company's Letterhead)

Date:

To,

Sub: Acceptance of Terms & Conditions of Tender.

Tender Reference No: _____

Name of Tender / Work: -

Dear Sir,

1. I/ We have downloaded / obtained the tender document(s) for the above mentioned 'Tender/Work' from the web site(s) namely:

as per your advertisement, given in the above-mentioned website(s).

2. I / We hereby certify that I / we have read the entire terms and conditions of the tender documents from Page No. _____ to _____ (including all documents like annexure(s), schedule(s), etc .), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.

3. The corrigendum(s) issued from time to time by your department/ organisation too have also been taken into consideration, while submitting this acceptance letter.

4. I / We hereby unconditionally accept the tender conditions of above mentioned tender document(s) / corrigendum(s) in its totality / entirety.

5. I / We do hereby declare that our Firm has not been blacklisted/ debarred by any Govt. Department/Public sector undertaking.

6. I / We certify that all information furnished by the our Firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then your department/ organisation shall without giving any notice or reason therefore or summarily reject the bid or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit absolutely.

Yours Faithfully,

(Signature of the Bidder, with Official Seal)



BANK GUARANTEE FORMAT FOR FURNISHING EMD

(Validity of EMD (in form of BG) should be for 180 days from the last day of submission of bid.)

Whereas.....(h
ereinafter called the “tenderer”)has submitted their offer datedfor
.....(hereinafter called the
“tender”)against the purchaser’s tender enquiry No.
..... KNOW ALL MEN by these
presents that WE
of..... having our registered office at
..... are bound unto **National Institute of Fashion
Technology** (hereinafter called the “Purchaser”) in the sum of -----for
which payment will and truly to be made to the said Purchaser, the Bank binds itself, its
successors and assigns by these presents. Sealed with the Common Seal of the said Bank
this day of 20..

THE CONDITIONS OF THIS OBLIGATION ARE:

- (1) If the tenderer withdraws or amends, impairs or derogates from the tender in any respect within the period of validity of this tender.
- (2) If the tenderer having been notified of the acceptance of his tender by the Purchaser during the period of its validity: -
 - a) If the tenderer fails to furnish the Performance Security for the due performance of the contract.
 - b) Fails or refuses to accept / execute the contract.

WE undertake to pay the Purchaser up to the above amount upon receipt of its first written demand, without the Purchaser having to substantiate its demand, provided that in its demand the Purchaser will note that the amount claimed by it is due to it owing to the occurrence of one or both the two conditions, specifying the occurred condition or conditions.

.....
(Signature of the authorized officer of the Bank)

.....
Name and designation of the officer

.....
Seal, Name &Address of the Bank and Address of the Branch

Bank Guarantee Format for Performance Guarantee

1. In consideration of National Institute of Fashion Technology, having its Head Office at NIFT Campus, Near Gulmohar Park, Hauz Khas, New Delhi – 110016(hereinafter referred to as NIFT which expression shall unless repugnant to the context or meaning thereof include its successors, administrators and assigns) having awarded to-----with its Registered / Head Office at -----(hereinafter referred to as the 'Contractor' which expression shall unless repugnant to the context or meaning thereof, include its successors, administrators, executors and assigns), a contract by issue of NIFT's Letter of Intent No.-----dated-----and the same having been unequivocally accepted by the contractor resulting in a 'Contract' bearing No.-----dated valid at Rs._____ (Rupees_____ only) for and the Contractor having agreed to provide a Contract Performance Guarantee for the faithful performance of the entire Contract equivalent to Rs.----- (Rupees-----value of the contract to NIFT, we having its Head Office at pression shall unless repugnant to the context or meaning thereof, include its successors, administrators, executors and assigns), do hereby guarantee and undertake to pay NIFT, on demand any and all money payable by the Contractor to the extent _____ of _____ Rs.----- (Rupees _____ only) as aforesaid at any time up to without any demand reservation contest, recourse for protest Bank shall be conclusive and binding notwithstanding any difference between NIFT and Contractor or any dispute pending before any Court, Tribunal or any other authority.

1. We, the -----Bank undertake not to revoke with guarantee during its currency without previous consent of NIFT and further agree that the guarantee herein contained shall continue to be enforceable till NIFT discharges this guarantee or _____ which is earlier.
2. NIFT shall have the fullest liberty without affecting in any way the liability of the Bank under this guarantee from time to time to extend the time for performance of the contract by the Contractor. NIFT shall have the fullest liberty, without affecting this guarantee, to postpone from time to time the exercise of any powers vested in them or of any right which they might have against the Contractor, and to exercise the same at any time in any manner and either to enforce or two forbear to enforce any covenants, contained or implied, in the Contract between NIFT and the Contractor or any other course or remedy or security available to NIFT. The Bank shall not be released of its obligations under this guarantee by any exercise by NIFT of its liberty with reference to the matter aforesaid or any of them or by reason of any other acts of omission or commission on the part of NIFT or any other indulgence shown by NIFT or by any other matters or thing whatsoever which under law would, but for this provision have the effect of relieving the Bank.

3. The Bank also agrees that NIFT and its option shall be entitled to enforce this guarantee against the Bank as a principal debtor, in the first instance without processing against the Contractor and notwithstanding any security or other guarantee that NIFT may have in relation to the Contractor's liabilities.
4. This guarantee shall not be affected by any changes in the constitution of Contractor nor shall it be affected by any charges in the constitution of NIFT or by any amalgamation or absorption thereof or therewith but will ensure for and be available to and enforceable by absorbing or amalgamated company or concern.
5. Notwithstanding anything contained hereinabove, our liability under this guarantee is restricted to Rs. _____ (Rupees _____ only) subject to the clause as stated immediately hereafter. This guarantee shall remain in force till.
6. This guarantee shall continue and hold good until it is released by NIFT on the application of the Contractor after expiry of the relative guarantee period of the said Contract and after the contractor has discharged all their obligations under the said Contract and produced a certificate from NIFT's representative certifying the due completion of the work under the said contract and submitted 'No-demand Certificate' provided always that unless extended this guarantee shall remain in force till-----
----- should it be necessary to extend this guarantee beyond the said date on account of extension being granted by NIFT to the Contractor in respect of completion of works under the said contract or otherwise, we undertake to extend forthwith the period of the guarantee on NIFT's request till such time as may be required by NIFT.
7. We-----Bank shall be discharged of our liability under the guarantee unless a claim is made by NIFT within 03 (three) months from the date of expiry of this Bank Guarantee.

Financial Bid Screenshot from CPP Portal (for reference only) - Standard Format
to be filled online only

(Financial Bid is to be submitted online and should not be clubbed with technical bid)

Tender Inviting Authority: **NIFT HO**

Name of Work: **Empanelment of National Level Agency for Branding strategy preparation & implementation and Brand Management Services**

Name of the Bidder/ Bidding Firm/Company					
PRICE SCHEDULE					
(This BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filling the relevent columns, else the bidder is liable to be rejected for this tender. Bidders are allowed to enter the Bidder Name and Values only)					
NUMBER	TEXT #	NUMBER #	NUMBER	NUMBER #	TEXT #
Sl. No.	Item Description	BASIC RATE In Figures To be entered by the Bidder in Rs. P	Total GST in Figures To be entered by the Bidder in Rs. P	TOTAL AMOUNT With GST in Rs. P	TOTAL AMOUNT in Words
1	2	13	15	54	55
1	Branding strategy preparation & implementation and Brand Management Services				INR Only
Total in Figures					INR Only
Quoted Rate in Words		INR Only			

I. CHECK LIST FOR SUBMISSION OF E-TENDER

SI No	Enclosures	Status (Submitted/ Not Submitted)	Comments, if any
1	Covering Letter (Annexure 1)		
2	Details of Bidder (Annexure 2)		
3	Scan copy of Earnest Money Deposit (E.M.D.) details		
4	Details of Experience (Annexure 3)		
5	Annual Turnover (From 2019-20, 2020-21, 2021-22, 2022-23, 2023-24) in Branding Business duly certified by Chartered Accountant (Annexure 5)		
6	The Agency shall not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings and shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. (An undertaking will have to be given as provided in Annexure 6)		
7	Tender Acceptance Letter (on the company's Letterhead) Annexure 7		
8	Details of employee strength (who are involved in core activities of Branding Business)- on company's Letterhead		

Instructions for Online Bid Submission

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>.

REGISTRATION

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link "Online bidder Enrollment" on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

SEARCHING FOR TENDER DOCUMENTS

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS / e- mail in case there is any corrigendum issued to the tender document.
- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

PREPARATION OF BIDS

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- 4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

Note: My Documents space is only a repository given to the Bidders to ease the uploading process. If Bidder has uploaded his Documents in My Documents space, this does not automatically ensure these Documents being part of Technical Bid.

SUBMISSION OF BIDS

- 1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidder has to select the payment option as "offline" to pay the tender fee / EMD as applicable and enter details of the instrument.
- 4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- 5) Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BoQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BoQ file, open it and complete the white coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BoQ file is found to be modified by the bidder, the bid will be rejected.

- 6) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid opener's public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 7) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 8) Upon the successful and timely submission of bids (i.e. after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- 9) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

ASSISTANCE TO BIDDERS

- 1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.
- 2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk.
