



राष्ट्रीय फैशन टेक्नालॉजी संस्थान

सांविधिक संस्थान निफ्ट अधिनियम 2006, द्वारा शासित और
वस्त्र मंत्रालय, भारत सरकार द्वारा स्थापित

NATIONAL INSTITUTE OF FASHION TECHNOLOGY

A Statutory Institute under the NIFT Act, 2006 and
set up by the Ministry of Textiles, Government of India

No. 1351(17)/NIFT/Pur-HO/Engagement of PR Agency for International Conference/01/2017 Dated 28/09/2017

To

Sir,

Sub: Limited Tender Enquiry for Engagement of PR (Public Relations) Agency for 'NIFT International Conference'

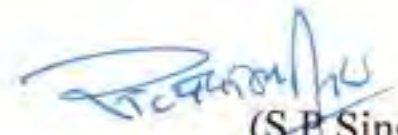
National Institute of Fashion Technology (NIFT) set up by the Ministry of Textiles, GOI in 1986 which has been accorded statutory status under the Act of Parliament in 2006 (NIFT Act 2006) for the promotion and development of education and research in field of fashion technology.

NIFT intend to engage a **Public Relations Agency for 'NIFT International Conference'** at New Delhi scheduled to be held in 2018. The engagement of the agency will be from **20/10/2017 till 19/02/2018**.

Enclosed for reference are the TOR(Annexure-I) and Financial Quote (Annexure-II).

If interested, kindly send the quotation to be submitted in a sealed envelope super scribing "**Engagement of PR (Public Relations) Agency for 'NIFT International Conference'**" addressed to Purchase Officer, NIFT (Head Office), IInd floor, NIFT Campus, Near Gulmohar Park, Hauz Khas New Delhi - 110016 latest by **13th October, 2017 (10.30 A.M.)**.

Best wishes


(S.P. Singh)
Deputy Director (F&A)
NIFT – Head Office

Encl. As above.

डिजाइन मैनेजमेंट और टेक्नालॉजी का सर्वश्रेष्ठ संस्थान
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TERMS OF REFERENCE

Engagement of Public Relations Agency

1. Preamble

National Institute of Fashion Technology (NIFT), set up in by the Ministry of Textiles, Government of India, is a Statutory Institute Governed by the NIFT Act 2006. The 30 year history of the institute is built on the foundation of core values to nurture academic excellence. Ranked consistently as India's premier institute in fashion education, its focus is on integrating and balancing innovation in technology with traditional craft heritage through invigorating thought leadership, research stimulus, industry focus and creative enterprise which have contributed to its distinctive academic repertoire. The curricular thrust and pedagogic practices of NIFT have been instrumental in its pre-eminent status as a beacon of serious critical engagement, and a key enabler in developing competent professionals. The periodic up gradation of the curriculum addresses and incorporates the current issues and challenges of the fashion industry fostering innovative thinking with associated skills are testimony to its global standing among peer institutes.

The association of fashion with rapid technological advancement and extensive consumption, spurred by rapidly changing trends and dominated by commercial motivations has contributed to its undertone of transience. The erosion of traditional institutions and cultures and the disruption of the harmony between environment and the human existence forebodes an unsustainable future. However, in recent times there is a perceptible shift in the focus of fashion from business considerations to a more responsible attitude towards sustainability concerns. Slow design, green production processes, waste generation and disposal systems, management of end to end solutions and Corporate Social Responsibility initiatives with mindfulness towards ecological fragility are being incorporated by the design community and the industry.

Fashion, as a signifier of societal change, can stimulate contemporary articulations on the dialectics of tradition and modernity in the clothing, textile and craft sectors. The pedagogy of fashion and design education in synergizing materials and techniques plays a tripartite role in design, production and consumption.

The theme of the conference '**Rediscovering Culture: Transforming Fashion**' aims to initiate conversation on fashion, culture, textiles, crafts and sustainability by providing an interdisciplinary platform to share perspectives and practice-led research experiences on the issues and concerns, challenges and possibilities of changing existing fashion practices. Trans-global cultural narratives may enable relevant issues to transcend the regional to take on global significance.

A handwritten signature in blue ink is located at the bottom center of the page. The signature is stylized and appears to read 'Rishabh'. Below the signature, there is a horizontal line with a red segment on the right side.



2. SCOPE OF WORK

Macro Objectives of the Company to be engaged.

NIFT intends to work with a PR Company who is working in the field of Fashion, Lifestyle, Culture, art, media, corporate and Image Management. The agency should be able to utilize effective channels, develop tools and support implementation, offering optimum leverage from Media.

Pre-event / Post Event PR Activity (Minimum Deliverables)

- Networking session with Fashion Editors and writers to create awareness about the conference.
- Bloggers meet at the Campus for spreading information.
- Authored articles in the mainline newspapers such as HT-City, Indian Express, Asian Age, Business Standard, etc of repute (minimum 20 assured articles – 12 pre event and 8 post event).
- E-mailers to media houses.
- Pre buzz using social media platforms such as Facebook, twitter, instagram etc.
- Articles in the Print Magazine (minimum of assured 10 articles) in magazine of repute such as Vogue/ Elle etc.
- Press releases to various wire agencies.
- Articles on the Conference / speakers in the digital media platforms of repute such as Huffington Post etc.
- Creating 30 seconds Audio Visuals of the various sessions and releasing in the digital frame work.
- Any other work to promote the brand image of NIFT and Conference.
- Handling the crises management situations through Public Relations.

Note: The above list of deliverables are indicative & not exhaustive and the company submitting. The proposal may submit such more deliverables and out of box ideations.

Schedule / Period of Engagement

20th October, 2017 to 19th February, 2018

General Terms & Conditions

1. The Agency/Company/Firm/Institution/Organization should be registered and have been in the business of organizing PR / Events for at least last 10 years.



2. The company should have had at least 20 assignments of related work of PR with educational Institutions / Fashion Designers / Government / PSU / Corporate bodies / Private Companies / Sectors in last three years. (Certificate to be attached).
3. The Agency/Company/Firm/Institution/Organization should have an annual turnover of at least 75 lakhs or more for last three Years (FY 2013-14, FY 2014-15 and FY 2015-16).
4. The Agency/Company/Institution/Organization should be have qualified professional team with adequate experience in Public Relations.
5. Copy of PAN/TAN number of the firm/ company.
6. The Agency/Company / Institution / Organization should not have been blacklisted by Central or State Government or Government Organization/Agency/Institution.
7. Earnest Money Deposit of **Rs. 10,000/-** in the form of Demand Draft in favour of NIFT payable at New Delhi.
8. Tender cost of Rs. 100/- including GST in the form of Demand Draft in favour of NIFT payable at New Delhi.
9. Those bidders exempted from EMD & tender cost, submit the certificate issued by the concerned department (NSIC).
10. The rates quoted should be on **FIRM & FIXED** basis.
11. Tenderer should be registered with GST and should enclose copies of relevant documents.
12. If the performance is not satisfactory / upto the mark, 20% or more may be deducted from the total bill amount based on the discretion of NIFT-Head Office.
13. The L1 firm shall deposit **5% of the total cost quoted** as Security Deposit to NIFT after received Supply Order immediately. No interest shall be paid on security deposit which will be returned after successful completion of work and after adjusting dues, if any.
14. Payment will be released after receipt of report on successful completion of work as submitted by the Coordinator of International Conference-2018.
15. NIFT may reject any proposal on its discretion without citing any reasons due to Administrative reasons.
16. **Conciliation/Arbitration**
 1. 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 & settlement through a Committee appointed by DG – NIFT.

17/02/2018



- 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 as detailed above shall be referred to & settled by the sole Arbitrator to be appointed by DG – NIFT.
- iii. The Arbitration proceedings shall be in accordance with the provision of the Arbitration & Conciliation Act, 1996 & Laws of India as amended or enacted from time to time.
- iv. The venue of the Arbitration shall be based upon the NIFT Head Office. The language of arbitration proceedings shall be in English.
- v. The Arbitrator will give the speaking & reasoned award.
- vi. The cost incurred during arbitration, if any, shall be borne by the bidder.

17. Applicable Law & Jurisdiction:

All matters connected with this shall be governed by the Indian Law both substantive & procedural for the time being in force & shall be subject to the exclusive jurisdiction of Indian Court shall be based upon the NIFT Delhi.

Place: _____

Signature of authorized signatory with stamp
Mobile Number/ E mail ID
Firm/Agency with Stamp





Annexure - II

Financial Quote for Engagement of PR Agency for NIFT International Conference

NIFT Head Office GSTIN. - 07AAATN2067JIZI

Sl. No.	Particulars	Scope of work	Unit Price in Rs.	GST in %	Total Price in Rs. Including all taxes
1	Total Amount for Engagement of PR Agency for the period from 20/10/2017 to 19/02/2018 as per complete scope of work	As per TOR			
Total Amount in Words					

Signature of authorized signatory with stamp
Mobile Number/ E mail ID
Firm/Agency with Stamp

Place: _____