

# NATIONAL INSTITUTE OF FASHION TECHNOLOGY

(A statutory body governed by the NIFT Act 2006 and set up by the Ministry of Textiles, Govt. of India)

No.1351(06)/NIFT/Pur-HO/Appointment of Branding Management  
Agency/2018

## REQUEST FOR PROPOSAL FOR APPOINTMENT OF BRANDING MANAGEMENT AGENCY

NIFT, HEAD OFFICE,  
HAUZ KHAS, NEW DELHI

### Time Schedule for RFP Process:

Date of Publication of RFP on official website/e-Portal	16/11/2018 at 12.00 P.M. (Friday)
Download of RFP Commence from	16/11/2018 at 2.00 P.M (Friday)
Last Date of download of RFP Document	07/12/2018 at 10.30 A.M. (Friday)
Last Date for Receipt of Duly Filled in Tenders	07/12/2018 at 10.30 A.M. (Friday)
Date and Time of the Opening Technical Bids	07/12/2018 at 11.00 A.M. (Friday)
Date and Time of the opening Financial Bids	will be notified to the technically qualified Tenderers

**Note: This proposal document contains 16 pages (Total number of pages including Annexures) and Tenderers are requested to sign on all the pages.**

**I accept the above terms and conditions**

**(Full Signature & Stamp of the Tenderer)**

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# NATIONAL INSTITUTE OF FASHION TECHNOLOGY

## HAUZ KHAS, NEW DELHI

### Sub: Request For Proposal (RFP) for Appointment of Branding Management Agency

#### **1. INTRODUCTION:**

National Institute of Fashion Technology (NIFT), Head Office, New Delhi invites request for proposal from qualified Brand Management Agency of repute and proven track record for preparing a long-term (5-year) brand strategy for NIFT.

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.

NIFT with its Head Office in New Delhi provides fashion education across the country through its network of 16 campuses at Bengaluru, Bhopal, Bhubaneswar, Chennai, Delhi, Gandhinagar, Hyderabad, Jodhpur, Kangra, Kannur, Kolkata, Mumbai, Patna, Raebareli, Shillong and Srinagar. It provides four-year under graduate (UG) programme in design and technology; two-year post graduate (PG) programme 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.

NIFT, over the last 30 years, has grown from a single campus institute 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. There is a definitive need to take the positive developments and influences that NIFT is creating through various initiatives like cluster development, anthropometric studies, industry projects, research activities, etc. to its external stakeholders, both domestically and globally. It is in this context that a need to re-establish the NIFT brand to its commanding heights through adoption of a relevant communication strategy is being envisaged.

This necessitates definition and implementation of efficient and effective communication strategy that is both multi-thronged and innovative, for which dedicated and specialised Brand Strategy development services are required.

NIFT, Head Office, New Delhi plans to hire Brand Management Agency from qualified Brand Management Agency of repute and proven track record for preparing a relevant Brand communication strategy for NIFT.

## 2. REQUEST FOR PROPOSAL:

- The interested firms should apply online and submit their proposal along with scanned copies of all the relevant certificates, documents, etc. in support of their technical & price bids – all duly signed – on the <https://nifttenders.eproc.in> by date **07/12/2018 upto 10.30 A.M** Tender documents are also available for viewing on the “tenders” link of the NIFT website i.e <https://nifttenders.eproc.in> <http://www.nift.ac.in>.
- Application will be accepted only through the online mode through <https://nifttenders.eproc.in>. No other mode of application will be considered.
- For applying online, the firm should get itself registered at <https://nifttenders.eproc.in> by paying online.
  - The bidder needs to mention his Company Name, Address, User ID to register.
  - Annual Registration Charges of Rs. 2000/- + 360/- (18% GST) = Rs. 2,360/- (Two Thousand Three Hundred Sixty only – Non refundable are to be borne by Seller)
  - Bid Processing Fee charges of (0.08% of estimated value)Rs. 1600/- + 288/- (18% GST) = Total amount of Rs1888/- (Rupees One Thousand Eight Hundred Eighty Eight only), non refundable) to be made online.
- The basic requirements for registration and applying for tender online are as under:
  - Operating System should be atleast windows 7.
  - Java version : Java 8 update 25.
  - Use Internet Explorer 11.
  - All java add-ons must be enable in the system.
  - Always use Class III B Digital Signature Certificates (DSC) having Signing and Encryption both.
- The bidder should ensure that it complies with the above requirements before applying for tender upto **07/12/2018 (Friday) till 10.30 A.M.**
  - (i) The interested bidders/ companies are advised to read carefully the entire document before submitting their application and the documents not received online in prescribed format and found incomplete in any respect will be summarily rejected.
  - (ii) The technical bid will be opened on the same day i.e. on **07/12/2018 at 11.00 A.M.** at NIFT Head Office, Purchase Department, NIFT Campus, Hauz Khas, Opp. Gulmohar Park, New Delhi-110016 in presence of such bidders/ companies their authorized representatives who may wish to be present. The Financial bid will be opened on the date, which will be communicated to only those bidders/companies who are found to be technically qualified after evaluation of technical bids.
  - (iii) Any further clarifications can be sought from the Purchase Officer, NIFT Campus, Hauz Khas, Opp. Gulmohar Park, New Delhi- 110016.

## 3. MAJOR STAKEHOLDERS OF NIFT

NIFT, through this engagement wishes to develop and execute their communication strategy to address all stakeholders, including:

- a. NIFT Alumni
- b. NIFT Students
- c. Potential students who are aspiring for a career in the field of design, management & technology across the complete supply chain of fashion industry. This shall cover fashion education at UG, PG or Doctoral level
- d. Potential candidates for the short term and diploma courses of NIFT
- e. Institutions and bodies with whom NIFT has academic collaboration within the country and/or abroad
- f. Students studying in areas of fashion business, technology and design in international institutes
- g. Textile and Apparel Industry, Fashion Business and media both within the country and abroad
- h. Potential employers of graduating students
- i. Handicraft and Handloom artisans and entrepreneurs
- j. Research organisations and researchers in connected fields
- k. Academia within and outside the country in the area of fashion education and design
- l. General Public

#### **4. BRAND MANAGEMENT AGENCY REQUIREMENT FOR NIFT:**

NIFT is interested in engaging the services of a high quality brand management agency who could do an in-depth exercise and come out with a clear strategy for brand positioning and effective communication with the stakeholders of NIFT that will

- a. Define and Augment the NIFT Brand to enhance global visibility and competitiveness
- b. Articulate the corporate Vision and Mission statements in line with the redefined brand
- c. Prepare the creatives for a promotions campaign that will showcase the strengths and unique features of the NIFT brand, achievements and strategies
- d. Prepare full guidelines and suggestive media plan
- e. Prepare Social media guidelines
- f. Develop brand manual for the usage of the NIFT logo

This being a time bound activity, the selected Agency is required to deliver the final strategy and other associated documents within 3 months of the award of the proposal. Any delays in the project shall be explained in writing and corrective actions planned to bring the project back on track shall be submitted regularly. The Agency shall ensure attendance of its Senior Management during the monthly Steering Committee with the NIFT Management.

The Agency shall present the proposed brand articulation and positioning to the NIFT Steering Committee. The agency shall be open to modifications and suggestions from the Steering Committee on proposed branding strategy, creatives, guidelines, media plan and brand manual.

#### **5. IMPORTANT:**

- i) The selected agency shall incorporate the suggestions and feedback given by NIFT and take the approval of NIFT for the final strategy document and deliverables.
- ii) NIFT will provide/facilitate all technical inputs and will work closely with the agency in the formulation and planning of the required activities.

## 6. SELECTION/ EVALUATION CRITERIA:

The selection of company will be based as per following terms and conditions:

EMD	Rs. 40,000
Validity of Proposal	90 (ninety) days

**Technical Bid:** The financial bid will be opened only of those bidders/companies who will qualify the technical bid.

**Financial Bid:** Each firm should quote a fee to provide all the deliverables. The quoted fee should not be a qualified or conditional one. **The fee will be inclusive of all taxes.**

The award of Contract will be based on combined Quality and Cost based Selection (QCBS). The evaluation of Technical and Financial bids will be made as mentioned further below.

### (i) Pre-requisite for Eligibility for bidder/ company

- (a) The company should have experience in satisfactorily creating brand managing or strategy building activities of educational institutions / University / Government / PSU / Corporate bodies / Private Companies during the last 03 (Three) years.
- (b) Average annual turnover of the company should be at least Rs. 30 (Thirty) lakhs during the immediate 03 (three) consecutive financial years ending 31st March 2018 i.e. 2015-16, 2016-17 & 2017-18.

(Note: - bidder/company who do not qualify both the above criteria of a and b, will not be considered for opening of Financial Bid)

### EVALUATION OF BID:

Out of 100 marks the weightage in evaluation will be given as under:

1. 70% of the marks will be awarded for Technical Evaluation.
2. 30% marks will be awarded for Financial Evaluation.

The Technical bids will be evaluated as per technical criteria. The shortlisted bidders/companies would be required to make presentations to the Technical Evaluation Committee of officers constituted by NIFT for the purpose.

### TECHNICAL EVALUATION CRITERIA

S No	Evaluation Type	Max Marks	Criteria
1	Average Annual Turnover -2015-16, 2016-17 and 2017-18	15	Turnover below 30 lakhs : 0 marks Turnover above 30 & below 40 lakhs : 9 marks Turnover above 40 & below 50 lakhs : 12 marks Turnover above 50 lakhs : 15 marks
2	Presentation	50	Plan for Effective Branding of NIFT - Profile of agency, quality of proposal, innovativeness, quality of

			deliverables, timelines, added elements
3	Nos. of clients of Educational Institute/University/ Government Sector/PSU/ Private sector in the last 3 years	10	Less than 4 : 0 marks 4 - 6: 6 marks 7 - 8: 8 marks above 8 : 10 marks
4	Nos. of years of work experience in relevant activities	15	Less than 3 years: 0 marks Above 3 & below 6 years: 9 marks above 6 & below 9 years: 12 marks above 9 years: 15 marks
5	Key Personnel- Nos. of Professionals/technical persons to be deployed for project	10	Professionals/technical persons with qualifications or experience of Communications/Branding/Advertising or other relevant field i) Team leader with 10 yrs of relevant experience: 5 marks ii) Other Professionals -Less than 5 years experience (other than team leader): 0 marks above 5 & below 7 years : 3 marks above 7 & below 9 years : 4 marks above 9 years: 5 marks
TOTAL		100	

Bidders who secure 65% marks and above on evaluation of their Technical Bids by the duly constituted Technical Evaluation Committee will be eligible for opening their financial bids.

**Procedure for ranking:**

1. A bidder should secure 65% marks out of 100 marks in technical assessment in order to be a qualified bidder for being eligible for opening of financial bids.
2. The total marks obtained by a bidder shall be allocated 70% weightage of the Technical bid and 30% weightage will be assigned to Financial bid.
3. Financial Bid with lowest cost may be again a financial score of 100 and other bids will be given marks inversely proportional to the increase the cost over the lowest bids.
4. The total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up.
5. The bid with the highest marks on combination of marks from the technical and financial bids will be chosen as the brand management agency for NIFT.

**EXAMPLE :**

Minimum qualifying marks for technical qualifications as 65. The weightage of the technical bids and financial bids as 70 : 30. 03 proposals i.e. A, B & C were received and marks awarded by committee them as 65, 70 & 75 marks respectively in the technical evaluation.

All the three proposals found technically qualified and their financial proposals were opened and quoted price as under :

- A. Rs.120
- B. Rs.100
- C. Rs.110

Formula

- A.  $100/120 \times 100 = 83$  points
- B.  $100/100 \times 100 = 100$  points
- C.  $100/110 \times 100 = 91$  points

Combined Technical & Financial Score:

Proposal A :  $65 \times 0.70 + 83 \times 0.30 = 70.40$  Points

Proposal B :  $70 \times 0.70 + 100 \times 0.30 = 79.00$  Points

Proposal C :  $75 \times 0.70 + 91 \times 0.30 = 79.80$  Points

**KEY PERSONNEL**

The Company will have to ensure the following personnel for preparing the Brand/Communication Strategy for NIFT:

No	Key Personnel	Minimum qualification	Minimum Experience
1	Project leader cum Creative Director	Post Graduate in any discipline. However Diploma / Graduation / Post Graduation in mass communication/Journalism/Media Studies/Visual Communication or equivalent will be advantageous	At least 10 years' experience in branding, advertising and/or Public Relations
2	Fashion communication cum social media Expert	Graduate/Post Graduate in Fashion/Textiles/Knitwear/Leather Design or Graduate/Post Graduate in Design or Fashion Communication or equivalent	At least 7 years' experience as fashion blogger, fashion journalist, fashion content developer, brand manager, UI/UX designer, or visual communication designer
3	Content Writer cum Editor	Graduate in literature / arts / mass communication / journalism	At least 7 years' experience in content writing

The Agency shall ensure that the Key personnel are available for discussions, as and when required, and shall attend all weekly review meetings. The Agency shall also ensure that no Key personnel are shifted out of the project without prior written concurrence of the NIFT Project in-charge. Such request shall only be entertained in case of severance of the Key personnel from the Agency. In any such event, the Agency shall give a prior written notice of at least 4 weeks along with the detailed credentials of the alternate resource identified as replacement. NIFT shall have a right to interview the replacement, if it so desires. All costs associated with such change shall be the sole responsibility of the Agency.

## 7. DOCUMENTS REQUIRED:

Following relevant documents shall be submitted with Technical Bids duly certified by authorized representatives of the company:

- (i) The proof of Annual turnover of last three financial years (ending 31st March 2018) i.e. 2015-16, 2016-17 and 2017-18 which shall be duly certified by CA (to submit copy of audited balance sheet).
- (ii) The company should have had at least 3 years of experience in brand management activities of educational institutions / University / Government / PSU / Corporate bodies / Private Companies / Sectors (Certificate to be attached).
- (iii) The company should have experience as per pre requisite for eligibility for bidder/company. The list of clients along with the detail of the organizations, to be submitted.
- (iv) Copy of PAN/TAN number of the firm/ company.
- (v) Copy of GSTIN No.
- (vi) Certificates / Undertaking to the effect that the bidder/company had never been blacklisted by any of the Government Organisation / Agencies.
- (vii) Earnest Money Deposit of Rs. 40,000 in the form of Demand Draft/ Pay Order/ FDR/ BG in favour of "NIFT" payable at New Delhi should reach NIFT Head Office, NIFT Campus, Gulmohar Park, New Delhi by last date of Acceptance of Proposal.
- (viii) Details of Professionals employed in organization duly self attested. A separate list of professionals along with qualifications and experience (both as part of the organization, and otherwise) may be attached for the professionals that will be deployed for the project.

Name	Designation	Qualifications	Relevant Experience Within the organisation	Duration /period	Other Relevant Experience	Duration /period

- (ix) Detailed Technical Proposal content shall be provided in the Format at ANNEXURE – I.

**ALL DOCUMENTS SHOULD BE ENCLOSED SERIALIZED/INDEXED IN BOLD AND AS MENTIONED ABOVE DULY SIGNED BY AUTHORIZED PERSON(S).**

## 8. WARRANTIES AND LIABILITY:

- (i) The bidder/company will not sub-let the contract or part it to any other agency or individual(s).
- (ii) The bidder/company 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.
- (iii) The bidder/company further warrants that it has obtained all required registrations, permissions and consents from all third parties necessary to deliver the necessary activities.
- (iv) The bidder/company 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.

- (v) The bidder/company 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/company shall obtain a license for use from the rights holder permitting such use. The bidder/company shall indemnify NIFT against liability for infringement.
- (vi) The bidder/company 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.
- (vii) Assignment: The bidder/ company shall not assign any rights or obligations to a third party.
- (viii) Penalties for Non-Compliance: The bidder/ company undertakes to comply fully with the NIFT's requirements for the project. The project should be completed as per the work plan agreed upon. In case the bidder/company does not complete the project as per work plan, NIFT will be at liberty to levy a penalty of upto 2% of the Contract Amount for every two weeks of delay. The maximum amount of penalty shall not exceed 10% of contract value including Performance Security that shall also be forfeited.

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/company upto that time, besides any other action that NIFT may like to take against the bidder/company.

#### **9. TRADEMARKS & COPYRIGHT:**

- (i) The deliverables and any other documentation materials or transfer of all related intellectual property rights or works commissioned by NIFT and as such will be the sole property of NIFT and the NIFT will be vested with all rights, title and interest therein.
- (ii) The copyright in respect of all works associated with the brand management/strategy for NIFT will be vested with NIFT. All associated patents, copyrights and trade secret rights shall be the exclusive property of NIFT.

#### **10. GENERAL TERMS AND CONDITIONS:**

- (i) The bidders/companies shall acquaint themselves fully with requirement of NIFT. No compensation on account of any difficulties will be entertained at a later stage after award of works.
- (ii) That the technical bid shall be opened first and only the qualified bidders/companies selected by Committee shall participate in the financial bid, which shall be opened on the date fixed.
- (iii) In the event of the bid being submitted by a firm, it must be signed separately by each partner thereof or in the event of the absence of any partner, it must be signed on his behalf by a person holding a power of attorney authorizing him to do so or in the case of a company, the proposal be signed in the manner laid down in the said Company's Article of the Association. The signatures on the proposals will be deemed to be the authorized signatures.
- (iv) All the pages of the proposal document should be signed by the owner of the company or his Authorized Signatory as token of acceptance of Terms & Conditions. In case the

- Authorized signatory signs the proposal, a copy of the power of attorney/ authorization may be enclosed along with proposal.
- (v) The successful bidder/company will be required to deposit performance security @5% of the contract sum in the shape of Demand Draft/FDR/BG in favour of NIFT payable at New Delhi. This performance security must be deposited within 7 days of the award of the contract. No interest will be paid on the performance security. Refund of performance guarantee will be released after successful completion of contract.
  - (vi) The tender for the works shall remain open for acceptance for a period of 90 days from the date of opening of financial bids. The Earnest Money Deposit (EMD) will be forfeited in case of bidder/company withdraws his bid during the validity period.
  - (vii) The Bid security (EMD) shall be returned to the unsuccessful bidders/companies after finalization of contract without any interest.
  - (viii) All offers should be typewritten or written neatly in legible ink and submitted in duplicate. The bidders must sign all corrections.
  - (ix) The bidder/company must ensure that the conditions that are laid down for submissions of offers are complete and correctly filled. The rates and units shall not be overwritten and shall be in both i.e. figures and words. Any omission to fill the rates and units shall altogether debar the quote from being considered.
  - (x) In case two or more companies/agencies are found to have scored same marks as per evaluation criteria, the Competent Officer authorized by NIFT shall decide about the Bidder to which the offer shall be granted based on the report on the past performance of the firm, and length of experience etc. The decision of the Competent Authority of NIFT shall be final.
  - (xi) The proposal document/ work award is not transferable under any circumstances.
  - (xii) Any change(s) w.r.t. this proposal will be notified through website only.
  - (xiii) All costs incurred in connection with submission of bids like preparation, submission any personal visits, submitting the bids personally; subsequent processing etc. shall be borne by the bidder. NIFT will not be responsible/liable for the same regardless of the outcome of the proposal process.
  - (xiv) NIFT reserves the right to accept or reject any or all the proposals without assigning any reason.
  - (xv) TDS and other Taxes as applicable will be deducted from bidder/company bills as per Govt. instructions from time to time.
  - (xvi) The proposals not strictly in accordance with the conditions/specifications as per proposal Document are liable to be rejected.
  - (xvii) The successful firm shall have to execute an agreement on the non-judicial paper of the value of Rs. 100/- duly signed and stamped.
  - (xviii) (a) A bidder/company shall have the right to be heard in case it is felt that proper procurement process is not being followed and/or his or her proposal has been rejected wrongly. (b) The bidder/company may be permitted to send written representation, which may be examined by NIFT.
  - (xix) After technical evaluation of the bids by the Committee, only bidders/companies found to be eligible would be short listed for opening of the financial bids. Only the bidders/companies or their duly authorized representative carrying the letter of authorization will be permitted to attend the opening of bids. Incomplete, unsigned pages, non-submission of required documents or evidence as specified by the NIFT will be treated as non-compliance and the bidder/company's bid will be liable for rejection.
  - (xx) The bidder/company is responsible for clarifying any ambiguity, conflict, discrepancy, omission, or other error in the proposal prior to submitting the proposal. Requests for

clarifications should be sent to E-mail: [purchase.ho@nift.ac.in](mailto:purchase.ho@nift.ac.in) or contact Purchase Officer, NIFT Campus, Hauz Khas, Opp. Gulmohar Park, New Delhi- 110016.

- (xxi) Compliance with NIFT's Requirements: The indicated work specifications given in the proposal document should be strictly complied with without any qualification. Insufficient, incorrect or invalid information provided by the bidder or his representative, if any, will disqualify the bidder and bidders quotation will not be considered valid. NIFT reserves the right to accept or reject any/all the proposal without assigning any reason.
- (xxii) Delivery Terms and Period: The brand strategy services will be handled by the successful bidder and will start from the date of award of contract. The bidder will undertake a study to finalize the requirements in consultation with NIFT. The work plan outlining the different phases and delivery schedule will be submitted to NIFT for approval. The bidder should ensure timely completion of work as per schedule.
- (xxiii) Period of Contract: This will be one time activity.
- (xxiv) Award of Contract and Execution of Contract Agreement: NIFT will award the work contract to the bidder on the basis of evaluation done under Combined Quality cum Cost Based Systems. The bidder will execute an agreement on acceptance of the contract, incorporating the terms of engagement based upon the terms specified in the proposal document as per format approved by NIFT.
- (xxv) Cancellation/termination of agreement: NIFT at its sole discretion with prior notice can cancel/terminate the agreement without assigning any reasons thereof. The bidder will deliver to NIFT all the work deliverable completed and confirm in writing that all rights and permissions and licenses are also vested now with NIFT and that it is free of royalty and is fully paid up. All payments due to bidder and payable till that time only will be paid by NIFT.

#### **11. CONCILIATION / ARBITRATION:**

- (i) If any dispute(s) or difference 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
- (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 preventing Arbitration & Conciliation Act, 1996 & Laws of India as amended or enacted from time to time.
- (iv) The venue of the Arbitration shall be New Delhi.
- (v) The Arbitrator will give the speaking & reasoned award.

#### **12. 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 at Delhi.

NIFT reserves the right to annul the bidding process at any time period to award of contract including rejection of any or all bids after the same have been received, without thereby incurring any liability to the affected bidder/company or any obligation to inform the affected bidders/companies on the ground of NIFT action.

### 13. VALIDITY:

- (i) The bidders/companies should satisfy themselves before submission of the proposal to NIFT that they meet the qualifying criteria and capability as laid down in the proposal document.
- (ii) Rates should be valid for a period of 3 (Three) months from opening of Financial Bid.
- (iii) The proposal should be submitted and signed by a duly authorized person, giving full name of the company with its current business address.
- (iv) Clarifications regarding the proposal documents, if any, can be sought not later than 5 days before the last date of proposal from [purchase.ho@nift.ac.in](mailto:purchase.ho@nift.ac.in) Purchase Officer, NIFT Campus, Hauz Khas, Opp. Gulmohar Park, New Delhi- 110016.

### 14. CHECKLIST

SNo	Documents to be submitted	Proof Required
1	The proof of Annual turnover of last three financial years i.e. 2015-16, 2016-17 and 2017-18 which shall be duly certified by CA (to submit copy of audited balance sheet)	To be attached
2	The company should have had at least 3 years of experience in brand management activities of educational institutions / University / Government / PSU / Corporate bodies / Private Companies / Sectors (Certificate to be attached)	To be attached
3	The company should have experience as per pre requisite for eligibility for bidder/company. The list of clients along with the detail of the organizations, to be submitted	To be attached
4	Copy of PAN/TAN number of the firm/ company.	To be attached
5	Certificates / Undertaking to the effect that the bidder/company had never been blacklisted by any of the Government Organisation / Agencies (self attested)	To be attached
6	Earnest Money Deposit of Rs. 40,000 in the form of Demand Draft/ Pay Order/ FDR/ BG in favour of "NIFT" payable at New Delhi.	To be attached
7	Details of professionals employed in organization with complete list duly self attested.	To be attached
8	Details of professionals to be dedicated to the project if approved	To be attached
9	Detailed Technical Proposal content shall be provided in the Format at ANNEXURE – I.	To be attached

**Annexure- 1**  
**TECHNICAL BID**

**TECHNICAL BID FOR SELECTION OF BRAND MANAGEMENT AGENCY**

(Signature and Stamp of the Bidder)

1. Name of Company
2. Name of the Authorized Person(s)  
(WHO SIGNS ON THE PROPOSAL DOCUMENT)
3. Address of the company
4. Phone No
5. Email- Address
6. Mobile No
7. Fax

**Technical Evaluation**

S.No	Details	Information to be filled by bidder/company	Points
<b>Profile of the Company</b>			
1	Average Annual Turnover of the company in last three consecutive years ending upto 31 <sup>st</sup> March 2018		
2	Presentation	Not to be submitted with bid. Presentation to be made before the NIFT committee	
3	No. of clients in creating brand strategy works of educational institutions/University/ Government/PSU/Corporate bodies/ Private Companies/Sectors.		
4	No. of years of work experience in creating brand strategy works		
5	Nos. of Professionals		
6	PAN/TAN No. of the firm/company		
8	Never been blacklisted by any of the Govt. Organisation/agencies		
9	EMD		

**Note: All supporting documents should also be attached as per RFP clause 7 at page no. 9, failing which tender will be rejected.**

**Signature & Seal of Company :.....**

I accept the above terms & conditions

(Full Signature & Stamp of the Tenderer)

**ANNEXURE – I (b)**  
**National Institute of Fashion Technology**  
**Read and Accepted (Signature and Stamp of the Bidder)**

**DECLARATION BY THE BIDDER:**

It is hereby declared that I/We the undersigned, have read and examined all the terms and conditions etc. of the proposal document for which I/We have signed and submitted the proposal under proper lawful Power of Attorney. It is also certified that all the terms and conditions of the proposal document are fully acceptable to me/us and I/We will abide by all the terms and conditions. This is also certified that I/We/our principal firm have no objection in signing the Work Order for brand management services, if the opportunity for the brand management and development of communication strategy of National Institute of Fashion Technology against this proposal is given to me/us.

**Signature & Seal of Company:**.....

**Name of Authorized Signatory:**.....

**Name of Company:**.....

**Seal of the Company:**.....

**Address of Company:**.....

**Contact No. of Company:**.....

I accept the above terms & conditions

(Full Signature & Stamp of the Tenderer)

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**ANNEXURE – II**

**FINANCIAL BID**

**NIFT Head Office GSTIN. - 07AAATN2067JIZI**

**Price Schedule**

<b>S.No</b>	<b>Particulars</b>	<b>Fee Amount in Rs.</b>
1	The lumpsum fee for activities as envisaged in RFP	
2	Taxes, if any,	
3	Total project cost (S.No.1+2) including taxes	

**Signature & Seal of Company:.....**

**Name of Authorized Signatory:.....**

**Name of Company:.....**

**Seal of the Company:.....**

**Address of Company:.....**

**Contact No. of Company:.....**

**SIGNATURE & NAME (along with seal)**

I accept the above terms & conditions

(Full Signature & Stamp of the Tenderer)

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