

# National Institute of Fashion Technology

Website: <https://www.nift.ac.in>

EOI No:1803(17)/NIFT/Dean(A)/Bachelor in Luxury Brand Mgmt/2025

06.06 2025

## Expression of Interest (EOI)

For

### Collaboration for Launching NIFT's Undergraduate Program in Luxury Brand Management



Address To:

**Shri Gaurav Mishra,**  
**Director (Head Office)**  
NIFT Head Office, New Delhi-110016  
Tel: 011-26542040  
e-mail : [director.ho@nift.ac.in](mailto:director.ho@nift.ac.in)

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## 1. DETAILED NOTICE INVITING EXPRESSION OF INTEREST

EOI is invited on behalf of Director, NIFT HO from eligible, experienced agencies/ vendors for

<b>EOI No</b>	
<b>Name of Work</b>	Collaboration for Launching NIFT's Undergraduate Program in Luxury Brand Management
<b>Date of Issue/e-Publishing at CPPP/NIFT website</b> ( <a href="https://www.nift.ac.in">https://www.nift.ac.in</a> ); ( <a href="https://eprocure.gov.in/eprocure/app">https://eprocure.gov.in/eprocure/app</a> )	06.06.2025
<b>Document Download Start Date at CPPP/NIFT website</b> ( <a href="https://www.nift.ac.in">https://www.nift.ac.in</a> ); ( <a href="https://eprocure.gov.in/eprocure/app">https://eprocure.gov.in/eprocure/app</a> )	06.06.2025
<b>Document Download End Date at CPPP website</b> ( <a href="https://eprocure.gov.in/eprocure/app">https://eprocure.gov.in/eprocure/app</a> )	16.06.2025 at 03:00 PM
<b>EOI Queries should reach by</b>	Latest by till 12.06.2025 at 03:00 PM. EOI queries received later than the date and time as mentioned above shall not be entertained. EOI queries should be e-mailed to <a href="mailto:dean@nift.ac.in">dean@nift.ac.in</a> ; Tel : 011-26542033
<b>Last Date and Time for receipts of EOI online at CPPP website</b> ( <a href="https://eprocure.gov.in/eprocure/app">https://eprocure.gov.in/eprocure/app</a> )	16.06.2025 at 03:00 PM.
<b>Date and Time for opening of EOI at CPPP website</b> ( <a href="https://eprocure.gov.in/eprocure/app">https://eprocure.gov.in/eprocure/app</a> )	17.06.2025 at 03:00 PM.
<b>Qualifying process</b>	<ol style="list-style-type: none"> <li>1. The bidder must satisfy all the eligibility criteria</li> <li>2. The bidder must demonstrate capability to deliver as per the expectation of the Institute (to be demonstrated through a presentation, if any)</li> </ol>
<b>Address for correspondence</b>	Shri Gaurav Mishra, Director (Head Office) NIFT Head Office Contact No : 011-26542040 <b>Email ID : <a href="mailto:director.ho@nift.ac.in">director.ho@nift.ac.in</a></b>

Sd/-  
Director(Head Office)  
NIFT Head Office,  
Hauz Khas, New Delhi

## 2. **INSTRUCTIONS FOR ONLINE BID SUBMISSION:**

Bidders would be required to register on the Central Public Procurement Portal at <https://eprocure.gov.in/eprocure/app> using a valid Digital Signature Certificate(DSC) and valid email address to be able to participate in the bidding process. On registration with the Portal they will be provided with a user id and password by the system through which they can submit their bids online.

Digital Signature Certificate (DSC) may be obtained from any authorized agencies registered with the Certifying Authority (CA), through National Informatics Center (NIC) in India.

Bidders can download the bid document from Central Public Procurement Portal website at <https://eprocure.gov.in/eprocure/app> and required to submit the bid online by scanning and uploading all the relevant documents through the online Portal only.

EOI information is also available in the Institute's website at <https://www.nift.ac.in> Any further detail regarding Amendment/Addendum/Extension/ Corrigendum (if any) will be uploaded online only at both the given websites.

The bid submitted shall become invalid if- the bidder doesn't upload all the relevant testimonials as mentioned in this EOI document.

The Bidders will be required to produce the original copies of the eligibility criteria documents along with other documents mentioned in the EOI whenever needed at the various stages of EOI {if required}. Any discrepancy is noticed in the uploaded documents with reference to the original documents, the bid will be treated as invalid.

Sd/-  
Director (Head Office)  
NIFT Head Office,  
Hauz Khas, New Delhi

### 3. **GENERAL TERMS & CONDITIONS:**

#### 3.1 **INSTRUCTIONS TO BIDDERS**

- 1) EOI document: One set of EOI documents are uploaded in the CPPP portal. Bidder shall download the EOI documents and are advised to read the instructions carefully to ensure that his response complies fully before participating in the CPPP portal along with their offer letter.

##### **EOI submission:**

Bidders must upload their documents by the time and date mentioned in the Notice Inviting e-EOI in the CPP Portal ([www.eprocure.gov.in](http://www.eprocure.gov.in)), within the stipulated time. Bidder may go through the given special instruction before participation in e-EOI.

Bidder may request clarification at any time up to the mentioned last date of seeking Clarification. Such clarification requests shall be addressed to the **Dean (A), NIFT HO, Delhi (Email: [dean@nift.ac.in](mailto:dean@nift.ac.in) ; Tel : 011-26542033)**

##### **EOI requirement :**

The EOI will be opened by a committee duly constituted for the purpose at the date as specified in the EOI document. All required documents against Notice Inviting EOI documents need to be uploaded at CPP Portal as per checklist at Annexure II.

It is important that bidder clearly demonstrates his ability, giving to Institute a high level of confidence that the bidder will be able to perform the works/ supply/ service within the schedule and meeting the other requirements listed in the EOI document. Failure to do so may result in disqualification of the EOI.

### 4. **Background:**

The National Institute of Fashion Technology (NIFT), India's premier institute for fashion and design education under the Ministry of Textiles, Government of India, proposes to launch a four-year **Bachelor's Program in Luxury Brand Management** at its Delhi Campus. The proposed program will blend India's rich legacy of craftsmanship and design with contemporary global standards in the luxury industry.

To ensure a world-class, industry-aligned education ecosystem, NIFT invites **Expressions of Interest (EOI)** from **academic institutions, consulting firms, industry experts, and training providers** with proven experience and capability in the luxury, fashion, branding, and retail sectors.

### 5. **Objective:**

To identify and empanel suitable partners capable of co-developing, delivering, and supporting the proposed undergraduate program through a comprehensive and collaborative engagement model.

## 6. SCOPE OF WORK :

Interested applicants may offer support in three or more of the following key areas:

### i. Curriculum Design & Academic Delivery

- Develop modules aligned with luxury marketing, heritage branding, digital transformation, retail strategy, and innovation.
- Align pedagogy with NEP 2020 and global best practices.
- Contribute to teaching through visiting faculty, hybrid delivery, and content curation.

### ii. Faculty & Capacity Building

- Train NIFT faculty through workshops, masterclasses, or co-teaching engagements.
- Design certification pathways for teaching excellence in luxury education.

### iii. Guest Lectures & Expert Sessions

- Bring in senior professionals, luxury brand leaders, and global thought leaders for lectures, webinars, and panels.

### iv. Internships & Industry Linkages

- Facilitate national and international internships and immersive brand projects.
- Build long-term relationships with luxury houses and allied sectors for exposure and placement.

### v. Global Exposure & Recognition

- Support in organizing study tours, exchange programs, or internationally certified modules.
- Facilitate affiliations with global institutions or luxury networks.

### vi. Program Launch Support

- Assist in positioning, marketing, and launching the program effectively in academic year 2025–26.

## 7. ELIGIBILITY CRITERIA:

EOIs are invited from:

- **Academic institutions** with at least five years of relevant experience and existing collaborations with public universities or government bodies.
- **Consulting firms, training providers, and individual experts** with demonstrable experience in the luxury, fashion, or branding sectors.
- Proven capacity to deliver academic/industry programs in hybrid (online + offline) formats.

## 8. Submission Requirements:

Applicants are requested to submit a comprehensive EOI including the following:

### I. Profile and Credentials

- Overview of the organization or individual consultant, including years of operation, core competencies, and relevant experience in luxury, fashion, design, or branding education/training.
- Description of past collaborations with academic institutions, government bodies, or international luxury brands.

## **II. Proposed Areas of Contribution**

- Clearly indicate three or more areas from Section 3 (Scope of Collaboration) where your expertise lies.
- Applicants offering end-to-end support across curriculum design, delivery, industry linkage, and internship facilitation will be viewed favourably.

## **III. Approach and Delivery Plan**

- Strategic vision and methodology for supporting NIFT's luxury program.
- Proposed delivery formats (on-site, online, hybrid), sample module outlines, or academic structures.
- Indicative list of proposed guest speakers, faculty, or expert collaborators.

## **IV. Faculty and Expert Profiles**

- Bios of key personnel who will be involved in curriculum design, training, or delivery.
- Include international or cross-sector experts, where available.

## **V. Track Record in Industry Engagement**

- Evidence of active linkages with luxury brands (Indian or international) for internships, projects, placements, or advisory roles.
- List of past events, initiatives, or partnerships that demonstrate thought leadership in the luxury domain.

## **VI. Infrastructure and Capacity (if applicable)**

- Description of existing academic or digital infrastructure available to support the delivery of modules or workshops.
- Capacity to conduct hybrid learning, international exchange, or immersive experiences.

## **VII. Proposed Timeline and Milestones**

- Suggested implementation roadmap aligned with the 2025–26 academic launch.
- Phased plans for content finalization, onboarding experts, student engagement, and internship activation.

## **VIII. Value Proposition**

- Unique differentiators your organization or consultancy brings to the table (e.g., global network, proprietary curriculum, multilingual delivery, Indian craft-luxury fusion, access to CXOs, etc.).

## **9. EOI EVALUATION PROCESS:**

- i- Interested bidders should submit comprehensive proposals that include all necessary documents staking their eligibility along with a detailed portfolio showcasing relevant work carried out.
- ii- Any act on the part of the bidder to influence anybody in the institute is liable to rejection of his bid.
- iii- NIFT reserves the right to reject any application without assigning any reason.
- iv- NIFT reserves the right to relax/amend/add/withdraw any of the terms and conditions contained in the EOI Document without assigning any reason thereof.
- v- The decision of the Competent Authority, NIFT will be final in all matters relating.

#### **10. Presentation for Bidders (if any):**

Presentation may be conducted as decided by NIFT to assess the competence of the bidders.

The presentation may be the part of evaluation of bids and the date for the presentation, if any will be declared later on, after the opening of bids. The link to the meeting for presentation will be shared with only shortlisted bidders.



**PROFORMA FOR SUBMISSION OF OFFER LETTER OF EOI DOCUMENT,  
DECLARATION AND BIDDER DETAILS**

(THIS "OFFERLETTER" TO BE SUBMITTED IN BIDDER'S LETTER HEAD)

Ref no.

Date:

To

**Director (HO),  
NIFT HO-110016**

**Sub**

: " \_\_\_\_\_  
\_\_\_\_\_."  
" against EOI No: \_\_\_\_\_ Dated \_\_\_\_/\_\_\_\_/\_\_\_\_

1. I/ We had read entire EOI and unconditionally accept all the terms and conditions laid down in the EOI document.
2. I/We enclose herewith documentary evidence of my/our experience of execution of work/ supply/service of similar nature and magnitude carried out by me/us as per the eligibility criteria along with the other documents mentioned in the tender document.
3. I/ We confirm and declare that we are not blacklisted/ debarred/ de-registered by any Government department/ Public Sector Undertaking/ Autonomous bodies or any other agency for which we have executed/ undertaken the works/ supply /services during the last 5 years.
4. It is certified that all the information given hereby as well as in the enclosed eligibility bid documents are correct to the best of my knowledge and believe. It is also understood that I/We shall be liable to be debarred, disqualified in case any information furnished by me/us found to be incorrect.

Date.....day of .....2025

**Name of the Bidder with Address:**

Name:

Address:

Signature of Bidder(s),with the seal of Firm

**ANNEXURE-II****INDEX COMPLIANCE SHEET**

(To be submitted on the letter head of the Agency/  
Bidder)

Sr. No	Document Name	Compliance (Yes / No)	Page No		Remarks
			From	To	
1	Details of the Agency As per Annexure – III				
2	Copy of Permanent Account Number (PAN) in the name of the bidder, if not proprietorship bidder.				
3	Copy of GST Registration Certificate.				
4	Proof of Income / Turnover to claim the eligibility related to Turn Over (CA Certificate)				
5	Proof of Experience: PO/WO/ Agreement/ Experience Certificate/ Performance certificate from the clients.				
6	All other documents, as required to claim eligibility				

Place:

Date:

(Signature with stamp of the Agency)

## ANNEXURE-III

### Details of the Agency / Bidder

(To be submitted on the letter head of the Agency/ Bidder)

**Copies of all supporting documents duly signed and stamped by the Agency in support of below particulars must be attached along with this checklist**

1	Name of the Agency(In Block Letters)	
2	Registered Office Address(With telephone no.& email address)	
3	Status of the organization: Academic Institutions/ Consulting Firms/Industry Experts/Training Providers	
4	Year of incorporation/set up	
5	PAN No.	
6	GST No.	
7	Authorized Signatory Details	Name: Designation: Mobile No: Email:
8	Details of Contact Person Other than Authorized Signatory:	Name: Designation: Mobile No: Email:
9	Total No. of Year of Similar Experience (as per <b>Annexure-IV</b> )	
10	Annual turnover & Net Profit for last three financial years(duly certified by the Chartered Accountant )	FY2021-22: Rs FY2022-23: Rs FY2023-24: Rs
11	Total number of employees	
12	Whether the Agency faced any litigation with any organization earlier, if yes, kindly furnish the same with name of the organization and brief details of litigation.	
13	Any other information	

### Verification:

The details furnished in the application are true and correct to the best of my/our knowledge and that in case of furnishing any false information or suppression of any material information, the application shall be liable to be rejected besides initiation of panel proceedings by NIFT, if it deems fit.

Note:

- 1) Please enclose all supporting documents.
- 2) If documents are not included in the application, the bid will be automatically rejected.

Signature of authorized signatory

Name: Seal:

**ANNEXURE-IV****DETAILS OF EXPERIENCE**

(To be submitted on the letter head of the Institution/Firm/Company)

Sr. No	Name of the organization/Institute (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 (Yes/No)
	Name of Contact Person, Contact No. & email id. (organization/Institute to whom services rendered)		From (MM/YYYY)	To (MM/YYYY)		
1						
2						
3						
4						
5						
6						
7						
8						

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

- Institution/Firm/Agency are required to provide the information on above format only in reverse chronological order (start from latest/recent most organization to oldest organization) and also attach Copy of contract / performance certificate in same sequence. Institution/Firm/Agency may add row / rows in the above format, if No of organizations / Institutions are more or may add additional sheet also.
- The bidder should provide the contact information (i.e., names of two contact persons, phone number, email address, URL of the company) of clients that NIFT may contact in order to obtain the required information.

1. (Details of 1 <sup>st</sup> person)	2. (Details of 2 <sup>nd</sup> person)
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**Signature of Agency****Name:** \_\_\_\_\_**Designation:** \_\_\_\_\_**Organization Name:** \_\_\_\_\_**Contact No.:** \_\_\_\_\_