



दिग्दर्शिका

A Hand Book on Exhibition



MySari
MyPride





वस्त्र मंत्रालय
Ministry of Textiles



दिग्दर्शिका

A Hand Book on Exhibition

Disclaimer – *The content of this book is for informational and guidance only, so that one can be familiar to organize the exhibitions and events* in a timely, transparent and successful manner and based on the various efforts made in recent years by NHDC to streamline the process with a systematic approach to the different activities.

The original instructions under NHDP and other schemes/ policies shall prevail and should be referred for the purpose of organising exhibition and events.



रा ह वि नि
NHDC

राष्ट्रीय हथकरघा विकास निगम लिमिटेड
(भारत सरकार का उपक्रम)

National Handloom Development Corporation Limited

(A Government of India Undertaking)

रा ह वि नि
NHDC

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IMPROVISATION EXHIBITION RELATED ACTIVITIES AND SCHEDULES

The Handloom Sector is one of the largest unorganized economic activities and it constitutes an integral part of the rural and semi-rural livelihood engaging over 35 lakh persons. The sector engages over 25 lakh female weavers and allied workers which makes it an important source of economic empowerment of women.

The Ministry of Textiles, Government of India has been promoting and encouraging the Handloom sector through a number of policies and programmes with various interventions through its various offices located across the country.

The Office of Development Commissioner (Handloom) follows a need-based approach for integrated and holistic development of handlooms and welfare of handloom weavers through a central sector plan scheme namely “National Handloom Development Program” (NHDP). **(Annexure - i).**

National Handloom Development Corporation (NHDC) Ltd. is a National level apex agency (PSU), for the promotion and development of Handloom sector, under administrative control of the O/o DC(Handlooms), Ministry of Textiles and assists the speedy development of handloom sector by organizing various events/ programmes/schemes.

The Handloom Marketing Assistance component (HMA) of NHDP with the objective to develop and promote marketing channels in domestic and export markets in a holistic and integrated manner, to bring greater visibility to the sector, supports marketing efforts of Handloom weavers at National and International level. The scheme supports weavers, both within and outside the cooperative fold including Self Help Groups, Weaver entrepreneur, Producer company, etc. with quality raw material, design inputs, technology up-gradation, marketing support through exhibitions, creating permanent infrastructure in the form of Urban Haats, marketing complexes, cluster development, etc.

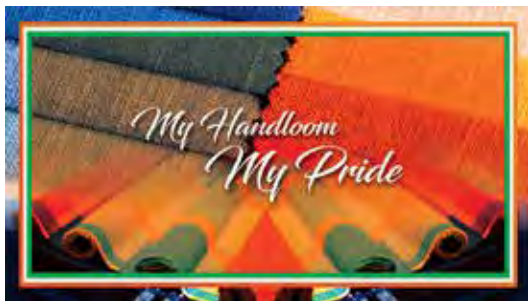


Corporation has been organizing various Handloom marketing assistance programs i.e. National Level Special Handloom Exhibition cum Sale (Silk Fab / Wool Fab/ National Handloom Expo/ Exclusive Handloom Expo), BSMS, Seminars on dissemination of Government schemes, etc under various components of National Handloom Development Programme (NHDP), for providing the marketing assistance to the Handloom sector. These events create linkages between Handloom weavers and market and also enable weavers to exhibit and sell products produced by them directly to buyers and consumers. These events are well received by buyers from different walks of life.



Recently, apart from the regular “Special Handloom Exhibition (SHEs), NHDC has also organized various promotional mega events i.e. Sari Festival, Sari Walkathon, Aatmanirbhar Bharat Exhibition etc. Special events are also held to commemorate occasions like Gandhi jayanti, Women’s day, Adivasi Janjatiya Divas, Bharat parv, Shanghai Cooperation Organisation (SCO), National Handloom day, Independence day, Republic day etc. NHDC also participates in several prestigious exhibitions like HGH, SurajKund mela, Basant Utsav, Jaipur Utsav, International Cotton Advisory Committee (ICAC), BHRDF, Central Calcutta Science & Culture Organisation for Youth (CCSCOY) at different locations throughout the country. In addition, NHDC organizes exhibitions as per approved calendar, at Handloom Haat, Janpath. In 2023-24, NHDC has also organized two exhibitions for the Central Wool Development Board under their marketing scheme.





कोटा में मनाया नारी सशक्तीकरण का उत्सव : एक साथ सड़कों पर उतरी महिलाएं तो चहुंओर दिखा उल्लास-उमंग, लोकसभा अध्यक्ष ओम बिरला ने वर्चुअली सम्बोधन दिया

साड़ी वाँकथॉन में दिखे भारतीय संस्कृति-संस्कार के रंग



केन्द्रीय कलाग्राम राज्य मंत्री दर्शना जयदेश ने बढ़ावा महिलाओं का उत्सव

पत्रिका patnive.com

कोटा, कोटा शहर में महिलाओं का नया सशक्तीकरण का उत्सव मनाया गया। महिलाओं की नेतृत्व क्षमता का अर्थव्यवस्था बनाने के लिए सशक्तीकरण प्रोत्साहन और विकास की योजनाएं कोटा शहर में सशक्तीकरण कार्यक्रम शुरू हुए। इसमें कई उत्सव में महिलाएं अपनी शक्ति और उद्यमिता को प्रदर्शित कर रही हैं।

यहां से निकली वाँकथॉन

वाँकथॉन (Kankathon) नाम के उत्सव 12 से शुरुआत होकर 15 तक चल रहा है। इस दौरान महिलाएं अपने कलात्मक कौशल को प्रदर्शित कर रही हैं। वाँकथॉन का अर्थ है 'वाँक' या 'सूत' का उत्सव। इस कार्यक्रम में महिलाएं अपने कलात्मक कौशल को प्रदर्शित कर रही हैं।

इनकी रही भागीदारी

कोटा में नारी सशक्तीकरण कार्यक्रम के अंतर्गत एक कार्यक्रम का आयोजन किया गया। इस कार्यक्रम में महिलाओं की भागीदारी देखने को मिली। कार्यक्रम में महिलाओं की भागीदारी देखने को मिली।

देश अब सुमन लेड डवलपमेंट की ओर

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स्वच्छ संदेश: जमाना अब महिलाओं का

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महिलाओं से जुड़े विषयों पर खुली बात

महिलाओं से जुड़े विषयों पर खुली बात हुई। इस कार्यक्रम में महिलाओं की भागीदारी देखने को मिली। कार्यक्रम में महिलाओं की भागीदारी देखने को मिली।

राम दारबार, गदा, तलवार, कैसरिया ध्वज

राम दारबार, गदा, तलवार, कैसरिया ध्वज का आयोजन किया गया। इस कार्यक्रम में महिलाओं की भागीदारी देखने को मिली। कार्यक्रम में महिलाओं की भागीदारी देखने को मिली।

सौरा इटपट साष्टी बांधन, थिरकने में पीछे नहीं

सौरा इटपट साष्टी बांधन, थिरकने में पीछे नहीं रहें। इस कार्यक्रम में महिलाओं की भागीदारी देखने को मिली। कार्यक्रम में महिलाओं की भागीदारी देखने को मिली।

नव दुर्गा और तीन देवियों का स्वस्व

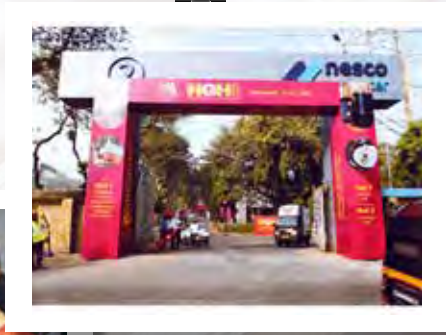
नव दुर्गा और तीन देवियों का स्वस्व का आयोजन किया गया। इस कार्यक्रम में महिलाओं की भागीदारी देखने को मिली। कार्यक्रम में महिलाओं की भागीदारी देखने को मिली।



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To organize these Handloom exhibitions cum expos and mega events in a timely, transparent and successful manner, in recent years NHDC has streamlined the process with a systematic approach to the different activities. This covers the planning of the event, submission of proposal, inviting applications from participant weavers/ artisans, tendering process, execution plan, organizing the event to submission of progress report and Utilization certificate to the O/o DC(HL).

The details of these system changes are as follows -

Pre event Planning Stage

- Planning - schedule/ calendar and financials
- Proposal to Ministry
- Call for applications from weavers/ artisans
- Floating and opening of Tender
- Collection and compilation of applications
- E Allotment of Stalls
- Finalization of agency for Infrastructure and Media & Publicity
- Detailed plan for Infra and Media, cultural and other activities

Execution Stage

- Finalization of Master Creative Option
- Approval of sub creatives and infra
- Implementation of Infra plan and Media plan
- Arrival of Participants
- Commencement of the event
- Account Verification for TA/DA payments
- Closure of event

Post event stage

- TA/DA Final Payments to participants
- Receipt of all infra related bills / reports from the concerned agency
- Payment of all the related expenses
- Preparation of Utilization Certificate statements
- Submission of UC to Ministry along with necessary docs
- Receiving the balance payments from Ministry

A. Pre event Planning Stage

Planning - schedule/ calendar and financials

NHDC prepares a schedule/calendar of the proposed events for the financial year along with details of location, dates, estimated expenditure etc as per the prescribed format under the NHDP guidelines.

Internal review for finalizing locations and the type of event, is done by NHDC taking into account availability of venue, past sales, synchronizing with the local festival, etc and the exercise is completed by March/ April, for the next financial year (**Annexure-ii**).



- **Proposal to Ministry**

The proposal is sent to the O/o DC(HL) for necessary approval and financial sanction to conduct the exhibition (**Annexure-iii**). Even if financial sanction and assignment of limits may take time, it is essential to have in-principle approval for conduct of exhibitions to ensure smooth clearance of bills later.

On receipt of approval for the exhibition calendar, tentative dates are finalized and further planning is done accordingly. (**Annexure-iv** The locations approved for financial year 22-23 and 23-24 are enclosed)

- **Floating and opening of Tenders**

Empanelment of vendors is done as per the terms and conditions based on the brief and purpose of organizing the events. The agencies have to also plan to onboard specialists for specific components of the exhibition.

Request for Proposal (RFP) is issued through E procurement site for Empanelment of Infra agencies and Multi-media agencies for media/publicity/branding separately. In recent months, sari festival and sari walkathon has been organized along with the exhibitions to promote saris of India. (**Annexure- v** Format of RFP enclosed)

Their technical suitability is evaluated by a designated committee for evaluation of documents and committee for opening of tender. Accordingly, empanelled vendors for providing Infrastructure and providing Media and publicity to organize Handloom exhibition are finalized, which has validity for 2/3 years.

Closure to the date of normal exhibition, Corporation invites Limited Tender to apply for providing “Infrastructure and Publicity of Handloom Expo across the Country” and intends to select the agency/firm through competitive bidding process in accordance with the procedure set out therein, from the empanelled vendors. The limited tender indicates the scope of work, critical date sheet, project budget, terms and conditions, depending on the nature of exhibition. (**Annexure-vi & vii** Format of Limited tender is enclosed)

Normal event refers to the events planned as per the scheduled calendar i.e. Silk Fab, Wool Fab, NHE etc. However, While submitting a financial bid, the infrastructure agency submits the layout of the theme, the entry gate options, etc with the tender. Also the media agency has to indicate the media plan including social media. As per the work order, the agency submits multiple creative options for the event and approval is taken of appropriate authority (photos enclosed).





On International Women's Day

VIRAASAT
Celebrating

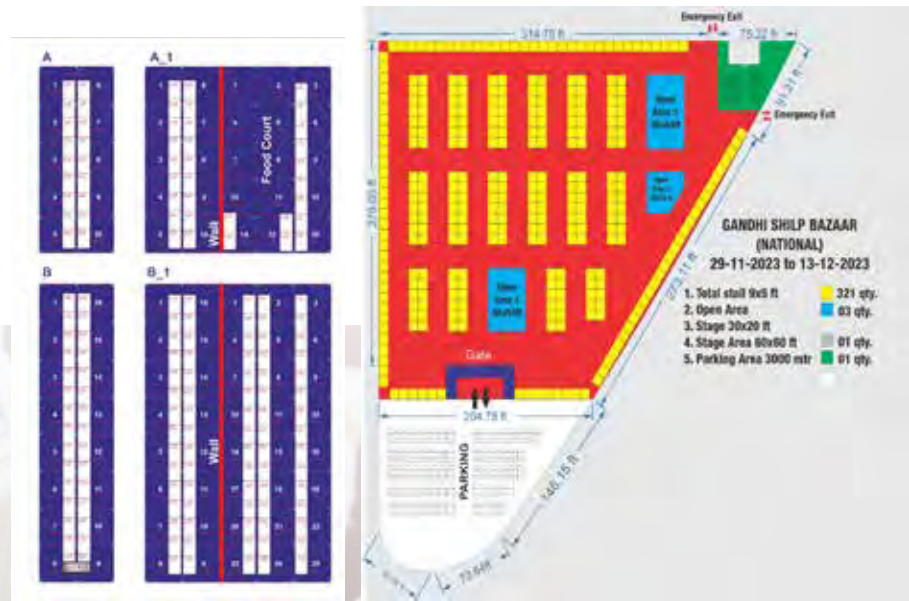
शक्ति | Showcasing
Circularity in
Textile

Attractions

- Shakti Dharohar** : Exhibition cum sale of creations by women artisans & weavers
- Shakti Se Bhavishya** : Handcrafting Circularity in Textiles by women
- Shakti - Indradhanush** : Display of Natural Dyes & Sustainability in Textiles
- Shakti Ki Dor** : Live Loom & Craft Demonstration
- Shakti - Ek Safar** : Significant contribution of women in traditional Handicrafts and Handlooms
- Shakti Ki Sanskriti** : Cultural program
- Swad Ki Shakti** : Local cuisines

6th March, 2023 to 12th March, 2023 | Handloom Haat
from 11:00 AM to 08:00 PM | Janpath, New Delhi

#ViraasatCelebratingShakti



- **Finalization of agency for Infrastructure and Media & Publicity**

On the prescribed date of opening the tender, the tender is opened by a committee and based on the L1 rates cum suitability of the bidder, the agency is finalized for providing infrastructure and media & publicity to organize the exhibition.

The agency who is assigned infrastructure work is given a detailed plan for the event, based on which he gives a layout plan for setting up the stalls and other logistics depending on the activities being done.

- **Detailed plan for Infra and Media, cultural and other activities**

The agency, finalized for a particular event, submits the detailed plan for Infrastructure, Print Media Plan, Social Media Plan, branding, within the budget, for approval. Stalls can be octonorm, open space, pagoda, jute stall etc depending on the hall and location.

The cultural program is finalized based on the requirement of the event and to give a complete experience to the visitor (photos). Few stalls for local cuisine are also included depending on the location and space. Stalls are also provided for creating awareness and social message - millets, silkmark, AYUSH, etc.

Detailed plan of print media is finalized considering the city where the event is being held and the circulation of local editions of newspapers. Publication is done in hindi, english and local language newspapers etc. (**Annexure-viii & ix** Format of Print media and social media plan enclosed)

- **Call for applications from weavers/ artisans**

Based on the schedule of the event, applications are invited from the eligible handloom agencies through WSC / State etc. to participate in the events, for sale and display of products. Applications have to be submitted before the closing date along with requisite data and supporting documents (**Annexure-x & xi** Format of Letter for calling the application along with prescribed form is enclosed)

- **Collection and compilation of applications**

Two/three days before the closing date, review of applications received is done to get sufficient regional representation failing which the concerned weavers service centers and NHDC regional offices are pursued to send more applications to cover the shortfall, if any. State apex bodies are also contacted to get wider participation.



The applications are compiled as per the prescribed format (**Annexure-xii & xiii** format enclosed)

- **E Allotment of Stalls**

The file is put up for recommendation to a designated committee of Ministry level for the e allotment of stalls. The commercial staff of NHDC are sent by rotation to have transparency in the selection process. (**Annexure - xiv** format of note is enclosed)

The committee nominated by the Ministry allots stalls by a computer-based lottery for selecting the participants, including the waiting list. This draw is done keeping in mind the regional representation and adequate number of stalls for the region in which the event is being held. (**Annexure-xv** Format is enclosed)

Finalized list (Final and waiting) is displayed on the day of approval of lottery list, on our website, whatsapp group of ROs, weavers, etc.

Execution Stage

- **Finalization of Master Creative Option**

Creative options matching the theme of the event, with logos of ministry, NHDC, and any other essential logos are submitted by the agency. For special events creatives are finalized as per the consultation/ approval of the Ministry.

The open file of the approved master creative is also provided to the infra-agency for further use along with all the logos to be included.



- Approval of sub creatives and infra

Based on the master creative all the sub creatives for Gates, Banners, Standees, E Invite, E Brochure, social media templates etc are created and approved for further use, accordingly.



- ## Implementation of Infra plan and Media plan

Based on the approved media plan, Newspaper advertising is executed on DAVP rates by the agency. The media brief is also submitted to PIB for wider circulation and press.

Similarly, based on the social media plan, regular posts are done by the agency. Various posts i.e. curtain raiser, save your dates, 2 days to go, 1 day to go, inauguration post, glimpses of the event, weavers bytes, influencer reels etc are posted through various social media platforms. (X, Facebook, Insta, Koo etc). A list of tags is also indicated by the media agency which have to be included with posts.



Branding is done at the venue and also important government locations in the vicinity, Railway stations/bus stops, metro stations, etc for which concerned authorities are approached. Invitation is sent to all dignitaries, officials, guests, etc and also through mail and messages to intended buyers. Silk Fab, Wool fab, Viraasat, One bhara sari walkathon are registered brands of NHDC, Ministry of Textiles and are used for branding publicity.



Concerned area's WSC is also intimated for live loom display and theme pavilion display. Infrastructure for do it yourself, live craft demonstration like pottery making, bangle making, painting, etc is also created by the agency. Their report is also included with UC.



- **Arrival of Participants**

Arrival plan of participant weavers is confirmed by the exhibition coordinator before the start of the event along with the execution of infrastructure and publicity work.

All the participants are assigned stalls along with basic set-up like rack, table, chair, display stands, and weaver's kit etc. While assigning stalls, documents are checked to ensure that only authorized allottees are given stalls and the persons are members of societies who have been allotted stalls.

Similarly, the arrival of cultural teams, food stall vendors etc is also confirmed and their requirement taken into account for arrangements made by agency like sound system, seating, stage, light, etc.

- **Commencement of the event**

For special expos/ events work allotment is done to different committees to coordinate various activities works related to exhibition i.e. welcome committee, food committee, live loom and theme, Infra committee, cultural programme committee, workshop and seminar committee, publicity and branding committee etc.

Various Committee for Sari Festival/ Mega Events

Sl No	Name of Committee
1.	Welcome
2.	Food Court
3.	Live Loom & Theme Pavilion
4.	Refreshment
5.	Film Programming /Screening & Touch Screen
6.	Infra & Display and Weavers
7.	Cultural Program
8.	Vehicle & Parking
9.	Workshop & Seminars
10.	Publicity & Branding



For regular exhibitions, the Regional office deputs the staff (generally the branch heads of the state). In Handloom Haat, Janpath, staff from Headquarter office are sent in rotation to ensure smooth finalization of post exhibition work and speedy submission of UC to the Ministry.

To take care of day-to-day miscellaneous expenses, a small amount is given to the staff coordinating the exhibition. For workshops/seminars, projectors, screen, seating, mics, etc are arranged and for theme, props, dummies, queue managers, etc are provided by the infrastructure agency. To give a holistic experience, visitors are also treated to a cultural program and informative theme like 5F or do it yourself activities such as block printing, lacquer work, embroidery, painting, etc. A touch screen kiosk is installed which gives information about the handloom and handicrafts of India. Screening of audio visual films is done at the venue to highlight the handloom heritage of our country.

As per the scheduled date the event is inaugurated in presence of various dignitaries. In addition to visitors and buyers, the exhibition is graced by celebrities and handloom enthusiasts.





- **Account Verification for TA/DA payments**

To assist the weavers by timely release of TA & DA and bring transparency in the system, process for releasing of eligible TA & DA (as per NHDP guidelines, Domestic marketing promotion- HMA component) to Handloom weavers/ artisans/ agencies for participation under various domestic NHE/ Silk Fab/ Wool Fab and other events etc. is approved by the Board and the same is advised to be followed by all regional offices/ head office. (**Annexure-xvi** format of letter to ROs advising to follow the TA DA process is enclosed).

All the relevant/ supporting documents of the claims for TA & DA by the weavers and accounts details (NEFT/RTGS) etc of participant weavers are collected by the agency (for Infra) / concerned staff of Regional Office under which the events are being organized, on the 1st / 2nd day of the event/ exhibition.

On the second / third day of the event Re.1/- (One) will be sent as a test entry to the bank account of the concerned weaver participant by the concerned Regional Office. This will ensure that the bank account, NEFT/RTGS details etc provided by the weavers are perfect for transactions so that further transactions can be carried out faster and smoothly. Any return of this amount at this stage is rectified for defects, till the details i.e. bank accounts, NEFT/ RTGS etc of all the participants are verified and the process is completed latest by 5th day of the event.

- **Closure of event -**

At the end of the exhibition, the infra / publicity related bills / reports are to be jointly certified with the vendor and local resource of NHDC. The participants have to submit their travel details along with relevant documents for payments (**Annexure-xvii** format for claim enclosed).

Post event stage

- **TA/DA Final Payments to participants**

After the Re 1/- testing process, the balance amount of eligible consolidated TA & DA is released by the concerned Regional Office in the verified accounts of participant weavers after completion of the event and receiving the approval. (within 2-3 working days). (**Annexure xviii & xix** Format of Note is enclosed)

After completion of the event the concerned RO forwards all the original claim forms and relevant supporting documents as per checklist to HO for further submission along with UC, accordingly.



- **Receipt of all infra related bills / reports from the concerned agency**

After completion of the event, the agencies raise their invoices for the work completed by them, enclosing requisite documents, photographs, reports as mandated.

- **Payment of all the related expenses**

The concerned regional coordinator, based on the invoices received and verified by the concerned regional office, compiles and processes the same for approval of the Ministry and further the finance department makes the payment based on the available funds released by the ministry for the event under Central Nodal Agency (CNA) fund.

- **Preparation of Utilization Certificate statements**

Based on the compiled documents and approval obtained, the finance department at HO level prepares the utilization certificate as per the prescribed format and checklist and get it certified from CA and competent authority, and submit to the O/o DC(HL). (**Annexure-xx** Format and check list of UC documents enclosed)

- **Submission of UC to Ministry along with necessary docs**

The finance department at HO submits the UC along with all the required documents (GFR 12(A), Final report, WSC's Report, expenditure statement etc) and reports for further action at ministry level.

(**Annexure-xxi, xxii, xxiii & xxiv** format of required supporting documents are enclosed)

- **Receiving the balance payments from Ministry**

After submission of UC and approval at ministry level, the balance payments are released to NHDC and accordingly NHDC also releases the balance payments to the vendors.



B. Handloom Marketing Assistance (HMA)

Objectives:

To Develop and promote marketing channels in domestic and export markets in a holistic and integrated manner to bring greater visibility to the sector and ensure commensurate remuneration to weavers.

Components of HMA:

1. Domestic Marketing Promotion
2. Handloom Export Promotion
3. Setting up of Urban Haats
4. Marketing Incentive (MI)

B.1 Domestic Marketing Promotion

Types of Expos/ Events, Craft Melas, Virtual Expos and Miscellaneous activities:

- (i) Domestic Expos (National Handloom Expo -"Gandhi Bunkar Mela", State Handloom Expo -"Hathkargha" & Districts Handloom Expo-"Tana-Bana")
- (ii) Craft Melas
- (iii) Dilli Haat Exhibits
- (iv) Brand Building
- (v) National Handloom Day
- (vi) Handloom Awards (vii) GeM On-boarding
- (viii) Miscellaneous Promotional activities/events
- (ix) Virtual Expos (Domestic and International)

General principles applicable to all domestic marketing expos/events/Craft Melas/Dilli Haat:

- Seeking wider participation from within and outside states. Encourage all states to organize expos.



- Popularization of Handloom through Handloom Mark (HLM) and India Handloom Brand
- (IHB). Eligibility for participation to be extended to both registered agencies/weavers of HLM/IHB, as well as those Handloom agencies/Weavers whose applications for registration are under consideration.
- Craft Melas and Master Creation Programme for high end products to be participated by Sant Kabir and Handloom Awardees, National Merit Certificate Holders, IHB holders and State Awardees, in that respective order of preference.
- For greater opportunity to all, Dilli Haat participation will accept application from Handloom entities having Handloom Mark and India Handloom Brand. Accordingly, Cooperative Societies, Producer Companies, SHGs, JLGs etc will be eligible to apply.
- Annual marketing calendar for organization of marketing expos/events etc. will be approved by DC (HL) on the basis of past performance of IAs. An indicative target will be communicated to the States/UTs and State & National level IAs.
- Keeping in view the theme of the event, IA should organize cultural events viz. sangeet sandhya, Kavi Sammellan, folk songs, Nukkad Natak, fashion display etc. to attract footfalls.

B.1.(i) Guidelines for organizing Domestic expos:

(a) Funding pattern, participation, period for Expos/ Events, Craft Melas & Virtual Expos:

Nomenclature	Participants	Period (in Days)	Funding (Rs in Lakh)
NHE " Gandhi Bunkar Mela"	80	14	45.00
SHE "Hathkargha"	60	14	30.00
DHE "Tana-Bana"	25	5-7	6.00
Crafts Melas	-	-	15.00
Virtual expos	200 - 500 & above	14	15.00 -22.00 (plus 20% expenditure on Publicity, Inaugural and Webinar sessions)

(b) **TA/DA& Freight:** To be paid to the participants of NHE/SHE/DHE/BSM/RBSM/Craft Melas, and other marketing expos/events etc.



Financial assistance for outside participants:

- (i) @ Rs. 4,000/- for TA
- (ii) @ Rs. 2,000/- for freight
- (iii) DA @ Rs.800/- in Delhi & NCR, Mumbai, Kolkata, Chennai, Ahmedabad, Pune, Hyderabad & Bangalore; and Rs.500/- in other cities per day per participant, for participation in various handloom marketing expos/events.

DA will be admissible for entire period of the marketing expos/events plus two days (one day prior to commencement and one day after concluding of an event).

For local participants: The total entitlement under various heads combining TA/DA and freight etc. in respect to the local participants (coming from within the city limits where expo is conducted) will be limited to Rs.2,000/-.

Submission of Proposals by IA for NHE/SHE/DHE:

- State Level IA to submit proposals to the DC (HL) through:
 - State Director of Handlooms & Textiles/Sericulture
 - or
 - Concerned WSC in the State.

However, Handloom organisations such as Corporations, Apex Societies, Federations, Crafts Mela authorities/Art & Crafts Cultural Societies, Urban Haat management bodies in the States etc. having Govt. Officials as Chairman/CEO/Chairman/MD/HoO appointed by the State Govt. can submit their proposals directly to DC (HL) under intimation to their State Directorates.

- Also, Central/National Level organization viz. WSCs, NIFT, NHDC, HEPC, CCIC, CSB, NEHHDC etc., can submit their proposals directly to DC (HL).
- Up to 50% of the total eligible amount sanctioned in respect of all components of HMA viz. NHEs/SHEs/DHEs/Craft Melas/Expos/misc. events etc. will be released in advance by DC (HL) directly to IA on submission of the application through My Handloom Portal (<https://myhandlooms.gov.in>)/in the prescribed proforma - Annexure B1. This advance may be released upto the last date of the expo.



- Balance funds would be released by DC (HL) to the IAs directly on submission of detailed accounts duly certified by the Chartered Accountant/ Govt. Auditor along-with monitoring/ inspection report etc.
- In case of WSCs, 100% amount will be released as advance.

Allotment of Stalls:

- In a reciprocal arrangement, upto 20% stalls will be reserved for handicrafts artisans in domestic expos organized by O/o DC (HL) viz. NHE, SHE & DHE and upto 20% stalls will be reserved for handloom weavers in the expos organised by the O/o DC (Handicrafts).
- All the expenses such as freight charges, TA/DA to the participants including expenses on organizing expo would be borne by the organizing Department
- (Handloom/Handicraft) as per their respective scheme guidelines.
- Handloom stalls will be allotted to handloom agencies which are in possession of or applied for Handloom Mark/India Handloom Brand registration. Such agencies would include cooperative societies, Producer Companies, SHGs, JLGs, federations, corporations, apex societies etc.
- While allotting the stalls, the specifications of products along with name of Handloom Pocket must be clearly indicated. Endeavour should be to promote greater variety and niche handloom products of different regions/States.
- Selection of participants and allotment of stalls will be done in a fair and transparent manner, preferably through a computerized draw or open lottery by a committee constituted for the purpose, with the following composition:

Sl. No.	Implementing Agency	Composition of the Committee
1	State Handloom Corporations	Representative of State Director (Handloom & Textiles/Sericulture) with representative of WSC
2	National level organization like NHDC, HEPC, CCIC, CSB, NEHHDC etc.	IA plus nominee of Office of DC (HL)
3	Any other IA	Representatives each of State Director (Handloom & Textiles/Sericulture), representative of WSC & IA.

- The procedure for allotment should be given due publicity. Also, various handloom pockets of the area should be given adequate participation in the expo based on number of applications received.
- If sufficient number of entries are not received from the any region including the host region, vacant stalls would be allotted to other regions, and vice versa, in accordance with number of applications received from each region by computerized draw or open lottery.
- Along with East, West, North and South, North-East will be considered a separate region for the purpose of allotment.
- Handloom Mark (HLM), GI handloom products, languishing/extinct crafts and schemes
- for handloom.
- Three (3) to four (4) food stalls in NHE & SHE and two (2) food stalls in DHE will be reserved to attract footfalls.

The committee, while making allotments, will seek an optimum balance between local and outside participation based on following indicators:

- The local handloom entities generally have enough exposure to the local market, and sales opportunity for local products in the local markets is not very encouraging.
- Too much of local participation limits the opportunities for outside handloom entities to enter new areas.
- Participation from other States needs to be given a boost to bring variety to the expos, and increase footfalls.
- The marketing expos need to promote inter-State sales of handloom products, and expose handloom entities to markets of other States.
- Niche Handloom products will get a boost from inter-State sales of Handloom products in the expos.

Note: No subletting of stalls is permissible under any circumstances. Strict and regular surprise checks will be conducted to ensure the same.

Other Features:

- A customer assistance centre would be set up in each NHE/SHE/DHE and manned by officials of the IA to restrict excessive pricing and other unfair practices.



- IA should endeavour that purchases by the customers be facilitated by a UPI enabled digital wallet such as Paytm, PhonePe, GPay or any other suitable service/platform, or Point of Sale (POS) facilitation, to minimize the use of cash.
- The IA would ensure that a record of agency-wise daily sales figures is maintained.
- As far as possible, the NHE/SHE/DHE would also be used as a source for collecting market intelligence in a systematic manner by conducting customer survey and analysis of sales figures during the event and also by gathering data that will be useful in organizing the event in a better manner in subsequent years.
- The IA will organize a workshop or a seminar or a meet or BSM during each NHE to promote handloom products and their marketing.
- Information/Invitation regarding organization of event shall be sent to concerned WSCs/Zonal Director and O/o DC(HL) by the IA.
- The IA must submit a brief report of expo in the following format within 7 days after organizing each expo through email followed by hard copy to the Office of DC(HL).

Name	Date & Venue	No. Of Participants	Sales generated	Footfall	No. of beneficiaries

Any other instructions/guidelines issued from time to time or conditions laid down in sanction order etc. in this regard to be followed including safety measures, insurance & other norms of the Central & the State Govt.

Publicity:

- Promotional materials to be finalized by the IA in consultation with the concerned WSC. Cost for the same to be met out from the publicity expenses.
- Publicity through newspapers is mandatory for each expo. Besides other modes of publicity viz. hoardings, brochures, standees, banners etc. FM, audio/video in electronic/social media should be effectively used to popularize the events.
- Playing of Handloom promotional films at a prominent place in the venue.



- The entrance gate and all publicity material should clearly mention; National Handloom Expo- " Gandhi Bunkar Mela", state handloom expo- "Hathkargha " & District handloom Expo "Tana-Bana" sponsored by office of Development Commissioner (Handlooms), Ministry of Textiles , Government of India
- The logo of the DC (HL) and logo of HLM & IHB shall be used on all publicity material.

B.1.(i)(a) National Handloom Expo (NHE) - Gandhi Bunkar Mela"

- **Venue:** Delhi & NCR, Mumbai, Chennai, Kolkata, Ahmedabad, Surat, Bangalore, Hyderabad, Pune, Nagpur, Varanasi, Kanpur, Guwahati or any other city having substantial Handloom presence or city having population above 25 lakhs.
- In NHE, preferably, Handloom products of minimum 10 States/UTs will be represented and out of total stalls, 30 stalls will be reserved for the host region, remaining 50 from amongst other four regions, North-East being a separate region.
- If sufficient number of entries are not received from the any region including the host region, vacant stalls would be allotted to other regions, and vice versa, in accordance with number of applications received from each region by computerized draw or open lottery. Funding pattern:

S.No.	Type of assistance	Amount (Rs. in lakh)
1	Stall rent, infrastructure, Theme pavilion, display articles at the theme pavilion, Electricity Charges etc	20.03
2.	Backup services & Administrative Expenses	6.00
3.	Publicity expenses	5.50
4.	TA/DA + Freight charges to participants	Max. up to 12.16
	Total Project Cost	43.69
5.	Implementation fee to IA (max. 3 % of Project cost)	Max. up to 1.31
	Grand total	45.00

B.1.(i)(b) State Handloom Expo (SHE)- "Hathkargha "

- **Venue:** All the cities covered for conducting NHE and all States capital, cities having Urban Haats or cities having population above 5 lakh (2 lakh in case of NER cities).
- out of total stalls, preferably, 40 stalls to be reserved for the host state, 20 from outside the host State.



- If sufficient number of entries are not received from the any region including the host region, vacant stalls would be allotted to other regions, and vice versa, in accordance with number of applications received from each region by computerized draw or open lottery.

Funding pattern:

S.No.	Type of Assistance	Amount (Rs. in lakh)
1	Stall rent/infrastructure, Theme Pavilion, display articles at Theme Pavillion, Electricity charges etc.	13.00
2	Back up Services & Administrative Expenses	4.00
3	Publicity	3.00
4	TA/DA + Freight charges to participants	Max. up to 9.12
	Total Project Cost	29.12
5	Implementation fee to IA (max. 3 % of Project cost)	Max. Up to 0.88
	Grant Total (Rs. in lakh)	30.00

Theme pavilion:

- Each NHE/SHE should have a theme pavilion of 500-2500 Sq. ft. to be set up by the IA.
- Display in the theme pavilion would be arranged by concerned WSC/NIFT/any other suitable agency.

B.1.(i)(c) District Handloom Expo (DHE) - Tana Bana

- Venue: small cities and Handloom Pockets/Clusters, areas in Himalayan regions/NER. It may be organized in other places also based on need/occasion.
- While preferring DHEs for small cities, it can also be organized across the country coinciding with regional festivals of the region like Durga Puja, Dussehra, Makar Sankranti, or on some special occasions to boost sale of handloom products.
- In respect of DHEs, preferably, participation from across the State should be encouraged, rather than limiting it to the district alone. Efforts should be made to bring participation from outside the State as well.



Funding pattern:

S.No.	Type of Assistance	Amount (Rs. in lakh)
1	Stall rent/infrastructure including electricity	3.00
2	Publicity (newspaper advertisement is compulsory)	0.70
3	Administrative expenses	0.25
4	TA/DA + Freight charges to participants	Max. up to 1.88
	Total Project Cost	5.83
5	Implementation fee to IA (max. 3 % of Project cost)	0.17
	Grant Total	6.00

Role of participants:

Participants are expected to develop market demand-oriented products. Each product will have either HLM or IHB label fixed on the product including price tag.

Penalty for low performance in NHE/SHE/DHE/Craft Mela:

S. No.	Level of variation between required number of participants and actual participation in the event	Amount to be deducted out of total/ final eligible amount
1	Variation between 0-10%	NIL
2	Variation between 11-20%	Pro-rata cut by 10%
3	Variation between 21-50%	Pro-rata cut by 20%
4	Variation between 51-80%	Pro-rata cut by 50%
5	Variation of more than 80%	50% of advance amount already released for the expo will be recovered from IA and 2nd installment/full & final payment will not be considered.

Monitoring:

- Primary responsibility to organize NHEs/SHEs/DHEs as per the scheme would be that of the IA.
- Director of Handlooms of the State should nominate officers to see proper organization of the expo, and their particulars should be included in the final report.



- DC (HL) will nominate a representative from the Office of the DC (HL)/WSC/Enforcement Wing or any other organization to carry out inspection/sample checking of these expos.
- Under compelling circumstance, if WSC is not in a position to visit and inspect the expo, the Director of Handlooms & Textiles, in-charge of handlooms to get the inspection done.

Submission of final claim:

For submission of final report and accounts for settlement, the following documents along with a certificate in the prescribed proforma must be sent to Office of the DC (HL) within four months of the completion of the event:

1. Utilization Certificate (UC) as per GFR 2017 (as applicable) for the advance amount released.
2. Head-wise Audited Accounts (expenditure statement) duly audited by Chartered Accountant/ Govt. auditor.
3. Final Report (Annexure B2).
4. Inspection report of Weaves' service Centre in prescribed proforma as Annexure B3
5. Publicity materials- proof of advertisement in newspaper, brochures, hoardings, audio-video, FM, social media etc.
6. Photographs/videos of expos for its main gate covering stalls, inauguration/closing occasion, stalls, footfalls coverage, cultural events etc.
7. List of participants along with details of TA/DA & Freight charges duly paid through DBT mode.
8. In case of centralized collection of sale proceeds using POS, copy of verified bank statement showing the transfer of sale proceeds to the stall allottees with name of the account, account no. and UTR nos. will be shared with the stall allottee.

B.1.(ii) Craft Melas Locations and Implementing agencies

S. No.	Craft Mela	Location	IA / Designated Agency
1	Surajkund Mela	Surajkund, Haryana	Surajkund Mela Auth., Govt. of Haryana
2	Taj Mahotsav	Agra, UP	Govt. of Uttar Pradesh.
3	Shilpagram	Udaipur, Rajasthan	Govt. of Rajasthan



S. No.	Craft Mela	Location	IA / Designated Agency
4	Shilparamam	Hyderabad	Govt. of Telangana
5	Shilparamam	Vishakahpattanam	Govt. of Andhra Pradesh.
6	Toshali (Zonal Craft Mela)	Bhubaneshwar	Govt. of Odisha
	Any other/new Craft melas may be added to the list on need basis with the approval of DC (HL) on the recommendation of State Government/WSC concerned.		

Participants for Craft Melas:

- The application will be invited online through My Handloom Portal (<https://myhandlooms.gov.in>), as per prescribed eligibilities therein.
- For participation in all crafts melas except Surajkund crafts mela, the stalls will be allotted to the handloom awardees, and handloom agencies with HLM/IHB registration. Such handloom agencies would include cooperative societies, Producer Companies, SHGs, JLGs, federations etc.
- For participation in Surajkund crafts mela, stalls will be allotted to Sant Kabir awardees, National Awardees/National Handloom awardees, National Merit certificate holders, IHB registration holders and State awardees in that respective order of preference.
- From amongst the applications received online, Selection of participants will be done through a computerized draw or open lottery amongst eligible applicants, as per guidelines.

Procedure for selection of participants:

- While recommending the names of the Weavers/handloom agencies for participation in craft melas, the concerned authority i.e. WSC/State Govt. to verify:
 - that the names, addresses, disciplines noted in the bio-data {Annexure B4} by the craftsmen/Weavers are bonafide; and
 - that the nominees are genuine weavers and not traders/middlemen.
- Weavers/Handloom agencies will submit their applications in the online mode through My Handloom Portal (<https://myhandlooms.gov.in>). for participation in various craft melas against advertisement issued by office of DC(HL). WSCs/State Directorates of Handlooms to facilitate the process.



- WSCs will scrutinize the applications for eligibility and forward the shortlist online to the DC (HL) HQ, which will select the participants through a computerized draw or open lottery and publish the list on handloom website of NIC.
- All the handloom agencies/weavers selected for participation in different craft melas should be issued Identity Cards with photographs (to be collected from the weavers) by the respective WSCs to guard against cases of impersonation. If there is no WSC located in the area, the weavers would be required to get it from field offices of Director of Handlooms/Textiles in the area.
- The selected weavers should sell only those handloom items, which have been indicated in the bio-data as being produced by them. The defaulting handloom agencies/weavers will be dealt with sternly and debarred from participation in future programmes.
- Allotments, must be made through a computerized draw or open lottery to ensure adequate variety and representation of weaving techniques from different parts of the country. Weavers representing similar craft from the same State should be avoided.
- Languishing and extinct crafts should be given preference, subject to other norms of participation, including participation frequency.
- The recommending authority (Officer not below the rank of Assistant Director) should take an undertaking from the craftsperson/weavers and certify the same in prescribed format {Annexure B5}.

Funding pattern:

Up to Rs 15.00 lakh for:

- Expenditure on space rent/stall rent/electricity/infrastructure/publicity and other incidental expenses.
- Setting up of temporary/permanent structures at the mela site for making stalls, facilities for weavers, expenditure on electricity and water and incidental expenses to organise the event.
- Publicity: advertisements, hoardings, printing of posters, pamphlets etc.

Role of participants:

Participants are expected to develop market demand-oriented products. Each product will have either HLM or IHB label fixed on the product including the price tag.



Final report:

The IA would submit the details of State/crafts-wise participants along with no. of stalls, sales figures, footfalls, the expenditure incurred towards infrastructure & publicity etc., in the prescribed proforma - Annexure B2.

B.1.(iii) Dilli Haat Exhibits at INA, New Delhi**B.1.(iii)(a) Master Creation Programme**

- Special Programme organized every year by Office of the DC (HL) at Dilli Haat, INA, New Delhi.
- Participants: Sant Kabir, National Awardees/National Handloom Awardees and National Merit Certificate holders.
- The application will be invited online through My Handloom Portal (<https://myhandlooms.gov.in>).
- Selection of participants would be done in order of preference to Sant Kabir Awardees, National Handloom Awardees and National Merit Certificate holders through a computerized draw or open lottery.

Financial Assistance:

- Up to Rs.15.00 lakh for space rent/infrastructure/publicity/incidental activities.
- Re-imbursment of freight charges & TA/DA to participants – as applicable in para B1.(i)(b).

Release of funds:

100% advance will be released to the IA.

B.1.(iii)(b) Participation in Dilli Haat, Exhibits at INA, New Delhi

- The Office of DC (HL) has 46 nos. of stalls in Dilli Haat, Oppt. INA Market for allotment to the handloom entities. The haat is managed by the Delhi Tourism.
- Handloom stalls will be allotted to the handloom agencies with Handloom Mark/India Handloom Brand registration. Such agencies would include cooperative societies, Producer Companies, SHGs, JLGs, federations, corporations, apex societies etc.
- Handloom agencies whose applications for registration are under consideration for HLM/ IHB would also be considered for participation in expos/events.



Procedure for selection of participants:

- While recommending the names of the handloom agencies for participation in Dilli Haat, the concerned authority i.e. WSC/State Govt. to verify:
 - that the names, addresses, disciplines mentioned in their application by the craftsmen/Weavers are bona-fide; and
 - that the nominees are genuine weavers and not traders/middlemen.
- Handloom entities will submit their applications in the online mode through My Handloom Portal (<https://myhandlooms.gov.in>) for participation in Dilli Haat against advertisement issued by office of DC(HL). WSCs/State Directorates of Handlooms to facilitate the process. WSCs will scrutinize the applications for eligibility and forward the shortlist online to the DC (HL) HQ, which will select the participants through a computerized draw or open lottery and publish the list on handloom website of NIC by a committee constituted for the purpose.
- All the handloom agencies weavers selected for participation in Dilli Haat should be issued Identity Cards with photographs (to be collected from the weavers) by the respective WSCs to guard against cases of impersonation. If there is no WSC located in the area, the weavers would be required to get it from field offices of Director of Handlooms/Textiles in the area.
- The Handloom entities should sell only those handloom items, which have been indicated in the bio-data as being produced by them. The defaulting handloom agencies will be dealt with sternly and debarred from participation in future programmes.
- Allotments, must be made through a computerized draw or open lottery to ensure adequate variety and representation of weaving techniques from different parts of the country. Weavers representing similar craft from the same State should be avoided.
- Languishing and extinct crafts should be given preference, subject to other norms of participation, including participation frequency.
- The recommending authority (Officer not below the rank of Assistant Director) should take an undertaking from the handloom agency and certify the same in prescribed format {**Annexure – B5**}.

B.1.(iv) Brand Building

B.1.(iv) (a) Promotion of Handloom as a Mega Brand

The following activities would be undertaken for promotion of Handloom as a Mega Brand:



- Organizing a central function at a pre-decided place
- Fashion show
- Handloom exhibitions with exclusive products of Awardees, GI, IHB
- International fairs
- BSM/RBSM
- Organizing quizzes/competitions
- Any other suitable events

Special joint event of Handlooms & Handicrafts will be promoted under a common brand "Virasat" for synergy, by organizing mega marketing and promotion events across the country to support weavers, artisans, manufactures and exporters to promote their products and create long term sustainable demand. The event shall have the focus on craft, food, cuisine and mix of activities.

Financial Assistance:

DC (HL) will decide and approve the financial assistance on the merit of the proposal.

B.1.(iv)(b) 'India Handloom' Brand (IHB)

IHB was launched on National Handloom Day, 7th August 2015 for branding and promotion of high-quality handloom products with zero defect and zero effect on environment.

Salient Features:

100 % handloom, made of 100% natural fibres, assured fast colours, skin friendly dyes, socially compliant.

Registration & IHB label:

Registrations under IHB are given to the manufacturers/producers of handloom products under various categories fulfilling the above features and as per the IHB-SOP. Registered holders are issued IHB labels for the products registered.

Promotion of IHB: IHB shall be promoted by organizing awareness programmes, events etc.

Financial Assistance:



DC (HL) will decide and approve the financial assistance based on merit of the proposal.

B.1.(iv)(c) Handloom Mark (HLM)

- HLM was launched in the year 2006, to serve as a guarantee to the buyer that the handloom product being purchased is a genuine hand-woven product and not a power loom or mill made product.
- HLM would be promoted and popularized through advertisements in newspapers & magazines, electronic media, syndicated articles, fashion shows, films, seminar & workshop etc.

Registration & Issue of HLM Label:

- Actual Handloom producers such as Weavers/Master Weavers, Primary Handloom Weavers, Co-op Soc./ Apex Societies & State Handloom Corporations
- Other agencies – Handloom producers i.e. SHG, Consortium, Producer Companies, PCs JLG, Federations etc.

Financial Assistance:

DC (HL) will decide and approve the financial assistance on the merit of the proposal.

B.1.(iv)(d) Implementation of Geographical Indications (GI) of Goods (Registration & Protection) Act 1999

The Government of India provides financial assistance to register handloom products under the GI Act 1999. The Act provides legal protection to the GI of goods etc. and prevents unauthorized use of these by others.

Financial assistance:

- Rs. 1.50 lakh for meeting the expenses in registering the designs/products.
- Rs.1.50 lakh to impart training to personnel of IA and for effective enforcement of G.I. registration.
- DC (HL) will decide and approve the financial assistance for organizing seminars, workshops etc., on merit of the proposal.



B.1.(v) National Handloom Day

To generate awareness about Handloom industry and its contribution to the socio-economic development of the country & increase income of weavers, 7th August was notified as National Handlooms Day vide Notification No. 2(14)/2015/DCH/P&E dated 29th July 2015 in the Gazette of India. Starting from the year 2015, National Handloom Day is celebrated every year on 7th of August.

Financial assistance:

For organization of function to celebrate the day and to undertake various activities such as Thematic display of handloom products, exclusive exhibition cum sales, workshops, seminars, award ceremonies, awareness programmes, advertisements in newspapers/magazines, electronic/social media campaigns, syndicated articles, fashion shows, films, quizzes etc., or any other activities which is found suitable for promotion of handloom. DC (HL) shall decide and approve the financial assistance on merit of the proposal.

B.1.(vi) Guidelines on the Handloom Awards would be issued separately.



Exhibition 2022-23

Sl. No.	Name of Event	City	From	To
1	Silk Fab (SHE)	Ahmedabad	01-08-2022	14-08-2022
2	Silk Fab (SHE)	Jabalpur	05-08-2022	18-08-2022
3	Silk Fab (SHE)	Surat	06-09-2022	19-09-2022
4	Silk Fab (SHE)	Jamshedpur	15-09-2022	28-09-2022
5	Silk Fab (SHE)	Delhi	08-10-2022	21-10-2022
6	Silk Fab (SHE)	Jammu	01-01-2023	14-01-2023
7	Wool Fab (SHE)	Jaipur	11-01-2023	24-01-2023
8	Silk Fab (SHE)	Kolkata	22-01-2023	04-02-2023
9	Silk Fab (SHE)	Bhopal	27-01-2023	09-02-2023
10	Wool Fab (SHE)	Delhi	01-02-2023	14-02-2023
11	Silk Fab (SHE)	Nagpur	14-02-2023	27-02-2023
12	Handloom of India (SHE)	Lucknow	17-02-2023	02-03-2023
13	Silk Fab (SHE)	Kandla	21-02-2023	06-03-2023
14	Silk Fab (SHE)	Indore	02-03-2023	15-03-2023
15	Silk Fab (SHE)	Chennai	06-03-2023	19-03-2023
16	Silk Fab (SHE)	Bengaluru	08-03-2023	21-03-2023
17	Silk Fab (SHE)	Raipur	12-03-2023	25-03-2023
18	Silk Fab (SHE)	Varanasi	14-03-2023	27-03-2023
19	Silk Fab (SHE)	Guwahati	25-03-2023	07-04-2023
20	Silk Fab (SHE)	Patna	26-03-2023	08-04-2023
21	Silk Fab (SHE)	Hyderabad	29-03-2023	11-04-2023



Miscellaneous Event Calendar 2022-23

Sl. No.	Name of Event	City	From	To
1	Mumbai International Film Festival (Miscellaneous Event)	Mumbai	29-05-2022	04-06-2022
2	Exclusive Handloom Expo (Miscellaneous Event)	Dehradun	03-08-2022	12-08-2022
3	Exclusive Handloom Expo (Miscellaneous Event)	Jammu	04-08-2022	13-08-2022
4	Exclusive Handloom Expo (Miscellaneous Event)	New Delhi	05-08-2022	11-08-2022
5	Exclusive Handloom Expo (Miscellaneous Event)	New Delhi	05-08-2022	16-08-2022
6	Exclusive Handloom Expo (Miscellaneous Event)	Shimla	07-08-2022	16-08-2022
7	Special Handloom Expo (Miscellaneous Event)	New Delhi	14-10-2022	20-10-2022
8	India International Trade Fair (Miscellaneous Event)	New Delhi	14-11-2022	27-11-2022
9	2nd Janjayati Gaurav Divas (Miscellaneous Event)	New Delhi	15-11-2022	21-11-2022
10	VIRAASAT (Sari Festival) (Miscellaneous Event)	New Delhi	16-12-2022	30-12-2022
11	VIRAASAT (Sari Festival) (Miscellaneous Event)	New Delhi	03-01-2023	17-01-2023
12	VIRAASAT (Home Décor) (Miscellaneous Event)	New Delhi	20-01-2023	30-01-2023
13	Shanghai Co-operation Organisation Film Festival (Miscellaneous Event)	Mumbai	27-01-2023	30-01-2023
14	Viraasat- Celebrating Shakti (Miscellaneous Event)	New Delhi	06-03-2023	12-03-2023
15	National Handloom Expo	New Delhi	14-03-2023	27-03-2023



NHDC Exhibition Schedule 2023-24

Sl. No.	Type of Event	Places	From	To
1	Silk Fab (SHE)	Surat	29-07-2023	11-08-2023
2	Silk Fab (SHE)	Ahmedabad	28-08-2023	10-09-2023
3	Silk Fab (SHE)	Bhubaneswar	05-09-2023	18-09-2023
4	Silk Fab (SHE)	Jamshedpur	28-09-2023	11-10-2023
5	Silk Fab (SHE)	Lucknow	20-10-2023	02-11-2023
6	Silk Fab (SHE)	Delhi *	23-10-2023	05-11-2023
7	Silk Fab (SHE)	Bhopal	17-11-2023	30-11-2023
8	Silk Fab (SHE)	Indore	06-12-2023	19-12-2023
9	Silk Fab (SHE)	Hyderabad	28-12-2023	10-01-2024
10	Silk Fab (SHE)	Bengaluru	05-01-2024	18-01-2024
11	Silk Fab (SHE)	Jabalpur	08-01-2024	21-01-2024
12	Silk Fab (SHE)	Patna	08-02-2024	21-02-2024
13	Silk Fab (SHE)	Dehradun	16-02-2024	29-02-2024
14	Silk Fab (SHE)	Kolkata	25-02-2024	09-03-2024
15	Silk Fab (SHE)	Dibrugarh	01-03-2024	14-03-2024
16	Silk Fab (SHE)	Varanasi	06-03-2024	19-03-2024
17	Silk Fab (SHE)	Guwahati	28-03-2024	10-04-2024
18	Silk Fab (SHE)	Udaipur		



Handloom Haat & Delhi Exhibition Schedule 2023-24

Sl. No.	Type of Event	Name of Event	From	To
1	SP. EXPO.	SHE DURING SCO MEET	01-04-2023	15-04-2023
2	SP. EXPO.	Cotton Exhibition	22-05-2023	04-06-2023
3	SP. EXPO.	NATIONAL HANDLOOM DAY	03-08-2023	16-08-2023
4	SP. EXPO.	Special Handloom Expo (G20)	18-09-2023	01-10-2023
5	SP. EXPO.	HOME FURNISHINGS	05-10-2023	18-10-2023
6	SILK FAB	SILK FAB *	23-10-2023	05-11-2023
7	IITF	42nd India International Trade Fair at ITPO	14-11-2023	27-11-2023
8	WOOL FAB	WOOL FAB	17-11-2023	30-11-2023
9	VIRAASAT	SARI FRESTIVAL	15-12-2023	28-12-2023
10	NER EXPO	Reviving Weaves & NE Focus /Leaser Known	01-02-2024	14-02-2024
11	NHE	All Variety	01-03-2024	14-03-2024
12	RBSM	REVERSE BSM- EXPORT FOCUS		



एचडी/एसएचई/2021-22/01/10/2021

अपर विकास आयुक्त हथकरघा,
वस्त्र मंत्रालय, भारत सरकार,
उद्योग भवन,
नई दिल्ली 110001

विषय: विशेष हथकरघा प्रदर्शनी सह बिक्री (सिल्क फैब / वूल फैब/GI) एवं नेशनल हैण्डलूम एक्स्पो के आयोजन हेतु वित्तीय वर्ष 2021-22 हेतु प्रस्ताव।

महोदय,

पत्रांक संख्या 4/4/2021-डीसीएच/पी&ई दिनांक 14/09/2021 का संदर्भ ग्रहण करें जो कि वित्तीय वर्ष 2021-22 में आयोजित होने वाली प्रदर्शनियों से संबन्धित है। वित्तीय वर्ष 2021-22 में रा.ह.वि.नि. द्वारा 20 राष्ट्रीय स्तर की विशेष हथकरघा प्रदर्शनी सह बिक्री हेतु (सिल्क फैब / वूल फैब/ GI) एवं 02 नेशनल हैण्डलूम एक्स्पो किया जाना प्रस्तावित है जिससे सम्बन्धित अनुमानित बजट अनुलग्नक के रूप में संलग्न है।

अतः आपसे अनुरोध है कि उक्त प्रदर्शनियों के आयोजन हेतु अनुमोदन प्रदान करें जिससे कि विशेष हथकरघा प्रदर्शनी एवं नेशनल हैण्डलूम एक्स्पो से सम्बन्धित समयानुसार तैयारियों की जा सके।

उक्त सक्षम अधिकारी के अनुमोदन उपरांत जारी है।

सधन्यवाद,

भवदीय

क्रते नेशनल हैण्डलूम डेवलपमेन्ट कारपोरेशन लिमिटेड

संलग्नक : उपरोक्तानुसार



Proforma for applying National Handloom Expo (NHE), State Handloom Expo (SHE), District Handloom Expo (DHE), Crafts melas and other Misc. events

S.No.	Items/information	Details	
1	Type of event	NHE/SHE/DHE/Crafts Mela/Misc.	
2	Title of event (if any)		
3	Venue/City		
4	Name of District		
5	Name of State/UT		
6	Period of event	From:	To:
7	Importance of the event	Not more than 3-4 sentences.	
8	Expected Marketing Potential of event	1. Footfalls	
		2. Sales generation	
		3. No. of participants	
9	Details of IA / Mela Authority/ Organizing the event	1. Name of IA	
		2. Registration no. & Date	
		3. Address in full	
		4. Contact no. & e-mail	
		5. Name of MD/ED/HoO	
10	Proposed no. of stalls along with area		
11	Publicity mode (newspaper, brochures, Banners, standees, Pamphlets, hoardings, audio- video, FM, social media etc.)		
12	Component wise estimated Expenditure (as per guidelines)		
13	Are only Handloom products will be sold in the event		
14	Details of marketing events organized by IA during previous years (if any)	1. Name of event(s)	
		2. No of event(s)	
		3. Sales generated	
		4. Average footfalls	
		5. Feedback	
15	Any other information		
16	Documents attached (Orgn. registration, State/WSC Recommendation letter, Bank Mandate form etc.,if applicable)		

Signature of the State Govt. Authority/MD/ CEO/HoO - Implementing Agency.
(Name and designation of the officer with official stamp & seal)



No.4/1/2022/DCH/P&E
भारत सरकार/Government of India
वस्त्र मंत्रालय/Ministry of Textiles
विकास आयुक्त(हथकरघा) कार्यालय
Office of the Development Commissioner for Handlooms
(पी एम एण्ड ई अनुभाग/PM & E Section)

उद्योग भवन, नई दिल्ली/Udyog Bhavan, New Delhi
दिनांक/Dated 19th April, 2022

To,

1. Commissioner/ Director (in charge of HL & Textiles), All States/UTs.
2. Commissioner/ Director (in charge of Sericulture), All States/UTs.
3. All the Implementing Agencies (IAs) of Urban Haats.
4. All National Level Implementing Agencies (IAs):
 - (i) National Handloom Development Corporation (NHDC);
 - (ii) Handloom Export Promotion Council (HEPC);
 - (iii) Member Secretary, Central Silk Board, Bangalore (CSB);
 - (iv) Central Cottage Industries Corporation of India (CCIC)
5. Craft Mela Authorities – Rajasthan (Shilpgram), Odisha (Toshali), AP (Shilpramam),
Telangana (Shilpramam), Haryana (Surajkund), UP (Taj Mahotsav) & Master Creation Programme
(Dilli Haat, New Delhi) by WSC, Delhi.

Subject: Annual Marketing Calendar (Indicative target) for organization of Domestic Marketing events during 2022-23 under NHDP - reg.

Sir/Madam,

I am directed to convey the approval of the competent authority for Annual Marketing Calendar in respect of Domestic Marketing expos/events such as organization of National Handloom Expos (NHEs), Special Handloom Expos (SHEs), District Handloom Expos (DHEs), Exclusive expos including participation in Crafts Melas, other misc events etc., during the year 2022-23 under National Handloom Development Programme (NHDP).

2. This office is implementing Handloom Marketing Assistance (HMA), a component of National Handloom Development Programme (NHDP) across the country. The objective of the HMA is to develop and promote the marketing channels in domestic as well as export markets and bring about linkage between the two in a holistic and integrated manner.

3. Under the scheme, following domestic marketing events are organized to provide marketing platform to the handloom agencies/weavers to sell their products directly to the consumers. In addition, handloom exporters/weavers are facilitated for participation in the international marketing events for export promotion:

- (i) National Handloom Expos (NHEs), State Handloom Expos (SHEs), District Handloom Expos (DHE), Exclusive Expos, etc.
- (ii) Participation in various craft melas organized by the States Govt.

Domestic Marketing Expos/Events

4. The Competent Authority has fixed indicative target for organisation of 200 domestic marketing expos/events by the State Govt. & their Implementing Agencies and National Level Implementing Agencies (NLIAs) during the current financial year i.e. 2022-23. However, additional proposals may also be considered in case of non-receipt of the proposals from the other States, over and above the target allocated to States/UTs and National Level implementing agencies. All the State Govt./UTs and



national implementing agencies are requested to consider following points while submitting the proposal:

- (i) Important Cities and locations of Urban Haats across the country may be considered for marketing events.
- (ii) Efforts may be made to organize more events in 33 functional Urban Haats, involving their IAs.
- (iii) Publicity & promotion of the expos/events shall be undertaken under the tagline/slogan - "MyHandloomMyPride".
- (iv) NHDC & CCIC may organised certain no. of expos exclusively for GI registered handloom products.
- (v) Similarly, NHDC & CSB may organised certain no. of expos exclusively for silk & wool handloom products.
- (vi) Participation in various craft melas, master creation programme & misc. events organized by the States Govt. and other Govt. Departments/Ministry be given on nomination basis.

5. Further, the Competent Authority has approved organisation of 50 exclusive marketing events of 5-6 days annually for niche handloom products in 7/5 star hotels, Gymkhana Clubs, AWWA/AFWWA (Army/AF Wife's Welfare Association) Clubs and other prominent places and select locations having potential for such events/expos. List of such locations including high-end products like Kani Shawls, Ikat, Double Ikat, Jamdani, Banaras Brocades, Gysar etc. and their weavers/producers have been finalized and placed on the website of this office (i.e. www.handlooms.nic.in) for participation on rotation basis by the IAs.

6. The details of indicative target, State-wise and National Level Implementing Agencies (NLIAs) - wise are given in the table below:

Sl. No.	Name of State	Indicative Target for Domestic Marketing Events during FY 2022-23			
		NHE	SHE	DHE	Total
General States					
1	Andhra Pradesh	1	5	1	07
2	Bihar	1	3	2	06
3	Chhattisgarh	1	3	-	04
4	Delhi	-	1	-	01
5	Gujarat	-	1	-	01
6	Haryana	-	1	-	01
7	Himachal Pradesh	-	1	2	03
8	Jammu & Kashmir	-	2	3	05
9	Ladakh (U.T.)	-	1	1	02
10	Jharkhand	-	1	-	01
11	Karnataka	1	4	-	05
12	Kerala	-	1	-	01
13	Madhya Pradesh	1	6	-	07
14	Maharashtra	1	1	-	02
15	Orissa	1	6	-	07
16	Rajasthan	-	2	-	02
17	Tamil Nadu	1	6	-	07
18	Telangana	1	4	-	05
19	Uttar Pradesh	2	8	4	14
20	Uttarakhand	-	1	1	02
21	West Bengal	-	1	-	01
Total (a):		11	59	14	84
NER States					
22	Arunachal Pradesh	1	4	2	07
23	Assam	4	12	4	20
24	Meghalaya	-	-	1	01
25	Manipur	2	7	3	12



26	Mizoram	-	5	4	09
27	Nagaland	2	7	1	10
28	Sikkim	1	5	1	07
29	Tripura	1	6	2	09
Total (b):		11	46	18	75
National Level IA's					
30	NHDC Ltd.	3	2 Exclusive expos for GI products	-	21
			16 Exclusive expos for Silk/Wool		
31	CCIC	-	5 Exclusive expos for GI & Silk	-	05
32	Central Silk Board (CSB)	-	2 Exclusive expos for GI & Silk	-	02
Craft Melas /Master Creation/Bharat Parv & Paryatan Parv./Misc. events etc.					
33	Craft melas/Master Creation	-	7	-	07
34	Participation in Bharat Parv/ Paryatan Parv)/ Misc.	-	-	6	06
Total (c):		3	32	6	41
Grand Total (a+b+c):		25	137	38	200

7. Any revision in the scheme guidelines in the intervening period would apply automatically to the remaining expos/events in supersession of the guidelines under which the earlier expos were held/organized. However, financial implication for the same will continue to be regulated as per the approval conveyed/sanctioned order issued to the IA.

8. You are therefore, requested to submit proposals of your Implementing Agency (s)/organization, in accordance to the target fixed to your respective State/organization including Urban haats in the prescribed proforma as per the guidelines of the scheme (Annexure B1), under NHDP scheme for the year 2022-23 on or before 30.04.2022, so that necessary formalities to release the advance could be considered well in time. In some of the cases the date of the expo will be finalized by this office keeping in view national level events etc. The implementing agencies are advised that while sending the proposals, they may ensure that no UC of earlier amount released is pending against the implementing agency under any scheme of O/o DC (Handlooms), Ministry of Textiles (need to be incorporated).

9. You are also requested that while sending the proposals to this office the following additional information with regard to total no. of expos already organized during the year 2021-22 along with screen shot of booking of earlier released Govt. grants (previous financial year) to NIL in PFMS portal, may be sent without which proposal for 2022-23 may not be considered:

Sl. No.	Name of event (NHE/SHE etc.)	Venue of expo	Date of sanction of expo	Date of expo	No. of participants	No. of beneficiaries	No. of foot falls	Sales	Name of IA
...

10. In addition to above, all the implementing agencies are also requested to comply with the direction to this office letter dated 09 October, 2019, wherein it was requested to furnish completion report w.r.t. all domestic marketing expos/events, Crafts melas etc. within a week from the date of

completion of expos/events in the following format. In the event of not submitting the above information, the 2nd instalment/re-imburement claims will not be considered by this office.

(i) Details of expos organized during 2022-23 (word copy through e-mail):

Name/ Type of expos/events	Place	Period	No. of participants	No. of beneficiary (weavers)	Sales generated	No. of footfalls

(ii) List of participants (expos-wise) (word copy through e-mail):

1. Name of Marketing expo: NHE/SHE/DHE			
2. Name of Implementing Agency:			
3. Venue:			
4. Period:			
Sl. No.	State/UT	Name of Participants (Handloom Weavers/Agencies)	Complete Address

11. This issues with the approval of the competent authority.

भवदीय/Yours sincerely,

Copy to:

1. All the Zonal Directors/HoO, All the WSCs.
2. O/o DC (Handicrafts), RK Puram, New Delhi.
3. PS to DC (HL).
4. NIC, O/o DC (Handlooms) – for uploading on the website.



Request for Proposal For “Empanelment of Multi-media agencies”

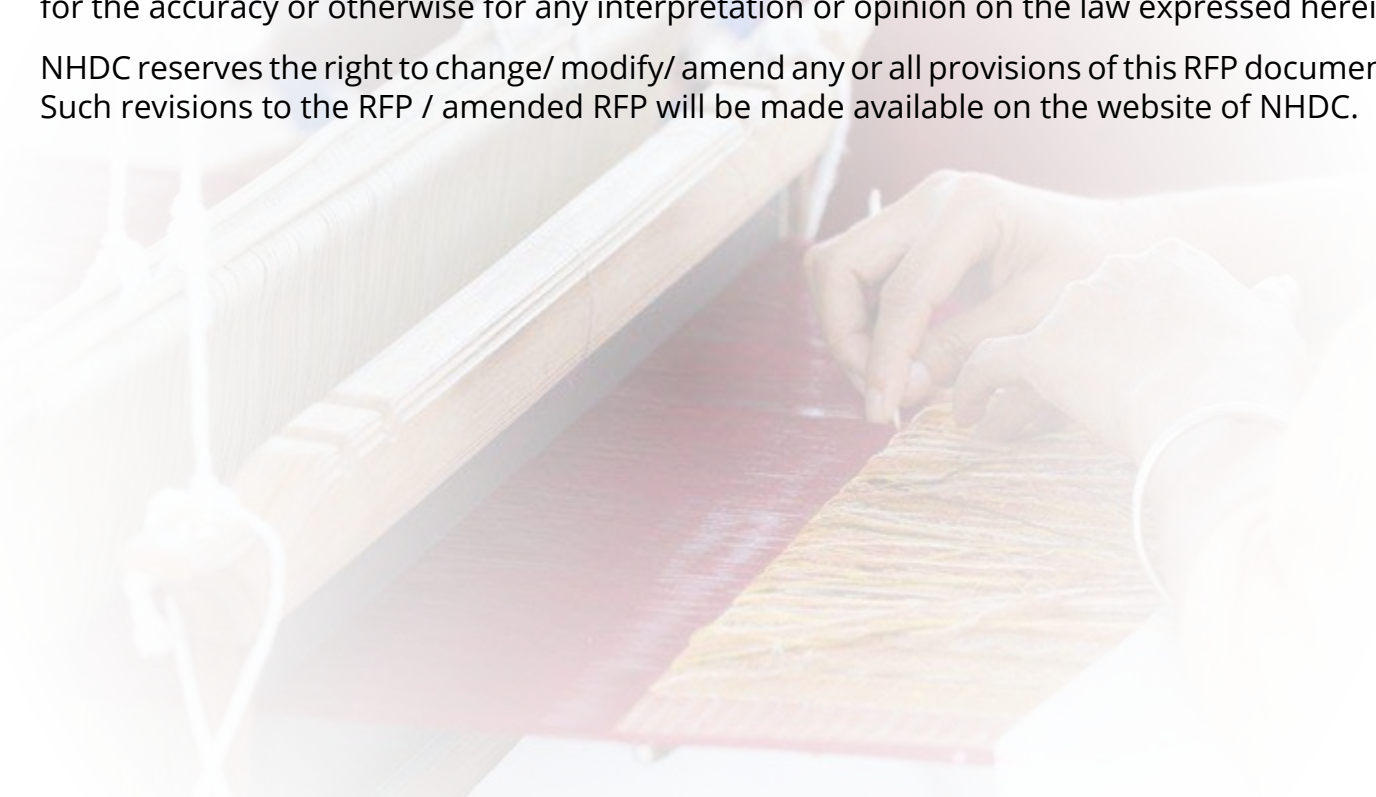
For Providing of Publicity/Printing Work Through Newspaper, Radio, Social Media & TV etc. for Exhibitions and any other Miscellaneous Events

Across India

Disclaimer

1. This RFP document is neither an agreement nor an offer by National Handloom Development Corporation Ltd (hereinafter referred to as NHDC) to the prospective Applicants or any other person. The purpose of this RFP is to provide information to the interested parties that may be useful to them in the formulation of their proposal pursuant to this RFP.
2. NHDC does not make any representation or warranty as to the accuracy, reliability or completeness of the information in this RFP document and it is not possible for NHDC to consider particular needs of each party who reads or uses this RFP document. This RFP includes statements which reflect various assumptions and assessments arrived at by NHDC in relation to the statement of work. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. Each prospective Applicant should conduct its own investigations and analyses and check the accuracy, reliability and completeness of the information provided in this RFP document and obtain independent advice from appropriate sources.
3. NHDC will not have any liability to any prospective Applicant/ Firm/ or any other person under any laws (including without limitation the law of contract, tort), the principles of equity, restitution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this RFP document, any matter deemed to form part of this RFP document, the award of the Assignment, the information and any other information supplied by or on behalf of NHDC or their employees, any agency or otherwise arising in any way from the selection process for the Assignment. NHDC will also not be liable in any manner whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon any statements contained in this RFP.

4. NHDC will not be responsible for any delay in receiving the proposals. The issue of this RFP does not imply that NHDC is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the services and NHDC reserves the right to accept/reject any or all of proposals submitted in response to this RFP document at any stage without assigning any reasons whatsoever. NHDC also reserves the right to withhold or withdraw the process at any stage with intimation to all who submitted the RFP Application.
5. The information given is not exhaustive on account of statutory requirements and should not be regarded as a complete or authoritative statement of law. NHDC accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
6. NHDC reserves the right to change/ modify/ amend any or all provisions of this RFP document. Such revisions to the RFP / amended RFP will be made available on the website of NHDC.



National Handloom Development Corporation Ltd,
4th Floor, Wegmans Business Park, Tower1, Sector Knowledge Park – 3,
Surajpur Kasna Road, Greater Noida- 201306

Notice Inviting Tender

1. National Handloom Development Corporation Ltd (a Govt. of India Undertaking, Ministry of Textile), invites online bids through Eligibility criterion/Technical Bid/criterion against RFP for “Empanelment of Multi-Media agencies”.
2. The tender document may be downloaded from www.nhdc.org.in(for reference only) and CPPP site <https://eprocure.gov.in/eprocure/appas> per the schedule as given in CRITICAL DATE SHEET as under.

CRITICAL DATE SHEET

1	Published Date	28/09/2023
2	Bid Document Download Start Date and Time	28/09/2023
3	Pre-Bid meeting	10/10/2023 03:00 PM
4	Bid Submission Start Date	28/09/2023
5	Bid Submission End Date and Time	19/10/2023
6	Bid Opening Date and Time	20/10/2023

3. Bids shall be submitted online only at CPPP website: <https://eprocure.gov.in/eprocure/app>. Contractors/Bidders are advised to follow the instructions provided in the “Instructions to the Contractors/Bidders for the e-submission of the bids online through the Central Public Procurement Portal for e-Procurement at <https://eprocure.gov.in/eprocure/app>” in the Annexure - A. Bid documents may be scanned with 100dpi with black and white option which helps in reducing size of the scanned document.
4. Creative, EMD and other documents to be submitted at following address:



PLACE OF SUBMISSION OF BID:

Tender Box

**National Handloom Development Corporation Limited,
Wegmans Business Park, Tower 1,
4th Floor, Sector Knowledge Park-3,
Surajpur Kasna Main Road,
Greater Noida -201306 (Uttar Pradesh)**

5. Bidders shall not tamper/modify the tender form including downloaded financial bid template in any manner. In case if the same is found to be tempered/modified in any manner, tender will be completely rejected and EMD would be forfeited and bidder is liable to be banned from doing business with National Handloom Development Corporation Limited
6. Intending tenderers are advised to visit National Handloom Development Corporation's **website www.nhdc.org.in** regularly till closing date of submission of tender for any corrigendum / addendum/amendment.
7. EMD and Bid document cost:

Cost of Bid document	INR 2,000 (Indian Rupees Two Thousand only) in the form of DD from a Nationalized bank in India and drawn in favour of National Handloom Development Corporation Ltd, Greater Noida.
Earnest Money deposit	Rs. 1,00,000 (Indian Rupees One Lakh only) in the form of Bank Guarantee (BG) from Nationalized/Scheduled bank in India and drawn in favour of National Handloom Development Corporation Ltd, Greater Noida.

The minimum validity date of the BG should be 120 (one hundred twenty) days from the last date of submission of the bids. The Hard Copy of original instruments in respect of EMD and bid document cost must be delivered to the address given below on or before bid submission end date/time as mentioned in the critical date sheet. Bids not accompanied with EMD and bid document cost is liable to be rejected. The bid document fee shall be nonrefundable. MSM/DIC/NSIC registered agencies are exempted for EMD and bid document fee.



**National Handloom Development Corporation,
Wegmans Business Park, Tower 1, 4th
Floor, Sector Knowledge Park – 3, Surajpur
Kasna Road, Greater Noida – 201306**

8. Bids will be opened as per date/time as mentioned in the Tender Critical Date Sheet. After opening of Eligibility criterion/Technical Bid/criterion the results of their qualification will be intimated later.

9. Submission of Bids:

The bids shall be submitted Online viz., Eligibility criterion/Technical Bid/criterion. All the pages of bid being submitted must be signed and sequentially numbered by the bidder irrespective of nature of content of the documents before uploading. The offers submitted by Telegram/Fax/email shall not be considered. No correspondence will be entertained in this matter. The Hard Copy of original instruments in respect of Creatives, EMD and bid document cost must be delivered to the address given below on or before bid submission end date/time as mentioned in the critical date sheet. Bids not accompanied with EMD and bid document cost is liable to be rejected. The bid document fee shall be non-refundable. NSIC/MSME/DIC registered agencies are exempted for EMD and bid document fee.

9.1 **Cover – I** Eligibility criterion/Technical Bid/criterion (Checklist):

The following documents are to be self-attested and furnished by the Bidder along with Bid Fee as per the bid document (As applicable):

- a) Copy of Technical Compliance / Eligibility Criterion as per the Annexure-1, Annexure-2, Annexure-3 and Annexure4.
- b) Document as a proof for payment of EMD and bid/Tender document cost.

INTRODUCTION

National Handloom Development Corporation Limited (NHDC) was set up in February 1983 as a Public Sector Undertaking by the Government of India as an autonomous body under the Companies Act 1956 in pursuance of the imperative need for a National Level Agency to assist the speedy development of the Handloom Sector by coordinating all action covering the procurement and supply of inputs at reasonable prices augmenting the marketing efforts of State upgrading the technology in the Handloom Sector & improving productivity.



The objective of this RFP to Empanel multi-media agencies for the Conceptualise, design and production of creative and publicity material.

INVITATION FOR TENDER BIDS

NHDC invites bids from the reputed agencies empanelled with DAVP as multi – media agencies meant for Designing & Production of Print, Audio/Video Works, Multiple Creatives including branding, content for various media and new technology related work to be used in enhancing awareness campaign and the publicity.

Any bid received after the specified date and time of the receipt of bids prescribed in critical date sheet, will not be accepted.

NHDC is not responsible for non-receipt of responses to RFP within the specified date and time due to any reason including holidays or delays. In case, the specified date of submission & opening of Bids is declared a holiday in Greater Noida/NCR, the bids will be received till the specified time on next working day and Eligibility / Technical Bid will be opened at specified time on that day. Bids once submitted will be treated as final and no further correspondence will be entertained on this. No bid will be modified after the specified date & time for submission of bids. No bidder shall be allowed to withdraw the bid.

SUBMISSION OF BIDS: GENERAL TERMS AND CONDITIONS

All bids must be accompanied by Tender fee of Rs. 2,000/- (Rupees Two Thousand Only) in the form of Demand Draft and EMD of Rs.1,00,000/- (Rupees One Lakh Only) in the form of Bank Guarantee from any Nationalized/commercial banks in favour of “**National Handloom Development Corporation Ltd**” payable in Greater Noida. Non- submission of EMD & Tender fee will lead to outright rejection of the Offer. The EMD of unsuccessful bidders would be return without any interest accrued on. The EMD of Empanelled agencies (i.e., successful bidders) will be converted into Security deposit and will remain with NHDC till the tenure of Contract period. All EMD would be returned without any interest liability on the completion of contract/Agreement period.

Hard Copy of Tender Fee and EMD should reach the given address on or before Bid Opening Date & Time as mentioned in Critical date Sheet.

**National Handloom Development Corporation
Ltd, Wegmans Business Park, Tower 1, 4th Floor,
Sector Knowledge Park – 3, Surajpur Kasna Road,
Greater Noida – 201306.**



SCOPE OF WORK

The role of agencies activities ranges from regular tender notice, public notice, and several notifications to full-fledged multi-media, multi-language, pan-India advertising activities involving use of creative for print as well electronic media etc. They are expected to be released in newspapers, magazines, web portals, radio and television channels, often at short notice. The agencies should have the capabilities of delivering through all these media. In order to formulate strategy and to implement a 360-degree Media Campaign activity, services of multi-Media agency (ies) is required initially for a period of 1 year which would be extendable for a maximum period of another one year on mutually agreed terms and condition. This will involve tasks as mentioned under, but will not be limited to these only. It also expected from agencies to manage all Events/Exhibition/Special Program provided by NHDC through different social media i.e., Facebook, Twitter, Instagram etc. Agency may also require to do impact analysis of each particular Event/Programs etc.

1. Conceptualizing and Designing of creative with body copy in Hindi, English other scheduled languages for different Media such as Print/TV/Radio/Social Media/Outdoor etc.
2. Conceptualize and design of work for print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars, annual reports, etc.
3. Conceptualize, design and execution of writing of copy of the press advertisements, curtain raisers, briefs, Press Releases, Articles for magazines & newspapers, Newsletters, Reports, Testimonials, on various activities/events.
4. Conceptualize, design and production of materials for different media and innovative mediums like Print/TV/Radio/Outdoor, Web Pages, Internet (Incl. Social Media i.e., Facebook, Twitter, Instagram etc.), and mobile telephone etc.
5. Designing and production of advertisements in Print Media for:
 - a) Notice Inviting tenders
 - b) Recruitment/Auction Notices etc.
 - c) Classified Ads, Tenders, Request for Proposals (RFP)etc.
6. Designing and Production of TV spots/Radio jingles, documentaries, short films, Audio and Video serials and Print Advertisement etc. in any other formats as per requirement and dubbing / translation and adaptation of the same into Hindi and other Scheduled languages as and when required.



7. Campaign on various Social Media platform for Events/Exhibitions.
8. Advice on appropriate Multi-Media options and formats for any campaigns/Events as and when required.
9. Any other work related to advertisements/Publicity on Multi Media Platform.

ELIGIBILITY CRITERIA

1. The agency must be empanelled with DAVP as Multi-Media.
2. The agency should have accreditation from Indian Newspaper Society (INS)(mandatory) and any two of the following for last 03years:
 - a) Advertising Standards Council of India (ASCI)
 - b) Prasar Bharti accreditation for Doordarshan and All India Radio
 - c) Advertising Agencies Association of India (AAAI).
3. Legal Status of the Agency. Any one of the following:
 - a) A company/firm having registered office in India and incorporated or registered under The Indian Companies Act 2013,
 - b) Partnership firm under Partnership Act 1932,
 - c) Sole Proprietor-ship under the Societies Registration Act 1860.
 - d) If registered under any other act(s) in India, please provide details
4. Agency should have valid PAN and GST registration.
5. The Agency must have a minimum turnover of Rs. 05 crore from each financial years- 2019-20, 2020-21 & 2021-22.
6. Agency should not have been found guilty/penalized by any court. They should not have been blacklisted/de-listed by any Central/State Government/Public Sector.
7. Agency should have full-fledged office(s) at Delhi/NCR with the state-of-the-art infrastructure and manpower including creative team (in case of emergency) to support timely service for activities within the scope of work. Agency should submit necessary documents and declaration along with application

8. The Agency should have the ability to handle development of creative content for print and Co-ordinate with production houses for production of short films, TV, Radio, internet, outdoor, events etc.
9. Agency should have the ability to serve the requirements of all the NHDC establishments.

PRE-BID CONFERENCE

NHDC shall organise a Pre-Bid Conference on 10/10/2022 at 1500 hrs in the Office of NHDC, Greater Noida. The bidders are requested to submit any questions in writing on or before the date of pre-bid meeting. However, prospective bidders are free to raise their queries during the meeting and responses will be conveyed to all the prospective bidders by way of hosting amendments/clarifications on the websites at www.nhdc.org.in and <https://eprocure.gov.in/eprocure/app> in accordance with the respective clauses of the RFP.

Queries can be sent to Email: -tender@nhdc.org.in

EVALUATION PROCESS

All proposals received will be scrutinized to assess their eligibility based on the eligibility criteria as per annexure 1. The proposals which do not meet the eligibility criteria will be summarily rejected, forthwith, or at any stage of detection. If deemed necessary, additional clarifications may seek on any aspect from the Agency (ies). However, that would not entitle the Agency (ies) to alter or cause any change in the material information of the proposal already submitted.

All qualified bidders in Eligibility Criterion will be further evaluated in Technical Bid/Criterion as per Annexure 3. During the evaluation, Score/Marks will be allotted against the requisition/Parameters in Technical bid.

The evaluation process will be done by NHDC, on the basis of examination of documents, certificates, declarations, Presentation etc. submitted/presented by the Agency as required.

ALLOCATION OF WORK

The NHDC will give a brief to the empanelled agencies and invite creatives/scripts/storyboards/ etc. from the empanelled agencies for specific assignments. NHDC reserves the right to award the work to any of the empanelled agency (ies), based on the merit of their creative designs. The selection of work will be through a duly constituted committee. The selected agency shall not assign the project to any other agency, in whole or in part, to perform its obligation under the agreement. **Mere empanelment with NHDC does not guarantee allocation of work.**

NHDC reserves the right to ask the agency to re-work on the creative/script/storyboard as many times till the work is approved. The final output would also be approved by competent authority before release. Such creative outputs will be the sole property of the NHDC and NHDC will be free to use or modify it at its sole discretion. The Managing Director, NHDC will be the final authority for the selection of creative design/scripts/storyboards.

Payment of all works, print creative/display creative/marketing collaterals/TV commercials/short-films/any other work will be based as per Development rates prevalent at the time of allocation of work. All works offer to agencies will be applicable & executed on DAVP rate. In cases, where there are no DAVP rates for a particular type of work, then a limited tender will be floated amongst the empanelled agencies for execution of such work or NHDC Constituted committee will decide the mechanism/process of awarding those particular activities.

For print creative, when NHDC chooses to get a particular creative released in newspapers through the agency at DAVP rates, then the release of advertisement will be executed by the agency whose creative is selected and no separate costs for designing the creative will be paid.

For design and release of print advertisements such as tender notices/vacancy circulars, etc., work will be allotted equally amongst the agencies on a rotational basis, based on the monetary value of work. The release of advertisement will be executed by the agency at DAVP rates and no separate costs for designing the creative will be paid.

When NHDC chooses to get a particular creative released in newspapers through DAVP, the creative agency will be paid design charges at DAVP rates, prevalent at the time of release.

PERIOD OF CONTRACT

The contract will be initially for a period of one year which may be curtailed at any point of time or extended further with mutual consent. During the period of contract, if the services of any agency are found unsatisfactory, then NHDC can solely terminate the contract with the immediate effect.

TERMS AND CONDITIONS

- i) The empanelment of agencies with NHDC will be valid for a period of 01 years, subject to annual review on the basis of past performance.
- ii) NHDC reserves the right to:
 - a) Accept or reject any or all the proposals.
 - b) Cancel/withdraw the RFP process at any stage without assigning any reasons thereof

- c) To reissue the RFP
- d) Delete/amend/add any clause(s) in the RFP at any time, without assigning any reason and shall not be held liable for any losses or damages caused by such amendment/ modification.
- iii) In case, an empanelled Agency shuts any of its offices, it should inform the NHDC immediately.
- iv) In case, an empanelled agency changes the location of its registered office, it should inform the NHDC immediately.
- v) On renewal of INS accreditation certificate, a copy of the same must be furnished to NHDC.
- vi) NHDC dealing with the agencies shall be on a principal-to-principal basis and the NHDC shall have no liability to pay any media or suppliers for anything done/not done or any act of omission/commission by the agencies.
- vii) The Agency shall indemnify NHDC against any action or proceedings brought against NHDC by act of commission/omission or negligence on its part or on the part of its employees/ agents, in the performance of the said services. The Agency shall be liable for any of its or its employees/agents' actions that are detrimental to the interest of NHDC and the quantum of damages for the same will be decided by NHDC and will be final and binding on the Agency. The Agency shall also indemnify NHDC in respect of any third-party claim in respect of any Intellectual Property Rights (IPR) violations alleged or raised on account of the services rendered by the Agency to NHDC.
- viii) Agencies may request clarifications on any clause of the RFP documents by raising queries to NHDC. Any request for clarification must be sent in writing via regular mail to tender@nhdc.org.in on or before the date of the pre-bid meeting.
- ix) The inclusion of Agencies in the NHDC panel will not guarantee assignment of work or any minimum quantum of work in a year and the empanelled agency will have no right to make any claim whatsoever in that regard. It is further clarified that the empanelment of any Agency does not tantamount to an assurance by NHDC for the purpose of awarding any assignment/publicity services/release of the advertisement for such other matter. Further, empanelment of any Agency shall not prejudice the NHDC's right to avail the services from any other Agency(ies)/ service providers. This RFP is not meant for any Specific Job
- x) NHDC shall empanel a maximum number of agencies for the work. The empanelment shall remain valid for one year from the date of signing the agreement. The empanelment can be

extended for one more year on the basis of performance and mutually agreed terms and condition (Subject to their continuation of Empanelment with DAVP).

- xi) NHDC will follow prevailing DAVP rates for the allocation of work. The work for which DAVP rate is not specified, limited tender quotation will be called among the empanelled agencies and the work will be awarded to the lowest bidder.
- xii) NHDC reserves the right to cancel the empanelment of any particular agency or entire panel at any time with the immediate effect.
- xiii) NHDC does not make advance payment to advertising agencies towards any activity, including creative, media releases, production, taxes, etc.
- xiv) The Agency shall not assign the project, whole or in part, to any other agency, even to its own subsidiary or parent agency, to perform its obligation, under the work order that may be issued by NHDC to an empanelled agency, without the NHDC's prior consent.
- xv) The Agency should have adequate resources to handle full-fledged multi-media multi-lingual pan- India publicity campaigns.
- xvi) Copyright, marketing, and all other rights of creative, design etc. produced under the Agreement shall vest with NHDC.

xiv) Deficiency in Service / Penalty

- a) In case there is an error in publication of the advertisements as compared to the text material of the advertisement provided by NHDC, Agency shall arrange to publish the corrigendum immediately, under advice to NHDC, at its own cost.
- b) In case it is observed by NHDC that the work performed by the Agency is not as per the required standard or specified quality, the Agency will be served with the written notice to that effect calling upon to improve its performance. If the Agency's performance is found unsatisfactory even after issuance of such a notice, it will not be allotted any work on next three occasions as and when their turn comes up in rotation, if applicable.
- c) NHDC shall have the right to terminate the empanelment of the defaulting Agency(ies), if it deems necessary.
- d) NHDC reserves the right to blacklist/de-list an applicant for a suitable period in case the Agency fails to honour its proposal without sufficient grounds.

xv) Non-Disclosure clause:

- a) The advertising agencies shall treat all documents, information, data and communication of and with NHDC as confidential.
- b) The empanelled agencies shall abide by the Non-Disclosure clause. Successful agencies shall not, without NHDC's prior written consent, disclose any specification, plan, sample or information or data or drawings /designs furnished by or on behalf of NHDC to any person other than a person employed by the Agency in the performance of the work.
- c) Disclosure to any such person employed by the agency shall be made in utmost confidence and should extend only so far as may be necessary and relevant for the purpose of such performance and shall be subject to the terms and conditions of the Non-Disclosure clause.

xvi) Force Majeure

Neither party shall be responsible for any failure to perform due to unforeseen circumstances or due to causes beyond the defaulting party's control even after exertion of best of efforts to prevent such failure, which may include but not be limited to, acts of God, war, riots, embargoes, strikes, lockouts, acts of any government authority, delay in obtaining licenses or rejection of proposal under the statutes, fire or floods.

xvii) Special conditions

In case the date fixed for opening of proposals is subsequently declared as holiday, the revised schedule will be notified. However, in absence of such notification, the proposals will be opened on next working day with the time and venue remaining unaltered.

xvii) Settlement of dispute by arbitration

Any disputes and difference of any kind, whatsoever, arising out of or in connection with this contract or carrying out of the services, shall be settled amicably. If, however, the parties are not able to resolve any dispute or difference amicably, the same shall be referred for arbitration in accordance with the provisions of Arbitration & Conciliation Act 1996 and any reenactment (s) and or modification(s) thereof and of the rules framed there under. The venue for the arbitration shall be New Delhi.

xix) Governing Law

This document and services hereunder shall be governed by and construed and enforced in accordance with the Laws of India and only the courts in New Delhi shall have exclusive jurisdiction

for any dispute arising out of as in relation to this tender.

GENERAL CONDITIONS

- (i) The general condition shall apply in contracts made by the NHDC for availing the services of empanelled agency.
- (ii) The agency (ies) empaneled shall abide by all relevant rules and regulations of the Government as issued from time to time and also to obtain all licenses, consents and permits, as may be required for the delivery / performance of the services from time to time. The Agency shall abide by all code of the Advertising Agencies Association of India (AAAI), Indian Newspapers Society (INS) and The Advertising Standards Council of India (ASCI) and shall maintain the highest standards of advertising principles. Agency shall keep informed the NHDC about any change in accreditation status of the agency with INS, IBF, Doordarshan, AIR etc.
- (iii) All rights for reproduction, editing and future use of the creative layouts accepted for release and/or released by the NHDC shall be with the NHDC unless otherwise stated explicitly & agreed by the NHDC's at the time of accepting the layout. The agency shall indemnify the NHDC against any third-party claims of infringement of patent, copyright, trademark or industrial design, intellectual property rights arising from use of any design/model if any under the scope of contract including all legal and court costs and expenses, court awarded damages/compensation, out of pocket expenses etc. incurred by the NHDC.
- (iv) In the event of any actions being contemplated or instituted against the NHDC, for alleged infringement of any intellectual property right or other statutory or common law rights, the NHDC reserves the right to cancel immediately its contract or part thereof yet to be undertaken and the Agency shall compensate / repay the NHDC any of the commission already paid to the Agency or any other loss that might be incurred by the NHDC.
- (v) The NHDC through its authorized officers shall have right to inspect the services regarding conduct of agencies. Should any inspection point to the need of improvement, the necessary alteration shall be incorporated free of cost by the agency(ies).
- (vi) NHDC reserves the right to disqualify such agencies who have a record of not meeting contractual obligations against earlier contracts entered into with the NHDC.
- (vii) NHDC reserves the right to blacklist an agency for a suitable period in case the agency fails to honour its bid without sufficient grounds.
- (viii) The empaneled agency (ies) shall ensure secrecy of Advertising related brief, other data which is shared, its findings & recommendations etc. The agency or their personnel shall not



disclose any confidential information pertaining to the NHDC which are disclosed to them during the course of briefing or any discussion or acquired by the agency, which is available with the NHDC as a result of any study or surveys commissioned, to any third party without prior permission of the NHDC.

- (ix) The empaneled agency(ies) shall ensure proper typography and lay out for each advertisement so that minimum space will be spent as far as possible.
- (x) In case NHDC desires the advertisement or other services to be published/ broadcasted in any other regional languages, free translation of advertisement text from English to regional languages shall be done by the agency free of cost and vice-versa.
- (xi) It shall be obligatory on the part of agency to share the sources of secondary data, primary data, NHDC's interviews/questionnaires etc. and any other items, which are not proprietary property of the agency.
- (xii) Tender Fee (Non-refundable) of Rs.2,000/- (Rupees Two Thousand Only) in form of Demand Draft favoring "National Handloom Development Corporation Ltd" payable at Gr. Noida is to be submitted along with the application. The Earnest Money Deposit (EMD) for the application related to Empanelment of Agencies shall be Rs.1,00,000/- (Rupees One Lakh Only) by Bank Guarantee favouring "National Handloom Development Corporation Ltd" payable at Gr. Noida is also to be submitted along with the application. The EMD shall be refunded to the unsuccessful Agencies without any interest liability. Application submitted without Tender Fee & EMD will not be entertained.
- (xiii) The Agency (ies) empaneled shall not use the name of the NHDC or its logo to promote their business without prior permission.
- (xiv) All advertising material to be released on behalf of National Handloom Development Corporation Ltd. and should be duly approved by the Competent Authority (ies) of the NHDC. The NHDC shall make every effort to put instructions and approvals in writing. Where those are conveyed orally, agency shall require to get it confirmed immediately from the NHDC, in writing to avoid disputes.
- (xv) Arrangement/Procurement of image/human faces/characters/insignia etc. for the purpose of utilizing them in Advertisements(s) shall be the responsibility of the Agency/Company. NHDC shall not pay anything for such things. No dispute can be raised against the NHDC in such matters by the agency or any third party. The agency shall be solely responsible for compensation etc., if any, imposed by any court or Forum in any such matter.



LIST OF DOCUMENTS TO BE ATTACHED WITH TENDER

Annexure - 1

The following are the documents in support of eligibility for Empanelment of multi-media agencies and other details as required for consideration of our Proposal Eligibility Criteria Description:

S. No.	Documents to be Enclosed
1	Copy of proof of agency (ies) Empaneled with DAVP as Multi-Media.
2	Copy of proof of agency accreditation from Indian Newspaper Society (INS)(mandatory) and any two of the following for last 03 years: Advertising Standards Council of India (ASCI) Prasar Bharti accreditation for Doordarshan and All India Radio Advertising Agencies Association of India (AAAI).
3	Copy of Legal Status of the Agency. Any one of the following: A company/firm having registered office in India and incorporated or registered under The Indian Companies Act2013, Partnership firm under PartnershipAct1932, Sole Proprietor-ship under the Societies Registration Act1860. If registered under any other act(s) in India, please provide details
4	Copy of valid PAN and GST registration
5	Copy of Balance Sheet of Financial years- 2019-20, 2020-21 and 2021-22 duly certified by Chartered Accountant.
6	Self-Declaration by Agency that they are not blacklisted/de-listed by any Central/State Government/Public Sector and not found guilty/penalized by any court.
7	Copy of proof in the form of document and declaration, having full-fledged office(s) at Delhi/NCR with the state-of-the- art infrastructure and manpower including creative team (in case of emergency) to support timely service for activities within the scope of work.
8	Copy of Proof to handle development of creative, Designing and Co-ordination with production houses for production of short films, TV, Radio/Outdoor/Print/Internet etc. in the form of Job order/Work order/ Agreement/completion certificate for each specific job.
9	Whether involved in any litigation or any legal, criminal, civil, taxation and other cases pending against the Agency/Directors/Proprietors etc. If yes, give details, including details of conviction, if any.
10	Agency should have the ability to serve the requirements of all the NHDC establishments. (As per Annexure A)
11	Copy of proof for payment of EMD and copy of bid document cost.
12	Submit documents in compliance of Technical Criterion/Bid (as per annexure -3)

Note: NHDC reserves the right to seek fresh set of documents or seek clarifications on the already submitted documents. NHDC decision in this regard shall be final and binding on all. An agency, which has been empanelled, may be removed from the panel in case it is observed that the agency has submitted incorrect documents/declaration during/after the empanelment process.



DETAILS OF THE AGENCY

Annexure - 2

1.	Name of the Agency			
2.	Address of the Registered Office with contact person(s), Telephone nos., Mobile no., email Ids			
3.	Legal status of the agency (Company Public Ltd./ Pvt. Ltd./ Partnership etc.)			
4.	Details of incorporation of the agency	Date		
		Ref:		
5.	Accreditation details with various organizations	1. 2. 3. (Use more space, if have more accreditation.)		
6.	Valid GST registration no. (GST)			
8.	Permanent Account Number (PAN)			
9.	GST Registration No.			
10.	Name and Designation of the authorized signatory			
11.	Address of Branch Offices with Contact Person(s), Telephone nos., Mobile No., email ids.			
13.	Telephone No. (with STD code)			
14.	Mobile no. and E-mail id of the contact person			
15.	Fax No. (with STD code)			
16.	Website address			
Financial Details (as per audited Balance Sheets) (in ₹ Cr)				
a.	Year	2020-21	2021-22	2022-23
b.	Net Worth			
c.	Turnover			
d.	Operating Profit			



We certify that the above particulars are correct and we understand and agree that if any statement is found to be false or not correct, NHDC has the right to remove our name from the panel with immediate effect and NHDC decision in this regard shall be final. We understand and agree that the empanelment does not obligate NHDC in any manner and NHDC has the right to omit the name of the Agency from the approved lists at its sole discretion at any time during the term of the empanelment.

Date_____

Signature_

Place

Name

Designation_____ (Please affix rubber stamp of your Agency)



TECHNICAL CRITERION/BID

S. No.	Evaluation Criterion	Marks	Total Marks
1	Annual Turnover of Multi Media Agency (ies) from major business involving advertising & related areas should be Rs.5 crore and above for each of the preceding three years. (20Marks)	05 to 10 crore = 10 Marks >10 crore to 15 crore= 15 Marks >15crore = 20marks	20 Marks
2	In relevance to the scope of work, numbers of Projects/Campaign handled and successfully completed in last three years in Domestic and overseas market in last year*. (60 Marks)	Print: Upto 5 Project = 05Marks >5 Project = 10marks	10 Marks
		TV: Upto 5 Project = 05Marks >5 Project = 10marks	10 Marks
		Radio: Upto 5 Project = 05Marks >5 Project = 10marks	10 Marks
		Internet/SMS (Incl. Social Media): Upto 5 Project = 05Marks >5 Project = 10marks	10 Marks
		Outdoor: Upto 5 Project = 05Marks >5 Project = 10marks	10 Marks
		Event/Exhibition: Upto 5 Project = 05Marks >5 Project = 10marks	10 Marks
3	Experience in Handloom/ Textile/ Similar field work like Khadi, Handicrafts etc. of minimum 03 projects in last 03 years. (10 Marks)		10 Marks
4	At least 02 National Level Award for creative media job/work. (10 Marks) (Appreciation letter will be considered)	Upto 2 Project = 05Marks > 2 Project = 10marks	10 Marks

***Work experience in field of Creative/Designing will be considered.**



INTEGRITY PACT:**(Format for Affidavit)**

(On the letterhead of the Agency duly stamped and signed)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that our Agency:

1. Does not owe any money beyond 60 days to any other media house.
2. Has not been blacklisted/de-listed by any of the Central /State Government /Public Sector Undertakings /Public Sector Banks/any regulatory institution in the past 3years.
3. Does not have any legal, civil, criminal, taxation and other cases pending against the Agency that may have an impact affecting or compromising the delivery of services required.
4. Has the ability to handle development of creative content for print and co-ordinate with production houses for production of short films, TV, Radio etc.
5. Has the ability to serve the requirements of all the establishments of NHDC.

(AUTHORISED SIGNATORY)

NAME:

DESIGNATION:



Format of Bank Guarantee for Earnest Money Deposit (EMD)

BG No.

Date:

- In consideration of you, National Handloom Development Corporation Ltd., A Government of India Undertaking, Ministry of Textiles, Wegmans Business Park, 4th Floor, Sector Knowledge Park – 3, Surajpur Kasna Road, Greater Noida- 201306 (hereinafter referred to as the “Authority” which expression shall, unless repugnant to the context or meaning thereof, include its administrators, successors and assigns) having agreed to receive the proposal of **[Name of company]**, (hereinafter referred to as the “Bidder” which expression shall unless it be repugnant to the subject or context thereof include its successors and assigns), for Empanelment of Multi-Media Agency (ies) for [name of assignment] pursuant to the RFP Document dated [date] issued in respect of the Assignment and other related documents including without limitation the draft work order for services (hereinafter collectively referred to as “Documents”), we [Name of the Bank] having our registered office at [registered address] and one of its branches at [branch address] (hereinafter referred to as the “Bank”), at the request of the Bidder, do hereby in terms of relevant clause of the RFP Document, irrevocably, unconditionally and without reservation guarantee the due and faithful fulfilment and compliance of the terms and conditions of the RFP Document by the said Bidder and unconditionally and irrevocably undertake to pay forthwith to the Authority an amount of Rs. [in figures] ([in words]) (hereinafter referred to as the “Guarantee”) as our primary obligation without any demur, reservation, recourse, contest or protest and without reference to the Bidder if the Bidder shall fail to fulfill or comply with all or any of the terms and conditions contained in the said RFP Document.
- Any such written demand made by the Authority stating that the Bidder is in default of the due and faithful fulfilment and compliance with the terms and conditions contained in the RFP Document shall be final, conclusive and binding on the Bank. We, the Bank, further agree that the Authority shall be the sole judge to decide as to whether the Bidder is in default of due and faithful fulfilment and compliance with the terms and conditions contained in the RFP Document including, Document including without limitation, failure of the said Bidder to keep its Proposal valid during the validity period of the Proposal as set forth in the said RFP Document, and the decision of the Authority that the Bidder is in default as aforesaid shall be final and binding on us, notwithstanding any differences between the Authority and the



Bidder or any dispute pending before any court, tribunal, arbitrator or any other authority.

3. We, the Bank, do hereby unconditionally undertake to pay the amounts due and payable under this Guarantee without any demur, reservation, recourse, contest or protest and without any reference to the Bidder or any other person and irrespective of whether the claim of the Authority is disputed by the Bidder or not, merely on the first demand from the Authority stating that the amount claimed is due to the Authority by reason of failure of the Bidder to fulfill and comply with the terms and conditions contained in the RFP Document including without limitation, failure of the said Bidder to keep its Proposal valid during the validity period of the Proposal as set forth in the said RFP Document for any reason whatsoever. Any such demand made on the Bank shall be conclusive as regards amount due and payable by the Bank under this Guarantee. However, our liability under this Guarantee shall be restricted to an amount not exceeding Rs. [in figures] ([in words]).
4. This Guarantee shall be irrevocable and remain in full force for a period of 90 (Ninety) days from the Proposal Due Date and a further claim period of thirty (30) days or for such extended period as may be mutually agreed between the Authority and the Bidder, and agreed to by the Bank, and shall continue to be enforceable until all amounts under this Guarantee have been paid.
5. The Guarantee shall not be affected by any change in the constitution or winding up of the Bidder or the Bank or any absorption, merger or amalgamation of the Bidder or the Bank with any other person.
6. In order to give full effect to this Guarantee, the Authority shall be entitled to treat the Bank as the principal debtor. The Authority shall have the fullest liberty without affecting in any way the liability of the Bank under this Guarantee from time to time to vary any of the terms and conditions contained in the said RFP Document or to extend time for submission of the Proposals or the Proposal validity period or the period for conveying of Letter of Acceptance to the Bidder or the period for fulfilment and compliance with all or any of the terms and conditions contained in the said RFP Document by the said Bidder or to postpone for any time and from time to time any of the powers exercisable by it against the said Bidder and either to enforce or forbear from enforcing any of the terms and conditions contained in the said RFP Document or the securities available to the Authority, and the Bank shall not be released from its liability under these presents by any exercise by the Authority of the liberty with reference to the matters aforesaid or by reason of time being given to the said Bidder or any other forbearance, act or omission on the part of the Authority or any indulgence by the Authority to the said Bidder or by any change in the constitution of the Authority or its absorption, merger or amalgamation with any other person or any other matter or thing



whatsoever which under the law relating to sureties would but for this provision have the effect of releasing the Bank from its such liability.

7. Any notice by way of request, demand or otherwise hereunder shall be sufficiently given or made if addressed to the Bank and sent by courier or by registered mail to the Bank at the address set forth herein.
8. We undertake to make the payment on receipt of your notice of claim on us addressed to [Name of bank along with branch address] and delivered at our above branch which shall be deemed to have been duly authorized to receive the said notice of claim.
9. It shall not be necessary for the Authority to proceed against the said Bidder before proceeding against the Bank and the guarantee herein contained shall be enforceable against the Bank, notwithstanding any other security which the Authority may have obtained from the said Bidder or any other person and which shall, at the time when proceedings are taken against the Bank hereunder, be outstanding or unrealized.
10. We, the Bank, further undertake not to revoke this Guarantee during its currency except with the previous express consent of the Authority inwriting.
11. The Bank declares that it has power to issue this Guarantee and discharge the obligations contemplated herein, the undersigned is duly authorized and has full power to execute this Guarantee for and on behalf of the Bank.
12. For the avoidance of doubt, the Bank's liability under this Guarantee shall be restricted to Rs. [in figures] ([in words]). The Bank shall be liable to pay the said amount or any part thereof only if the Authority serves a written claim on the

Bank in accordance with paragraph 8 hereof, on or before [date].

Signed and Delivered by [name of bank]

By the hand of Mr. /Ms. [name], it's [designation] and authorized official.

(Signature of the Authorized Signatory) (Official Seal)

Notes:

- The Bank Guarantee should contain the name, designation and code number of the officer(s) signing the Guarantee.
- The address, telephone number and other details of the Head Office of the Bank as well as of issuing Branch should be mentioned on the covering letter of issuing Branch.

LIMITED TENDER ENQUIRY FOR PROVIDING VENUE, INFRASTRUCTURE WORK, INCLUDING SECURITY SERVICES, MAINTENANCE FOR EXHIBITION (SILK FAB / WOOL FAB (SHE)) ACROSS COUNTRY

NOTICE INVITING TENDER

NHDC invites Limited Tender to apply for providing "Venue, Infrastructure works, Security Services and Maintenance for Exhibitions at across country and intends to select the agency/firm through competitive bidding process in accordance with the procedure set out herein.

Only the Parties capable of providing infrastructure material of Octanorm System and having good experience of executing similar type of work for Govt. Organisation, Trade Fair etc are eligible to apply.

Tender documents may be downloaded from official website <https://www.nhdc.org.in/Tenders.aspx>.

Submit your proposals on e procure.gov.in latest by 14th JULY 2023, 4:00 PM

PLACE OF SUBMISSION OF BID:

<https://eprocure.gov.in/eprocure>

Bid will be opened and evaluated in presence of all bidders as per the critical date sheet.

GENERAL CONDITIONS:

Bidders are required to submit the following document in of bidding company

- a. PAN Card
- b. GST registration

- c. Bidder should not be black-listed or barred or disqualified or penalised by any regulator or statutory body/Public /Private etc. for similar kind of assignment - An undertaking certifying non-blacklisting should be submitted.
- d. Bidders must submit the above as mandatory document along with bid.

CRITICAL DATE SHEET :

S. No.	Particulars Details	Date
1	Date of Issue of Tender Document	05/07/2023
2	Starting Date and Time for Submission of Bid/Tender	05/07/2023
3	Last Date and time for submission of Tender	13/07/2023 at 3.00 PM
4	Date of Opening of Tender	14/07/2023 at 4.00 PM



National Handloom Development Corporation Limited
(A Government of India Undertaking)

Address: Wegmans Business Park, Tower 1, Plot No. 3,
Sector Knowledge Park – 3, Surajpur Kasna road, Greater Noida – 201 306

Date:

To, _____
M/s _____

OBJECTIVE:

Conceptualising, designing, fabrication and branding of pavilion & stalls and providing security services for Silk Fab events to be conducted across the country.

PLACE AND PERIOD OF EXHIBITION:

Sl. No.	Type of Event	Places	From	To	Remark
1	Silk Fab (SHE)	Surat	26-07-2023	08-08-2023	Agency should prepare the Venue as per scope of work on or before 25/07/2023 at 2.00 pm.
2	Silk Fab (SHE)	Jabalpur	16-08-2023	29-08-2023	Agency should prepare the Venue as per scope of work on or before 15/08/2023 at 2.00 pm.
3	Silk Fab (SHE)	Kolkata	20-08-2023	02-09-2023	Agency should prepare the Venue as per scope of work on or before 19/08/2023 at 2.00 pm.
4	Silk Fab (SHE)	Udaipur	25-08-2023	07-09-2023	Agency should prepare the Venue as per scope of work on or before 24/08/2023 at 2.00 pm.
5	Silk Fab (SHE)	Ahmedabad	28-08-2023	10-09-2023	Agency should prepare the Venue as per scope of work on or before 27/08/2023 at 2.00 pm.
6	Silk Fab (SHE)	Bhubaneswar	05-09-2023	18-09-2023	Agency should prepare the Venue as per scope of work on or before 04/09/2023 at 2.00 pm.



Sl. No.	Type of Event	Places	From	To	Remark
7	Silk Fab (SHE)	Jamshedpur	15-09-2023	28-09-2023	Agency should prepare the Venue as per scope of work on or before 14/09/2023 at 2.00 pm.
8	Silk Fab (SHE)	Lucknow	20-10-2023	02-11-2023	Agency should prepare the Venue as per scope of work on or before 19/10/2023 at 2.00 pm.
9	Silk Fab (SHE)	Delhi	23-10-2023	05-11-2023	Agency should prepare the Venue as per scope of work on or before 22/10/2023 at 2.00 pm.
10	Silk Fab (SHE)	Varanasi	27-10-2023	09-11-2023	Agency should prepare the Venue as per scope of work on or before 26/10/2023 at 2.00 pm.
11	Silk Fab (SHE)	Bhopal	25-11-2023	08-12-2023	Agency should prepare the Venue as per scope of work on or before 24/11/2023 at 2.00 pm.
12	Silk Fab (SHE)	Indore	06-12-2023	19-12-2023	Agency should prepare the Venue as per scope of work on or before 05/12/2023 at 2.00 pm.
13	Silk Fab (SHE)	Hyderabad	28-12-2023	10-01-2024	Agency should prepare the Venue as per scope of work on or before 27/12/2023 at 2.00 pm.
14	Silk Fab (SHE)	Bengaluru	05-01-2024	18-01-2024	Agency should prepare the Venue as per scope of work on or before 04/01/2024 at 2.00 pm.
15	Silk Fab (SHE)	Patna	08-02-2024	21-02-2024	Agency should prepare the Venue as per scope of work on or before 07/02/2024 at 2.00 pm.
16	Silk Fab (SHE)	Dehradun	18-02-2024	02-03-2024	Agency should prepare the Venue as per scope of work on or before 17/02/2024 at 2.00 pm.
17	Silk Fab (SHE)	Dibrugarh	01-03-2024	14-03-2024	Agency should prepare the Venue as per scope of work on or before 29/02/2024 at 2.00 pm.



Sl. No.	Type of Event	Places	From	To	Remark
18	Silk Fab (SHE)	Guwahati	28-03-2024	10-04-2024	Agency should prepare the Venue as per scope of work on or before 27/03/2024 at 2.00 pm.

Note: The list of suggested indicative venues of exhibitions held earlier by National Handloom Development Corporation is enclosed for reference. The agency may also provide other prominent venue within the budget in the central area of the cities.

SELECTION OF BIDDER:

Eligible Bidder agency is required to submit the separate quotations for rent of the indicative / prominent Venue/ Hall for the respective city (along with the original quote received from the respective venue/ hall agency) and other components (Infrastructure, theme, maintenance etc).

However, Bidder, who quotes the lowest rate for Infrastructure (excluding Hall/Venue Rent), theme and maintenance shall be treated as L1 rates same shall be declared as an agency for providing the tender services. NHDC Ltd. reserves the right to accept or reject any bid (at any stage) submitted by the bidder without assigning any reason.

The rent of the indicative / prominent Venue/ Hall for the respective city is subjective related to area, location in the city, availability, seasonality etc and at the same time is very crucial factor for the footfall and overall success of the event, so the agency is required to be more cautious while quoting for the rent of the venue / hall and accordingly, the selected agency will have to ensure that the booking of the hall is done within the amount provided in the tender for hall/venue rent and the venue rent will be reimbursed as per actual.

USE OF BID AND INFORMATION:

- a. This document has been prepared solely for getting financial quote from agency empaneled with NHDC for Venue Booking, Infrastructure works, Security Services and Maintenance for Exhibitions across country". This document is not a recommendation, offer or invitation to enter into a contract, agreement or any other arrangement in respect of the services. The provision of the services is subject to observance of selection process and appropriate documentation being agreed between NHDC and any successful Bidder.
- b. While this document has been prepared in good faith, neither the NHDC nor any of its employees make any representation or warranty or shall have any responsibility whatsoever in respect of this document. Any liability is accordingly and expressly disclaimed.



- c. This document is meant to provide information only and upon the express understanding that the Bidders will use it only for the purpose set out herein.

NHDC RIGHT TO REJECT ANY OR ALL BIDS:

NHDC reserves the right to reject any or all the bids without assigning any reasons thereof without thereby incurring any liability to the Bidders or any obligation to inform the affected Bidders on the grounds for the NHDC action or without assigning any reasons, whatsoever. The decision of NHDC shall be final, conclusive and binding on all the Bidders/parties directly or indirectly connected with the bidding process and the same shall not be questioned / challenged.

CLARIFICATION/MODIFICATION:

- a. NHDC may be notified of any omission / discrepancy in the tender before the closure of bid. If required, the NHDC may thereafter modify the document. The modified document would be hosted on the NHDC. Any subsequent modification in the dates/timelines will be at the discretion of the NHDC.
- b. NHDC also reserves the sole right for carrying out any amendments/ modification/changes including any addendum to this tender. Such amendments / modifications / changes including any addendum to this tender shall be notified on the NHDC website www.nhdc.org.in and these will be binding on the Bidders.
- c. NHDC reserves the sole right to cancel the tender at any stage without assigning any reason.
- d. Before tendering, the Bidders are requested to carefully examine the Tender / Bid Documents, Terms & Conditions of Assignment, Specifications and if there is or appears to be any ambiguity therein, they should immediately refer the matter to NHDC, for clarification.

DELAYS OF BID:

Any Tenders / Bids received by NHDC after the deadline for submission of tenders prescribed by NHDC will be summarily rejected. NHDC shall not be responsible for any delay or non-receipt/ non-delivery of the documents.

SUBMISSION OF BID:

All submissions, including any accompanying documents, will become the property of the NHDC. The Bidder shall be deemed to have licensed, and granted all rights to the NHDC to reproduce the whole or any portion of their submission for the purpose of evaluation, to disclose the contents of the submission to other bidders and to disclose and/or use the contents of the submission as the

basis for any resulting process, notwithstanding any copyright or other intellectual property right of the Bidder in the submission or accompanying documents.

LANGUAGE OF BID

All correspondence and other documents to be exchanged by the parties shall be written in the English language. The version written in English language shall govern its interpretation.

BID VALIDITY PERIOD:

Bid will remain valid and open for evaluation according to their terms for a period of at least 270 days from the bid opening date. NHDC shall also have the right at its sole and absolute discretion to continue the assignment/contract with the successful Bidder for future requirements on the rates finalized in this processing for various items/activities as described in the financial bid, or at the price negotiated thereafter, after expiry of current assignment period. In exceptional circumstances, NHDC may solicit the Bidder's consent to an extension period of validity.

GENERALS:

- a. In case of any dispute or differences, breach & violation relating to the terms of the contract, the said matter or dispute, differences shall be referred to CA, NHDC for arbitration, who himself or any other person appointed by him will work as sole arbitrator and the award of the arbitrator shall be final and binding on both the parties.
- b. The Corporation reserve the right to reject any or all tenders and award the remaining work to any other contractor without assigning any reason. Conditional tenders in any form, whatsoever shall be liable to be rejected outrightly.
- c. The Corporation shall be entitled to cancel the contract, if it is found that there has been any breach of condition of the contract and/or the work is found to be unsatisfactory. The Contractor in such cases will not be entitled for making any claim/compensation. The Corporation is entitled to forfeit the Security money and the contractor may not be considered for award of any similar contract in future.
- d. The Corporation has a right to cancel one or more or all events at any moment without assigning any reason whatsoever or change the date of the events/contractor for any event. No compensation at all against such losses if any, will be given to the Contractor for the events concerned.
- e. The rates of all items of work shall include cost of all labour, transportation, octroi and all type of taxes including GST etc.

- f. The Corporation shall be entitled to cancel the contract, if it is found that there has been any breach of condition of the contract and/or the work is found to be unsatisfactory. The Contractor in such cases will not be entitled for making any claim/compensation. The Corporation is entitled to forfeit the earnest money and the contractor may not be considered for award of any similar contract in future.

SCOPE OF WORK:

1. The selected bidder would use ethnic elements and items for ambience creation. The agency/Firm would be required to give Ethnic look to the ambience inside the exhibition area matching the theme of 'Exhibition. Only new/fresh items to be used.
2. The selected bidder would be responsible for designing and creation of theme-based stalls during the exhibition.
3. The lay out plan and design including welcome gate and material to be used will have to be approved by NHDC beforehand.
4. It shall be the responsibility of the selected bidder to arrange for manpower, material and necessary expertise for executing the work including the security personnel. The pavilion & stalls will make ready by agency/firm one day before the commencement of exhibitions.
5. The selected bidder would be responsible to hand over the site thoroughly neat and clean to the land-owning agency by the last evening of the event.
6. The selected bidder has to ensure that the stalls are constructed in such a way so that there is ample movement space for the public and in case of any untoward incident the visitors can be evacuated as early as possible.
7. The selected bidder would be required to coordinate with the Managers/Incharge of the land/place owning agency and must take their permission while setting up stalls etc. So that there should be no interruption in smooth running of the show.
8. The selected bidder would be required to tie up with the MC, Local Police, Traffic Police etc, so that the work of exhibitions can be executed smoothly. All the permission/Licenses along with the expenditure involved in getting these Permissions/Licenses from Local Fire Service, Labour Department, Licensing Branch, Local Police, Local Traffic Police, Health Department, MC like horticulture, Enforcement, electricity, civil etc. would be the responsibility of selected bidder.
9. It would be the responsibility of the selected bidder to arrange for sufficient number of



dustbins, fire extinguishers, chair, tables, canopies, during the event, exhibition should be manned by adequate support staff, water proofing of stalls, round the clock fool proof security with required gadgets, cleanliness, etc.

10. Provision for cooking area behind every food stall has to be created with water facility/ dustbin etc.
11. The selected bidder has to ensure that the whole complex is properly lit and all stalls have sufficient electricity and power points.
12. All the electrical cables and wires should be properly insulated. There should not be any loose wires. Gen set installation for the event would be the responsibility of the selected bidder with the required permission from local authority, if any.
13. All electrical installations must be in accordance with the provision of the Regulations for Licensing and Controlling places of Public Amusement (other than Cinemas) and the performances of Public Amusement, 1980.
14. Removal of garbage from the site and its disposal to the nearest MC/Authority dustbin is the responsibility of selected bidder.
15. Publicity panel/standees, hoardings, continuous flex panels on the outside of tin barricade with white cloth masking on the inside of tine barricades/partitions would be put up at the entrance gates, behind stages and at other prominent places in the venue giving due publicity to O/o DCH & NHDC at the cost of selected bidder with specific quantity to be determined in consultation with NHDC.
16. The design & content for the same would be provided by NHDC. For masking only brand-new clean cloth should be used by the agency. The Standees and small hoarding on schemes of O/o DCH/NHDC, drop downs, signages, banners, etc will be required to be put inside the exhibition area, if required. Further, the buntings/hoardings with theme (will decide later) would also be required to be put up onto the electric poles/roundabouts at each exhibition. The design & number would need prior approval of NHDC.
17. It shall be the responsibility of the selected bidder to set up temporary workstation/office for executing the work of Exhibition with proposed theme.
18. The selected agency would be required to coordinate with the Municipal Corporation, Railway Station, Metro Station, Local Bus Authority etc. to take the permission for placement of Standees.



19. The selected agency will submit the all the exhibition related document / Invoice of Hall/ Infrastructure, Theme Pavilion, Security, Maintenance along with photograph and other local expense etc. in soft copy and hard copy at the time of submission of claim.
20. The selected agency will assist the NHDC office in the organized exhibition for collecting the Participants TA/DA Claim form in hard copy and soft copy in Excel Format.
21. The selected agency will get verified of all the items put up in the exhibition by the local NHDC employee in the organized exhibition.
22. The selected agency will submit layout plan of the event within 1 week after the finalization of the financial Bid.
23. **Bill of Quantity:** Proposed quantity of the items required for infrastructure works, Security Services and Maintenance for each Exhibitions (**Silk Fab**) across country.

S. No.	Item (As per the Scope of Work)	Unit	Total Quantity (Tentative)
INFRASTRUCTURE WORK:			
1	Venue: Venue chosen should be of repute with proper amenities and which would provide opportunity for the weavers to maximize their sales. Wherever, urban haats are available and functional, preference should be given to them.	Days	15 Days
2	Stall details for one unit: Construction of the stalls on Good Quality Octanorm system for participating agencies –size 2.5 mtr x 1.5 mtr, height 8” ft. Shelves are to be made of laminated board of not less than ¾” thickness. Each stall is to be separated by laminated panels of hard – board. For each stall 2 tables of size 1 mtr x 0.5 mtr x 1 mtr on Octanorm system, one dust bin of 12”inch size (height) Three LED light of 40 wt.in two different colour, Facia of each stall is to be made separately, designed with 4” mm, sun board dully pasted with computer cut vinyl film with the name of participating agency/society. Authority would also like to see the sample model of stall, before placing the order.	One complete unit	60 nos.
3	Construction of One Office on Octanorm system size 5 mtr x 5 mtr. (With door & locking system with furniture, centre table seater one office steel almirah, 4 LED Light 40wtt.	One complete unit	1

S. No.	Item (As per the Scope of Work)	Unit	Total Quantity (Tentative)
4	(A) Carpet Flooring (Unitex) New Carpet	Per Sq. Ft.	4000 Sq.
	(B) Carpet Flooring (Unitex) Neat & Clean Carpet	Per Sq. Ft.	4000 Sq.
5	(A) Ply Panelling (Octanorm) 1 Mtr. X 2.4 M	Per Panel	10 Nos.
	(B) Ply Panelling (Octanorm) ½ Mtr. X 2.4 M	Per Panel	10 Nos.
6	Looking Mirror (1.5" X 5' feet) With Stand & Support	Nos	10 Nos.
7	150-Watt LED Flood Light	Nos	20 Nos.
8	Female Mannequins	Nos	10 Nos
9	Main Gate/Side Gate (As Per Oct. System with Multicolour Stretch Signage (Flex) 208 Sq. Ft.	As Required	As Required
10	Stretch Signage / Flex / Banners / Standees with Names of Participating Agencies / Other Matter: -		
	Size 3' X 6' Ft. Nos with Self Stand Framing (for Prominent Places of the city i.e., Metro Stations, Bus Stand, Railway Station etc.) including placement and vehicle charges	Per Sq. Ft.	25
	Size 5' X 3' Ft. Nos. Without Framing	Per Sq. Ft.	4
	Size 3' X 6' Ft. Nos. Without Framing	Per Sq. Ft.	4
	Size 8' X 8' Ft. Nos. With Framing Stands	Per Sq. Ft.	4
	Note: If any other size of banner is required, then requirement will be provided at time.		
11	Inaugural panel (1 mtr. X 2.4 mtr. On Octanorm system) matter will be given for flex printing (size may be changed according to the requirement)	Nos	1
12	Table on (Octanorm system)	Nos	10
13	Pedestal Fan	Nos	5
14	Inauguration lamp (brass – 5' height approx.) along with refined oil / cotton / match box etc on inaugural day.	Nos	1
15	Flower Decoration		
	(a) Flower Decoration with Gate Structure of Main Gate (With Multi Colour Fresh Flowers)	One	1
	(b) Bouquet (08 Nos. Fresh Rose Flowers)	Five	5



S. No.	Item (As per the Scope of Work)	Unit	Total Quantity (Tentative)
THEME WORK:			
16	Agency will execute the exhibition on theme basis as per the need and requirement of NHDC		
	a) Female Mannequins	Nos	5 Nos
	b) 150-Watt LED Flood Light	Nos	05 Nos.
	c) LED 9 Watts Indoor Ceiling Spotlight/Focus Light / Track Light (Warm White)	Nos	10 Nos
	d) New Carpet – Red Colour	Ft.	500 sq.ft.
	e) Ply Panel – 1M x 2.5 M	Nos	15 Nos
	f) Electric Jhalar (100 ft. Per Nos)	Nos	05 Nos
	g) Photography (Soft copy and Hard Copy - 5x7 Inches)	Nos	100 Nos
	h) Hangers, Thumb Pin, Safety Pin etc.	As required	As required
	i) LED TV with stand 55" inch	Nos	01 Nos.
	j) Writeup Stand	Nos	05 Nos.
	l) Decoration of Theme area with cloths & Backdrops Flex	As required	As required
	Any other item as per the requisition for theme development.		
	Note: *Theme work will be executed on Hardcore platform of Wooden/Plywood/any other etc. **Photographs must be taken of entrance gate, inauguration, stall with person, theme pavilion, live loom, customers etc.		
MAINTENANCE WORKS:			
17	a) Ground/Site Maintenance, Housekeeping at site and surrounding preservation till Completion of Event with 06 Nos Plastic Dustbin (Big Size) 36"		14 Days
	b) Fire Equipment Service with 15 Nos Fire Extinguisher (Medium Size) for textiles good with One Trained Fire Man (10:30 AM to 08:00 PM Daily) including Fire Permission Charges.		14 Days
	c) 08 Nos CCTV cameras with DVR recording and 01 attendant		14 Days



S. No.	Item (As per the Scope of Work)	Unit	Total Quantity (Tentative)
	d) Provide Trained Security Guards. During the exhibition, there shall need trained Security Guards for 14 days round the day (for 8Hrs per Security guard per day)		Maximum 03 nos Security per day
	e) Public Announcement System (with high quality music system) with 08 Speaker Boxes and 1 cordless mic to be placed at various places inside and outside the Venue.	Nos	01 Nos.
	f) Standby Generator (without diesel / oil) with cable / wire required up to main junction box along with attendant / electrician (as per requirement):	Nos	01 Nos.
Additional item for Infrastructure			
1	Brand New German Quality Pagoda of Size 5 Mtr X 5 Mtr. With Aluminium Structure covering and Covered with Proper Water Proof Material	unit	Per Unit
2	Wooden Platform of Good Quality Plyboard	Sq. Ft.	Per sqft.
3	German Quality Aluminium Hangar Tent Covered with Proper Water Proof Material	Sq. Ft.	Per sqft.
Note: The additional item for infrastructure quoted rates will be calculated separately			

NOTE: -

- The max. Budget for each event is approx. Rs. 14.80 Lakh (Including GST). The details of Head Wise Budget are given below: -
 - Stall / Hall Rent/ Infrastructure including electricity – Rs. 12.00 Lakh
 - Backup Services – Rs. 2.00 Lakh
 - Theme Pavilion – Rs. 0.80 Lakh

Total - Rs. 14.80 Lakh
- The cost of Stall / Hall Rent/ Infrastructure including electricity for Delhi & Lucknow is **Max. Rs.7.00 Lakh** for Handloom Haat venue in New Delhi and NHDC own premises in Lucknow.
- Bidders are required to quote unit rate separately for all the mentioned items in the tender. Combined single rate for all the item will not be considered.



- No advance amount will be paid to agency for the Infra/Theme and Backup & Maintenance work. Only venue rent will be paid to agency on the receipt of actual rent paid by agency to the venue.
- The above number/requirement/quantity/size may increase or decrease at the discretion of NHDC and subsequent price per unit/quantity/number may change, accordingly.
- Reimbursement of charges for diesel / oil will be given as per actual consumption. However, contractor shall maintain a register and provide the date-wise units generated / oil consumed through DG set.
- As per COVID- 19 preventive measure, agency required to provide the sanitised site with provision of digital thermometer to their security guards for measuring temperature of all visitors to the site/venue. Charges for such facility will be incorporated with security works.
- All stall setup and other things etc pertaining to exhibitions will first approve need approval from NHDC.
- Venue charges will be reimbursed on the actual basis. However, the selected agency will have to obtain the approval of the exhibition venue from NHDC.

BIDDER'S RESPONSIBILITIES AND RELATED CONDITIONS:

- a. Attention of the Bidders is drawn to the relevant and extant instructions of GoI, GFR issued by Ministry of Finance, guidelines of Central Vigilance Commission (CVC) as applicable to the subject matter of advice / service to be rendered by the Bidder and are required to be complied with.
- b. The Bidder shall, subject to the provisions of the Assignment and with due care, execute the work and take all responsibility, including the supervision thereof and all other things, whether of a temporary or permanent nature, required in and for such execution.
- c. The Bidder shall carry out and complete the work in accordance with prevailing good industry practices and using workmanship of the quality and standards there in specified, provided that where and to the extent some approval of the quality of the standards of workmanship is a matter of opinion, such quality and standards shall be to the satisfaction of NHDC.
- d. The Bidder should provide professional, objective, un-biased and impartial inputs, recommendation and advice at all times and hold NHDC interest paramount and should

observe the highest standard of ethics, values, code of conduct and honesty while executing the assignment.

- e. The Bidder carries with him/her/it a certain degree of accountability for any advice or /and any services rendered to the NHDC, keeping in view norms of ethical business, professionalism and the fact that such advice or service is rendered for a consideration. NHDC may enforce such accountability in case of improper discharge of contractual obligations / deviant conduct by / of any of the parties to the contract. In this, share of NHDC's responsibility, for accepting advice / and services provided by the Bidder, will also be taken into consideration.
- f. The Bidder must act, at all times, in the interest of NHDC and render any advice / service with professional integrity. The Bidder shall always keep in view transparency, competitiveness, economy, and efficiency in regard with matters related to the subject of the contract or assignment.
- g. Bidder is expected to undertake an assignment/project, only in the areas of his/its expertise and where it has capability to deliver efficient and effective advice /services to the client.
- h. The Bidder will have to cooperate fully with any legitimately provided / constituted investigative body conducting enquiry into processing or execution of the consultancy contract / any other matter related with discharge of contractual obligations by the Bidder.

TERMINATION:

NHDC may, without prejudice to any other remedy for breach of contract, by written notice of default to agency, terminate the Contract in whole or part:

- If the Agency fails to deliver any or all of the services within the period(s) specified in the Contract/ Work Order, or within any extension thereof granted by NHDC, OR
- If the Agency fails to perform any other obligation(s) under the Tender/Contract.
- If the Agency, in the judgment of NHDC has engaged in fraud and corruption.

In the event of NHDC terminates the Contract in whole or in part, NHDC may procure, upon such terms and in such manner as it deems appropriate, Services similar to those undelivered, and the Agency shall be liable to the NHDC for any excess costs for such similar services. However, the agency shall continue the performance of the Contract to the extent not terminated

CONTRACT / NON-DISCLOSURE AGREEMENT NDA:

The selected Bidder will be required to execute the following:

- a. Contract / Agreement which will include all the services and terms and conditions of the services to be extended as detailed here in and as may be prescribed or recommended by NHDC; and
- b. Non-disclosure Agreement (NDA)**

If any Bidder differs / does not agree on any conditions / terms of the contract, NHDC has the right to appoint the next ranked Bidder without any obligation or without assigning any reasons to anyone and shall not be held liable for any losses or damages caused by such action.

Unless and until a formal Agreement is prepared and executed, this Tender (RFP) together with the written acceptance of the Bidder thereof shall constitute binding Terms and Conditions between the parties.

COMPLIANCE WITH ALL APPLICABLE LAWS:

The Bidders shall undertake to observe, adhere to, abide by, comply with and notify NHDC about all laws in force or as are or as made applicable in future, pertaining to or applicable to them, their business, their employees or their obligations towards them and all purposes of this Tender and shall indemnify, keep indemnified, hold harmless, defend and protect NHDC and its employees/ officers/ staff/ personnel/ representatives/ agents from any failure or omission on its part to do so and against all claims or demands of liability and all consequences that may occur or arise for any default or failure on its part to conform or comply with the above and all other statutory obligations arising therefrom.

SINGLE POINT OF CONTACT AND AUTHORISED SIGNATORY:

All empanelled Bidders should have to provide details of single point of contact viz. Name, designation, address, e-mail address, telephone/ mobile no. etc and authorised someone as signatories as well for ongoing discussion etc.

RIGHTS IN INTELLECTUAL PROPERTY AND MATERIAL:

All the rights relating to the Trade Marks and Copy Rights in respect of development done by the Bidders exclusively on behalf of NHDC and paid for by NHDC shall vest with NHDC.

In order to perform the services, the Bidder must obtain at its sole account, the necessary assignments, permits and authorizations from the title holder of the corresponding patents, models, trademarks, names or other protected rights and shall keep NHDC harmless and indemnify NHDC from and against claims, proceedings, damages, costs and expenses (including but not limited to legal costs) for and/ or on account of infringements of said patents, models, trademarks names or other protected rights.

All documents, report, information, data etc. collected and prepared by the Bidder in connection with the scope of work submitted to NHDC will be property of NHDC, it shall have every right to use data that may be in the possession of the consultant or its representative in the course of performing services under the agreement that may be entered into. The Bidder shall not be entitled either directly or indirectly to make use of the documents, reports given by NHDC for carrying out of any services with any third parties. The Bidder shall not without the prior written consent of NHDC be entitled to publish studies or descriptive article with or without illustrations or data in respect of or in connection with the performance of services.

The pre-existing intellectual property of the Bidder used in deliverables shall remain vested with the Bidder.

ARBITRATION:

Any disputes and difference of any kind, whatsoever, arising out of or in connection with this contract or carrying out of the services, shall be settled amicably. If however, the parties are not able to resolve any dispute or difference amicably, the same shall be referred for arbitration in accordance with the provisions of Arbitration & Conciliation Act 1996 and any re-enactment (s) and or modification(s) thereof and of the rules framed there under. The venue for the arbitration shall be New Delhi.

FORCE MAJEURE:

Neither party shall be responsible for any failure to perform due to unforeseen circumstances or due to causes beyond the defaulting party's control even after exertion of best of efforts to prevent such failure, which may include but not be limited to, acts of God, war, riots, embargoes, strikes, lockouts, acts of any government authority, delay in obtaining licenses or rejection of proposal under the statutes, fire or floods.

CORRUPT AND FRAUDULENT PRACTICES:

As per Central Vigilance Commission (CVC) directives, it is required that Consultants/Suppliers/Contractors observe the highest standard of ethics during the procurement and execution of such contracts in pursuance of this policy:

- a. "Corrupt Practice" means the offering, giving, receiving or soliciting of anything of values to influence the action of an official in the procurement process or in contract execution; and
- b. "Fraudulent Practice" means a misrepresentation of facts in order to influence a procurement process or the execution of contract to the detriment of NHDC and includes collusive practice among consultants (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive NHDC of the benefits of free and open competition.

NHDC reserves the right to reject a proposal for award if it determines that the Bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question. NHDC reserves the right to declare a firm ineligible, either indefinitely or for a stated period of time as per the its discretion, to be awarded a contract if at any time it determines that the firm has engaged in corrupt or fraudulent practices in competing for or in executing the contract.



LIMITED TENDER ENQUIRY FOR PUBLICITY OF STATE HANDLOOM EXPO – SILK FAB / WOOL FAB AT ACROSS THE COUNTRY

NOTICE INVITING TENDER

NHDC invites Limited Tender to apply for “Publicity of State Handloom Expo – Silk Fab / Wool Fab at Across the Country” and intends to select the agency/firm through competitive bidding process in accordance with the procedure set out herein.

Tender documents may be downloaded from official website <https://www.nhdc.org.in/Tenders.aspx>.

Submit your proposals on e procure.gov.in latest by 17th Jul 2023, 3:00 PM

Bid will be opened and evaluated in presence of all bidders as per the critical date sheet.

CRITICAL DATE SHEET :

S. No.	Details	Date
1.	Date of Issue of Tender Document	12/07/2023
2.	Starting Date and Time for Submission of Bid/Tender	12/07/2023
3.	Last Date and time for submission of Tender	17/07/2023 at 03:00 PM
4.	Date of Opening of Tender	18/07/2023 at 03:00 PM

Brief:

State Handloom Expo: This event is being organized exclusively for various types of handloom product i.e., Sarees, Suits, Dress Materials, Dupattas, Stoles and other Handloom product. In this event 60 stalls will be allotted to various Handloom agencies and weavers across India.



Proposed Dates:

Sl. No.	Type of Event	Places	From	To
1	Silk Fab (SHE)	Surat	26-07-2023	08-08-2023
2	Silk Fab (SHE)	Jabalpur	16-08-2023	29-08-2023
3	Silk Fab (SHE)	Kolkata	20-08-2023	02-09-2023
4	Silk Fab (SHE)	Udaipur	25-08-2023	07-09-2023
5	Silk Fab (SHE)	Ahmedabad	28-08-2023	10-09-2023

SELECTION OF BIDDER:

Bidder, who quotes the lowest rate in the exhibitions, shall be treated as L1 rates same shall be declared as an agency for providing the tender services. NHDC Ltd. reserves the right to accept or reject any bid (at any stage) submitted by the bidder without assigning any reason

USE OF BID AND INFORMATION:

- a. This document has been prepared solely for getting financial quote from agency empanelled with NHDC for “Publicity of State Handloom Expo – Silk Fab / Wool Fab at Across the Country”. This document is not a recommendation, offer or invitation to enter into contract, agreement or any other arrangement in respect of the services. The provision of the services is subject to observance of selection process and appropriate documentation being agreed between NHDC and any successful Bidder.
- b. While this document has been prepared in good faith, neither the NHDC nor any of its employees make any representation or warranty or shall have any responsibility whatsoever in respect of this document. Any liability is accordingly and expressly disclaimed.
- c. This document is meant to provide information only and upon the express understanding that the Bidders will use it only for the purpose set out herein.

NHDC RIGHT TO REJECT ANY OR ALL BIDS:

NHDC reserves the right to reject any or all the bids without assigning any reasons thereof without thereby incurring any liability to the Bidders or any obligation to inform the affected Bidders on the grounds for the NHDC action or without assigning any reasons, whatsoever. The decision of NHDC shall be final, conclusive and binding on all the Bidders/parties directly or indirectly connected with the bidding process and the same shall not be questioned / challenged.

CLARIFICATION/MODIFICATION:

- a. NHDC may be notified of any omission / discrepancy in the tender before the closure of bid. If required, the NHDC may thereafter modify the document. The modified document would be hosted on the NHDC official website. Any subsequent modification in the dates/timelines will be at the discretion of the NHDC.
- b. NHDC also reserves the sole right for carrying out any amendments/ modification/changes including any addendum to this tender. Such amendments / modifications / changes including any addendum to this tender shall be notified on the NHDC website www.nhdc.org.in .
- c. NHDC reserves the sole right to cancel the tender at any stage without assigning any reason.
- d. Before tendering, the Bidders are requested to carefully examine the Tender / Bid Documents, Terms & Conditions of Assignment, Specifications and if there is or appears to be any ambiguity therein, they should immediately refer the matter to NHDC, for clarification.

DELAYS OF BID:

Any Tenders / Bids received by NHDC after the deadline for submission of tenders prescribed by NHDC will be summarily rejected. NHDC shall not be responsible for any delay or non-receipt/ non-delivery of the documents.

SUBMISSION OF BID:

All submissions, including any accompanying documents, will become the property of the NHDC. The Bidder shall be deemed to have licensed, and granted all rights to the NHDC to reproduce the whole or any portion of their submission for the purpose of evaluation, to disclose the contents of the submission to other bidders and to disclose and/or use the contents of the submission as the basis for any resulting process, not with standing any copyright or other intellectual property right of the Bidder in the submission or accompanying documents.

LANGUAGE OF BID

All correspondence and other documents to be exchanged by the parties shall be written in the English language. The version written in English language shall govern its interpretation.

BID VALIDITY PERIOD:

Bid will remain valid and open for evaluation according to their terms for a period of at least 270 days from the bid opening date. NHDC shall also have the right at its sole and absolute discretion

to continue the assignment/contract with the successful Bidder for future requirements on the rates finalized in this processing for various items/activities as described in the financial bid, or at the price negotiated thereafter, after expiry of current assignment period. In exceptional circumstances, NHDC may solicit the Bidder's consent to an extension period of validity.

GENERALS:

- a. In case of any dispute or differences, breach & violation relating to the terms of the contract, the said matter or dispute, differences shall be referred to CA, NHDC for arbitration, who himself or any other person appointed by him will work as sole arbitrator and the award of the arbitrator shall be final and binding on both the parties.
- b. The Corporation reserves the right to reject any or all tenders and award the remaining work to any other contractor without assigning any reason. Conditional tenders in any form, whatsoever shall be liable to be rejected outrightly.
- c. The Corporation shall be entitled to cancel the contract, if it is found that there has been any breach of condition of the contract and/or the work is found to be unsatisfactory. The Contractor in such cases will not be entitled for making any claim/compensation. The Corporation is entitled to forfeit the Security money and the contractor may not be considered for award of any similar contract in future.
- d. The Corporation has a right to cancel one or more or all events at any moment without assigning any reason what so ever or change the date of the events/contractor for any event. No compensation at all against such losses if any, will be given to the Contractor for the events concerned.
- e. The rates of all items of work shall include cost of all labour, octroi and all type of taxes including GST etc.

GUIDELINES:

Guidelines for Social Media Campaign must be followed by selected agency especially for the posting of promotional reel videos by influencers for various Silk Fab / Wool Fab etc.

- a. The influencer should be selected based on their profile i.e., Product category catered, place of influencer and demography of their followers, etc. The profile must match the requirement of promotion of Handloom / Sarees/ Textiles products. The options for approval must be submitted along with the social media plan by the agency.
- b. The script of reel should be more focused on promotion of Handloom items and the particular event. The script should be prior approved by NHDC before start of the event. If the details



of influencer and script will not be submitted prior 3 days of the start of the event, penalty amounting Rs.1000/- per day will be charged to the agency.

- c. The reel should be of optimum time i.e., not too big or short (approx. 50 seconds).
- d. The influencer must visit at the site to include their presence at the event site and showing the actual video of site in the reel video. (No influencer reel will be accepted until the influencer visit the actual site of the event.).
- e. No objectionable matter / content will be allowed in the reel video. Approval before posting the final reel from the influencer's social media account, must be obtained from NHDC.

Proposal Contents Deliverables and Evaluation Parameters:

S/N	Work Description	Evaluation Criterion	Budget	Comments
1.	Creative Design: 1. Print Media 2. Social Media 3. Digital Ad	Minimum 03 creative required for each work: <ul style="list-style-type: none"> • 03 Creative of print media size 8x15 (120 sq cm.) • 03 Infographic Creative for social media • 03 Creative of Digital Ad 		-
2.	Social media strategy	<ul style="list-style-type: none"> • Daily 2-3 static posting on Official Social Media site, • Daily organic post along with the 1-2 videos, Gifs, Infographics content post on FB/Insta/ Twitter/Koo/LinkedIn etc. • Posting of 7-8 Weaver's bite and visitor bite on social media sites. • Paid Campaign through Google Ad • Facebook Post Paid Promotion • Instagram Post Paid Promotion • Facebook Event Paid Promotion • Infographic post on FB/Insta with Paid Promotion • Infographic post on Twitter • Promote Tweet on Twitter • Paid Campaign on Twitter 		Campaign to run before 1 week of the event. (Paid promotion breakup required)
3.	Print & Digital E circulation in media (PR)	<ul style="list-style-type: none"> • Name of Leading Newspapers & platforms • 3 Times Media Coverage in print media • Making of Press Release in English & Regional Language • Digital E circulation in Leading Media 		Name of papers & platforms required at the time of submission of this document.



S/N	Work Description	Evaluation Criterion	Budget	Comments
4.	Print & Radio Advertisement	<ul style="list-style-type: none"> Strategy for Print Advertisement (Print Ad Size is 8x15 sq. cm) Strategy for Radio Advertisement, Jingle required for Radio Ad (Jingle is not more than 20 Second) Frequency Morning, Afternoon and Evening 		-
5.	Influencers list and Bloggers list	5 names suggested, should be from same Industry (Handlooms/Textiles) along with the Reach /Readership / Followers etc. <ul style="list-style-type: none"> 02-04 Reels post by Influencer 04 organic post by Influencer Influencer will post on their account tagging with our Official Social Media handle 		Name/readership/ followers/reach etc. details required at the time of submission of this document.
6.	Any other doable ideas on Local Advertisement/ Branding/Publicity			
i)				
ii)				
			Rs.03.00 Lakh	

Note:

- Project Budget:**

1) ***State Handloom Expo - INR 03 lakhs (Including taxes & charges).**

2) **The bifurcation of budget is given below:**

- Rs.2.00 Lakh for newspaper/radio advertisement
- Rs.0.60 Lakh for Social Media & Influencer and
- Remaining amount of Rs.0.40 Lakh other publicity.

3) **Bidder, who quotes the lowest rate in the exhibitions, shall be treated as L1 rates same shall be declared as an agency for providing the tender services. NHDC Ltd. reserves the right to accept or reject any bid (at any stage) submitted by the bidder without assigning any reason**



Scope of work

To create hype & buzz on the digital platforms, print media and local publics, to increase the footfall and to motivate people to visit the fair and buy materials from the Exhibition, also to develop and run a sustainable campaign on social media, digital & print media promotion in leading newspapers and Digital releases.

- To develop credibility and media hype.
- To create a hype and buzz before the launch of the Event (Pre-launch)
- To run a sustainable campaign on all social media platforms, not only limited to Facebook, Twitter, Instagram, YouTube, Koo, LinkedIn, and other relevant platforms.
- To arrange the product image from their own side for social media post.
- Agency will visit the exhibition for taking of weaver's bite and visitor bite.
- Web banners on relevant websites.
- Paid campaign on Digital Platform, Social Media targeting geo location & interest.
- To engage more people and spread positive word of mouth for the exhibitions.
- To increase the footfall and enhance the visibility of the State Handloom Expo and the publicity of the exhibitions.
- To increase the footfall and encourage the buyers to visit the fair and buy handloom products from the exhibition.
- To publish and circulation of press releases of the fair in leading newspapers/print media/ ads in English, Hindi and other regional language & circulations.
- Daily 2-3 static posting on Official social media organic and paid along with the 1-2 videos, gif's, Info graphics etc.
- Other doable ideas are welcome and can be shared in proposals.
- All the publicity material will be arranged by the agency. NHDC will not responsible for providing any image/content, weaver bite/visitor bite, other publicity related matter etc.

The proposals can be submitted in pen drives & hard copies. The project or suggestive ideas should be doable within the projected budget; no separate budget shall be allocated for any media plan or creative design. The agencies must submit all-inclusive comprehensive proposals. Applicable taxes & charges should be included in the cost.

General Terms & Condition apply as per original "RFP" (Request for Proposal) For '**Empanelment of Multi-media agencies**'.



Schedule Sheet Print Media																		
"Publicity of VIRASAAT - "Sari Festival" at Indore as per scope of Work and terms and condition of Tender document																		
Date of Insertion	Circulation	Size 12x20 (240 sq. cm.)														Total	Cost With GST	
		15-12-2023	16-12-2023	17-12-2023	18-12-2023	19-12-2023	20-12-2023	21-12-2023	22-12-2023	23-12-2023	24-12-2023	25-12-2023	26-12-2023	27-12-2023	28-12-2023			
Days		Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu			
The Hindustan Times	615741	1								1						2	-	
The Times of India	535267	1		1												2	-	
Hindustan	241932				1			1			1					3	-	
Dainik Jagran	317634	1					1									2	-	
Navbharat Times	388578		1								1					2	-	
Amar Ujala	112878	1							1				1			3	-	
Indian Express	101700			1						1		1				3	-	
Day wise no of insertion->		4	1	2	1	0	1	1	1	2	2	1	1	0	0	17	-	
Note :																		



SOCIAL MEDIA POSTS / INFULENCER REELS PLAN FOR SARI FESTIVAL																					
Days	-7	-6	-5	-4	-3	-2	-1	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Post 1	Coming Soon Post		Coming Soon Post			Curtain Raiser Post	Count down Post	Invitation Post	Post of Products with descriptions	Influencer Reel 1	Post of Products with descriptions	Post of Products with descriptions	Post of Products with descriptions	Influencer Reel 3	Post of Products with descriptions	Post of Weavers bytes	Post of Products with descriptions	Post of Products with descriptions	Post of Products with descriptions with Last 3 days count-down matter	Post of visitors byte	
Post 2	Event Creation					Count down Post	Invitation Post	Inauguration Post	Post of News Coverage	Post of Products with descriptions	Post of News Coverage	Any Other Post	Post of Weavers bytes	Post of visitors byte	Any Other Post	Any Other Post	Post of visitors byte	Any Other Post	Post of Weavers bytes	Post of Products with descriptions with Last 2 days count-down matter	Post with Last days count-down matter
Post 3								Inauguration Post with Videos	Any Other Post	Post of Weavers bytes	Any Other Post	Influencer Reel 2	Any Other Post	Any Other Post	Post of Weavers bytes	Post of Weavers bytes	Any Other Post	Influencer Reel 4	Any Other Post	Any Other Post	Post of Weavers bytes
Post 4								Post of VIPs bytes	Post of Weavers bytes	Post of visitors byte	Post of Weavers bytes	Post of Weavers bytes	Post of Weavers bytes	Post of Weavers bytes	Post of visitors byte	Post of visitors byte			Post of Weavers bytes	Post of Weavers bytes	Post of visitors byte
Post 5								Post of Weavers bytes	Post of visitors byte	Any Other Post	Post of visitors byte	Post of visitors byte	Post of visitors byte						Post of visitors byte		Post of visitors byte
Post 6								Post of visitors byte													
Apart from above following activities have to be conducted -																					
Creatives for E Invitation, Schedules, Various designs matching the theme of the event																					
Branding/ Promotion of the event																					
Facebook Boost Post																					
Instagram post promotion																					
Infographic post on all platforms																					
Twitter Boost Post																					



रा.ह.वि.नि./एस.एच.ई./2023-24

दिनांक: 04/07/2023

विषय : राज्य हथकरघा प्रदर्शनी (सिल्क फैब) का वित्तीय वर्ष 2023-24 में आयोजन के संबन्ध में।

महोदय,

विकास आयुक्त हथकरघा, वस्त्र मंत्रालय, भारत सरकार के तत्वाधान में राष्ट्रीय हथकरघा विकास निगम द्वारा वित्तीय वर्ष 2023-24 में राज्य हथकरघा एक्सपो के तहत "सिल्क फैब" प्रदर्शनी-सह-बिक्री विशेष हथकरघा रेशम / सूती उत्पादों की देश के महत्वपूर्ण शहरों में आयोजित की जा रही है। राष्ट्रीय हथकरघा विकास निगम द्वारा वित्तीय वर्ष 2023-24 आयोजित होने वाली प्रदर्शनी का विवरण अनुलग्नक-1 में संलग्न है तथा आपके सूचनार्थ हेतु प्रस्तावित कार्यक्रम (Proposed Calendar) राष्ट्रीय हथकरघा विकास निगम की आधिकारिक वेबसाइट पर www.nhdc.org.in पर भी उपलब्ध कराई जा रही है।

आपसे अनुरोध है कि प्रत्येक प्रदर्शनी हेतु आपकी संस्था का आवेदन बुनकर सेवा केंद्र (WSC) / राज्य हथकरघा कार्यालय (State Concern) से अनुमोदित कराकर प्रेषित करना अनिवार्य है। **एनएचडीपी योजना के तहत डीबीटी भुगतान के लिए प्रतिभागियों/एजेंसी का बैंक विवरण भी आवेदन के साथ उपलब्ध कराना सुनिश्चित करें। इससे वस्त्र मंत्रालय के निर्देश का अनुपालन भी सुनिश्चित होगा।**

साथ ही यह भी सूचित किया जाता है कि **स्टाल का आवंटन विकास आयुक्त (हथकरघा) कार्यालय द्वारा गठित समिति द्वारा कम्प्यूटरीकृत ड्रा या खुली लॉटरी के माध्यम से मेले में या विकास आयुक्त (हथकरघा) के कार्यालय में किया जाएगा**, इस शर्त के अधीन कि स्टाल प्रबंधक / प्रभारी की फोटो और हस्ताक्षर **बुनकर सेवा केंद्र / राज्य हथकरघा कार्यालय** द्वारा प्रमाणित किया गया हो और स्टाल आवंटन हेतु आवेदन प्रदर्शनी प्रारम्भ होने की तिथि से 30 दिन पहले जमा किया जाना चाहिए। स्टॉल प्रबंधक/प्रभारी की पहचान के बिना कोई भी स्टॉल आवंटित नहीं किया जाएगा। आपको यह भी सलाह दी जाती है कि आप इंडिया हैण्डलूम ब्रांड, हैण्डलूम मार्क एवं सिल्क मार्क की रजिस्ट्रेशन प्रमाण पत्र कि एक प्रति लिपि प्रमाणित कराकर अपने अनुरोध पत्र के साथ अवश्य संलग्न कर प्रेषित करें और प्रदर्शनी-सह-बिक्री के दौरान प्रदर्शित प्रत्येक सामग्री पर मूल्य टैग लगाने की व्यवस्था करें।

प्रदर्शनी में भागीदारी के लिए सामान्य नियम एवं शर्तों की नियमावली आपकी संस्था को प्रेषित की जा रही है। संलग्न फार्म पूर्ण रूप से भरकर संबन्धित अधिकारियों द्वारा सत्यापित कराकर हमारे निगम को प्रेषित कर दिया जाना चाहिए। सिल्क फैब व वूल फैब से संबन्धित सभी विवरण एवं अधिक जानकारी के लिए आप हमारे कॉर्पोरेट कार्यालय के दूरभाष संख्या **0120-2329600** पर संपर्क कर प्राप्त कर सकते हैं। ई-मेल आईडी nhdcsilkfab@gmail.com है। आपका पूरा आवेदन हमारे कारपोरेट कार्यालय, एन. एच. डी. सी. लिमिटेड, चतुर्थ तल, वेगमेंस बिजनेस पार्क, टावर - 1, प्लॉट नं -3, सेक्टर नौलेज पार्क - तृतीय, सूरजपुर कासना मेन रोड, ग्रेटर नोएडा - 201306 (उत्तर प्रदेश) में प्रदर्शनी प्रारंभ होने से 30 दिनों से पहले पहुंच जाना चाहिए।

हमें आशा है कि आपका पूर्ण सहयोग प्रदर्शनी की सफलता हेतु प्राप्त होगा।

सधन्यवाद,

भवदीय,

राष्ट्रीय हथकरघा विकास निगम

संलग्नक उपरोक्तानुसार:

Sub: Organization of State Handloom Expos (Silk Fab) during the F.Y. 2023-24.

Dear Sir/Madam,

NHDC is making arrangements for organization of State Handloom Expos "Silk Fab" Exhibition-Cum-Sale of exclusive Handloom Silk / Cotton products at various important places in the Country under the aegis of Development Commissioner for Handlooms, Ministry of Textiles, Govt. of India. The details of the event are attached in Annexure - 1, which will be organised by NHDC in the year F.Y. 2023-24. However, we are uploading proposed "**Calendar**" on our official website www.nhdc.org.in for your information.

We therefore, request you to please send your application for each event separately along with recommendation of your WSCs/State Concern. **Also ensure to provide the bank details of the participants/agency for DBT payment under the NHDP scheme alongwith with the applications. This will also ensure compliance of instruction of Ministry of Textiles.**

Further, it is to inform that the **allotment of stall will be done in a fair or in the O/o Development Commissioner (Handlooms) through computerized draw or open lottery by a committee constituted by the O/o Development Commissioner (Handlooms)** subject to condition that the photo and signature of the Stall Manager/In-charge must be attested by the WSCs/State Concern and submitted before the allotment of stall. Without recognition and identification of the Stall Manager/In-charge, no stall will be allotted. You are also advised to submit India Handloom Brand Registration / Silk Mark & Handloom Mark Certificate and arrange to put price Tag on each & every displayed material during the sale.

General Terms & Conditions & undertaking for participation are also enclosed which should be followed and should be returned to the Corporation duly filled-in and signed by the proper authorities. Regarding all details and enquiries related to Silk Fab you may please contact to our Corporate Office, Contact No. **0120-2329600**. E-mail Id - **nhdcsilkfab@gmail.com**; and your complete application **should reach to this office, i.e., NHDC Ltd. Wegman Business Park, 4th Floor, Tower 1, Sector Knowledge Park III, Surajpur Kasma Main Road, Greater Noida, 201306 (Uttar Pradesh) at least 30 days from the beginning of the Event.**

We hope that full co-operation will be received from your end to make the exhibition successful.

Thanking you,

Yours faithfully,

Encl. as above:



APPLICATION FORMAT FOR EMPANELMENT IN STATE HANDLOOM EXPO / NATIONAL HANDLOOM EXPO TO BE ORGANISED BY NATIONAL HANDLOOM DEVELOPMENT CORPORATION LIMITED

01	Name of the Participant / Agency			
02	Complete Postal Address with Pin Code (Compulsory)			
03	Registration no. & Date (Xerox copy of the certificate to be enclosed)			
04	Name of the President (With Photograph, mobile no.) and (Residential Address)	Affix Photo		
05	Name of the Secretary (With Photograph, Mobile no.) and Residential Address	Affix Photo		
06	No. of Weavers enrolled (List to be enclosed) with Society			
07	No. of Handlooms installed Width of the Looms			
08	No. of Handlooms working (At present), with address			
09	Purchase of Basic Raw Material- Yarn by the agency during one year (Approx. quantity)	<u>Cotton</u> Count- Kgs-	<u>Silk</u> Count- Kgs-	<u>Wool</u> Count- Kgs-
10	Source of yarn purchased – Open Market / NHDC			
11	Type of fabric produced – Sarees / Dress Material/ Furnishing / Made-ups- (or specify if any other)			
12	Have you ever participated in in the Silk Fab/ Wool Fab organized by NHDC Limited; if yes, give details.			
13	Have you ever participated in any exhibition/ Expo organized by State Govt/Central Govt; if yes- Give details.			



14	Turn-over of last three years	2022-23 -																																																																																
	▪ 2022-23																																																																																	
	▪ 2021-22																																																																																	
	▪ 2020-21																																																																																	
		2021-22 -																																																																																
		2020-21 -																																																																																
15	PAN No. of Participant / Agency																																																																																	
16	GST No. of Participant / Agency																																																																																	
17	Handloom Mark Regn. No. India Handloom Brand No. Weaver Id Card No. (Compulsory any One)																																																																																	
18	Bank Details of Participant/Agency for Payment (compulsory): - • Name of Society • Name of Bank • A/C No. • IFSC Code No. • Branch Name	PARTICIPANT / AGENCY NAME																																																																																

		- - - - -																																																																																
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(Name & Signature of the Participant / Secretary of Society)

(Name, Signature & Designation of the Verifying Officer of WSC/ State Concern)

Date:
Place:

Eligible Agencies for participation in the exhibitions:

- All levels of Handloom Apex Cooperatives, Corporations / Federations, Primary Cooperative Societies, PCs, Producer Groups, JLG, SHG engaged in Handloom production.
- Handloom Cluster / Agencies / Uncovered & Talented Weavers with HLM / IHB registration.



- **Handloom Agencies / Uncovered & Talented Weavers whose applications for registration are under consideration for HLM/IHB are to be considered for participation in expos/ events.**
- **Weavers who got recommended for Handloom Awards by the Zonal/Head Quarter Level Selection Committee but did not make to final select list are to be considered under talented weavers' "category".**

Enclosure List:

1. Copy of Identity Card of Participant / Weavers (Pehchan Card).
2. Copy of Handloom Mark Registration Certificate / Copy of IHB Registration Certificate.
3. Copy of GST Registration (If applicable).
4. Copy of Balance Sheet of Last Three Year (If available).
5. Copy of Cancel Cheque or Bank Passbook for Bank Account Detail.
6. Copy of Weavers List engage in Handloom Society.



ID	ID1	Weavername	Fathername	Addressline1	Addressline2	Addressline3	City	St_code	Category	Handloom_product1_code	Handloom_product2_code	Handloom_product3_code	Status	Slotdate	Remarks	Repeated
	1															
	2															
	3															
	4															
	5															
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Zone	Sl. No.	States	Silk Fab				Date (Start to End of Exhibition)					
			Quota	Eligible Quota	Revised Quota based on applications received	Total No. of Applications Received including Individual	Applications of Co-op Society/ Apex/ Producer Company/ JLG/ SHG/ Federations/ Corporations	Application of Handicraft Artisans	Final Allotment (Handicraft)	Fresh Applications	Final Allotment (Main List Handloom)	Waiting
North Zone	1	Delhi & UTs										
	2	Haryana										
	3	Himachal Pradesh										
	4	Jammu & Kashmir										
	5	Punjab										
	6	Uttar Pradesh										
	7	Uttarakhand										
Total				0	0	0	0	0	0	0	0	0
East Zone	8	Bihar										
	9	Jharkhand										
	10	Odisha										
	11	West Bengal										
Total				0	0	0	0	0	0	0	0	0
West Zone	12	Chhattisgarh										
	13	Gujarat										
	14	Maharashtra										
	15	Madhya Pradesh										
	16	Rajasthan										
Total				0	0	0	0	0	0	0	0	0
South Zone	17	Andhra Pradesh										
	18	Karnataka										
	19	Kerala										
	20	Tamil Nadu										
	21	Telangana										



Zone	Sl. No.	States	Silk Fab				Date (Start to End of Exhibition)					
			Quota	Eligible Quota	Revised Quota based on applications received	Total No. of Applications Received including Individual	Applications of Co-op Society/ Apex/ Producer Company/ JLG/ SHG/ Federations/ Corporations	Application of Handicraft Artisans	Final Allotment (Handicraft)	Fresh Applications	Final Allotment (Main List Handloom)	Waiting
Total			0	0	0	0	0	0	0	0	0	0
North East Zone	22	Arunachal Pradesh			0							
	23	Assam										
	24	Manipur										
	25	Meghalaya										
	26	Mizoram										
	27	Nagaland										
	28	Sikkim										
	29	Tripura										
Total			0	0	0	0	0	0	0	0	0	0
GRAND TOTAL			0	0	0	0	0	0	0	0	0	0



State	No. of Applications Rec.	Corp/ Apex	Hlm Mark	IHB	Applied / Renewal for IHB/ HLM	Award-ee	Handicraft Artisans ID Card No	Weaver Id Card No	Not having IHB & HLM	Application of Co-op Society/ Apex/ PC/JLG/ SHG/ Fed/ Corp	Handicraft Artisans	Individual Weaver Application	Recommendation Status from WSC/ State Handloom Office/ Office of DCH etc.	
													Received	Pending
Meghalaya														
Nagaland														
Sikkim														
Punjab	1						1				1		1	
Telangana	5		3				2			3	2		5	
Tamil Nadu														
Madhya Pradesh	14		8	5	1					10		4	14	
Odisha														
Karnataka														
Kerala											+			
Rajasthan	13		7			3	1	2		2	1	10	13	
Uttarakhand														
Uttar Pradesh	64	1	64							64			64	
West Bengal	32		31		1					28		4	28	
Maharashtra	4	1	3	1						4			4	
Total	177	3	144	14	2	3	10	2	2	147	10	20	177	

Out of the above 177 applications, we have received recommendation of 177 applications from their concerned WSCs / State Handloom Office / O/o DCH etc. Out of 177 applications, 147 applications are of Handloom Societies, 10 applications are of Handicrafts Artisans & 20 applications are of Individual Weavers (3 weavers are National Awardee, 1 weaver is State Awardee, 2 weavers are having India Handloom Brand, 12 weavers are having Handloom Mark & 2 weavers are having weavers' card).

Out of above 177 applications, 51 applications (26 applications are of Handloom Societies, 10 applications are of Handicrafts Artisans & 15 applications are of Individual Weavers) are fresh and 126 applications (121 applications are of Handloom Societies & 5 applications are



of Individual Weavers) are repeated from Ahmedabad Silk Fab, Surat Silk Fab, Bhubaneswar Silk Fab, Jamshedpur Silk Fab, Lucknow Silk Fab, Delhi Silk Fab, 42nd India International Trade Fair, Bhopal Silk Fab & Indore Silk Fab.

Out of above 177 applications,

- **2 societies (from WB & MP) have applied for the renewal of Handloom Mark / India Handloom Brand.**
- **2 Producer Companies (both from Andhra Pradesh) have forwarded their applications to our RO HYD and WSC Vijayawada, for which recommendation from WSC Vijayawada yet awaiting, however the agencies not submitted details of their Handloom Mark / India Handloom Brand.**

Details of Zone wise quota for allotment is attached for approval pls.

In view of the above, the file is submitted for the selection of participants and allotment of stalls for the said exhibition as per Zone wise list is attached.

Submitted for your kind perusal please.



Office of the Development Commissioner of Handlooms

e-Allotment of Stalls

Reporting Date: 12-02-2024

List of Participants for Silk Fab at Dehradun, Uttarakhand

Time: 16:32:17

Slot: 16-02-2024 to 29-02-2024

S. No.	Society Name	HL Mark No./IHB No.	Address:	Handloom Product	Category	Stall No.
1	Participant 1					
2	Participant 2					
3	Participant 3					
4	Participant 4					
5	Participant 5					



राष्ट्रीय हथकरघा विकास निगम लिमिटेड
(भारत सरकार का उपक्रम, वस्त्र मंत्रालय)
वेगमेन्स बिजनेस पार्क, टावर 1, प्लॉट न० 03, के पी-111, ग्रेटर नोयडा –201306
अंतरकार्यालय पत्राचार

NHDC/Comm/Exhibition/23& 24/

द्वारा,

रा० ह० वि० नि० लि०, ग्रेटर नोयडा

Dt:-.....

प्रति,

समस्त क्षेत्रीय प्रभारी,

क्षेत्रीय कार्यालय

रा० ह० वि० नि० लि०

Handloom marketing assistance (HMA) component of NHDP promotes marketing channels and provides marketing opportunities to handloom workers. Under the domestic marketing promotion component of HMA various expos, melas, exhibitions, events and miscellaneous activities are organized for which the participants are eligible for freight for transportation of goods, TA/DA payment. [NHDP Guidelines B.1(i)]

To assist the weavers by timely releasing the TA & DA and bring transparency in the system, process for releasing of eligible TA & DA (as per NHDP guidelines, Domestic marketing promotion- HMA component) to Handloom weavers/ artisans/ agencies for participation under various domestic NHE/ Silk Fab/ Wool Fab and other events etc. is approved by the Board.

- All the relevant/ supporting documents of the claims for TA & DA by the weavers and accounts details (NEFT/RTGS) etc of participant weavers will be collected by the agency (for Infra) / concerned staff of Regional Office under which the events are being/ has been organized, on the 1st / 2nd day of the event/ exhibition.
- The process of claims and payment of eligible TA & DA through DBT will be made by the concerned Regional Office, as per the laid guidelines of NHDP and other applicable guidelines of the sanction order.
- The concerned RO will debit the actual paid amount at HO under respective account head of the event and send the requisite documents to HO to enable to submit the utilization certificate to the O/o DC(HL).

- Head Office will sanction payment at the start of the event/ exhibition, to the concerned RO of the sanctioned amount for TA/DA as per sanction received from the O/o DC(HL) to organize the event, along with the work order for the exhibition.
- The RO will release the claims of TA & DA to weavers in below manner –
- On the second / third day of the event Rs 1 (One) will be sent as a test entry to the bank account of the concerned weaver participant by the concerned Regional Office. This will ensure that the bank account, NEFT/RTGS details etc provided by the weavers are perfect for transactions and further transactions will be carried out faster and smoothly. Any return of this amount will be rectified for defects, till the details i.e. bank accounts, NEFT/ RTGS etc of all the participants are verified and the process will be completed latest by 5th day of the event.
- Balance amount of eligible consolidated TA & DA will be released by the concerned Regional Office in the verified accounts of participant weavers after completion of the event (within 2-3 working days).
- After completion of the event the concerned RO will forward all the original claim documents and relevant documents to HO for further submission along with UC, accordingly.

You are hereby advised to adopt the following process for timely release of the TA & DA and to bring transparency in the system for the benefit of the weavers' community.



विषय: हैंडलूम हाट, जनपथ -नई दिल्ली में दिनांक: से तक आयोजित Special Handloom Expo के Infra & Publicity (Print and Social Media) & Administration Expenses के अनुमोदन एवं भुगतान -संबंधित

- 01) उपरोक्त विषय संदर्भित हैंडलूम हाट, जनपथ -नई दिल्ली Special Handloom Expo आयोजन में होने वाले कुछ प्रशासनिक खर्चों का भुगतान निगम के कर्मचारियों द्वारा किए गया। जिसका का विवरण निम्नवत है:

क्र. सं.	संदर्भ संख्या	द्वारा किया गया व्यय	अग्रिम भुगतान	सम्बंधित व्यय	कुल राशि (रु)
1	विवरण E-Receipt: में संलग्न है।	श्री अधिकारी	---	प्रशासनिक व्यय	
				यात्रा व्यय	

उक्त समायोजन एवं भुगतान के अनुमोदन हेतु प्रेषित है।

- 02) उपरोक्त विषय संदर्भित हैंडलूम हाट, जनपथ -नई दिल्ली Special Handloom Expo आयोजन हेतु चयनित संस्थाओं द्वारा Infra, Publicity (Print and Social Media) and other expenses related निम्न बीजक प्राप्त हुए हैं -

SI No	Agency	Invoice No	Invoice Date	Amount	Remarks
				(In Rs)	
1	Name of Infra Agency	--			Infrastructure related
2		--			Theme Pavilion related
3		--			Maintenance related
4	Name of Media Agency	---			Print Media
5		---			Creative and Social Media

- a) उक्त क्रम संख्या 1,2,3, 4 व 5 को Nominated officer द्वारा जाचोपरांत प्रेषित किया गया है।

Ref. No	Invoice No	Remarks	Amount Charged and accordingly may be deducted in the invoice
1	037/2023-24	Sr. no (..) Qty Deduction 8000 sqft	Rs./- may be deducted
2	039/2023-24	Sr. no 01c) Deduction for qty 10 Nos	Rs/- may be deducted

a) क्रम संख्या 4 के क्रम में प्रिन्ट मीडिया निम्नानुसार पब्लिश हुआ है -

SI No	Publication (Delhi)	18.09.23	22.09.23	23.09.23	28.09.23	29.09.23	No of Adv
1	TOI		1				1
2	Navbharat Times	1					1
3	Hindustan Times	1					1
4	Hindustan					1	1
5	Punjab Keshari				1		1
6	Dainik Jagran			1			1

Original cuttings of Newspapers in which ads were published are enclosed with invoices

b) क्रम संख्या 5 के क्रम में social media report निम्नानुसार है -

1. Creative for Print media, Social Media and Digital Ad – Report enclosed
2. Posting on social media platforms (Twitter, FB, Insta), Paid campaign Google ads, FB event promotion – Report enclosed along with posting and impact of campaign)
3. Media PR and Digital Circulation – report Enclosed

उपरोक्त a , b एवं c में वर्णित उल्लेखों एवं deduction के उपरान्त हैडलूम हाट, जनपथ -नई दिल्ली में आयोजित National Handloom Expo हेतु Infra & Publicity (Print and Social Media) के बीजक निम्नानुसार है -

Table -04

SI No	(A) Agency	(B) Invoice No	(C) Original Invoice Amt (In Rs)	(D) Deductible amount Including GST	(E) Invoice Amt after deduction (With 18%GST)
1	Name of Infra Agency				
2					
3					
		Total			
4	Name of Media Agency				
5					
		Total			
G Total					

संस्था वार Table 4 के कॉलम E को अनुमोदन के पश्चात उपर्युक्त जीएसटी एवं पूर्व में प्रदान अग्रिम (ओं) का समायोजन करते हुए संस्था को भुगतान किया जा सकने हेतु अनुमोदनार्थ प्रस्तुत तथा Utilization Certificate हेतु खर्चों का समायोजन किया जा सकता है।

अनुमोदन हेतु प्रस्तुत ।

NATIONAL HANDLOOM DEVELOPMENT CORPORATION LIMITED

(A Govt. of India Undertaking)
TA/DA CLAIM FORM

“Name of event” Organised from start date to end date at Name of location

Name of Participants :

Address :

Mobile No. :

Stall Number :

Duration of the Event : **From Start date to end Date.....**

Total No. of Days Participated :

Ticket / PNR No. (To & Fro) :

Ticket Charges (To & Fro) : Rs.; Rs.

Freight Charges : Rs.

Beneficiary Name :

Bank Name :

Account Number :

IFSC :

Branch Address :

Date:

Place:

(Signature of Participant)

RECEIPT

Received with thanks from National Handloom Development Corporation Limited a sum of Rs. (Rupees
.....) as TA / Freight & DA charges for participation in
“Name of event” Organised from start date to end date at (Name of location).

Name of Participants:.....

Date :

Signature of Participant:

Place :

-----*****-----

Enclosure:

1. Cancel Cheque or Bank Passbook Copy.
2. Travel Ticket Copy.
3. Transportation Bill Copy.



विषय: (Name of location.....) में दिनांक: से तक आयोजित Exclusive Handloom Expo के TA , Freight & DA के अनुमोदन एवं भुगतान -संबंधित

उपरोक्त विषय संदर्भित Name of location.....) (Name of Exhibition.....) के प्रतिभागियों के TA+Freight + DA का विवरण निम्नवत है-

कुल TA +FREIGHT+ DA details - 60 Nos.

NHDP guidelines के अनुसार नई दिल्ली विशेष हथकरघा प्रदर्शनी हेतु TA = Rs 4000 + Freight= 2000 per participant and DA - Rs 800 प्रतिदिन का provision है।

कुल 60 TA, Freights & DA claim details के सापेक्ष TA, Freights & DA निम्नानुसार दिया जा सकता है -

Table- 01

No of Participants for claims processed	Eligible TA	Eligible Freight	DA @ 800 per day	Total Amt (In Rs)
60	Rs.	Rs.	Rs...	Rs...

List of Attended Beneficiary name, Amt, Account and Bank details etc. details are enclosed at separate sheet

If approved, the above payment of Rs./- may be released to the participants

उपरोक्त विषय संदर्भित Name of location.....) (Name of Exhibition.....) में प्रस्तावित Live Loom Demonstration के सम्बंध में भुगतान हेतु प्राप्त पत्रों का विवरण निम्नवत है:

Table-02

क्र. स.	E Receipt संख्या / दिनांक	Live Loom Demonstrator	भुगतान राशि (रु.)
01			Rs...
02			Rs...
कुल खर्च			Rs...

संस्था वार Table 1 & 2 के अनुमोदन के पश्चात पूर्व में प्रदान अग्रिम (ओं) का समायोजन करते हुए संस्था को भुगतान किया जा सकने हेतु अनुमोदनार्थ प्रस्तुत तथा Utilization Certificate हेतु खर्चों का समायोजन किया जा सकता है। अनुमोदन हेतु प्रस्तुत।

Checklist for UC

1. Utilization Certificate in GFR 12 (A) duly signed by the head of the IA. (Annexure C-1)
2. Final report duly signed by the head of IA. (Annexure C-2)
3. Publicity material which includes newspaper publicity, banners, ets. Duly signed by the head of IA.
4. List of participants duly signed by the head of IA
5. Expenditure Statement duly signed by the head of IA as well as Chartered Accountant. (Annexure C-3)
6. TA/DA details only in DBT mode as per class of city (transfer of money in the beneficiary account should be within 15 days of organization of expo) duly signed by the bank authority.
7. WSC Inspection report. (Annexure C-4)
8. Photograph of: -
 - I. Inauguration,
 - II. Opening and closing of ceremony photos,
 - III. Theme Pavilion,
 - IV. Entrance Gate where date and venue of expo is clearly visible
 - V. Stall photos with public/customer footfalls.

Annexure C-2

FINAL REPORT

S. No.	Items/information	Details
1	Name of Implementing Agency	National Handloom Development Corporation Limited (NHDC)
2	Type of event	
3	Title of event (if any)	
4	Venue/City	
5	Name of District	
6	Name of State/UT	
7	Period of Event	_____ to _____
8	Total area including vacant space	_____sq. ft.
9	No. of stalls & stall size	___ Stalls were made on Octanorm system and given to the agencies. Stall of 50 sq. ft. in size were allotted to the agencies.
10	No. of participants	__ Participants
11	No. of Participants having HLM/IHB Registration	___ Participants
12	Sales generated (Rs.)	Rs. ____ Lakh
13	Inflow & outflow of funds	-
14	Publicity mode (newspaper, brochures, banners, standees, hoardings, audio-video, FM, social media etc.)	Through Print Media & Electronic Media i.e., Newspapers, Banners, Posters, Vinyl Boards, Invitation Cards, Leaflets and FM Radio etc.
15	Number of weavers/beneficiaries covered	_____ Weavers/Agencies (PCs, Apex Society/Corporations, Co-operative Society, SHG, Clusters, etc.)
16	Footfalls/no. of visitors	_____ Approx.
17	Performance-cum-achievement of expo	By organising of State Handloom Expo during this period it has benefitted the weavers and buyer.
18	Suggestions for future expos	Such Exhibitions be continued, should also be organized every year as traditional event.

Signature of Inspecting Agency

(Name and designation of the officer with official stamp & seal)



Component wise utilization of grants: -

Grant-in-aid	Total

Details of grants position at the end of the year

(i) Cash in Hand/Bank	0.00
(ii) Unadjusted Advances	0.00
(iii) Total	0.00

Certified that I have satisfied myself that the conditions on which grants were sanctioned have been duly fulfilled/are being fulfilled and that I have exercised following checks to see that the money has been actually utilized for the purpose for which it was sanctioned:

- (i) The main accounts and other subsidiary accounts and registers (including assets registers) are maintained as prescribed in the relevant Act/Rules/Standing instructions (mention the Act/Rules) and have been duly audited by designated auditors. The figures depicted above tally with the audited figures mentioned in financial statements/accounts.
- (ii) There exist internal controls for safeguarding public funds/assets, watching outcomes and achievements of physical targets against the financial inputs, ensuring quality in asset creation etc. & the periodic evaluation of internal controls is exercised to ensure their effectiveness.
- (iii) To the best of our knowledge and belief, no transactions have been entered that are in violation of relevant Act/Rules/standing instructions and scheme guidelines.
- (iv) The responsibilities among the key functionaries for execution of the scheme have been assigned in clear terms and are not general in nature.
- (v) The benefits were extended to the intended beneficiaries and only such areas/districts were covered where the scheme was intended to operate.
- (vi) The expenditure on various components of the scheme was in the proportions authorized as per the scheme guidelines and terms and conditions of the grants-in-aid.
- (vii) It has been ensured that the physical and financial performance under "**National Handloom Development Programme** towards the expenditure for organization of _____" has been according to the requirements, as prescribed in _____

the guidelines issued by Govt. of India and the performance/targets achieved statement for the year to which the utilization of the fund resulted in outcomes given at Annexure-I duly enclosed.

- (viii) The utilization of the fund resulted in outcomes given at Annexure – II duly enclosed (to be formulated by the Ministry/Department concerned as per their requirements/specifications).
- (ix) Details of various schemes executed by the agency through grants-in-aid received from the same Ministry or from other Ministries is enclosed at Annexure –II (to be formulated by the Ministry/Department concerned as per their requirements/specifications).

Place:

Date:

Signature of Inspecting Agency
(Name and designation of the officer with official stamp & seal)



Annexure B-3

AUDITED STATEMENT OF EXPENDITURE

Statement of Receipts and Expenditure of the organization of (Grant Name SHE/NHE/EHE/Exhibition from _____ to _____ under HMA, NHDP during the FY. _____.

(G.O. No. _____)

Type of assistance	Sanctioned Amount	Grant received from the office of DC Handlooms/ Government of India as advance towards 1st installment	Expenditure Incurred	Eligible Amount for reimbursement
Stall Rent/ Infra incl. Electricity charges				
Backup Services				
Theme Pavilion				
Publicity				
Display at Theme Pavilion				
Administrative expense				
TA/DA including freight charges to participants				
Total				
Implementation Fee to IA (Max 3% of the project cost)				
Grand Total				
Eligible Amount				
Less: Advance received				
Balance to be received				

Place: Greater Noida

Dated:

Signature of Inspecting Agency

(Name and designation of the officer with official stamp & seal)



Annexure B-4

Proforma for Inspection Report: -NHE/SHE/DHE/Misc. Events

S. No.	Items/information	Details
1	Type of event	
2	Title of event (if any)	
3	Venue/City	
4	Name of District	
5	Name of State/UT	
6	Period of Event	_____ to _____
7	Name of Implementing Agency	National Handloom Development Corporation Limited (NHDC)
8	Total area including vacant space	_____sq. ft.
9	No. of stalls & stall size	__ Stalls were made on Octanorm system and given to the agencies. Stall of 50 sq. ft. in size were allotted to the agencies.
10	No. of participants	__ Participants
11	No. of Participants having HLM/IHB Registration	__ Participants
12	Sales generated (Rs.)	Rs. ____ Lakh
13	Inflow & outflow of funds	-
14	Publicity mode (newspaper, brochures, banners, standees, hoardings, audio-video, FM, social media etc.)	Through Print Media & Electronic Media i.e., Newspapers, Banners, Posters, Vinyl Boards, Invitation Cards, Leaflets and FM Radio etc.
15	Number of weavers/beneficiaries covered	_____ Weavers/Agencies (PCs, Apex Society/Corporations, Co-operative Society, SHG, Clusters, etc.)
16	Footfalls/no. of visitors	_____ Approx.
17	Findings, if any	-
18	Suggestions for future expos	Such Exhibitions be continued, should also be organized every year as traditional event.

Signature of Inspecting Agency
(Name and designation of the officer with official stamp & seal)



Handloom saris are Delicately
crafted using thousands of threads
interlaced to create a magical weave

Registered Office

National Handloom Development Corporation Limited

4th Floor, Wegmans Business Park, Tower-1,
Plot No. 03, Sector Knowledge Park-III,
Surajpur - Kasna Main Road, Greater Noida,
Gautam Buddha Nagar, Uttar Pradesh - 201306
Phone : 0120-2329600
E-Mail : conhdc@nhdc.org.in