



**Expression of Interest (EOI) for
Selection of Service Provider
for
Social Media Management
for
Promotion of Indian Handmade Carpets in the Global
& Domestic Markets**

CARPET EXPORT PROMOTION COUNCIL

(Set-up by Ministry of Textiles, Govt. of India)

**Working Office: 2nd Floor, Rajiv Gandhi Handicrafts Bhawan,
Baba Kharak Singh Marg, New Delhi - 110001,**

Phone: +91 11 23364716 / 17 | Email: info@cepc.co.in | Website: www.cepc.co.in

EOI at a Glance

1.	Work Item Title/ Description	Expression of Interest (EOI) for Selection of Service Provider for Social Media Management for Promotion of Indian Handmade Carpets in the Global & Domestic Markets
2.	EOI Reference No.	CEPC/HQ/Web/2021
3.	EOI Type	Open
4.	EOI Release Date	03 rd October, 2021
6.	Last Date of Bid Submission	11 th October, 2021
7.	Date of Opening of Technical Bid /Giving Presentation and Financial Bid	Will be Informed
8.	Location of Bid submission	Carpet Export Promotion Council, 2 nd Floor, Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, New Delhi - 110001, INDIA.
9.	Location of Bid Opening	Carpet Export Promotion Council, 2 nd Floor, Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, New Delhi - 110001, INDIA.
10.	No. of Covers	2 (Two) 1. Technical Bid 2. Financial Bid
11.	EMD Fee	Rs. 1,00,000/- in the form of Demand drawn on an Indian Nationalized Bank in favor of 'Carpet Export Promotion Council' payable at New Delhi (Exempted if registered under MSME)
12.	Contact Details	Carpet Export Promotion Council: - 1. Sh. Jagmohan, Officiating Executive Director, +91-8527055248, po@cepc.co.in 2. Dr Smita Nagarkoti, Assistant Director, +91-9540055101, ad@cepc.co.in 3. Sh. Anuj Jangira, Export Promotion Officer, +91-9013131503, epo@cepc.co.in

ABOUT CARPET EXPORT PROMOTION COUNCIL

CEPC, a non-profit making organization, was setup in 1982 by the Ministry of Textiles, Government of India to promote export of Carpets, all types of Handmade / handmade knotted Carpets, Rugs, Floor Coverings & other allied Products from India. And since then, has been the voice of Indian carpets business community. With working office in the heart of Delhi, Registered Office at NOIDA, UP, and regional office at Bhadohi (U.P.) & Srinagar (J&K). CEPC has more than 2000 members across the country.

NEED FOR THE EXPRESSION OF INTEREST

Digital Marketing is an important, effective and economical mode of promotion and publicity of various products and services online. The primary objective of digital marketing or promotion per se is to create brand awareness amongst a group of target consumers through the internet using different platforms such as **social media, website, online advertising, SEO** etc. In view of the above, we need to achieve the following objectives through the social media and digital landscape for effective promotion of Indian Handmade Carpets:

- Establish an identity and position the Indian handmade Carpets on the digital platform through innovative and creative campaigns on Social Media.
- Strengthen CEPCs Social Media Channels so that they work effectively as Knowledge sharing channels.

The objective of this EOI is to solicit proposals from the interested bidders for participation in a bid process for selection of Agency for **undertaking Comprehensive Digital and Social Media Campaign for promotion of Indian Handmade Carpets in agreement with Carpet Export Promotion Council in the Indian as well as Global market for a period of 1 year.**

EOI ISSUING AUTHORITY

This Expression of Interest (EOI) is issued by the Carpet Export Promotion Council, intended to short-list potential bidders. The Council's decision with regard to the short-listing of bidders through this EOI shall be final and the Council reserves the right to reject any or all the bids without assigning any reason.

AVAILABILITY OF THE EOI DOCUMENTS

The detailed TOR for the work can be obtained from the Office of the council on any working day (Monday to Friday) between 10:00 AM to 5:00 PM or can be downloaded from the website www.cepc.co.in The bidders are expected to examine all instructions, terms, project requirements

and other details in the EOI documents. Failure to furnish complete information as mentioned in the EOI documents or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the bidder's risk and may result in rejection of the proposal.

INSTRUCTIONS FOR SUBMISSION OF BIDS

Eligibility Criteria

The following are the Eligibility criteria and bids of the Bidders not fulfilling any of the eligibility criteria shall be summarily rejected. The Criteria along with documents which need to be submitted in proof of compliance to each of the criteria is listed below:

S No	Eligibility Criteria
1.	The bidder should be an Indian company registered to take up tendered items of work.
2	The bidder should have registered office in Delhi/NCR. [Attach Documentary proof]
3	Bidder shall submit valid documentary proof of GSTIN, PAN & TAN [Attach Certificate in this regard]
4	Having minimum 3 years of experience in undertaking social media promotion campaigns and digital marketing strategies preferably for some government organizations of repute. The agency should have handled a minimum of three such campaigns.
5	The company's annual turnover, specifically in the social media promotion, digital marketing in the last 3 financial years, should be more than Rupees 1 crore (please enclose copy of Auditor certified Annual Turnover Certificate for the last 3 financial years).
7	An Earnest Money Deposit for an amount of Rs. 1,00,000 is to be submitted as per details mentioned in under Instruction to Bidders'. [Attach EMD in the form of DD/Banker cheque's] (Exempted for Bidders who have registered themselves under MSME. Submission of MSME registration Certificate is mandatory)

EOI PROCESSING FEE

A non-refundable processing fee for Rs. 1,000 (Rupees One Thousand only) in the form of a Demand Draft drawn in favor of 'Carpet Export Promotion Council', payable at New Delhi has to be submitted along with the EOI Response. Bids received without or with inadequate EOI Processing fees shall be liable to get rejected.

EARNEST MONEY DEPOSIT

- Bid shall be accompanied by an Earnest Money Deposit for an amount of Rs 1,00,000 as mentioned in Eligibility criteria in the form of a Demand Draft / Banker's cheque from a Indian Nationalized Bank in favor of 'Carpet Export Promotion Council' payable at New Delhi. Cheques, Money Orders or Cash etc. Shall not be accepted as EMD. The bidders are requested to make sure to indicate the EOI number, name and address of the bidder on the reverse of EMD Draft / Banker's cheque. Any failure to comply with the same shall be at the risk of the bidder. EMD is exempted for Bidders who have registered themselves under MSME. Submission of MSME registration Certificate is mandatory in case of exemption.
- No interest is payable on Earnest Money deposit.
- EMD of unsuccessful bidders shall be released on finalization of the EOI and placement of orders. EMD of successful bidder shall be retained by CEPC till completion of work order period.

VENUE & DEADLINE FOR SUBMISSION OF PROPOSALS

Proposals, in its complete form in all respects as specified in the EOI, must be submitted to Carpet Export Promotion Council at the address specified below:

CARPET EXPORT PROMOTION COUNCIL

Office: 2nd Floor, Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg,
New Delhi – 110001

Phone: +91 11 26154716, 26153466/67

Email: info@cepc.co.in

Website: www.cepc.co.in

Council may, in exceptional circumstances and at its discretion, extend the deadline for submission of proposals by issuing a corrigendum to be made available on the CEPC's website, in which case all rights and obligations of CEPC and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

Detailed Scope of Work

1. Social media creative management

1.1 Management of existing CEPC Social Media Handles on Facebook, Twitter, Instagram and LinkedIn:

- a) Content creation, adaption curation & updation
- b) 5-6 creatives per week.
- c) Cover image changes - 1 per month or more during key campaigns / occasions
- d) Creation and Management of new CEPC Social Media Handles on **any other Social media Platform as and when required**

1.2 YouTube:

- a) Content Creation: Short videos and teasers (Content inputs to be provided by CEPC. Editing, Optimization will be the responsibility of the Agency
- b) 1-2 Videos every month or more during key campaigns / occasions

1.3 Emailer:

Design and development of html / image-based emailer during key campaigns / occasions.

1.4 Print Ads:

Design and Development of Ads for Printing & Publishing for Print Media

1.5 Paid Promotions

Run campaigns which may include paid promotions as and when required by CEPC. Separate Budget will be allocated by CEPC for such campaigns and strict deliverables will be defined for the agency.

The broad scope of work for the assignment shall be as mentioned in, but not limited as above. Agency is required to comply with the same for ensuring the completion of each phase of activity which is entirely up to the satisfaction of CEPC.

2. Development of content

- a) The agency must create content that is photo-rich & video-rich, original, engaging and factually & grammatically correct.
- b) The agency will provide content/creative customized for publishing needs as and when required.
- c) While developing the content, special effort must be made to develop the content in such a manner that the content is in line with the changing handmade carpet scenario internationally.
- d) The agency should also gauge the emerging trends in the international carpets

- and flooring scenario, such as benefits of handmade carpets, lifestyle trends and develop content based on the pulse of the market in such a way so as to increase the popularity of Indian handmade carpets and strengthening the origin story
- e) The content should target developing potential market for Indian handmade carpets
 - f) The facts and figures must be derived from authentic sources and vetted by competent authority of cepec. However, the service provider shall be responsible for the delivery of overall content, including any new content that may be desired.
 - g) The service provider should conceptualize and create all the content
 - h) The ownership of and right to all content shall vest with cepec.

SUBMISSION OF BIDS

Bidders are requested to submit their responses for the EOI in two (2) parts, clearly labeled according to the following categories:

Part – I: Technical Bid

A – Covering Letter, Processing Fee

- i. Covering Letter from the Bidder
- ii. A non-refundable processing fee for Rs. 1,000 (Rupees One Thousand only) in the form of a Demand Draft drawn in favour of CEPC of India, payable at New Delhi has to be submitted along with the EOI Response.

B – Details of the Organization

- i. This part must include a general background of the respondent organization (limited to 400 words) along with other details of the organization.
- ii. A CA certificate verifying the turnover of the applicant own agency for the last 3 financial years.
- i. Copies of Income Tax Returns for 2020-21, 2019-20 and 2018-19 with copy of the PAN Card.
- ii. Copies of Service Tax and GST Registration Certificates.

C – Relevant Project Experience for Turnkey Social Media, Digital Marketing

- iii. Respondents must provide details (client organization, nature / scope of the project, project value) of Turnkey Social Media, Digital Marketing
- iv. Details of Manpower and Technical expertise.
- v. Copies of job orders executed during last 3 years.

Part – II: Financial Bid:

(On the letter head of the firm submitting the bid document)

S. No.	Item Description	Total in INR
1	Social media creative management for 1 Year (as per scope of Work)	
2	Applicable taxes	
	Grand Total	

BID EVALUATION:

- a) Evaluation of Technical Bids
- b) Qualifying Agencies to give "10 Minute presentation on Envisioning Social Media Plan for CEPC "to the CEPC committee
- c) Opening of Financial Bids
- d) CEPC Evaluation Committee will take final decision on the basis of the presentation and the Financial Bid

TERMS & CONDITIONS

1. The approved agency will work under the directions and guidance of CEPC. It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for CEPC are in accordance with the legal framework.
2. CEPC will sign an agreement with the successful agency which will have detailed terms and conditions after the award of work to the agency
3. Bid value should be quoted in Indian Rupees only. GST should be quoted as extra.
4. Interested eligible agencies may submit their bids as per Annex-I and II with supporting documents including earnest money (EMD) of Rs. 1.00 Lakhs and Non-Refundable TOR Document Fee of Rs. 1,000.00 in the form of demand draft drawn in favor of "Carpet Export Promotion Council" payable at New Delhi. The EMD will be refunded to the unsuccessful agency after the selection of the vendor. For the selected agency, EMD amount would be adjusted in the final payment. Bidders which are registered MSMEs will be exempted from paying the Earnest Money Deposit provided they submit Registration proof.

5. The agency is required to sign each page of the bid documents by the authorized signatory.
6. CEPC requires that agency under this contract observe the highest standard of ethics during the period of agreement and free from any vigilance enquiry. The agency has to bear the cost associated with the preparation and submission of tender documents to CEPC
7. CEPC at any time will reject a proposal for award of work if it is determined that the agency recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
8. CEPC will declare an Applicant/Agency ineligible, either indefinitely or for a stated period of time, to be awarded a contract/contracts, if it at any time determines that the Applicant/Agency has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.
9. An affidavit on Non-judicial paper regarding non-blacklisting by any government organization/ EPCs.
10. CEPC reserves the right to:
 - a) Extend the deadline for the submission of applications/bid documents at its discretion.
 - b) Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on CEPC.
 - c) Suspend the project, cancel the contract with the selected party in part or in the whole at any time if in the opinion of CEPC it is necessary or expedient in the public interest. The decision of the CEPC shall be final and binding in this regard. CEPC shall also not be responsible for any damage or loss caused or arise out of aforesaid action.
 - d) Modify terms and conditions of the contract which shall be granted to the successful agency after the bidding process, if in the opinion of the CEPC, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the CEPC shall be final and binding in this regard.
 - e) For interpretation of any clause of this document, the decision of Chairman CEPC would be final and binding on both the parties i.e., agency and CEPC.

FORCE-MAJEURE

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate the this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of Chairman, CEPC as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under

this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

ARBITRATION

All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi only. Both the parties shall make all efforts to resolve any dispute by way of reconciliation. In the event of any question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to sole arbitration to be appointed by the Chairman, CEPC and the decision given shall be binding on the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall apply on both the parties. The venue of the arbitration proceeding shall be the office of CEPC or such other place as the Chairman, CEPC may decide. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Chairman, CEPC.

PERFORMANCE ASSURANCE

If performance of the agency is not up to the mark or deficiency is found while handling the social media handles of CEPC /the measurable output is less than envisaged as per scope of work, CEPC reserves the right to deduct an amount appropriate from the payments towards the agency. Decision of CEPC shall be final in this regard.

PAYMENT TERMS

1. No advance payment shall be made.
2. Agency will raise the bill on quarterly basis.
3. Final payment will be made after successful completion of work and satisfaction of CEPC
4. All relevant proof of successful work completion duly signed by the concerned officer at CEPC to be submitted by the Vendor for processing payment.
5. All Payment shall be made in Indian Rupees only.
6. The payments will be made on submission of invoice(s) to CEPC after successful completion of services as per scope of work.
7. Invoices being issued to CEPC should mention GSTIN No. of CEPC.
8. All payments shall be made subjects to deduction of TDS (Tax deduction at Source) as per the prevailing Income-Tax Act and any other taxes as on the date of invoice submission and/or payment date, whichever is higher.