

REQUEST FOR QUOTATION (RFQ): Supporting the Bamboo and NTFP/biodegradable leaf plate-making value chain for the Market Development Activities

DATE: 1st December 2022

Dear Madam/Sir: We kindly request you to submit your quotation for the services as detailed in Annex 1 of this RFQ.

When preparing your quotation, please be guided by the attached form as Annex 2. Quotations may be submitted on or before 15/12/2022 (15th December 2022), 18:00hrs (Indian Standard Time) through online submission to the following email id gambeera@industree.org.in by following the instruction below:

1. The time zone indicated in the system is Indian Standard Time (GMT+5:30 hrs.) The date and time will be final and prevail over any other closing time indicated elsewhere in case they are different. The system will not accept any proposal after that time. It is the responsibility of the proposers to make sure proposals are submitted within this deadline.
2. Try to submit your quotations a day before or well before closing. Do not wait until the last minute. If you face a technical issue(s) when submitting your proposal, please get in touch with ashok@industree.org.in.
3. Quotations shall be submitted in English only, duly signed and stamped, and shall be marked with the note "RFQ –DD/ref nu/"Title of RFQ."
4. The quotation price quoted needs to be valid for 90 days
5. The currency of the quotation needs to be Indian Rupees, and the quotation must be exclusive of applicable taxes. The quotation should separately refer to the taxes applicable.
6. In case of capital purchases, after-sales services required are a) warranty on Parts and Labor for a minimum period of 1-year, b) Provision of after-sales Service for two years, c) Installation and adjustment of the goods, d) Instruction on Operation and Maintenance for beneficiaries e) Technical Support Maximum 24 hours for urgent repair actions
7. All documentation shall be in English, including catalogs, instructions, and operating manuals. Any documents in regional languages need to be accompanied by an accurate copy translation to English
 - a) Company profile (short info up to 1 page);
 - b) Copy of Company's Registration Certificate.
 - c) Detailed technical description of the offered goods: brochures, technical data sheet, and specifications;
 - d) Quality document for the offered equipment (quality certificate/conformity certificate/mark CE/other credentials);
 - e) Complete reference list demonstrating previous experience in delivering similar goods (List of similar projects in the last two years and a list of clients for a reference check (contact details and email addresses to be provided for reference check))

f) Contact Person for Inquiries (Written inquiries only) Mr. Gambeera Seelan
gambeera@industree.org.in

8. This RFQ is posted on <https://industree.org.in/> and may be amended. It is the responsibility of the applicant to regularly check the website to ensure they have the latest information about this notice of RFQ. INDUSTREE bears no responsibility for data errors resulting from the transmission or conversion process.

SECTION 1	DETAILS OF PROCUREMENT AGENCY
<p style="text-align: center;">NAME</p> <p style="text-align: center;">REQUEST FOR QUOTATIONS TITLE</p>	<p style="text-align: center;">INDUSTREE CRAFTS FOUNDATION</p> <p>Supporting the Bamboo and NTFP/biodegradable leaf plate-making value chain for the Market Development Activities for the period of two years, the descriptions of the same are as below:</p> <ol style="list-style-type: none"> 1. Product Branding & Packaging for the Bamboo and NTFP/biodegradable leaf plate-making Value Chain 2. Product catalog development for the Bamboo and NTFP/biodegradable leaf plate-making Value Chain 3. Creation of distribution infrastructure, channel, and professional team for the Bamboo Value Chain 4. Development of product designs in other bamboo product categories for the Bamboo Value Chain
<p style="text-align: center;">OVERALL PROJECT SUMMARY</p>	<p>Industree Crafts Foundation (ICF), with support from USAID (WEE), has initiated the Producer-Owned Women Enterprises (POWER) project, which focuses on increasing economic opportunities for women from marginalized communities.</p> <p>The project aims to create women-owned enterprises connecting women producers to commercial supply chains in natural and biodegradable products such as leaf plates, baskets, mats, and bags from tree leaves, bamboo, banana bark, and other natural fibers. The states selected for implementing the POWER project are Karnataka and Odisha.</p>
<p style="text-align: center;">COMPANY DESCRIPTION</p>	<p>Established in 2000, Industree Foundation holistically tackles the root causes of poverty by creating an ownership-based, organized, creative manufacturing ecosystem for micro-entrepreneurs. Industree works with a vision to co-create an ecosystem with farmers, artisans, and stakeholders, creating a new way of building sustainable enterprises and work culture. Its mission is to work towards economically and socially empowering women from</p>

	<p>agriculture and non-agriculture occupations. This is done by enabling them to engage with global and local markets through producer-owned enterprises equitably, thus becoming wealth creators for themselves, creating resilience to life crises, and helping society meet its sustainable development goals. Our approach has tripled the incomes of artisans in non-farm occupations by leveraging their artisanal skills and integrating them into the creative industries sector, reaching women artisans across India and Africa.</p> <p>Industree aspires to impact producers across agriculture and non-agriculture value chains. It seeks to give producers access to formal work in businesses they collectively own, providing a stable and dignified alternative to the precarious informal sector. The foundation has implemented projects in Karnataka, Tamil Nadu, Odisha, Rajasthan, and Andhra Pradesh in India, and Bahir Dar in Ethiopia, in partnership with organizations like UNDP, British Asian Trust, Social Venture Partners, National Skills Development Corporation, Odisha Forest Sector Development Project, The Freedom Fund, Tata Trusts, Welspun, Standard Chartered, Mastercard Centre for Inclusive Growth, International Trade Centre, USAID, and HSBC-Impact Foundation.</p> <p>Apart from this, Industree has incubated and accelerated two profitable and globally compliant producer-owned enterprises, Greenkraft and Ektha Apparel, which have generated USD 10M+ in combined cumulative revenue and have made inroads with national and global brands through the two producer companies it has incubated for market connect.</p>
PROJECT LEAD & TITLE	Mr. Gambeera Seelan, Director-Finance
PHONE & EMAIL ID	gambeera@industree.org.in
DATE OF RFQ ISSUE	1 st December 2022
SUBMISSION DEADLINE	15 th of December 2022, 18:00hrs (Indian Standard Time)
SECTION 2	RFQ DOCUMENTS
PROJECT DESCRIPTION	<p>Industree Foundation is seeking quotations from marketing agencies for the market development activities of the Bamboo value chain in Karnataka and the NTFP/biodegradable leaf plate-making value chain in Odisha. These activities are to be carried out till 31st August 2024. Details of activities are as follow:</p>

TARGETS

- **Product Branding & Packaging:** Design interventions to develop value-added products in both bamboo and NTFP value chains. Sampling and product prototyping that appeal to the market. The product portfolio is to be diversified in both the bamboo and NTFP value chain based on market research findings. The product prototypes thus developed will be cataloged for buyers to reach out to. Creating a producer-owned brand for domestic and international markets.
- **Product catalog development:** The catalog will consist of product collaterals with details, e.g., product features, description, dimensions, price, color, etc. The outsourced agency has to develop product catalogs for Bamboo value chain products and NTFP/biodegradable leaf plate-making value chain products.
- **Creation of distribution infrastructure, channel, and professional team:** Creating a distribution channel for sales of NTFP and bamboo value chain products for sale in domestic markets across major Indian cities to be set up. Through the distribution channel, the products developed will have to reach the end consumers hence increasing the reach of the products made by the rural women producers.
- **Development of other bamboo product categories:** Prototyping and development of new product categories that cater to the market demand identified during the market research on bamboo products.

1. **Product Branding & Packaging for Bamboo and NTFP/biodegradable leaf plate-making Value Chain:** Design interventions to create products that appeal to contemporary market needs and create brand value.
2. **Product catalog development for Bamboo and NTFP/biodegradable leaf plate-making Value Chain:** Three catalogs (two for the Bamboo Value chain and one for the NTFP value chain) for the design samples developed in the bamboo and NTFP/biodegradable leaf plate-making value chain.
3. **Creation of distribution infrastructure, channel, and professional team Bamboo Value Chain:** Establishing a distribution network/sales channel for products in national markets across major Indian cities to extend the

	reach of the products being developed under the Bamboo value chain.
	4. Development of other bamboo product categories for the Bamboo Value Chain: To explore design application areas for the bamboo product category, e.g., lifestyle, home decor, furniture, etc.
LOCATION	Primarily Bangalore, India with required travel pan India and to the project locations.
DELIVERY REQUIREMENTS	All the mentioned market development activities need to be completed before 31st August 2024.
QUALITY ASSURANCE REQUIREMENT	<ul style="list-style-type: none"> • Prior experience in market development and brand building activities. • Experience in working with B2B and B2C channels.
PRIOR EXPERIENCE REQUIREMENT	<ul style="list-style-type: none"> • Atleast Three years
SELECTION CRITERIA	
TECHNICAL WEIGHTAGE	70%
FINANCIAL WEIGHTAGE	30%
OTHER CRITERIA	
TERMS AND CONDITIONS	The internal selection process is final
LEGAL REQUIREMENTS	Non-profits/ For-profits, registered entities.
PENALTIES AND INCENTIVES	Any delays other than force majeure might result in modification/ cancellation

VENDOR RESPONSE	
COMPANY NAME	
RFQ TITLE	
RFQ ID	
PROJECT LEAD & TITLE	
PHONE & EMAIL	
DATE SUBMITTED	
PROPOSED START DATE	
PROPOSED COMPLETION DATE	
PROJECT MANAGEMENT	
QUALITY ASSURANCE PROCESS, IF ANY	
PRIOR EXPERIENCE IN THE COMPLETION OF SIMILAR PROJECTS	
CERTIFICATIONS/ AFFILIATIONS, IF ANY	
PROFILE OF KEY PEOPLE UNDERTAKING THE PROJECT	
DELIVERABLES PLAN	
PRICING TEMPLATE	
PRICE PER UNIT (EXCL TAXES)	
TOTAL COST OF PROJECT (EXCL TAXES)	
PRICING DETAILS, IF ANY	
FEES, CHARGES & DISBURSEMENT	
SUBCONTRACTORS	
SECURITY REQUIREMENTS, IF ANY	

PAYMENTS SCHEDULES	
APPLICABLE TAXES	