

INDUSTREE FOUNDATION

**REQUEST FOR QUOTATION (RFQ): 27-07-2023/01/Contract for Communications Agency Services – Cartier PROJECT**

**DATE: 27/07/2023**

**TENURE DURATION: September 2023 – December 2023**

Dear Sir / Madam: 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 form attached hereto as Annex

2. Quotations may be submitted on or before 15/08/2023 (15th August 2023), 18:00hrs (Indian Standard Time) through online submission to the following email id [neha@industree.org.in](mailto:neha@industree.org.in) by following the instruction below.

1. The time zone indicated in the system is Indian Standard Time (GMT+5:30 hrs.) 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 prior or well before the closing time. Do not wait until the last minute. If you face a technical issue(s) when submitting your proposal, please contact [neha@industree.org.in](mailto:neha@industree.org.in)/[ashok@industree.org.in](mailto:ashok@industree.org.in).

3. Quotations shall be submitted in English only, duly signed and stamped, and shall be marked with the note “**27-07-2023/01/Contract for Communications Agency Services – Cartier PROJECT**”.

4. The quotation price quoted need to be valid for 90 days.

5. The currency of quotation needs to be in Indian Rupees and the quotation must be exclusive 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 2 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 documentations, including catalogues, instructions and operating manuals, shall be in English. Any documents in regional languages need to be accompanied with a true copy translation to English.

a) Company profile (short info up to 1 page);

b) Copy of Company's Registration Certificate;

c) Quality document for the offered equipment (quality certificate/conformity certificate/mark CE/other credential);

d) Full reference list demonstrating previous experience in delivering similar goods (List of similar projects in the last 2 years and a list of clients for reference check (contact details and email addresses to be provided for reference check))

e) Contact Person for Inquiries (Written inquiries only) to Communications Specialist, Ms. Neha Ashok Ninawe: [neha@industree.org.in](mailto:neha@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 pertaining to this notice of RFQ. INDUSTREE bears no responsibility for data errors resulting from transmission or conversion process.

SECTION 1	DETAILS OF PROCUREMENT AGENCY
NAME	INDUSTREE CRAFTS FOUNDATION
REQUEST FOR QUOTATIONS TITLE	The Cartier Communications Plan has been designed to achieve multiple branding objectives through a targeted and phased approach that addresses a diverse range of stakeholders.
OVERALL PROJECT SUMMARY	<p>Industree Foundation is looking for a Communications agency of record to help the Communications team manage the visibility and amplification of the Cartier project for the organization. This will be a contract for 4 months and will incorporate communications activities such as newsletters, films, reels, social media posts.</p> <p>Industree through its collaboration with Cartier Philanthropy seeks to 'socially and economically empower marginalized women from rural and tribal backgrounds through the establishment of two self-owned Non-Timber Forest Produce (NTFP) sal/ siali biodegradable leaf plate enterprises in districts of Odisha'.</p> <p><b>Objective</b> - Women-owned enterprises established and integrated into the national and international supply chains. The project envisages setting up women-owned NTFP/ biodegradable leaf plate-making enterprises aggregating women producers.</p> <p>So, the enterprises are connected to the market for work orders, and the women producers take ownership &amp; agency of the enterprises they work in. Also, our historic evidence suggests that for every woman directly impacted by the program eight lives within their families, and the community at large, and the value chain gets indirectly impacted.</p>

<p><b>COMPANY DESCRIPTION</b></p>	<p>For the past two decades, <u>Industree</u> has been working on regenerative economic transformation of India's most vulnerable women by unleashing their abilities to build and scale self-owned collective enterprises, able to leverage economies of scale. A holistic ecosystem built on digital and financial services, enables them to use design, technical, marketing and management solutions to bridge the urban-rural divide.</p> <p>Industree has already impacted 500,000 lives and ensured cumulative market access of over 58 M USD, with a clear focus on Equity, Gender, and Climate. Industree supports livelihood for communities across Banana value chain (Tamil Nadu), Bamboo value chain (Karnataka) and NTFP/biodegradable leaf plate value chain (Odisha). Its work ensures that women in communities have access to work close to their homes, becoming part of mainstream value chains with customers such as IKEA, H&amp;M Home, Fabindia, and the Future Group, in climate-positive value chains. This gives them greater control over their economic security and also significantly improves social gains such as a stronger voice in their families and communities, access to social security, better health care, improved nutritional and educational outcomes for their children, and resilience to crises.</p>
-----------------------------------	---

<p><b>PROJECT LEAD &amp; TITLE</b></p>	<p>Neha Ashok Ninawe, Communications Specialist</p>
<p><b>PHONE &amp; EMAIL ID</b></p>	<p><a href="mailto:neha@industree.org.in">neha@industree.org.in</a></p>
<p><b>DATE OF RFQ ISSUE</b></p>	<p>27 July 2023</p>
<p><b>SUBMISSION DEADLINE</b></p>	<p>15 August 2023, 18:00hrs (Indian Standard Time)</p>

<b>TENURE DURATION</b>	September 1, 2023 – December 31, 2023																
<b>Annexure 1</b>	<b>RFQ DOCUMENTS</b>																
<b>PROJECT DESCRIPTION</b>	<p>Industree Foundation is looking for a Communications agency of record to help the Communications team manage the visibility and amplification of the Cartier project for the organization. This will be a contract for 4 months and will incorporate communications activities such as newsletters, reels, social media posts.</p>																
<b>*TARGETS</b>	<table border="1" data-bbox="545 1359 991 1953"> <thead> <tr> <th data-bbox="545 1359 624 1471">Sl. no</th> <th data-bbox="624 1359 799 1471">Activity</th> <th data-bbox="799 1359 991 1471">Unit</th> </tr> </thead> <tbody> <tr> <td data-bbox="545 1471 624 1650">1</td> <td data-bbox="624 1471 799 1650">Newsletter (NTPF: 5 pages, half-yearly each)</td> <td data-bbox="799 1471 991 1650">2</td> </tr> <tr> <td data-bbox="545 1650 624 1762">2</td> <td data-bbox="624 1650 799 1762">Illustrative stories</td> <td data-bbox="799 1650 991 1762">2</td> </tr> <tr> <td data-bbox="545 1762 624 1841">3</td> <td data-bbox="624 1762 799 1841">Reels</td> <td data-bbox="799 1762 991 1841">3</td> </tr> <tr> <td data-bbox="545 1841 624 1953">4</td> <td data-bbox="624 1841 799 1953">Motion Posts</td> <td data-bbox="799 1841 991 1953">6</td> </tr> </tbody> </table>		Sl. no	Activity	Unit	1	Newsletter (NTPF: 5 pages, half-yearly each)	2	2	Illustrative stories	2	3	Reels	3	4	Motion Posts	6
Sl. no	Activity	Unit															
1	Newsletter (NTPF: 5 pages, half-yearly each)	2															
2	Illustrative stories	2															
3	Reels	3															
4	Motion Posts	6															

<b>LOCATION</b>	Bangalore-based (Strictly) with state-of-the-art infrastructure.
<b>DELIVERY REQUIREMENTS</b>	Mention deliverables under 'Targets' are mandatory for payment.
<b>QUALITY ASSURANCE REQUIREMENT</b>	
<b>PRIOR EXPERIENCE REQUIREMENT</b>	At least 2 years of working for a social sector organisation.
<b>SELECTION CRITERIA</b>	
<b>TECHNICAL WEIGHTAGE</b>	70%
<b>FINANCIAL WEIGHTAGE</b>	30%
<b>OTHER CRITERIA</b>	Regional language translations should be included in the budget.
<b>TERMS AND CONDITIONS</b>	The internal selection process is final
<b>LEGAL REQUIREMENTS</b>	NA
<b>ASSUMPTIONS AND CONSTRAINTS</b>	The overall proposal should include taxation. GST/IGST above the submitted proposal will not be entertained.
<b>PENALTIES AND INCENTIVES</b>	Any delays other than unforeseen/inevitable reasons might result in modification/ cancellation

Annexure-1

<b>VENDOR RESPONSE</b>	
<b>COMPANY NAME and CREDENTIALS</b>	
<b>RFQ TITLE</b>	
<b>PROJECT LEAD &amp; TITLE</b>	
<b>PHONE &amp; EMAIL</b>	
<b>DATE SUBMITTED</b>	

<b>PROPOSED START DATE</b>	
<b>PROPOSED COMPLETION DATE</b>	
<b>PROJECT MANAGEMENT</b>	
<b>QUALITY ASURANCE PROCESS IF ANY</b>	
<b>PRIOR EXPERIENCE IN COMPLETON OF SIMILAR PROJECTS</b>	
<b>CERTIFICATIONS/ AFFILIATIONS IF ANY</b>	
<b>PROFILE OF KEY PEOPLE UNDERTAKING THE PROJECT</b>	
<b>SUMMARY of YOUR APPROACH and DELIVERABLES PLAN</b>	
<b>PRICING TEMPLATE</b>	
<b>TOTAL COST OF PROJECT (INCL TAXES)</b>	