

INDUSTREE FOUNDATION

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

DATE: 27/07/2023

TENURE DURATION: September 2023 – March 2024

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 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/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 – BNP Paribas 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

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 BNP Paribas Communication 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 BNP Paribas project for the organization. This will be a contract for 7 months and will incorporate communications activities such as newsletters, films, reels, social media posts.</p> <p>PROGRESS- Promoting Resilience Of Gender through Rural Entrepreneurship, supported by BNP Paribas</p> <p>Industree Foundation is supported by BNP Paribas to work in the circular economy across the Bamboo value chain in Chamarajanagar district in Karnataka.</p> <p>Project Goal: The program seeks to empower women both economically and socially through the establishment of producer-owned companies in the bamboo value chain in Karnataka.</p> <p>Objective: Increased incomes for rural and tribal women artisans and empower them through skills development and livelihood opportunities in women-owned bamboo enterprises.</p> <p>Project PROGRESS- Promoting Resilience Of Gender through Rural Entrepreneurship across Banana Value Chain in Tamil Nadu</p> <p>Objective: Women's Economic Empowerment through ownership of regenerative enterprises. Create a resilient workforce by handholding women enterprises in the banana value chain towards sustainability by providing market linkages and enabling them to take leadership positions in the enterprises.</p> <p>Industree Foundation seeks to impact women producers directly in the banana value chain through women-producer-owned enterprises in Tamil Nadu.</p>

<p>COMPANY DESCRIPTION</p>	<p>For the past two decades, <u>Industree</u> has been working on the regenerative economic transformation of India's most vulnerable women by unleashing their abilities to build 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, tech 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&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>PROJECT LEAD & TITLE</p>	<p>Neha Ashok Ninawe, Communications Specialist</p>
<p>PHONE & EMAIL ID</p>	<p>neha@industree.org.in</p>
<p>DATE OF RFQ ISSUE</p>	<p>27 July 2023</p>
<p>SUBMISSION DEADLINE</p>	<p>15 August 2023, 18:00hrs (Indian Standard Time)</p>

<p>TENURE DURATION</p>	<p>September 1, 2023 – March 31, 2024</p>													
<p>Annexure 1</p>	<p>RFQ DOCUMENTS</p>													
<p>PROJECT DESCRIPTION</p>	<p>Industree Foundation is looking for a Communications agency of record to help the Communications team manage the visibility and amplification of the BNP Paribas project for the organization. This will be a contract for 7 months and will incorporate communications activities such as newsletters, films, reels, social media posts.</p> <p>PROGRESS - Promoting Resilience Of Gender through Rural Entrepreneurship, supported by BNP Paribas</p> <p>Industree Foundation is supported by BNP Paribas in order to work in the circular economy across the Bamboo value chain in Chamarajanagar district in Karnataka.</p> <p>Industree Foundation also seeks to impact women producers directly in the banana value chain through women-producer-owned enterprises in Tamil Nadu.</p> <p>Objective: Women's Economic Empowerment through ownership of regenerative enterprises. Create a resilient workforce by handholding women enterprises in the banana value chain towards sustainability by providing market linkages and enabling them to take leadership positions in the enterprises.</p>													
<p>*TARGETS</p>	<table border="1"> <thead> <tr> <th data-bbox="544 1337 624 1449">Sl. no</th> <th data-bbox="624 1337 823 1449">Activity</th> <th data-bbox="823 1337 1016 1449">Unit</th> </tr> </thead> <tbody> <tr> <td data-bbox="544 1449 624 1628">1</td> <td data-bbox="624 1449 823 1628">Film (Bamboo-Training and Curriculum)</td> <td data-bbox="823 1449 1016 1628">1</td> </tr> <tr> <td data-bbox="544 1628 624 1836">2</td> <td data-bbox="624 1628 823 1836">Film (Banana value chain film)</td> <td data-bbox="823 1628 1016 1836">1</td> </tr> <tr> <td data-bbox="544 1836 624 2011">3</td> <td data-bbox="624 1836 823 2011">Newsletter (Bamboo: 5 pages, half-yearly each)</td> <td data-bbox="823 1836 1016 2011">2</td> </tr> </tbody> </table>		Sl. no	Activity	Unit	1	Film (Bamboo-Training and Curriculum)	1	2	Film (Banana value chain film)	1	3	Newsletter (Bamboo: 5 pages, half-yearly each)	2
Sl. no	Activity	Unit												
1	Film (Bamboo-Training and Curriculum)	1												
2	Film (Banana value chain film)	1												
3	Newsletter (Bamboo: 5 pages, half-yearly each)	2												

	4	Newsletter (Banana: 5 pages, half-yearly each)	2
	5	Illustrative stories (4-5 slides each)	7
	6	Reels	5
	7	Motion Posts	5

LOCATION	Bangalore-based (Strictly) with state-of-the-art infrastructure.
DELIVERY REQUIREMENTS	<ul style="list-style-type: none"> • Mention deliverables under 'Targets' are mandatory for payment.
QUALITY ASSURANCE REQUIREMENT	
PRIOR EXPERIENCE REQUIREMENT	<ul style="list-style-type: none"> • At least 2 years of working for a social sector organisation.
SELECTION CRITERIA	
TECHNICAL WEIGHTAGE	70%
FINANCIAL WEIGHTAGE	30%
OTHER CRITERIA	Regional language translations should be included in the budget.
TERMS AND CONDITIONS	The internal selection process is final

LEGAL REQUIREMENTS	NA
ASSUMPTIONS AND CONSTRAINTS	The overall proposal should include taxation. GST/IGST above the submitted proposal will not be entertained.
PENALTIES AND INCENTIVES	Any delays other than unforeseen/inevitable reasons might result in modification/ cancellation

Annexure-1

VENDOR RESPONSE	
COMPANY NAME and CREDENTIALS	
RFQ TITLE	
PROJECT LEAD & TITLE	
PHONE & EMAIL	
DATE SUBMITTED	
PROPOSED START DATE	
PROPOSED COMPLETION DATE	
PROJECT MANAGEMENT	
QUALITY ASURANCE PROCESS IF ANY	
PRIOR EXPERIENCE IN COMPLETON OF SIMILAR PROJECTS	
CERTIFICATIONS/ AFFILIATIONS IF ANY	
PROFILE OF KEY PEOPLE UNDERTAKING THE PROJECT	
SUMMARY of YOUR APPROACH and DELIVERABLES PLAN	
PRICING TEMPLATE	
TOTAL COST OF PROJECT (INCL TAXES)	