



# Industree Foundation

## **REQUEST FOR QUOTATION (RFQ): 24-11-2023**

### **Contract for Public Relation Agency Services/Consultant – POWER PROJECT/USAID**

**DATE: 24/11/2023**

**TENURE DURATION: FEBRUARY 2024 – SEPTEMBER 2024 (8 month services only)**

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 30/12/2023 (30th of January 2023), 18:00hrs (Indian Standard Time) through on-line 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 [pooreni.amar@industree.org.in](mailto:pooreni.amar@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 "RFQ –24-11-2023/Contract for Public Relation Agency Services/Consultant– POWER PROJECT/USAID" .
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.
- Company profile (short info up to 1 page);
  - Copy of Company's Registration Certificate;
  - Quality document for the offered equipment (quality certificate/conformity certificate/mark CE/other credential);
  - 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))
  - Contact Person for Inquiries (Written inquiries only) to Ms. Pooreni Amar: pooreni.amar@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
<b>Name</b>	INDUSTREE CRAFTS FOUNDATION
<b>Request for Quotations Title</b>	The POWER Communication Plan has been designed to achieve multiple branding objectives through a targeted and phased approach which addresses a diverse range of stakeholders.
<b>Overall Project Summary</b>	<p>Industree Foundation is looking for a PR agency of record to help the Communications team manage the visibility and amplification of the POWER project for the organization. This will be a contract for 10 months and will incorporate speaker opportunities for leadership team, tier one media relations, and helping to create and manage our core messaging for speaking engagements and thought leadership pieces such as interviews, articles and blogs.</p> <p>The successful partner will demonstrate a track record of tier one PR outreach and media relations, ability to interact with and manage leadership team, and help us tell our story in compelling ways. The agency will work with the Industree's team, reporting to the Communications Specialist for the overall activities.</p> <p>Industree Crafts Foundation (ICF) with support from USAID (WEE-Women's Economic Empowerment initiative) has initiated the Producer-Owned Women Enterprises (POWER) project which focuses on increasing economic opportunities for women from marginalized communities.</p> <p>POWER aims to create women-owned enterprises that will connect</p>

	<p>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 projects are Tamil Nadu, Karnataka and Odisha.</p> <p>Industree Foundation, in partnership with USAID, has successfully implemented the first three years of the POWER project. The project worked with over 6,800 women producers aggregate in 28 self-owned enterprises from rural and marginalized communities across the three natural fiber-based value chains, i.e., Banana in Tamil Nadu, Bamboo in Karnataka, and Non-Timber Forest Produce (NTFP)/ biodegradable leaf plate in Odisha. Furthermore, the project mobilized 1,200 farmers in Karnataka and trained them in sustainable cultivation and harvest practices of the bamboo plantation; these farmers will be a source of raw materials for bamboo-based enterprises.</p>
<p><b>Company Description</b></p>	<p>For the past two decades, Industree 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 600,000 lives and ensured cumulative market access of over 59.7 M USD, with a clear focus on Equity, Gender and Climate. 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. Their ownership of net positive creative production value chains, gives them added confidence as societal agents of change. Most recently <a href="#">Flourish</a>, a global e-commerce platform, owned by producers, a critical tool in wealth creation for the most vulnerable, has been launched.</p> <p>Industree's work is transforming into co-creating a Platform for Inclusive Entrepreneurship built on societal platform principles, with very strong technology enablers allowing for solutions being built, to achieve exponential scale, using the power of networks.(PIE.Foundation). Neelam is one of the founding members of the Collaborative Initiative, Catalyst 2030, which is a movement of NGOs, enterprises, intermediaries and funders to achieve the Sustainable Development Goals by 2030. Industree is also a founding member and architect of <a href="#">Creative Dignity</a> and <a href="#">Covid Livelihoods Coalition</a>, movements initiated during subsequent Covid waves in India, by India's leading NGO's with access to 20 million households.</p>
<p><b>Project Lead &amp; Title</b></p>	<p>Pooreni Amar, Communications Executive</p>
<p><b>Phone &amp; Email Id</b></p>	<p>+91 7397374645  <a href="mailto:pooreni.amar@industree.org.in">pooreni.amar@industree.org.in</a></p>
<p><b>Date Of RFQ Issue</b></p>	<p>24 November, 2023</p>

<b>Submission Deadline</b>	December 30, 2023
<b>Tenure Duration</b>	February 1, 2023 – September 30, 2024
<b>Annexure 1 - RFQ DOCUMENTS</b>	
<b>Project Description</b>	<p>Industree Foundation seeks quotations from public relations agencies to create compelling pitches to generate positive publicity for skill development/ capacity building organizations for Industree’s “Producer Owned Women Enterprises” (POWER) program. The program is designed to empower women artisans in rural India.</p> <p>The POWER project, in partnership with USAID, builds women-owned enterprises and connects them to national and international supply chains for natural and biodegradable fibre products.</p> <p>The POWER project has been extended for two additional years and will work with a total of 7,000 beneficiaries, this includes 3,600 women in Non-Timber Forest Produce (NTFP)/ biodegradable leaf plate value chain in Odisha, and 1,400 women in the Bamboo value chain in Karnataka, alongside 2,000 farmers in the bamboo cultivation in Karnataka. The primary focus of the extended project will be on developing markets, mainly building up a producer-owned distribution and sales channel nationally in various cities in India while exploring international market channels. Additionally, compliant infrastructure and traceable processes for exports in the NTFP/biodegradable leaf plate and bamboo value chains will be initiated, resulting in increased revenues and bridging the gap toward enterprise sustainability.</p>
<b>*Targets</b>	<ul style="list-style-type: none"> <li>• Thought leadership through interviews, participation in industry stories and events, sharing existing data/stories/case studies, sharing position statements, etc.</li> <li>• Identify the tier one global speaking opportunities for our leadership team at events, summits of significance where global elites gather and then successfully pitch about the best practices of POWER.</li> <li>• Media planning, Production of Audio/Video Spots/ Jingles Channels, scheduling and dissemination for print &amp; Electronic media i.e. Newspaper, Magazines and Radio.</li> <li>• Identify the tier one reporters from national, state, regional and global outlets such as CNBC, ET, CNN, BBC, Tol, Indian Express, The Hindu and others that matter most for our work and manage these leadership’s interaction with them, with the aim of securing coverage in these outlets.</li> <li>• Throughout the course of this work, build up and refine our key messages and narratives so that they can be repurposed throughout the organization in the form of briefings, messaging platforms and presentations.</li> <li>• Creation of pitch notes/backgrounders, media briefing ahead of the interview, creating draft responses from existing messaging documents, etc.</li> <li>• Media Interviews/Profiling leadership/standalone stories (Print/Digital/Electronic)</li> <li>• Press release creation and distribution, media exposure–</li> </ul>

	National, Vernacular and Global
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<b>Location</b>	Bangalore-based with state-of-the-art infrastructure.
<b>Delivery Requirements</b>	<ul style="list-style-type: none"> <li>• Mention deliverables under 'Targets' are mandatory for payment.</li> </ul>
<b>Quality Assurance Requirement</b>	<ul style="list-style-type: none"> <li>• SAM (System for Award Management) registration is required, if selected.</li> </ul>
<b>Prior Experience Requirement</b>	<ul style="list-style-type: none"> <li>• At least 5 years of working for a social sector organisation.</li> </ul>
<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>	SAM (System for Award Management) registration for agency/consultant is mandatory if selected
<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

<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 Assurance Process If any</b>	
<b>Prior Experience In Completion 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>	