



Industree Foundation

REQUEST FOR QUOTATION (RFQ): 28-11-2023

Contract for Public Relation Agency Services – REAL PROJECT

DATE: 28/11/2023

TENURE DURATION: JANUARY 2024 – DECEMBER 2029 (5 years 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 December 2023), 18:00hrs (Indian Standard Time) through on-line submission to the following email id pooreni@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/ashok@industree.org.in.
3. Quotations shall be submitted in English only, duly signed and stamped, and shall be marked with the note "RFQ –28-11-2023//Contract for Public Relation Agency Services – REAL 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 Executive, **Ms. Pooreni Amar: pooreni.amar@industree.org.in/ Nandini Kulkarni nandini@idiom.co.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 REAL (Regenerative Agriculture and Livelihoods) 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 PR agency of record to help the Communications team manage the visibility and amplification of the REAL project for the organization. This will be a contract for 5 years and will incorporate speaker opportunities for the 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 Industree’s team, reporting to the Communications Specialist for the overall activities.</p> <p>The Regenerative Agriculture and Livelihoods (REAL) Fund is a ~\$15Mn blended finance facility that aims to create an environmentally and financially scalable model of bamboo value chains, with a focus on women-led empowerment. This includes sustainable bamboo plantation, creation of value-added products and sales via collectives of 11,100 farmers (men and women) and producers¹ (women) in rural Maharashtra, who together own and manage the entire value chain.</p>

	<p>The project has been catalyzed by Industree Foundation and KOIS with the following key objectives:</p> <ul style="list-style-type: none"> • Establish farmer-producer organizations & women producer-owned enterprises to manage bamboo farming & value-added production • Deliver training to enable sustainable land management, efficient production, modern design & self sustainable enterprises • Raise capital via an innovative finance mechanism to equip farmers & creative producers with seed, acceleration & working capital <p>IMPORTANT NOTE: MoU/Contract is subjected to be renewed on an annual basis</p>
<p>Company Description</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&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 Flourish, a global e-commerce platform, owned by producers, a critical tool in wealth creation for the most vulnerable, has been launched.</p>
<p>Project Lead & Title</p>	<p>Pooreni Amar, Communications Executive/ Nandini Kulkarni, CEO, Idiom</p>
<p>Email Id</p>	<p>neha@industree.org.in / nandini@idiom.co.in</p>
<p>Date Of RFQ Issue</p>	<p>November 27, 2023</p>
<p>Submission Deadline</p>	<p>December 30, 2023</p>
<p>Tenure Duration</p>	<p>January 1, 2024 – December 30, 2029</p>
<p>Annexure 1 - RFQ DOCUMENTS</p>	

<p>Project Description</p>	<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 “REAL” program.</p> <p>The Regenerative Agriculture and Livelihoods (REAL) Fund is a ~\$15Mn blended finance facility that aims to create an environmentally and financially scalable model of bamboo value chains, with a focus on women-led empowerment. This includes sustainable bamboo plantation, creation of value-added products and sales via collectives of 11,100 farmers (men and women) and producers¹ (women) in rural Maharashtra, who together own and manage the entire value chain.</p> <p>The project has been catalyzed by Industree Foundation with the following key objectives:</p> <ul style="list-style-type: none"> • Establish farmer-producer organizations & women producer-owned enterprises to manage bamboo farming & value-added production • Deliver training to enable sustainable land management, efficient production, modern design & self-sustainable enterprises • Raise capital via an innovative finance mechanism to equip farmers & creative producers with seed, acceleration & working capital <p>The project will establish a commercially viable bamboo value chain and enable long-term, systemic change for farmers and women producers:</p> <ul style="list-style-type: none"> • The project will eventually be self-sustainable through revenues generated by farmers & artisans • Innovative finance will enable beneficiaries to build credit histories and access traditional financing sources • Farmers and artisans will be trained to ensure long-term entrepreneurial growth • Corporate off-takers will source directly from program beneficiaries and deepen the impact of their supply chain for bamboo products
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<p>*Targets</p>	<ul style="list-style-type: none"> • Thought leadership through interviews, participation in industry stories and events, sharing existing data/stories/case studies, sharing position statements, etc. • 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 REAL. • Media planning, Production of Audio/Video Spots/ Jingles Channels, scheduling and dissemination for print & Electronic media i.e. Newspaper, Magazines and Radio. • 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. • 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. • Creation of pitch notes/backgrounders, media briefing ahead of the interview, creating draft responses from existing messaging documents, etc. • Media Interviews/Profiling leadership/standalone stories (Print/Digital/Electronic) • Press release creation and distribution, media exposure– National, Vernacular and Global
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Location	Bangalore-based with state-of-the-art infrastructure.
Delivery Requirements	• Mention deliverables under 'Targets' are mandatory for payment.
Quality Assurance Requirement	• NA
Prior Experience Requirement	• At least 5 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

Vendor Response	
Company Name and Credentials	
RFQ Title	
Project Lead & Title	
Phone & Email	
Date Submitted	
Proposed Start Date	
Proposed Completion Date	
Project Management	
Quality Assurance Process If any	
Prior Experience In Completion 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)	