



Industree Foundation

REQUEST FOR QUOTATION (RFQ): Contract for Public Relations Agency Services under the POWER PROJECT/USAID

DATE: 3rd May 2024

TENURE DURATION: June 2024 – SEPTEMBER 2024 (4-month)

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

When preparing your quotation, please be guided by the form attached hereto as Section. Quotations may be submitted on or before 24/05/2023 (24th May 2024), 18:00hrs (Indian Standard Time) through online submission to the following email id thushara.c@industree.org.in by following the instructions 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. Submit your quotations a day before 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 ashok@industree.org.in
3. Quotations shall be submitted in English only, duly signed and stamped, and shall be marked with the note "RFQ-ICF/06/2024/Contract for Public Relations Agency Services under the POWER PROJECT/USAID".
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 inclusive of applicable taxes.

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

SECTION 1	DETAILS OF PROCUREMENT AGENCY
Name	INDUSTREE CRAFTS FOUNDATION
Request for Quotations Title	The POWER Communication Plan has been designed to achieve multiple branding objectives through a targeted and phased approach that addresses diverse 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 POWER project for the organization. This will be a contract for 04 months 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, the ability to interact with and manage leadership teams, and help us tell our story in compelling ways. The agency will also support covering the PR activities of the national-level event in July 2024. The agency will work with Industree's team, reporting to the</p>

Communications Specialist for the overall activities.

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. POWER aims to create women-owned enterprises that will connect 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.

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. The POWER project has been extended for two additional years (4th & 5th year), aiming to benefit a total of 7,000 individuals. This includes 3,600 women in the NTFP/biodegradable leaf plate value chain in Odisha, 1,400 women in the Bamboo value chain in Karnataka, and 2,000 farmers in bamboo cultivation in Karnataka. The primary focus of the extended project will be on market development, particularly establishing a producer-owned distribution and sales channel nationally across various cities in India while also exploring international market channels.

<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>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 Creative Dignity and Covid Livelihoods Coalition, movements initiated during subsequent Covid waves in India by India's leading NGOs with access to 20 million households.</p>
<p>Project Lead & Title</p>	<p>Thushara C, Communication Executive</p>
<p>Phone & Email Id</p>	<p>+91 9656134512 thushara.c@industree.org.in</p>
<p>Date Of RFQ Issue</p>	<p>3rd May 2024</p>

Submission Deadline	24th May 2024
Tenure Duration	1st June 2024 to 30th September, 2024
Annexure 1 - RFQ DOCUMENTS	
Project Description	<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. The POWER project, in partnership with USAID, builds women-owned enterprises and connects them to national and international supply chains for natural and biodegradable fiber products.</p> <p>The POWER project has been extended for two additional years and will work with a total of 7,000 beneficiaries, including 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>
*Targets	<p>For Project</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 the best practices of POWER. • Media planning, Production of Audio/Video Spots/ Jingles Channels, scheduling and dissemination for print & Electronic media, i.e., Newspapers, Magazines and Radio.

- Identify the tier-one reporters from national, state, regional, and global outlets such as CNBC, ET, CNN, BBC, TOI, 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, national, Vernacular, and Global media exposure.

For National Symposium on Bamboo Value Chain:

The agency has to formulate a strategy to propagate the Bamboo narrative through online and offline coverage. The strategy must include:

1. Building Thought Leadership

- The agency has to prepare technical white papers on bamboo plantations. This will provide valuable information and insights, educating stakeholders, policymakers, and the public about the benefits and technical aspects of bamboo plantations.
- The agency has to conduct bamboo-based interactions with online, offline, and electronic media.

2. Event Publicity

- The agency has to prepare and disseminate national-level press releases and get print and online media coverage for the National Bamboo Symposium.
- The agency must organize interactions with senior officials from the ministry/bureaucrats to cover the event and the national bamboo narrative through media interactions with print, online, and other electronic media.

	<ul style="list-style-type: none"> The agency must cover the Bamboo narrative and the symposium event through social media interactions and coverage. <p>3. State-level Media Visibility across 16 Indian states</p> <ul style="list-style-type: none"> The agency must customize the national-level press release to state-level requirements (including translations). The press release must be distributed and visibility captured across these (16) states. The agency will have to prepare one case study highlighting the bamboo plantation work done through the POWER project. This needs to be published in a national publication and social media channels. The agency will also need to announce the state-level MoUs via print, online, and electronic media as and when they happen within the four months of the contract.
Location	Bangalore and Delhi (for the National Event)
Delivery Requirements	Mention deliverables under 'Targets' are mandatory for payment.
Quality Assurance Requirement	SAM (System for Award Management) registration is required if selected.
Prior Experience Requirement	At least five years of working for a social sector organization. Experience in PR covering national-level events.
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	SAM (System for Award Management) registration for agency/consultant is mandatory if selected
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)	