



Industree Foundation

REQUEST FOR QUOTATION (RFQ): 18-01-2023/01

Contract for Public Relation Agency Services – Industree Foundation

DATE: 18/01/2023

TENURE DURATION: FEBRUARY 2023 - SEPTEMBER 2024 (12 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 30/01/2023 (30th of January 2023), 18:00hrs (Indian Standard Time) through on-line 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 "RFQ –09-01-2022/01/Contract for Public Relation Agency Services – Industree Foundation" .
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 Industree Foundation PR Plan
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 Industree. 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>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 500,000 lives and ensured cumulative market access of over 58 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 NGO’s with access to 20 million households.</p>
<p>Project Lead & Title</p>	<p>Neha Ashok Ninawe, Communications Specialist</p>
<p>Phone & Email Id</p>	<p>+91 8308138096 neha@industree.org.in</p>
<p>Date of RFQ Issue</p>	<p>January 18, 2023</p>
<p>Submission Deadline</p>	<p>January 30, 2023</p>
<p>Tenure Duration</p>	<p>February 1, 2023 – September 30, 2024</p>
<p style="text-align: center;">Annexure 1 - RFQ DOCUMENTS</p>	

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 Foundation at a larger level.</p> <p>For more than 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 has enabled the women to use design, technical, marketing and management solutions to bridge the urban-rural divide.</p>
Targets	<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 national/global elites gather and then successfully pitch for Industree • 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, ToI, Indian Express, Hindustan Times 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

Location	Bangalore-based 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 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

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)	