

# National Backward Classes Finance & Development Corporation

(A Govt. of India Undertaking, Ministry of Social Justice and Empowerment)



## NATIONAL BACKWARD CLASSES FINANCE AND DEVELOPMENT CORPORATION

(A Govt. of India Undertaking, Ministry of Social Justice & Empowerment)

### REQUEST FOR PROPOSAL (RFP)

**For Engagement of an Agency for Marketing, Promotion and sale  
enhancement of Bharat-TULIP**

**Tender No.:** NBCFDC/BHARAT TULIP SMM & E-COMM/DELHI/2026 **Date of Issue:** June  
04, 2026

**Issued by:**

National Backward Classes Finance & Development Corporation (NBCFDC)  
(A Govt. of India Undertaking, Ministry of Social Justice and Empowerment)

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## TENDER SCHEDULE

No.	Activity	Date & Time
1.	Bid Document Published Date	June 05, 2026
2.	Bid Document Download Start Date	June 05, 2026
3.	Pre-Bid queries Start Date on email	June 05, 2026
4.	Pre-Bid Meeting Date	June 10, 2026 (15:00 PM)
5.	Bid Submission End Date	June 16, 2026
6.	Bid Submission End Date & Time	June 16, 2026
7.	Technical (Techno-Commercial) Bid Opening Date	June 16, 2026
8.	Date, time and Place of Technical Presentation	To be notified later
9.	Financial Bid opening Date and time	To be notified later
10.	Estimated Cost of work (with GST)	Rs. 90,00,000/- (Ninety Lakh Rupees Only) (Inclusive of GST)
11.	Earnest Money Deposit (EMD) @ 5% of estimated work value	Rs. 4,50,000/- (Four Lakh Fifty Thousand Rupees Only)
12.	Period of completion of work with live hosting on web domain <a href="https://nbcfdc.gov.in/nbcfdc/web/tulip">https://nbcfdc.gov.in/nbcfdc/web/tulip</a>	To be specified

Note: For Further Announcements, If any, Please visit our website [www.nbcfdc.gov.in](http://www.nbcfdc.gov.in)

## 1. TENDER NOTICE

**No : NBCFDC/BHARAT TULIP/2026**

**Date :**

### NOTICE INVITING TENDER

The National Backward Classes Finance and Development Corporation (NBCFDC), operating under the aegis of the Ministry of Social Justice & Empowerment, Government of India, on behalf of the three Corporations of MoSJE, namely NBCFDC, NSFDC, and NSKFDC, is implementing the Traditional Artisans' Livelihood Promotion (BHARAT TULIP) Programme and invites proposals from qualified agencies for the Engagement of an Agency for Marketing, Promotion and sale enhancement of Bharat-TULIP including Website Development, Mobile Applications Development, Social Media Management (SMM), E-commerce Management, Marketplace Integration, Offline Partnership Expansion and Retail Store Design Under BHARAT TULIP Initiative.

The tender document and detailed information are available on the NBCFDC website: <http://nbcfdc.gov.in>. Interested bidders must submit their applications online via the **GeM Portal**. The last date and time for submission of bids is **June 08, 2026, 15:00 hrs.**

**Dy. General Manager (Grant)**

## 2. INTRODUCTION AND BACKGROUND

### 2.1. About National Backward Classes Finance & Development Corporation (NBCFDC)

National Backward Classes Finance & Development Corporation (NBCFDC) is a Govt. of India Undertaking under the aegis of Ministry of Social Justice and Empowerment, incorporated under Section 25 of the Companies Act 1956 (now section 8 of Company's Act 2013), as a Company not for profit. Main objective of the Corporation is to extend loan facilities under its credit schemes to the members of Backward Classes having annual family income below Rs. 3.00 lakh, through nominated Channel Partners.

### 2.2. Project Objective

The primary objective of this RFP is to engage a highly competent and experienced agency for the design, development, implementation, and management of an integrated digital and retail ecosystem under the BHARAT TULIP Initiative, encompassing Website Development, Mobile Applications (Android & iOS)= Development, Social Media Management (SMM), E-commerce Management, Marketplace Integration, Offline Partnership Expansion, Retail Branding & Store Design, and Inventory Management Software Development.

The selected agency shall be responsible for end-to-end development and ongoing management of a robust, secure, and scalable e-commerce platform and mobile applications, enabling effective onboarding, cataloging, promotion, branding, and sale of products. The agency shall also manage and optimize the organization's presence across relevant social media platforms through strategic content creation, organic and performance-driven campaigns, community engagement, and digital outreach under the BHARAT TULIP Initiative.

Additionally, the agency shall facilitate seamless integration with established online marketplaces, ensure smooth transaction flows, and support day-to-day e-commerce operations to enhance visibility, reach, market access, and sales performance under the BHARAT TULIP Initiative.

The agency shall also support BHARAT TULIP in identifying and onboarding suitable channel partners to strengthen the offline retail presence of products under the BHARAT TULIP Initiative, such as State Handloom & Handicraft Emporiums, Shopping Malls, Multi-Brand Outlets (MBOs), and other relevant retail platforms.

The selected agency shall also assist BHARAT TULIP in providing suitable visual identity for such retail outlets, including displays, signage, and other related branding opportunities.

The overarching goal is to create a unified and comprehensive commerce and communication framework that effectively showcases products and initiatives under the BHARAT TULIP Initiative, expands digital and offline outreach, maximizes market access and impact, and operates on a transparent and sustainable model benefiting artisans and stakeholders.

### 2.3. Definitions

For the purpose of clarity and avoidance of disputes, the following operational terms shall have the meanings assigned below:

- **Sales:** Total value of products sold across all channels.
- **Net Sales:** Sales value after deduction of returns, refunds, taxes, and cancellations.
- **Performance Marketing:** Sales, outreach, and promotion generated through paid advertisements, sponsored promotions, and other paid digital media activities.

- **Organic Campaigns:** Sales, outreach, and promotion generated without paid media spends through social media and digital platforms.
- **Go-Live:** Date on which the platform/application becomes publicly operational.
- **Completion:** Successful delivery and acceptance of deliverables as per SOW.
- **Onboarding:** Listing and activation of products/platforms for sale.
- **Performance Thresholds:** Minimum performance benchmarks defined for continuation/payment release.
- **Offline Partnership Expansion:** Identification and onboarding of suitable offline retail and channel partners.
- **Retail Branding & Store Design:** Development of suitable visual identity, displays, signage, and related branding elements for retail outlets and opportunities under the BHARAT TULIP Initiative.

### 3. Instructions to Bidders (ITB)

This section provides detailed instructions to prospective bidders to facilitate the preparation and submission of their proposals. Bidders are advised to read these instructions carefully and comply strictly with all requirements.

#### 3.1. General Instructions

- **Language of Bid:** The bid and all correspondence and documents relating to the bid exchanged by the Bidder and NBCFDC shall be written in English language.
- **Cost of Bidding:** The Bidder shall bear all costs associated with the preparation and submission of its bid, and NBCFDC will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- **Clarification of Bidding Documents:** A prospective Bidder requiring any clarification of the Bidding Documents may notify NBCFDC via email (Email ID: Tulip.artisans@nbcfdc.gov.in). NBCFDC will respond to any request for clarification of the Bidding Documents, which it receives no later than one day prior to the pre-bid meeting or query submission.
- **Amendment of Bidding Documents:** At any time prior to the deadline for submission of bids, NBCFDC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the Bidding Documents by amendment. All amendments will be published on the NBCFDC website. Bidders are advised to regularly check the website for any amendments.
- **Validity of Bids:** Bids shall remain valid for a minimum period of 180 days from the date of opening of the technical bid. A bid valid for a shorter period may be rejected by NBCFDC as non-responsive.
- **Right to Accept/Reject Any or All Bids:** NBCFDC reserves the right to accept or reject any bid, and to annul the bidding process and reject all bids at any time prior to contract award, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for NBCFDC's action.
- NBCFDC reserves the right to modify or reschedule the event date at its sole discretion, without any liability.

#### 3.2. Bid Submission Process

- Bidders shall submit their proposals in GeM Portal only, comprising a Technical Bid and a Financial Bid. Both bids must be submitted separately as per the instructions.

- **Technical Bid:** Shall contain all technical details, proposed methodology, work plan, team composition, experience, and all supporting documents as required by this RFP, excluding any financial information.
- **Financial Bid:** Shall contain only the financial proposal, clearly itemizing costs for all services and deliverables as per the prescribed format.
- **Online Submission:** Bids shall be submitted online only through the GeM portal. Manual bids will not be accepted.
- **Deadline for Submission:** Bids must be received through GeM Portal not later than the date and time specified in the Tender Summary.

### 3.3. Tender Fee

- a. Bidders shall submit non-refundable Tender Fee of **INR 5,900/- (Rupees Five Thousand Nine Hundred Only) Inclusive GST (as applicable)** via RTGS/NEFT/electronic mode to NBCFDC Account No. 1445101026928 Branch Hauz Khas Market, New Delhi – 110016, Branch Code 0126 with IFSC Code CNRB0001445. The Cost of Tender shall not be entertained in any other form and shall be denominated in Indian Rupees only. Proof of payment/UTR shall be submitted as part of the bid.
- b. The bidder can download the BID documents from the Government e Marketplace Portal <https://gem.gov.in/> & [www.nbcfdc.gov.in](http://www.nbcfdc.gov.in). Bids submitted without or with an inadequate Cost of Tender shall be rejected.
- c. As per Government of India Guidelines for Startup/Micro & Small Enterprises, the bidders may claim exemption from deposit of Cost of Tender provided that the bidders upload, along with the technical bid, the scanned copy of documentary proof / certificate in support of the claim for Cost of Tender exemption issued by the appropriate authority of Government of India`.
- d. The bid shall also be regulated by the "Public Procurement Policy for Micro & Small Enterprises (MSEs) Order 2012" as amended from time to time to the extent of its applicability to this bid process.
- e. Proof of payment of the tender fee shall be submitted along with the bid documents.

### 3.4. Earnest Money Deposit (EMD)

**Regulatory Compliance:** The Earnest Money Deposit (EMD) has been stipulated in accordance with Rule 170 (i) of GFR 2017 (as amended). The Bid Security amount is fixed within the prescribed range of 2% to 5% of the estimated tender value, and bidders shall be required to furnish the same as specified in the Tender Schedule.

The total Cost of the Project is for Rs. 90,00,000/- (Rs Ninety Lakh Only) Inclusive of GST and the Bidder shall furnish refundable EMD of Rs. 4,50,000/- (Rupees Four Lakh Fifty thousand only) shall be transferred in the below mentioned A/c through NEFT or RTGS Only.

<b>National Backward Classes Finance and Development Corporation (NBCFDC)</b>		
<b>SB A/c No</b>	:	<b>1445101026928</b>
<b>IFSC Code</b>	:	<b>CNRB0001445</b>
<b>Bank Name&amp; Branch</b>	:	<b>Canara Bank , A-27, Hauz Khas Market Branch, New Delhi-110016</b>

- **Purpose of EMD:** The EMD is required to protect NBCFDC against the risk of Bidder's conduct which would warrant the EMD's forfeiture.
- **Forfeiture of EMD:** The EMD may be forfeited:
  - If a Bidder withdraws its bid during the period of bid validity specified in the RFP.
  - If a Bidder makes any statement or encloses any form which turns out to be false/incorrect at any time prior to signing of Contract.
  - If the successful Bidder fails to sign the contract or furnish Performance Bank Guarantee within the specified time period.
- **EMD Exemption for MSMEs:** As per the Public Procurement Policy for Micro and Small Enterprises (MSMEs) Order, 2012, and subsequent amendments, Micro and Small Enterprises (MSMEs) registered with the prescribed agencies are exempted from payment of EMD. Bidders claiming EMD exemption must provide valid documentary proof of their MSME registration, including a valid Udyam Registration Certificate.
- Proof of deposit of the Earnest Money Deposit (EMD) shall be submitted along with the bid documents

### 3.5. Performance Bank Guarantee (PBG)

#### Performance Bank Guarantee (PBG) for Paid/Performance Marketing

- **Requirement:** The selected Bidder shall furnish an Interest-Free Performance Bank Guarantee (PBG) equivalent to 5% percent of the **entire contract value**, issued by a Scheduled Commercial Bank in India.

The PBG shall remain valid for the **entire contract duration**, and shall be invoked in the event of non-performance, breach of contractual obligations, or failure to meet agreed deliverables and performance benchmarks.

### 3.6. Liquidated Damages

The time schedule is required to be strictly adhered to and followed as pre Scope of Work. Liquidated Damage will be applicable, on the entire value of the contract. In case of delay in completion of a specific job beyond the date/time of completion as indicated, penalty would be applicable at the rate of 0.5% of the contract value for delay of each week, or 1% per day but must be capped at reasonable total amount, often around 5-10% of the contract value, to avoid being deemed an enforceable penalty. The penalty shall be recoverable from the bill amount/Performance Bank Guarantee

Further, in case of delay to deliver the work within stipulated schedule, NBCFDC reserves the right to terminate the contract and get all the jobs or the delayed job completed through another agency of its choice. Any extra expenditure that NBCFDC incurs for completion of the balance job/s through another agency on account of higher rates quoted by the new agency, will be recovered from the selected bidder's account of Performance Bank Guarantee. Moreover, NBCFDC shall also be entitled to all other legal proceedings as may be required for shortfalls in recovery.

## 4. ELIGIBILITY AND QUALIFICATION CRITERIA

Prospective bidders must meet the following minimum eligibility and qualification criteria to be considered for this project. Bidders must provide documentary evidence for all criteria.

#### 4.1. Legal Entity and Registration

- The Bidder shall be a legal entity duly registered and incorporated in India under the applicable laws, such as the Companies Act, 2013, the Partnership Act, 1932, the Limited Liability Partnership Act, 2008, or any other relevant Act/Association governing such entities.
- A valid Certificate of Incorporation/Registration issued by the competent authority, indicating the registration number and date of incorporation, must be enclosed with the bid as proof of legal status.
- Valid Goods and Services Tax (GST) registration and Permanent Account Number (PAN) are mandatory.
- The Bidder must have a regional presence **in the National Capital Region (NCR), India.**

#### 4.2. Financial Capacity

- **Minimum Average Annual Turnover:** The Bidder shall have a minimum average annual turnover of **₹3.60 Crore** during the last three (3) financial years (FY 2022–23, 2023–24, 2024–25), duly certified by a Chartered Accountant.

Audited Balance Sheets, Profit & Loss Statements, and a Chartered Accountant's Certificate specifying the average turnover must be submitted as supporting evidence.

- The Bidder must demonstrate consistent profitability during the last three (3) financial years, duly certified by a Chartered Accountant.

#### 4.3. Experience and Track Record

The Bidder must have a minimum **of five (5) years of experience in providing services related to E-commerce Website and Mobile Application Development, Social Media Management, Branding, SEO, and Performance Marketing.**

- The Bidder must have successfully completed a **minimum number of 3 similar projects** for Central Government, State Government, Public Sector Undertakings (PSUs), or private companies of repute.

**Client Testimonials:** The Bidder **shall submit a minimum of three (3) verifiable client testimonials, including video testimonials, from previous relevant projects.** Such testimonials should be from projects similar in scope and nature to the present requirement.

#### 4.4. Non-Blacklisting/Debarment

- The Bidder, or any of its directors/partners, should not have been blacklisted or debarred by any Central Government, State Government, PSU, or any other government agency in India for any reason whatsoever as on the bid submission date. A self-declaration to this effect, duly certified by the Bidder's MD/CEO/Chairman and Chartered Accountant, must be submitted.

#### 4.5. Technical Capability

- The **Bidder** must demonstrate adequate **technical infrastructure, tools, and human resources** required to execute the project effectively.
- Details of the proposed project team, including their qualifications, experience, and roles, must be provided.
- All key personnel involved in **Website & Apps Development, SMM and E-commerce Marketplace Management, Marketing and branding** must have a minimum of **five (5) years of relevant experience.**

## Required Team Structure (Onsite / Hybrid)

Role	Key Responsibility	Min. Headcount
<b>Project Manager / Account Lead</b>	Overall project coordination, stakeholder management, timelines, and reporting	1
<b>Social Media Manager</b>	Overall social media strategy, team supervision, campaign planning, and reporting	1
<b>Content Writer (English + Hindi)</b>	Scripts, post copies, blogs, captions, website and app content	2
<b>Graphic Designer</b>	Static creatives, GIFs, banners, UI creatives for website and apps	2
<b>Video Editor / Motion Designer</b>	Reels, Shorts, motion graphics, video edits and cuts	1
<b>ORM Executive / Community Manager</b>	Comment moderation, community engagement, and sentiment analysis	1
<b>Analytics &amp; Reporting Executive</b>	Performance tracking, insights, dashboards, and reporting	1
<b>E-commerce / Marketplace Expert</b>	Marketplace listings, catalogue optimization, sales analysis, and platform coordination	1
<b>UI/UX Designer</b>	User experience design, wireframes, prototypes, and visual design for website and mobile apps	1
<b>Web Developer (E-commerce)</b>	Development, customization, integration, and maintenance of the e-commerce website	1
<b>Mobile Application Developer (Android)</b>	Design, development, testing, and maintenance of Android mobile application	1
<b>Mobile Application Developer (iOS)</b>	Design, development, testing, and maintenance of iOS mobile application	1
<b>QA / Testing Engineer</b>	Functional, performance, and security testing for website and mobile applications	1
<b>DevOps / Hosting &amp; Security Engineer</b>	Deployment, hosting, security, backups, uptime, and performance monitoring	1

**Note:** Bidders may propose additional or combined resources beyond the minimum headcount based on their execution methodology, technology stack, and delivery approach, subject to approval by NBCFDC.

The selected bidder shall deploy a dedicated on-site team comprising a minimum of two (02) to three (03) personnel at NBCFDC's office to ensure smooth and efficient operations of the project.

## **5. SCOPE OF WORK**

The objective of this Scope of Work is to establish a comprehensive digital commerce, marketplace, and brand promotion ecosystem for the BHARAT TULIP Initiative by developing and managing an integrated e-commerce website, mobile applications, inventory management system, marketplace operations, digital marketing, social media management, branding, and promotional activities for artisan products across India and global markets. The engagement aims to enhance the visibility, accessibility, sales, and market reach of artisan products while creating a sustainable and technology-driven ecosystem for artisans supported under BHARAT TULIP.

The selected Agency shall be responsible for end-to-end execution including website and mobile application development, marketplace onboarding, SEO, social media management, logistics integration, branding, performance marketing, customer engagement, inventory control, payment reconciliation, and retail visibility initiatives. The overall framework is designed to ensure operational efficiency, increased online discoverability, improved customer experience, and measurable sales growth through integrated digital and offline strategies.

In addition to digital and marketplace initiatives, the selected Agency shall proactively identify, engage, and establish partnerships with State Handicrafts Development Corporations, State Handloom Development Corporations, State Emporiums, and other such government agencies across India to facilitate collaboration, widening marketing opportunities and sale generation model. The agency will also provide support for Public Private Partner and enhanced sales opportunity.

The project shall operate on a milestone-based and performance-linked payment model, wherein a substantial portion of the payments under various components shall be treated as Performance Linked Payment (PLP) and released based on achievement of predefined sales targets, operational deliverables, and agreed performance parameters. The expenditures towards each head need to be spent as mention in point no 5.8.

Further, to encourage higher sales performance and accelerated market expansion, the selected Agency shall be eligible for an incentive equivalent to 33% of the additional revenue generated over and above the mutually agreed annual sales targets, subject to verification, approval, and terms specified by NBCFDC in the Agreement.

### **5.1. E-commerce Website & Mobile Application Development**

The selected Bidder shall be responsible for the end-to-end design, development, testing, deployment, operation, and maintenance of a robust, scalable, secure, and integrated digital commerce ecosystem comprising a responsive e-commerce website, native Android and iOS mobile applications, and a centralized Inventory Management Software for the BHARAT TULIP initiative.

The primary purpose of the platform is to digitally enable the branding, marketing, promotion, and sale of artisan products, ensure real-time inventory visibility and control, facilitate seamless and secure online transactions, and deliver a consistent, intuitive, and enriched user experience across web and mobile interfaces. The integrated Inventory Management System shall support SKU-wise stock tracking, automated inventory updates, order synchronization, warehouse and seller-level inventory control, and reporting, ensuring operational efficiency and inventory accuracy.

The solution shall function as a unified digital marketplace integrating product catalogue management, inventory control, order processing, payments, logistics, customer engagement, and analytics-driven decision-making through a single, cohesive technology framework.

The entire solution shall be designed, developed, and implemented in compliance with GIGW 3.0 guidelines, WCAG 2.1 accessibility standards, CERT-In security guidelines, and all other applicable Government of India, MeitY, and NIC regulations, including SSL-enabled secure implementation, cybersecurity measures, and data protection best practices. The bidder shall ensure that the proposed solution architecture, technology stack, hosting environment, application design, database structure, integrations, and security framework are fully compatible with hosting and deployment on National Informatics Centre (NIC) infrastructure. The solution shall be developed in a manner that enables seamless migration from any interim hosting environment to NIC Data Centres or NIC Cloud Services in the future, without requiring major redesign, redevelopment, or disruption of services, in accordance with prevailing Government of India guidelines and directives.

The Bidder shall assume complete lifecycle responsibility for the platform, including continuous enhancements, system upgrades, performance optimization, security patches, and technical support.

The scope of work under this engagement is broadly categorized into the following components:

- E-Commerce Website, Android & iOS Mobile Application Design and Development
- Centralized Inventory Management System (IMS)
- Social Media Management (SMM)
- E-Commerce Operations and Marketplace Integrations

#### **5.1.1. Core Website Features and Functionalities**

##### **User Interface (UI) and User Experience (UX) Design:**

- Intuitive, aesthetically pleasing, and responsive design compatible with all major browsers and devices (desktop, tablet, mobile).
- Clean, modern, and culturally relevant design reflecting the essence of Indian traditional arts and crafts.
- Easy navigation and clear calls to action to guide users through the purchasing journey.
- Accessibility features compliant with government standards.

### **Product Catalogue Management:**

- Robust system for managing a diverse range of artisan products, including categories, sub-categories, product attributes (e.g., material, dimensions, color, artisan details).
- High-quality image and video display for each product, with zoom functionality.
- Ability to handle large product inventories and scale as BHARAT TULIP grows.

### **Shopping Cart and Checkout Process:**

- Secure and seamless shopping cart functionality.
- Multi-step, intuitive, and quick checkout process.
- Guest checkout option alongside registered user accounts.

### **Payment Gateway Integration:**

- Integration with multiple secure payment gateways commonly used in India (e.g., UPI, Net Banking, Credit/Debit Cards, Wallets).
- Cash on Delivery (COD) option where feasible.

### **Order Management System (OMS):**

- Comprehensive system for tracking order status (placed, confirmed, shipped, delivered, cancelled, returned).
- Automated order confirmations, shipping notifications, and delivery updates via email and SMS.
- Dashboard for NBCFDC administrators to manage orders, inventory, and customer data.

### **User Accounts and Profiles:**

- Secure user registration and login functionality.
- Personalized user dashboards for order history, wishlists, saved addresses, and profile management.
- Artisan profiles showcasing their work, story, and contact information (as approved by NBCFDC).

### **Search and Filtering:**

- Advanced search functionality with relevant filters (e.g., by product type, artisan, region, price range, material).
- Auto-suggest and spell-check features for enhanced search experience.

### **Ratings and Reviews:**

- System for customers to rate and review products and artisans.
- Moderation tools for NBCFDC administrators.

### **Content Management System (CMS):**

- User-friendly CMS for NBCFDC team to easily update website content, banners, promotions, news, and blog posts without technical assistance.

- Multi-level approval workflow for content publishing (Creator, Moderator, Approver).

### **Security Features:**

- Implementation of SSL certificates for secure data transmission.
- Regular Vulnerability Assessment and Penetration Testing (VAPT) by CERT-In empaneled agencies.
- Web security audits and robust firewall protection.
- Data encryption for sensitive information.

### **Hosting and Maintenance:**

- **Domain Name Provisioning:** The Bharat TULIP platform shall be deployed on an official domain finalized by NBCFDC based on availability such as www.bharattulip.com / www.bharattulip.shop / www.bharattulip.gov.in. The selected agency shall assist in domain procurement, DNS configuration, SSL provisioning, and migration to Government domain where required.
- The agency shall publish and maintain mobile applications on Google Play Store and Apple App Store including compliance, updates, and lifecycle management.
- Provision shall be ensured for migration from MeitY empanelled cloud to NIC infrastructure and from private domain to Government domain if mandated.
- Security hardening, firewall configuration, and VAPT compliance shall be implemented as per Government cyber security guidelines.
- Infrastructure shall support concurrent users and transaction loads with adequate scalability for future expansion.
- The Bharat TULIP platform shall be hosted preferably on MeitY-empanelled Cloud Service Providers (CSPs) in compliance with Government of India cloud policies.
- **Cloud Hosting Infrastructure Specifications:** The solution shall be deployed on virtual infrastructure comprising 2 Virtual Machines (1 Web Server & 1 Database Server) with 16 vCPU, 32 GB RAM, and 500 GB storage each, inclusive of application, database, logs, and backups.
- Provision of secure, scalable, and high-performance cloud-based hosting infrastructure.
- Regular website maintenance, backups, and disaster recovery planning.
- 24/7 technical support with defined Service Level Agreements (SLAs) for issue resolution.

### **Analytics and Reporting:**

- Integration with web analytics tools (e.g., Google Analytics, Google Search Console, Google Tag Manager etc.) to track website traffic, user behavior, sales, and other key performance indicators.
- Customizable dashboards and reports for NBCFDC to monitor website performance.
- **Integration with External Systems:**
- Ability to integrate with third-party logistics partners for shipping and delivery management.
- Potential for future integration with inventory management systems, CRM, and other relevant platforms.
- **Be part of Bharat Tulip Page:** Our existing artisan registration form should be incorporated in the Bharat Tulip E-commerce website and should record the data in the website dashboard.
- **Apply Discount & Coupon Feature:** The platform shall provide a secure and configurable feature to create, manage, and apply discounts and coupon codes (product-wise, category-wise, cart-level, and time-bound) across the website and mobile applications, with real-time checkout application and role-based approvals.

### 5.1.2. Technical Specifications

- **Platform:** The proposed e-commerce platform (e.g., Magento, Shopify Plus, WooCommerce, Storehippo or a custom-built solution) must be justified based on scalability, security, cost-effectiveness, and ease of maintenance. The platform must offer robust API support to enable seamless future integrations with payment gateways, logistics providers, CRM/ERP systems, and other government-approved service
- **Technology Stack:** Modern, secure, and scalable technologies should be utilized (e.g., Python/Django, PHP/Laravel, Node.js/React, Java/Spring Boot, .NET Core). The chosen stack must support high concurrency and ensure data integrity.
- **Database:** A robust and secure relational (e.g., PostgreSQL, MySQL) or NoSQL (e.g., MongoDB, Cassandra) database management system must be proposed, ensuring scalability, high availability, and data integrity.
- **API Development:** All custom functionalities and integrations with external systems (e.g., payment gateways, logistics, CRM) must be implemented via well-documented, RESTful APIs following industry best practices (e.g., OpenAPI Specification).
- **Code Quality:** Adherence to coding standards, best practices, and secure coding guidelines (e.g., OWASP Top 10) is mandatory. Code must be modular, maintainable, and well-documented. Version control (e.g., Git) must be used.
- **Scalability:** The architecture must be designed for both horizontal and vertical scalability to handle anticipated growth in user traffic, product catalogue size, and transaction volume.
- **Performance:** The website must demonstrate fast loading times (meeting Core Web Vitals within Google's recommended thresholds), optimized for various network conditions and devices.
- **Security:** Implementation of robust security measures, including but not limited to: SSL/TLS encryption, input validation, protection against common vulnerabilities (XSS, CSRF, SQL Injection), regular security audits, and compliance with applicable data protection regulations.
- **Deployment & DevOps:** The proposal must include details on deployment strategy (e.g., CI/CD pipelines), monitoring, logging, and error handling mechanisms.
- **Accessibility:** Compliance with Web Content Accessibility Guidelines (WCAG 2.1 AA) to ensure usability for persons with disabilities is mandatory.

### 5.1.3. Mobile Application Development

- Design, development, testing, deployment, and maintenance of a dedicated **BHARAT TULIP Mobile Application** (Android and iOS).
- Feature parity with the e-commerce website, including product browsing, cart, checkout, order tracking, user profiles, and notifications.
- Push notifications for offers, order updates, campaigns, and events. Secure login and payment integration.
- Compliance with GIGW, MeitY, and applicable security and accessibility guidelines.
- Backend integration with the e-commerce website, OMS, inventory, and analytics systems.

### 5.1.4. WhatsApp Business Support & Integration

#### **WhatsApp Business Integration and Support**

- Integration of WhatsApp Business API with the BHARAT TULIP e-commerce website, mobile application, OMS, and IMS.

- Use of WhatsApp as an official customer communication and support channel for order confirmations, shipping updates, delivery notifications, return/refund status, and customer queries.
- Automated transactional messaging (order placed, dispatched, delivered, cancelled, returned) with fallback mechanisms.
- Two-way communication enabling customers to raise queries, share feedback, and receive support through WhatsApp.
- Setup of chatbots for first-level support, FAQs, order tracking, and catalogue browsing, with seamless handover to human agents where required.
- Compliance with WhatsApp platform policies, data protection norms, and Government of India IT and data security guidelines.

## 5.2. E-commerce Operations and Marketplace Integration

The **bidder** shall be responsible for the strategic management of BHARAT TULIP products across all relevant e-commerce platforms, ensuring optimal product visibility, increased sales, and a sustainable revenue model for artisans. This includes a **one-time setup** for platform integration, as well as ongoing management and continuous optimization of listings and campaigns.

The Agency shall also be responsible for the onboarding and management of BHARAT TULIP's products on any new e-commerce or quick commerce platforms that may be launched in the future, ensuring timely integration and effective operations.

### 5.2.1. Marketplace Identification and Product Categorization

- **Platform Identification:** The bidder will **identify and onboard BHARAT TULIP products onto relevant e-commerce platforms** in India. This includes, but is not limited to, major platforms such as **Amazon, Etsy, Flipkart, Myntra, Meesho, ONDC Network, Indiamart etc**, based on product suitability and market reach. The agency should onboard the BHARAT TULIP Brand at least on 6 platforms.
- **Popular Product Categories and Sub-categories:**
  - Conduct market research to identify high-demand product categories and sub categories in a phased manner.
  - Provide recommendations to NBCFDC for sourcing artisans based on demand analysis.

### 5.2.2. Product Catalogue Development, Photography, and Media

- Creation and maintenance of a structured digital product catalogue with SKU-wise details, specifications, artisan information, pricing, and compliance attributes.
- Professional **product photography and videography** (studio and lifestyle) as per e-commerce and marketplace standards.
- Image and media optimization for website, mobile app, social media, and marketplace listings.

### 5.2.3. Product Listing, Optimization, and Management

- **Catalogue Management:** Comprehensive management of product catalogues across all identified platforms, ensuring accurate and up-to-date information for all BHARAT TULIP products.

## SKU Upload and Listing:

- Upload and meticulously list all BHARAT TULIP products (SKUs) that are agreed mutually

on major e-commerce marketplaces such as Amazon, Flipkart, and Meesho, ensuring adherence to each platform's guidelines and best practices.

#### **Listing Optimization and Keyword Strategy:**

- Conduct in-depth keyword research and implement strategies for each listing to maximize search visibility and relevance.
- Optimize product titles, descriptions, images, and attributes to improve search rankings, click-through rates, and conversion rates.

**Imagery & Media:** Ensure high-quality, appealing product imagery and videos that adhere to platform-specific guidelines and effectively showcase artisan products.

#### **Packaging Design and Development:**

- The Agency shall be solely responsible for the end-to-end design and execution of product packaging for the BHARAT TULIP brand.
- The Agency shall ensure packaging is functional, sustainable, and compliant with e-commerce platform requirements and logistics best practices.

The PIA shall deploy a dedicated resource for inventory management and packaging of Bharat TULIP products during order fulfilment, with cost included in the quoted price.

All packaging shall comply with Legal Metrology Act, Consumer Protection Act, environmental norms, and marketplace packaging standards.

• **Customer Service:** Respond promptly and professionally to customer inquiries, reviews, and feedback across all social media handles to uphold a positive brand image and strengthen customer loyalty.

#### **Data Management and Reporting:**

- Maintain accurate and up-to-date product information and pricing across all integrated platforms, and verify stock levels with NBCFDC or relevant stakeholders to ensure consistency.
- Provide regular reports on sales performance, marketplace analytics, and operational efficiency, including actionable insights for continuous improvement.

#### **Compliance and Best Practices:**

- Ensure compliance with all marketplace policies, terms of service, and relevant e-commerce regulations.
- Implement best practices for product photography, content creation, and customer engagement to enhance the online shopping experience and maximize conversions.

#### **5.2.4. Logistics and Fulfilment Integration**

- Integration with third-party logistics (3PL) partners and marketplace logistics systems for forward and reverse logistics.
- Shipment tracking, return management, and delivery confirmation integration with OMS and IMS.
- Coordination of packaging and logistics standards to ensure product safety, sustainability, and brand consistency.

### 5.2.5. Payment Settlement, Reconciliation, and Reporting

- End-to-end management of payment settlements across direct sales and marketplace channels.
- Reconciliation of orders, payments, commissions, logistics charges, refunds, and taxes.
- Periodic settlement statements and MIS reports for NBCFDC and authorized stakeholders.
- Compliance with applicable financial, taxation, and audit requirements.

### 5.3. Inventory Management System (IMS) and Barcoding

- Design, deployment, and management of a **centralized Inventory Management System (IMS)** integrated with:
  - E-commerce website
  - Mobile application
  - All integrated marketplaces
  - Warehousing and dispatch operations
- **Product Barcoding:**
  - Generation, assignment, and management of standardized barcodes (EAN/UPC/QR) for all approved BHARAT TULIP SKUs.
  - Barcode-based inward, outward, and stock movement tracking.
  - Real-time synchronization of stock across platforms to prevent over-selling.
- Inventory planning, threshold alerts, SKU-level tracking, and periodic stock reconciliation in coordination with NBCFDC and artisans.
- Integration of inventory data with **billing and accounting software** used by NBCFDC or its designated agencies.

### 5.4. Social Media Management (SMM)

The **bidder** will develop and implement a dynamic social media strategy to build BHARAT TULIP's brand presence, engage with target audiences, promote artisan products, and drive traffic to various e-commerce marketplaces. The SMM strategy should encompass content creation, community management, and campaign execution across relevant platforms.

#### 5.4.1. Key SMM Deliverables

#### Social Media Strategy Development:

- Identification of target audience demographics and preferred social media platforms (e.g., Facebook, Instagram, Twitter, YouTube, Pinterest, LinkedIn).
- Development of content pillars, tone of voice, and posting guidelines. Competitive analysis of social media presence.

#### Content Creation and Curation

The Bidder shall be responsible for the **planning, creation, approval, and publication of social media content** across identified platforms, strictly as per the content calendar approved in advance by the **NBCFDC authorized official**. The minimum mandatory content deliverables shall be as follows:

### **Instagram and Facebook**

- Creation and publishing of **two (02) posts per day on each platform**, amounting to a total of **sixty (60) posts per month per platform**.
- Content shall include a mix of **static creatives, carousels, short-form videos/reels, GIFs, animations, and interactive formats** such as polls and quizzes.

### **X (formerly Twitter) and LinkedIn**

- Creation and publishing of **one (01) post per working day on each platform, amounting to a minimum of twenty (20) posts per month per platform**.
- Content shall focus on platform-appropriate formats including **text-led creatives, images, infographics, short videos, and informational updates**.

### **YouTube and Public App**

- Creation and publishing of a minimum of **five (05) videos per month**, comprising:
- **Four (04) non-shoot videos** (motion graphics, animations, repurposed content, explainers, etc.), and
- **One (01) shoot-based video** (professionally shot product, process, or artisan story video).

### **Content Development Standards**

- All content shall be **engaging, visually appealing, and aligned with the BHARAT TULIP brand guidelines**.
- Captions and calls-to-action shall be crafted in **Indian English**, ensuring clarity, inclusivity, and audience relevance.
- The Bidder shall curate **user-generated content (UGC)**, testimonials, and **relevant industry or sectoral news**, subject to approval.
- A **centralized photo and video asset bank** covering artisan products, production processes, and impact stories shall be created and periodically updated.

### **Approval and Compliance**

- All content shall be published **only after prior review and approval** from the designated NBCFDC official.
- Any deviation from the prescribed volumes shall require **explicit written approval** from NBCFDC.

### **Social Media Storefront Setup**

- Set up and configure **Instagram Shops, Facebook Shops**, and other relevant social storefronts.
- Upload and categorize BHARAT TULIP products accurately, ensuring proper tagging, pricing, and descriptions.
- Ensure seamless integration with e-commerce operations and compliance with platform

policies.

### **Community Management and Engagement:**

- Daily monitoring of social media channels for comments, messages, and mentions.
- Prompt and professional responses to queries and feedback.
- Initiating and participating in relevant conversations to build a strong online community around BHARAT TULIP.
- Running contests, polls, and Q&A sessions to boost engagement.

### **5.5. Search Engine Optimization (SEO)**

- The agency shall develop and implement **comprehensive SEO, AI-led optimization, and organic discoverability strategies** to improve the visibility of the BHARAT TULIP website across major search engines, AI-driven search environments, and digital discovery platforms, drive organic traffic, and enhance search rankings for relevant keywords. The strategy shall cover technical, on-page, off-page, and AI-assisted optimization methodologies.

#### **5.5.1. Key SEO Deliverables**

##### **Keyword Research and Analysis:**

- **Identification of relevant conversational, AI-search, and answer-oriented keyword opportunities, wherever applicable.**
- Conduct extensive research to identify high-volume, relevant, and seasonal keywords related to artisan products, Indian crafts, the BHARAT TULIP Initiative, and NBCFDC objectives.
- Competitor keyword gap analysis to identify untapped opportunities.
- Incorporate insights from seasonal demand trends for festivals, exhibitions, and craft fairs.

##### **On-Page Optimization:**

- Optimization of content structure and metadata for improved visibility across search engines and AI-enabled search experiences, wherever applicable.
- Optimization of website content, meta titles, meta descriptions, header tags, and image alt attributes (including accessibility compliance for screen readers).
- Internal linking strategy and SEO-friendly URL structure.
- Content gap analysis with recommendations for new, keyword-rich landing pages and blog content.

##### **Technical SEO:**

- Optimization for website crawlability, indexability, and Core Web Vitals.
- XML sitemap and robots.txt creation and optimization.
- **Schema markup implementation for enhanced SERP visibility (rich snippets).**
- HTTPS/SSL setup for site security.
- Website speed optimization and mobile responsiveness.
- Broken link identification and resolution.

##### **Off-Page Optimization (Link Building & Digital PR):**

- Acquisition of high-quality backlinks from reputable and thematically relevant websites.
- Strategic outreach to craft-related blogs, digital media, and industry influencers.
- Digital PR campaigns to promote artisan success stories and NBCFDC initiatives.

### **Regional & Event-based Discoverability (if applicable):**

- Optimization for region-specific, craft-specific, exhibition-related, and event-based search queries relevant to artisan clusters, fairs, exhibitions, and retail initiatives.
- Support multilingual and regional discoverability strategies, wherever applicable.

### **Performance Monitoring, Analytics & Strategy Reviews:**

- Continuous monitoring of keyword rankings, organic traffic, user engagement, and conversions.
- Monthly SEO performance reports with actionable insights.
- Quarterly strategy review sessions to adapt SEO tactics based on analytics and evolving objectives.
- Use of industry-standard SEO tools (Google Analytics, Search Console, GTM, Looker Studio, SEMrush, Ahrefs, etc.) for tracking and reporting.

### **Performance Marketing**

- Development and execution of targeted **paid social media and digital campaigns** to enhance brand visibility, increase platform and marketplace traffic, and support outreach and sales objectives under the BHARAT TULIP Initiative.
- Audience segmentation, campaign planning, ad creative development, media budget management, and campaign optimization.
- A/B testing, audience analysis, and optimization of campaigns across relevant digital and social media platforms.
- Periodic performance reporting covering reach, engagement, impressions, click-through rates, traffic, and campaign effectiveness.

### **Influencer Marketing & Digital Collaborations**

- Identification and engagement of relevant influencers, content creators, artisans, digital communities, and sector-specific collaborators aligned with the objectives of the BHARAT TULIP Initiative.
- Execution of influencer-led campaigns and digital collaborations for promotion of artisan products, exhibitions, campaigns, events, and related initiatives across relevant digital and social media platforms.
- Coordination and management of influencer onboarding, content planning, publishing schedules, and campaign execution in consultation with NBCFDC.
- Monitoring of influencer activities, audience engagement, reach, and campaign performance across platforms.
- Submission of periodic reports on influencer outreach, engagement metrics, content performance, and campaign outcomes.

### **Event and Exhibition Coverage:**

- Live coverage of BHARAT TULIP-related events, exhibitions, and artisan workshops through

social media stories, live videos, and real-time updates.

- Pre-event and post-event promotional activities to maximize reach and engagement.
- Creation of event-specific hashtags and campaigns.

#### **Performance Monitoring and Reporting:**

- Monthly social media performance reports, including key metrics like reach, engagement, follower growth, marketplace traffic from social media, and conversion rates.
- Analysis of campaign performance and recommendations for continuous improvement.

#### **Compliance & Security**

- The Agency shall ensure all processes and standards are followed to guarantee data security and prevent fraudulent activity. The Agency must comply with the Framework and Guidelines for Use of Social Media for Government Organizations (MeitY), the IT Act, 2000, and related rules/regulations. Any activity required for execution, though not explicitly mentioned, is deemed included in the Scope of Work. The Agency shall be solely responsible for compliance with ASCI guidelines, platform policies, advertising standards, influencer disclosures, and statutory requirements.

#### **5.6. Marketing, Branding, Promotion & Retail Visibility (Digital & Non-Digital)**

- The Agency shall plan and execute integrated marketing, branding, promotional, and retail visibility initiatives, including both digital and offline activities, to enhance the visibility, outreach, and market presence of the BHARAT TULIP brand and products.

#### **Digital Marketing:**

- **Social media campaigns, influencer collaborations, SEO-driven content, performance marketing, email marketing, and paid digital campaigns.**
- Promotion of artisan products, exhibitions, campaigns, and initiatives across relevant digital platforms.

#### **Non-Digital / Offline Branding & Promotion:**

- Design and execution of branding and promotional materials such as brochures, catalogues, posters, banners, standees, and point-of-sale (POS) materials.
- Support for branding and visibility requirements at exhibitions, fairs, retail outlets, events, and partner locations, wherever applicable.
- Development of **artisan stories, blogs, newsletters, and success case studies** for use across both digital and offline platforms.
- Management of customer reviews, ratings, and brand reputation across platforms.

#### **5.7. Performance Marketing:**

**Performance Marketing/Paid Campaigns:** The bidder will plan, develop, and execute targeted paid campaigns across e-commerce platforms and social media to drive traffic and sales. Activities include audience segmentation, ad creative development, budget management, A/B testing, and ongoing campaign optimization.

- **Organic Campaigns / Marketplace & Social Media Optimization:** For sales generated through organic channels, including marketplace optimization and integrated organic social media strategies.
- **Performance Marketing / Paid Campaigns:** For paid campaigns, the paid advertisement budget shall be borne by NBCFDC, subject to prior internal approval of the marketing budget by the Competent Authority. No paid campaign shall be initiated by the selected Agency without such approval.

### 5.8 Component-wise Financial Quote Allocation

The bidder shall mandatorily quote the financial bid in accordance with the component-wise percentage distribution specified below. The percentage allocation shall be calculated on the total quoted bid amount and shall remain fixed for evaluation, billing, milestone payments, and performance-linked payments.

Any deviation from the prescribed percentage allocation may render the bid non-responsive and liable for rejection. The bidder shall clearly mention the component-wise breakup in the financial proposal in the format prescribed below:

S.No.	Scope Component	Percentage of Total Bid Amount
1	E-Commerce Website Development, Android & iOS Mobile Application Development	25%
2	Inventory Management System (IMS) & Barcoding	10%
3	Search Engine Optimization (SEO)	10%
4	Social Media Management (SMM)	30%
5	E-Commerce Operations & Marketplace Integration	15%
6	Marketing, Branding, Promotion & Retail Visibility (Digital & Non-Digital)	10%

	<b>Total</b>	<b>100%</b>
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## Broad Scope Components

The scope of work under this engagement shall broadly include the following components:

1. E-Commerce Website Development
2. Android & iOS Mobile Application Development
3. Inventory Management System (IMS) & Barcoding
4. Search Engine Optimization (SEO)
5. Social Media Management (SMM)
6. E-Commerce Operations & Marketplace Integration
7. Marketing, Branding, Promotion & Retail Visibility (Digital & Non-Digital)
8. WhatsApp Business Integration & Support
9. Performance Marketing & Paid Campaign Support
10. Product Catalogue Development, Packaging & Media Management

All other provisions, deliverables, technical specifications, operational requirements, compliance obligations, reporting requirements, and performance obligations under Clause 5 and its sub-clauses shall remain applicable in entirety.

## 6. TERMS AND CONDITIONS

This section outlines the general terms and conditions that will govern the engagement between NBCFDC and the selected agency. Bidders are required to accept these terms and conditions as part of their proposal.

### 6.1. Contract Period

The engagement shall initially be for a **period of one (1) year** from the date of signing of the Agreement, subject to satisfactory performance, milestone achievement, and periodic reviews by NBCFDC. **The contract may further be extended for a period of up to two (2) additional years**, on a yearly basis, subject to satisfactory performance, mutual agreement, and approval of the competent authority.

### 6.2 Minimum Sales Commitment & Performance-Linked Payment Adjustment

#### 6.2.1 Minimum Sales Commitment

The Total contract/value of the work allocated to the selected agency under this contract shall be treated as the sales target for Bharat TULIP products for the first year, calculated from the date of signing of the Agreement.

#### 6.2.2 Project Timeline & Milestones

##### a. Implementation & Operational Phase

- i. The selected bidder shall complete the design, development, testing, and successful go-live of the following components within **three (03) months** from the date of signing of the Agreement:
  - Bharat TULIP e-commerce website
  - Android and iOS mobile applications
  - Centralized Inventory Management System
  - Onboarding of Bharat TULIP products on approved e-commerce marketplaces
- ii. Within **one (01) month** from the date of signing of the Agreement, the bidder shall prepare and submit a **detailed 180-day Go-to-Market (GTM) Business Plan**, which shall include, inter alia:

- Market and customer segmentation
- Identified sales and distribution channels
- Customer acquisition and marketing strategy
- Pricing and promotion strategy
- Defined milestones
- Month-wise sales projections

### 6.2.3. Milestone-Based Payment Structure

1. **Sixty percent (60%)** of the total professional fees shall be payable against approved implementation and operational milestones, as defined in the Agreement.
2. **The remaining forty percent (40%) of the total professional fees** shall be performance-linked and released based on achievement of agreed sales and performance targets under the BHARAT TULIP Initiative.

Component	60% of Total Cost		40% of total cost (Performance linked)
<b>E-Commerce Website and Mobile App (Android and IOS) Development</b>	20% on SRS approval	40% on successful development & deployment	40% as Performance-Linked Payment (PLP) released as per Clause 6.2.4 based on sales achievement.
<b>E-Commerce Operations and Marketplace integration (Onboarding, SKU listing, Cataloguing, Platform integration, training and optimisation, Photography and videography etc.)</b>	20% on initiation	40% on completion of onboarding deliverables	40% as PLP released upon achievement of committed sales targets.
<b>Inventory Management System (IMS)</b>	20% on SRS approval	40% on successful development & deployment	40% as PLP released in accordance with Clause 6.2.4.
<b>Social Media Management Retainer</b>	60% of the monthly payable amount on invoicing post performance review and submission of reports		40 % of the annual retainer treated as PLP linked to sales achievement.
<b>Search Engine Optimization (SEO) Retainer</b>	60% of the monthly payable amount on invoicing post performance review and submission of reports		40% of the annual retainer treated as PLP linked to sales achievement
<b>Marketing, Branding, Promotion &amp; Retail Visibility</b>	20% on approval of marketing strategy and initiation of activities	40% on successful completion of deliverables	remaining 40% as PLP linked to achievement of agreed targets and performance parameters
<b>Paid Campaigns / Performance Marketing (Optional)</b>	Executed only with prior approval, 100% advance funded, excluded from financial evaluation but considered for overall performance assessment.		

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3. Performance-linked payments shall be released as per the following achievement structure:

#### 6.2.4 Performance-Linked Payment Release

a. The balance amount of the performance-linked portion i.e. 40% of total value, if any, corresponding to the shortfall in target achievement, shall not be payable to the bidder.

Sales Achieved (% of Target)	Performance-Linked Payment Release
0% - 9%	Nil
10%- 19%	10% of the balance 40% of the Performance-Linked Amount
20% - 29%	20% of the balance 40% of the Performance-Linked Amount
30% - 39%	30% of the balance 40% of the Performance-Linked Amount
40%-49%	40% of the balance 40% of the Performance-Linked Amount
50%-59%	50% of the balance 40% of the Performance-Linked Amount
60%-69%	60% of the balance 40% of the Performance-Linked Amount
70%-79%	70% of the balance 40% of the Performance-Linked Amount
80%-89%	80% of the balance 40% of the Performance-Linked Amount
90%-99%	90% of the balance 40% of the Performance-Linked Amount
100%	100% of the balance 40% of the Performance-Linked Amount

b. **The minimum sales target will be equivalent to the total contract value of the work allocated, the agency shall be eligible for 33% of the net profit margin generated over and above the minimum sales target, subject to verification and approval by NBCFDC.**

c. The balance amount corresponding to any shortfall in target achievement shall not be payable to the bidder.

d. This performance-linked release mechanism shall operate in conjunction with the milestone-based payment structure and shall not prejudice the Company's right to review contract continuation into subsequent years, as per the relevant contract provisions.

#### 6.2.5. Sales Performance Measurement

a. Sales performance shall be evaluated at the end of the contract period based on actual, verified net sales data generated through the Bharat TULIP website, mobile applications, onboarded e-commerce marketplaces, corporate orders, bulk orders, any other sales generated through the leads by the agency.

b. Sales figures shall be validated through platform dashboards, transaction records, and reconciliation statements approved by NBCFDC.

### 6.2.6 Mode of Adjustment / Non-Release

- a. The performance-linked portion of professional fees shall be released only upon verification of sales achievement against the committed targets, duly certified by the Company / authorized authority.
- b. Any amount corresponding to unachieved sales targets shall be treated as non-payable and shall not be released to the bidder. No separate recovery proceedings shall be required for the same.
- c. Since such amounts constitute performance-linked, conditional payments, no interest shall be payable on any portion withheld or not released due to shortfall in performance.

### 6.2.7. Stringency Provisions

- a. The bidder shall ensure **continuous marketing, platform optimization, catalogue management, and campaign execution** throughout the sales period to achieve the committed target.
- b. Failure to complete the development and onboarding milestones within the prescribed **three-month period** shall proportionately reduce the effective sales period and **shall not be a valid ground** for seeking waiver of the minimum sales commitment.

### 6.2.8. Bidder-Friendly Safeguards

- a. No deduction shall be applicable if the bidder achieves **100% or more** of the committed sales target.
- b. In case shortfall in sales is attributable to **factors beyond the bidder's control**, including but not limited to:
  - Delay in availability or replenishment of inventory by NBCFDC or its stakeholders
  - Delay in approvals, content sign-off, or pricing decisions
  - Force majeure events

NBCFDC may consider **reasonable relaxation or proportionate reduction** of the sales target, subject to documentary evidence and approval of the competent authority.

- c. The total deduction shall be **limited to the value of the contract** and no additional penalty shall be imposed beyond the payment adjustment specified herein.

### 6.2.9. Review & Final Decision

- a. Sales performance shall be reviewed at the end of the contract period, and NBCFDC may also conduct **quarterly performance reviews** for monitoring purposes.
- b. The decision of NBCFDC regarding sales assessment, applicability of deduction, and payment adjustment shall be **final and binding** on the bidder.

### 6.3 Participation through Joint Venture (JV) / Consortium

- a. Considering the **large, multi-dimensional scope of work** envisaged under this tender, **Joint Ventures (JV) / Consortia** of eligible entities shall be **permitted to participate** in the bidding

process being issued by **National Backward Classes Finance & Development Corporation (NBCFDC)**.

b. In the case of a JV / Consortium, **one entity shall be designated as the Lead Member**, who shall act as the **single point of contact** for NBCFDC and shall be **fully responsible for overall coordination, contract management, and delivery of the complete scope of work**, including achievement of the prescribed sales targets.

c. All members of the JV / Consortium shall be **jointly and severally liable** to NBCFDC for the due performance of the contract, including execution of the entire scope of work, compliance with all contractual obligations, and achievement of performance and sales targets.

d. The **roles, responsibilities, and scope of work of each JV / Consortium member** shall be **clearly defined and submitted along with the bid**, on the **letterhead of the Lead Member**, duly signed by the authorized signatories of all JV / Consortium partners.

e. The bidder shall submit a **legally binding JV / Consortium Agreement or Memorandum of Understanding (MoU)** as part of the bid submission, clearly outlining, inter alia:

- i. Scope allocation among the JV / Consortium members;
- ii. Governance and decision-making structure;
- iii. Roles and responsibilities of each partner; and
- iv. Revenue sharing and payment distribution mechanisms among the JV / Consortium members.

f. **All performance evaluations**, including assessment of performance-linked milestones, achievement of sales targets, and eligibility for continuation into subsequent contract years, shall be **carried out at the JV / Consortium level**, as determined by NBCFDC.

g. **All payments**, including professional fees, performance-linked payments, and revenue-sharing commissions (as applicable), shall be **released only to the Lead Member**. The Lead Member shall be solely responsible for distribution of payments among JV / Consortium members, and **NBCFDC shall have no liability or responsibility** towards any JV / Consortium member other than the Lead Member.

h. Any change in the **composition of the JV / Consortium**, including substitution or withdrawal of any member, shall not be permitted without the **prior written approval of NBCFDC**.

NBCFDC shall have the right to terminate the contract in the event of dissolution, restructuring, or exit of any member of the JV / Consortium without prior approval.

#### **6.4 Payment Terms (Milestone-Based & Performance-Linked Release)**

All payments shall be linked to the successful completion of milestones and deliverables defined in the Scope of Work (SOW). A specified portion of the professional fees under applicable components shall be treated as performance-linked, the release of which shall be governed by the provisions of Clause 6.2.4 (Performance-Linked Payment Release)

1. E-Commerce Website Development Payment shall be released in three tranches, subject to milestone approval and performance compliance:
  - a. 20% upon approval of the Software Requirements Specification (SRS).
  - b. 40% upon successful development and deployment of the website as per the approved SRS.
  - c. 40% of the total component cost shall be designated as performance-linked and released only in accordance with sales target achievement under Clause 6.2.4.
  
2. E-Commerce Onboarding Payment shall be released in two tranches:
  - a. 20% upon initiation of onboarding activities.
  - b. 40% upon successful completion of onboarding deliverables as defined in the SOW.
  - c. 40% of the total onboarding fees shall be treated as performance-linked and released based on achievement of committed sales targets.
  
3. Inventory Management Software (IMS) Payment shall be released in three tranches:
  - a. 20% upon approval of the Software Requirements Specification (SRS).
  - b. 40% upon successful development and deployment of the IMS as per the approved SRS.
  - c. 40% of the total IMS cost shall be performance-linked and subject to release as per Clause 6.2.4.
  
4. Social Media Management Retainer
  - a. Invoices shall be raised on a monthly basis.
  - b. Payments shall be released post monthly performance review with the BHARAT TULIP Point of Contact (POC) and submission of proof of execution and analytics reports.
    - i. 40% of the annual retainer value, shall be treated as performance-linked and released in accordance with sales achievement levels.
  
5. Search Engine Optimization Management (SEO) Retainer
  - a. Invoices shall be raised on a monthly basis.
  - b. Payments shall be released post monthly performance review with the BHARAT TULIP Point of Contact (POC) and submission of proof of execution and analytics reports.
  - c. 40% of the annual retainer value, shall be treated as performance-linked and released in accordance with sales achievement levels.
  
6. Marketing, Branding, Promotion & Retail Visibility (Digital & Non-Digital)
  - a. **20%** upon approval of marketing strategy and initiation of activities.

- b. **40%** upon successful completion of deliverables as defined in the Scope of Work.
- c. Remaining **40%** shall be performance-linked and released based on achievement of agreed targets and performance parameters.

#### 7. Paid Campaigns / Performance Marketing (Optional Component)

- a. This component is optional and shall be executed only upon prior written approval.
- b. Activities shall be 100% advance funded.
- c. Payments under this head shall remain outside the scope of financial evaluation; however, campaign outcomes shall be considered for overall performance assessment where applicable.

#### **Explanatory Provision**

- a. The performance-linked portion across components shall collectively form the Year-1 Performance-Linked Payment Pool, which shall be released in accordance with the slab-wise sales achievement structure defined under Clause 6.2.4.
- b. Release of non-performance-linked milestone payments shall not be withheld subject to satisfactory completion of deliverables; however, the performance-linked portion shall remain contingent upon verified sales performance.

#### **6.5. Ownership of Developed Assets & Handover**

All developments undertaken under the Scope of Work, including but not limited to the e-commerce website, mobile applications (iOS and Android), and inventory management software, along with their source code, databases, APIs, integrations, documentation, designs, and related deliverables, shall be the sole and exclusive property of NBCFDC for the Bharat Tulip brand. The selected agency shall have no ownership rights, claims, or usage rights over the developed assets in any form, either during the contract period or after completion/termination of the project. Upon completion or at any stage as directed, the agency shall ensure full and proper handover of the complete source code, repositories, credentials, deployment architecture, API documentation, technical documentation, user manuals, and help-center/support documents to the designated NBCFDC officials, in a structured and usable format, to enable independent operation, maintenance, and future scalability of all development components.

All digital assets including domains, hosting, repositories, social media accounts, ad accounts, marketplace seller accounts, WhatsApp Business API, analytics tools and dashboards shall be created in the name of NBCFDC and administered through credentials controlled by NBCFDC.

#### **6.6. Confidentiality**

The selected agency shall maintain strict confidentiality of all information, data, and documents shared by NBCFDC during the course of the engagement. The agency shall not disclose any confidential information to any third party without prior written consent from NBCFDC.

NBCFDC shall be the sole and absolute owner of all deliverables from the date of creation (work made for hire). No residual licence or usage rights shall remain with the Agency.

The Agency shall disclose all third-party tools, frameworks, or libraries used.

The Agency shall ensure that no open-source or third-party components having restrictive or viral licensing conditions are used without prior written approval of NBCFDC.

The Agency shall comply with all applicable data protection and IT laws and shall not store, process, or transfer NBCFDC or customer data outside India without prior written approval.

Upon termination, all data shall be returned and securely erased.

#### **6.7. Intellectual Property Rights**

All intellectual property rights, including copyrights, in any work, content, designs, software, or other materials developed by the agency specifically for NBCFDC under this contract shall exclusively belong to NBCFDC upon full payment for the services.

##### **Irrevocable Assignment:**

Upon receipt of final payment, the Agency shall execute an Irrevocable Assignment Deed in favour of NBCFDC, transferring all Intellectual Property Rights, including copyrights, source code, designs, creatives, software, documentation, and allied deliverables developed under this contract, without any residual rights or claims.

#### **6.8. Governing Law and Jurisdiction**

The contract shall be governed by and construed in accordance with the laws of India. Any disputes arising out of or in connection with this contract shall be subject to the exclusive jurisdiction of the courts in New Delhi. All disputes shall be resolved through arbitration under the Arbitration and Conciliation Act, 1996. Venue: New Delhi. Language: English.

#### **6.9. Force Majeure**

Neither party shall be liable for any failure or delay in performing its obligations under this contract if such failure or delay is due to a Force Majeure Event. A Force Majeure Event means an event beyond the reasonable control of a party, including but not limited to acts of God, war, terrorism, riots, natural disasters, epidemics, or government actions.

- Notification within 7 days mandatory
- Right to terminate if event exceeds 60/90 days

#### **6.10. Termination**

NBCFDC reserves the right to terminate the contract, in whole or in part, by giving written notice to the agency, if:

- The agency fails to perform any obligation(s) under the contract.
- The agency becomes bankrupt or otherwise insolvent.
- For convenience, by giving a specified notice period.

##### **Termination for Default (Cure Period):**

NBCFDC shall provide 30 days' written notice to cure breach.

##### **Termination for Convenience:**

NBCFDC may terminate without assigning reasons with 30 days' notice.

**Consequences of Termination:**

- Immediate handover of source code, credentials, dashboards
- Transfer of marketplaces & social handles
- Access to ad accounts
- Settlement only for accepted deliverables
- No compensation for loss of profit

**Notice Period & Exit Management:**

Either party may terminate the contract for convenience by providing a **minimum thirty (30) days' written notice**.

Upon issuance of termination notice, the Agency shall undertake structured exit management, including but not limited to:

- Handover of all project assets, credentials, and documentation
- Transfer of domain control, hosting access, and source code
- Knowledge transfer to NBCFDC or designated agency
- Continuity support during transition period

Exit obligations shall be completed prior to final settlement of dues.

**6.11. Sub Letting/ Sub Contracting**

The selected Agency shall not sub-let, assign, or outsource the whole or substantial part of the contract to any third party without prior written approval of NBCFDC.

Where sub-contracting is permitted, the Agency shall remain fully responsible and liable for performance, quality, timelines, data security, and compliance with all contractual obligations.

Unauthorized sub-letting shall constitute a material breach and may lead to termination and forfeiture of Performance Bank Guarantee. Any approved sub-contracting shall not relieve the Agency of its contractual obligations and liabilities.

**6.12. Order of Precedence**

In the event of any inconsistency between the RFP, Corrigendum, Bidder's Proposal and the Agreement, the following order of precedence shall apply:

- (i) Agreement
- (ii) RFP and its Corrigenda
- (iii) Bid submitted by the Bidder

**6.13. Non-Exclusivity**

NBCFDC reserves the right to engage any other agency, platform, or service provider for similar or related services during the contract period. Such engagement shall not be construed as breach of exclusivity or grounds for any claim by the selected Agency.

**6.14. Indemnity**

The Agency shall indemnify and hold harmless NBCFDC, its officers and employees from and against all claims, losses, damages, penalties, costs and expenses arising out of:

- Infringement of intellectual property rights
- Violation of law, regulation, or platform policy
- Breach of confidentiality
- Data breach or cyber incidents
- Acts or omissions of the Agency, its employees, vendors, or subcontractors

#### 6.15. Change Order

Any change in scope, deliverables, commercials, or timelines shall be valid only through written change order signed by NBCFDC.

## 7. EVALUATION CRITERIA AND SELECTION METHODOLOGY

NBCFDC will adopt a Quality-cum-Cost Based Selection (QCBS) method for evaluating the proposals and selecting the most suitable agency. The evaluation will be conducted in two stages: Technical Evaluation and Financial Evaluation.

### 7.1. Technical Evaluation

The Technical Proposals will be evaluated based on the following criteria and their respective weightages. The technical evaluation will be conducted in two parts:

#### PART - A: Technical Parameters

S. No.	Evaluation Parameter	Criteria	Assigned Marks	Max Score
1	Experience of executing similar projects	One work order more than or equal to ₹ 72 lakhs in last 3 years OR Two works of more than or equal to ₹45 lakhs OR Three works of more than or equal to ₹36 lakhs. (Copy of work orders required)	10	10
2	Similar work Experience E-commerce Website, E-Commerce on boarding and management	One work order 5 marks two or more work orders 10 marks	10	10
3	Similar Work Experience – Branding, Social Media Management (incl. SEO & Paid Campaigns) & Performance Marketing	One work order 5 marks Two or more work orders 10 marks (Video testimonials required from Client Side)	10	10
4	Experience in Events, Exhibitions, Retail Activations & Offline Promotions	Demonstrated experience in event specific social media campaigns, launch activations, or influencer engagement	5	5

		programs. Proof of execution required.		
5	<b>Financial Soundness (Avg. Annual Turnover: FY 2022- 23, 2023-24, 2024-25; based on audited P&amp;L)</b>	Avg. Turnover is greater or equal to ₹50 Cr → 5 Marks Avg. Turnover is greater 100 Cr to 140 Cr → 7 Marks Avg. Turnover > ₹140 Cr → 10 Marks	5–10	10
6	<b>Team Strength (Direct Payroll)</b>	<15 → 0 Marks 15 → 5 Marks 16–30 → 7 Marks >30 → 10 Marks (List with Name, Designation, YOE on Letterhead)	0–10	10
7	<b>Professional Certification / Membership</b>	Valid equivalent industry-recognized certification Such as ASCI, ISO Etc. (proof must be attached).	5	5
<b>Total (A)</b>				60

### PART - B: Technical Presentation

Those bidders who score at least 70% marks both in Part A and Part B separately (i.e. at least 42 marks out of 60 in Part-A and 28 marks out of 40 in part B and at least 70 marks out of 100 in Both Part-A & Part-B) for the Technical Evaluation, will be eligible for the commercial bid opening stage. The presentation will be evaluated on the following parameters:

S. No.	Criteria	Description	Assigned Marks	Max Score
1	Understanding of the work done by <b>NBCFDC for BHARAT TULIP</b> – including creative concepts:	Understanding of the work done by <b>NBCFDC for BHARAT TULIP</b> , demonstrating knowledge of its objectives and target audience. Include at least 1 animated video with voice over, at least 1 GIF, at least 1 still creative, and at least 1 stop motion animation. The importance of underlying content, level of engagement and ease of understanding of the creatives will be taken into account while evaluating them.	5	5

2	BHARAT TULIP E-commerce Website & Android & IOS Apps Development And IMS Development	Bidders shall demonstrate their proposed technology stack, covering all functionalities as specified in the Scope of Work (SOW), along with the proposed website & IMS UI/UX design.	5	5
3	Creative and Strategic Plan for BHARAT TULIP Promotions:	Bidders can pick any one signature project of Central/State Governments and propose creative and strategic plan on how awareness will be created about these projects on social and digital media platforms and outline their plan on how they will go ahead with BHARAT TULIP promotions.	5	5
4	Social Media Management <b>(SMM) and Campaign Strategy for BHARAT TULIP</b>	Development and execution of comprehensive social media strategies to Enhance BHARAT TULIP's online presence and engage with the target audience effectively. This <b>includes content buckets, content calendar, and campaign strategies for various social media platforms.</b>	5	5
5	<b>E-commerce Marketplace Listing &amp; Catalogue Management</b>	Proposed strategy for onboarding artisan products across relevant platforms (Amazon, Flipkart, GEM, niche craft marketplaces, Q-commerce). Includes catalogue optimization, keyword strategy, pricing, and customer service.	5	5
6	<b>Offline Partner ship Expansi on, and Retail Brandi ng &amp; Store Design</b>	Ideas for expanding the Bharat TULIP ecosystem offline through proposed strategic partnerships and design language for stores/malls/ MBOs.	5	5
6	<b>Integration &amp; Synergy Across Channels</b>	Demonstrate how SMM + SEM + Marketplace will work together as one funnel to build brand visibility and sales.	2.5	2.5

7	<b>Packaging Design and Development</b>	Bidders are expected to demonstrate their capability in designing and developing packaging solutions for <b>BHARAT TULIP products that align with the brand's identity</b> and artisan story, ensure compliance with e-commerce packaging standards, and enhance the customer experience. <b>Include examples or mock-ups of innovative</b> , sustainable, and cost-effective packaging solutions, along with the rationale for material selection, design approach, and usability.	2.5	2.5
8	<b>Optional Event &amp; Influencer Campaigns</b>	Strategy for custom campaigns aligned with BHARAT TULIP initiatives, launches, or awareness drives. Include planning, execution, omnichannel promotion, and influencer-led campaigns (nano, micro, macro) to amplify engagement. bidders to detail execution approach, deliverables, rationale for influencer selection, expected reach, and alignment with BHARAT TULIP goals.	2.5	2.5
9	<b>Performance Marketing (Paid Campaigns)</b>	Strategy for running paid campaigns across e-commerce platforms and social media. Must include: audience segmentation, creatives, budget allocation, A/B testing, ROI optimization.	2.5	2.5
<b>Total (B)</b>				<b>40</b>

**Total of PART - A: Technical Parameters and PART - B: Technical Presentation is 100**

**Note: Every bidder will be required to hand over the presentation to NBCFDC for future reference by NBCFDC.**

## 7.2. Financial Evaluation

The financial bids of only those bidders who are technically qualified will be opened. The financial score of the financial bids being considered will be computed as per the formula given below:

$$F_s = (F_{\min} \div F) \times 100$$

Where, \*  $F_s$  is the financial score obtained by a particular financial bid \*  $F$  is the particular financial bid, including taxes \*  $F_{\min}$  is the lowest financial bid, including taxes.

### 7.3. Combined Evaluation and Selection Process

Under the Quality and Cost Based Selection (QCBS) basis, the weightage to Technical and Financial Bids would be 70% and 30% respectively. The bidder securing the highest Composite Bid Score (i.e. Rank 1) will be adjudicated as the most responsive Bidder for award of the contract. The overall score will be calculated as follows:

$$B_n = 0.70 * T_n + 0.30 * F_n$$

Where, \*  $B_n$  = Overall score of bidders \*  $T_n$  = Technical score of the bidder (out of maximum of 100 marks) \*  $F_n$  = Normalized financial score of the bidder

In the event the bid composite bid scores are 'tied', the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Contract.

The committee constituted for evaluation of bids will correct any computation errors, in case of discrepancy. Any bid which does not provide the required information will be treated as a non responsive bid and may be rejected. The bids being considered will be ranked in terms of overall score. The bidder with the highest overall score (H-1) will be considered for award of work. Any effort by or on behalf by the bidders to influence NBCFDC in the examination, evaluation, ranking of bids and recommendation for award of work may result in the rejection of the bidder's bid.

## 8. BID SUBMISSION REQUIREMENTS

Bidders are required to submit their proposals in two separate parts: **Technical Bid** and **Financial Bid**, as detailed below. All submissions must adhere to the specified formats and include all required supporting documents.

### 8.1. Technical Bid Components

The Technical Bid shall contain the following components, submitted in the format provided in **Annexure A**:

#### 1. Company Profile:

- A brief history and background of the company, core competencies, organizational structure, and key personnel relevant to SMM and Marketplace Management.

#### 2. Understanding of Requirements:

- Detailed understanding of the BHARAT TULIP initiative, interpretation of project scope and objectives, and identification of key challenges with proposed solutions for E-commerce Website, Android & IOS Apps, SMM and Marketplace Management.

#### 3. Proposed Methodology:

- Detailed approach for **Social Media Management**, including content strategy, creative development (GIFs, images, reels, stop-motion), campaign

- management, engagement strategy, and performance marketing/paid campaigns.
- Bidders are required to present the proposed technology stack, clearly demonstrating compliance with all functional requirements outlined in the Scope of Work (SOW), including the website's UI/UX framework.
- Detailed approach for **E-Commerce Website, E-commerce Marketplace Management**, including product listing, platform optimization, sales-driving campaigns, paid campaign strategy, and revenue share model.

#### 4. Project Team:

- Team structure and hierarchy, profiles of key personnel with their qualifications and experience, and a roles and responsibilities matrix.

#### 5. Work Plan and Timeline:

- A detailed project schedule with milestones, resource allocation plan, risk management strategy, and quality assurance measures.

#### 6. Past Experience:

- A list of similar projects completed (minimum 3) in SMM and/or Marketplace Management with client details, project scope, duration, value, and key achievements.
- Include completion certificates or testimonials as proof of work.

#### 7. Technical Infrastructure:

- Details of tools, software, hardware, and security measures used for SMM and Marketplace Management. Include scalability provisions and backup/disaster recovery measures.

#### 8. Innovation and Value Addition:

- Innovative solutions proposed, additional services or benefits offered, technology upgrades, and a roadmap for maximizing BHARAT TULIP's digital impact.

### 8.2. Financial Bid Components

The Financial Bid shall contain **only the financial proposal**, clearly itemizing costs for all services and deliverables related to SMM and Marketplace Management as per the prescribed format in **Annexure C**

The financial bid must be submitted separately and should not contain any technical information.

### 8.3. Supporting Documents

Bidders must submit all supporting documents as required by this RFP, including but not limited to:

Self-Declaration for Non-Blacklisting (**Annexure D**)

Format for Performance Bank Guarantee (**Annexure E**)

Format for Client Testimonials (**Annexure F**)

Service Level Agreement Format (**Annexure G**)

Format for Annual Turnover Certificate (**Annexure H**)

## 9. ANNEXURES

### Annexure A:

#### Bid Submission Form

Field	Details
<b>Name of the Bidder</b>	
<b>Registered Office Address</b>	
<b>Contact Person</b>	
<b>Designation</b>	
<b>Phone Number</b>	
<b>Email Address</b>	
<b>GST Registration Number</b>	
<b>PAN Number</b>	
<b>Date of Incorporation</b>	
<b>Legal Status</b>	(Company/Partnership/LLP/Others)

<b>Annual Turnover (Last 3 Years)</b>	FY 2024-25: ₹ ____ FY 2023-24: ₹ ____ FY 2022-23: ₹ ____
<b>EMD Details</b>	Amount: ₹ ____ Mode: DD/BG/Online Reference No.: ____
<b>MSME Registration</b>	Yes/No If Yes, Registration No.: ____

**Declaration:** We hereby declare that all the information provided above is true and correct to the best of our knowledge and belief.

**Yours faithfully,**

**(Signature of Authorized Signatory)**

**Name:**

**Designation:**

**Address:**

**Date:**

Annexure B:  
**Technical Proposal Format**

S. No.	Section	Details to be Provided
1.	<b>Company Profile</b>	<ul style="list-style-type: none"> <li>• Brief history &amp; background of the company</li> <li>• Core competencies in SMM &amp; Marketplace Management</li> <li>• Organizational structure and key personnel</li> <li>• Financial highlights (last 3 years)</li> </ul>
2.	<b>Understanding of Requirements</b>	<ul style="list-style-type: none"> <li>• Understanding of BHARAT TULIP initiative &amp; objectives</li> <li>• Key challenges in digital reach &amp; marketplace growth</li> <li>• <b>Proposed solutions</b></li> </ul>
3.	<b>Proposed Methodology</b>	<ul style="list-style-type: none"> <li>• Detailed approach for <b>Social Media Management</b>: content strategy, campaign planning, paid ads, community engagement.</li> <li>• Bidders are required to present the proposed technology stack for E-commerce website and Android and IOS apps, clearly demonstrating compliance with all functional requirements outlined in the Scope of Work (SOW), including the website's &amp; Apps UI/UX framework.</li> <li>• Detailed approach for <b>E-commerce Marketplace Management</b> (SKU listing, catalogue optimization, campaigns, seller dashboard mgmt.)</li> <li>• <b>Performance Marketing &amp; Incentive Model</b>: (Fixed fee + Performance-based incentive on incremental sales, rationalized with campaign outcomes)</li> </ul>
4.	<b>Project Team</b>	<ul style="list-style-type: none"> <li>• Team structure and hierarchy</li> <li>• Key personnel profiles with experience details</li> <li>• Roles and responsibilities matrix</li> <li>• CV of key team members</li> </ul>
5.	<b>Work Plan and Timeline</b>	<ul style="list-style-type: none"> <li>• Detailed project schedule with milestones</li> <li>• <b>Content calendar &amp; campaign rollout plan</b></li> <li>• Resource allocation plan</li> </ul>
		<ul style="list-style-type: none"> <li>• Quality assurance measures</li> </ul>
6.	<b>Past Experience</b>	<ul style="list-style-type: none"> <li>• List of similar projects completed (minimum 3)</li> <li>• Client details, project scope, duration, value</li> <li>• Key achievements and outcomes</li> </ul>
7.	<b>Tools &amp; Platforms</b>	<ul style="list-style-type: none"> <li>• Tools for scheduling, listening, analytics, marketplace dashboards</li> <li>• Ad optimization &amp; reporting systems</li> </ul>
8.	<b>Innovation and Value Addition</b>	<ul style="list-style-type: none"> <li>• Innovative solutions proposed</li> <li>• AI/automation-driven campaign optimization</li> <li>• Creative innovations (AR filters, reels-first approach)</li> <li>• Marketplace bundling, combo offers &amp; influencer integration</li> </ul>

**Yours faithfully,**

**(Signature of Authorized Signatory)**

**Name:**

**Designation:**

**Address:**

**Date:**

**Annexure C:**

**Financial Proposal Format**

S. No.	Service Package	Scope / Inclusions	Unit	Qty	Rate (₹)	Total Amount (₹) (GST Inc)	Notes / Payment Model
1	<b>E-commerce Website, Android and IOS Apps Development</b>	Design, development, and deployment of e-commerce website and Android & iOS mobile applications as per SOW, including UI/UX, SKU uploads, content and category creation, SEO-friendly structure, and SSL-secured implementation. As per SOW	One time Fixed Cost for 12 Months	12 months	NA	₹ ___/- Yearly	As per Payment Terms
2	<b>E-commerce Operations &amp; Marketplace Integration</b>	Marketplace (SKU listing, cataloguing, platform integration, training & optimization)	Per SKU Cost for 6 E-commerce Platforms & 1000 SKU's Minimum* on each platform	One time	₹ ___ Per SKU Cost	₹ ___ 1000 SKU Cost	
3	<b>Centralized IMS Development</b>	Design, development, and deployment of a <b>centralized inventory management system</b> integrated with the e-commerce website and Android & iOS mobile applications, as per the SOW, enabling real-time SKU management, unified stock tracking across platforms. As per SOW	One time Fixed Cost for 12 Months	12 Months	NA	₹ ___ Yearly	As per Payment Terms

4	<b>Social Media Management (SMM) Package</b>	Comprehensive Social Media Management (Strategy, Content Calendar, Content Creation & Posting, Community Management, Reporting & Analytics, Event Coverage, and up to 1-2 organic campaigns per quarter) as per SOW	Monthly	12	₹ __ / monthly	₹ __ Yearly	Fixed monthly retainer
5	<b>Search Engine Optimization (SEO) Management</b>	SEO services including keyword research, on-page and technical optimization, link building, analytics, and performance driven strategies to enhance the digital visibility and discoverability of BHARAT TULIP and artisan products.	Monthly	12	₹ __ / monthly	₹ __ Yearly	Fixed monthly retainer
6	<b>Marketing, Branding, Promotion &amp; Retail Visibility</b>	Integrated digital and offline marketing, branding, and promotional activities to enhance the visibility, outreach, and market presence of BHARAT TULIP and artisan products.	As Per Sow	One time	NA	₹ __	As per Payment Terms

<b>Total Project Cost</b>	₹ _____
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## Notes & Payment Terms:

- All prices should be quoted in Indian Rupees (₹) inclusive of all taxes, duties, and charges.
- The number of SKUs shall be increased as per requirement and the proposed per SKU cost shall be applicable. Payment shall be made on pro-rata basis.
- Ad spend of ₹10 lakh allocated for paid campaigns is solely for evaluation purposes. The actual advertising budget will be finalized after the selection of the Project Implementing Agency (PIA).
- Event and influencer campaigns are **additional services**; evaluated under **Technical Proposal**, not financial bid.
- One-time costs billed per platform; future platforms follow unit price quoted by bidder.

## Paid Campaigns / Performance Marketing:

- Treated as optional; final decision on inclusion rests with NBCFDC after PIA selection..
- Activities require pre-approval and will be 100% advance-funded.
- Quotation is for pre-evaluation only and will not be considered for financial evaluation.

## Payment Terms:

- **E-Commerce Website Development:** 20% on SRS approval, 40% on successful development & deployment, and 40% as Performance-Linked Payment (PLP) released as per Clause 6.2.4 based on sales achievement.
- **E-Commerce Onboarding:** 20% on initiation, 40% on completion of onboarding deliverables, and 40% as PLP released upon achievement of committed sales targets.
- **Inventory Management Software (IMS):** 20% on SRS approval, 40% on successful development & deployment, and 40% as PLP released in accordance with Clause 6.2.4.
- **Social Media Management Retainer:** Payable on monthly invoicing post performance review and submission of reports, with 40% of the annual retainer treated as PLP linked to sales achievement.
- **Search Engine Optimization (SEO) Retainer:** Payable on monthly invoicing post performance review and submission of execution and analytics reports, with 40% of the annual retainer treated as PLP linked to sales achievement.
- **Marketing, Branding, Promotion & Retail Visibility:** 20% on approval of marketing strategy and initiation of activities, 40% on successful completion of deliverables, and remaining 40% as PLP linked to achievement of agreed targets and performance parameters.
- **Paid Campaigns / Performance Marketing (Optional):** Executed only with prior approval, 100% advance funded, excluded from financial evaluation but considered for overall performance assessment.

**Yours faithfully,**

**(Signature of Authorized Signatory)**

**Name:**

**Designation:**

**Address:**

**Date:**

**Annexure D:**

**Self-Declaration for Non-Blacklisting**

Field	Details
<b>Name of the Bidder</b>	
<b>Registration Number</b>	
<b>Date</b>	

**SELF-DECLARATION**

We, \_\_\_\_\_ (Name of the Company/Firm), hereby declare and undertake that:

S. No.	Declaration	Yes/No
1.	Our company/firm has not been blacklisted/debarred by any Central Government, State Government, PSU, or any other government agency in India.	
2.	No criminal case is pending against our company/firm or its directors/partners.	
3.	Our company/firm has not been declared insolvent or bankrupt.	
4.	We have not been involved in any fraudulent or corrupt practices.	
5.	All information provided in our bid is true and accurate to the best of our knowledge.	

We understand that if any of the above declarations are found to be false or incorrect at any stage, our bid will be rejected and we may be debarred from participating in future tenders.

**Yours faithfully,**

**(Signature of Authorized Signatory)**

**Name:**  
**Designation:**  
**Address:**  
**Date:**

**Annexure E:**

**Format for Performance Bank Guarantee**

**To:** National Backward Classes Finance & Development Corporation (NBCFDC)

**PERFORMANCE BANK GUARANTEE**

<b>Field</b>	<b>Details</b>
<b>Guarantee Number</b>	
<b>Date of Issue</b>	
<b>Beneficiary</b>	National Backward Classes Finance & Development Corporation (NBCFDC)
<b>Contractor</b>	[Name of Selected Agency]
<b>Contract Reference</b>	[Contract Number and Date]
<b>Guarantee Amount</b>	₹ ____ (Rupees ____ only)
<b>Validity Period</b>	From: ____ To: ____

**TERMS AND CONDITIONS:**

<b>S. No.</b>	<b>Condition</b>	<b>Details</b>
1.	<b>Guarantee Coverage</b>	This guarantee covers __% of the total contract value.
2.	<b>Invocation Conditions</b>	This guarantee may be invoked in case of breach of contract terms by the contractor.
3.	<b>Claim Process</b>	Claims must be made in writing with supporting documents.
4.	<b>Validity Extension</b>	This guarantee can be extended upon mutual agreement.
5.	<b>Governing Law</b>	This guarantee is governed by Indian laws and subject to Delhi jurisdiction.

**Yours faithfully,**

**(Signature of Authorized Signatory)**

**Name:**

**Designation:**

**Address:**

**Date:**

**Annexure F:**  
**Format for Client Testimonials**

Field	Details
<b>Client Name</b>	

<b>Organization</b>	
<b>Project Title</b>	
<b>Project Duration</b>	From: ____ To: ____
<b>Project Value</b>	₹ ____
<b>Contact Person</b>	Name: Designation: Phone: Email:

**PROJECT DETAILS:**

S. No.	Aspect	Details
1.	<b>Scope of Work</b>	
2.	<b>Key Deliverables</b>	
3.	<b>Performance Rating</b>	Excellent/Good/Satisfactory
4.	<b>Timeliness</b>	On Time/Delayed (specify reasons)
5.	<b>Quality of Work</b>	Excellent/Good/Satisfactory
6.	<b>Client Satisfaction</b>	Highly Satisfied/Satisfied/Neutral

**CLIENT TESTIMONIAL:** [Detailed testimonial from the client about the agency's performance, quality of work, adherence to timelines, and overall satisfaction]

**Yours faithfully,**

**(Signature of Authorized Signatory)**

**Name:**  
**Designation:**  
**Address:**  
**Date:**

**Annexure G:**

**Service Level Agreement Format**

**Agreement Date:** \_\_\_\_\_

**Service Provider:** [Name of Selected Agency]

**Client:** National Backward Classes Finance & Development Corporation (NBCFDC) **Project:** BHARAT TULIP Initiative – Social Media Management (SMM) & E-commerce Marketplace Management

**SERVICE LEVEL METRICS**

S.No.	Service Component	Metric	Target	Measurement Method	Remarks/Notes
1	Social Media Content Delivery	Timeliness of monthly content calendar	100% delivery 5 working days before start of month	Calendar submission & approval tracker	Business hours: 9 AM-6 PM, Mon-Fri
2	Social Media Posting	Accuracy & consistency of posts	100% posts as per approved plan	Social media logs & screenshots and via Social media Tools	-
3	Community/Engagement Management	Response Time to queries/comments	< 4 hours during business hours	Monitoring dashboard	-
4	Paid Campaign Execution	Campaign setup & reporting	100% campaigns live within 3 working days of approval	Campaign manager reports	For campaigns with separate budget
5	Marketplace Listings	SKU listing accuracy	99% accuracy per batch	Listing audit	-
7	Reporting & Analytics	Timely submission of reports	Weekly, Monthly, Quarterly reports on due dates	Review by NBCFDC	-

**Note on Revenue Share / Paid Campaigns:**

- Campaigns with **revenue-share or management-fee model** are **excluded from fixed penalties**, as performance is incentive-linked.
- Agency fee will be **higher of agreed % of sales or campaign management fee**.

**Reporting Requirements**

Report Type	Frequency	Delivery Date	Recipients
Social Media Dashboard	Weekly	Every Monday	NBCFDC Project Manager
Marketplace Ops Report	Weekly	Every Friday	NBCFDC Project Manager
Campaign Performance Report	Monthly	7th of every month	NBCFDC Senior Management
SLA Compliance Report	Quarterly	Within 15 days of quarter end	NBCFDC + Service Provider

**Escalation Matrix**

Level	Responsibility	Contact Person	Response Time	Notes
1	Routine operational issues	Project Coordinator (Agency)	4 hrs	Internal agency resolution
2	Major delays/errors	Project Manager (Agency)	1 working day	Internal agency escalation
3	Critical failures	Account Manager (Agency)	6 hrs	Internal agency escalation
4	Unresolved/Contract impacting issues	Senior Management (Agency & NBCFDC)	2 hrs	Joint escalation; both sides coordinate

**Note:** Levels 1–3 are internal to the agency to ensure fast operational resolution. Level 4 is **joint escalation with NBCFDC senior management** for strategic/critical issues.

**Performance Security Clause**

1. The Service Provider shall furnish a Performance Bank Guarantee (PBG) equivalent to **10% of the contract value** (excluding paid media budgets).
2. In case of **persistent SLA breaches** (three or more consecutive quarters), NBCFDC reserves the right to **invoke the PBG, deduct penalties, or terminate the contract**.
3. **Paid campaigns under revenue share/management fee** are excluded from PBG deductions, as their performance is inherently incentive-linked.
4. SLA will be reviewed jointly **every quarter** and may be updated by mutual consent. 5. Both parties will cooperate to **resolve issues amicably** before invoking penalty or termination clauses.

Annexure H

Format for Annual Turnover Certificate

Format for Annual Turnover Certificate

[On Chartered Accountant's Letterhead]

TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s [Company Name], having its registered office at [Company Address], has an average annual turnover as follows:

FINANCIAL YEAR	ANNUAL TURNOVER AS PER AUDITED BALANCE SHEET (in Rupees)
2022-2023	
2023-2024	
2024-2025	
<b>Average Annual Turnover</b>	<b>[Average Amount]</b>

This certificate is issued based on the audited financial statements of the company for the respective financial years. The company has maintained consistent business revenue for the last three financial years.

Further, we certify that the company has demonstrated profitability during the last three financial years. The company's revenue for the financial year 2024-2025 was ₹\_\_\_\_\_, which meets the minimum turnover requirement of ₹3.6 Crore as prescribed under the eligibility criteria.

**Signature of Chartered Accountant**

**Date:**

**Name:**

**Membership No.:**

**Firm Name and Seal:**