



राष्ट्रीय फैशन प्रौद्योगिकी संस्थान, मुंबई

(निफ्ट अधिनियम 2006 द्वारा शासित और वस्त्र मंत्रालय, भारतसरकार द्वारा स्थापित एक
वैधानिक संस्थान)

National Institute of Fashion Technology
(A statutory body governed by the NIFT Act 2006 and set up by the Ministry
of Textiles, Govt. of India)

Date: 29.02.2024

ई-निविदा दस्तावेज प्राप्त करने का नोटिस

NOTICE INVITING E- TENDER DOCUMENT

निविदा संख्या /Tender No. 11/NIFT/IIHT/Rebranding /2024

NAME OF WORK - Notice Inviting Tender for Execution of Rebranding Strategy
of Indian Institute of Handloom Technology (IIHT) located at Varanasi, Jodhpur,
Salem, Bargarh, Fulia and Guwahati

निविदा अधिसूचना जारी करने की तारीख/Date of tender notification	29.02.2024
विधिवत भरी हुई निविदाओं की प्राप्ति की अंतिम तिथि (ऑनलाइन)/Last date for receipt of duly filled in tenders(online)	09.03.2024 at 15:00 hrs
निविदाओं की तकनीकी बोली खोलने की तिथि और समय/Date and time of the opening of Technical bid of tenders	11.03.2024 at 15:00 hrs
निविदाओं की वित्तीय बोली खोलने की तिथि और समय/Date and time of the opening of Financial bid of tenders	तकनीकी रूप से योग्य निविदाकर्ताओं बिडरों को सूचित किया जाएगा/Will be informed to the technically qualified tenderers Bidders
आवश्यक बयाना राशि (रु. 1,20,000/-)/Earnest Money Required (Rs. 1,20,000/-) (Exempted in case of Start-ups/MSME/MSE/NSIC subject to submission of relevant certificate)	ईएमडी एन आई एफ टी के पक्ष में मुंबई में देय बीमा प्रतिभूति बांड/खाता आदाता मांग ड्राफ्ट/सावधि जमा रसीद/बैंकर्स चेक या बैंक गारंटी के रूप में अंतिम तिथि को 09.03.2024 को अपराह्न 3:00 बजे उससे पहले लिफाफे में भेजा जाना है। EMD in the form of Account Payee Demand Draft /Fixed Deposit Receipt/ Banker's Cheque or Bank Guarantee in favour of NIFT, payable at Mumbai to be sent in the envelope on or before last date i.e. 09.03.2024 at 15:00 hrs

नोट/Note:

इस निविदा दस्तावेज में 36 पृष्ठ हैं (अनुबंध सहित पृष्ठों की कुल संख्या) और बोलीदाताओं से अनुरोध है कि वे हस्ताक्षरित और स्कैन किए गए सभी पृष्ठों को जमा करें।

This tender document contains 36 pages (Total no. of pages including Annexures) and bidders are requested to submit the all the pages duly signed and scanned.

Account Payee Demand Draft /Fixed Deposit Receipt/ Banker's Cheque or Bank Guarantee of EMD in original must be sent in the envelope with caption 'Tender no11/NIFT/IIHT/Rebranding/2024 & Date 29.02.2024 and "Tender for Designing, Developing, Implementing Rebranding Strategy of Indian Institute of Handloom Technology (IIHT) located at Varanasi, Jodhpur, Salem, Bargarh, Fulia and Guwahati" and address to the "Project Coordinator-IIHT National Institute of Fashion Technology, Plot No. 15, Sector 4, Kharghar, Navi Mumbai – 410 210, Maharashtra" on or before the last date of bid submission date i.e. **09.03.2024 at 15:00 hrs.**

ऑनलाइन आवेदन करने के लिए, फर्म को <https://eprocure.gov.in/eprocure/app> (CPP पोर्टल) पर पंजीकृत होना चाहिए।

For applying online, the Firm should get itself registered at <https://eprocure.gov.in/eprocure/app> (CPP Portal).

नोट/Note:

निविदाकर्ता को सभी प्रासंगिक दस्तावेजों की स्व-सत्यापित/मूल स्कैन की गई प्रतियां CPP पोर्टल के माध्यम से अपलोड करें।

The tenderer must upload self-attested/original scanned copies of all the relevant documents through CPP Portal.

आवश्यक ईएमडी को छोड़कर केवल ऑनलाइन प्रस्तुत किए गए दस्तावेजों पर मूल्यांकन के लिए विचार किया जाएगा। Documents submitted online only will be considered for evaluation except required EMD .

ईएमडी की बीमा जमानत बांड/खाता आदाता मांग ड्राफ्ट/सावधि जमा रसीद/बैंकर चेक या बैंक गारंटी निविदा की अंतिम तिथि और समय के बाद स्वीकार नहीं की जाएगी अर्थात् **09.03.2024 at 15:00 hrs** को अपराह्न 3:00 बजे के बाद कोई निविदा स्वीकार नहीं की जाएगी

Account Payee Demand Draft /Fixed Deposit Receipt/ Banker's Cheque or Bank Guarantee of EMD will not be entertained after closing date & time of the tender i.e. 09.03.2024 at 15:00 hrs.

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INTRODUCTION

1. ABOUT NIFT :

National Institute of Fashion Technology (NIFT) was set up by the Ministry of Textiles, Government of India in 1986 which has been accorded statutory status under the Act of Parliament in 2006 (NIFT Act 2006) for the promotion and development of education and research in the field of Fashion Design Management and Technology.

2. ABOUT IIHT's

Indian Institute of Handloom Technology (IIHTs) are educational institutes functioning under the aegis of O/o Development Commissioner for Handlooms, Ministry of Textiles. There are six IIHT's campuses located at Varanasi (U.P.), Salem (Tamil Nadu), Guwahati (Assam), Jodhpur (Rajasthan), Bargarh (Orissa), Fulia (West Bengal). IIHT's offer diploma and degree courses.

REQUEST FOR PROPOSAL - TENDER DOCUMENT

- i) NIFT has been working on an assignment to restructure and re-branding IIHTs.

The assignment includes **Execution of Rebranding Strategy of Indian Institute of Handloom Technology (IIHT) located at Varanasi, Jodhpur, Salem, Bargarh, Fulia and Guwahati**

- The interested firms should apply online and original scanned copies of all the relevant certificates, documents, etc. in support of their technical & price bids – all duly signed – on <https://eprocure.gov.in/eprocure/app> (CPP Portal) by **21.02.2024 at 15:00 hrs.** E-Tender document is also available for viewing on the “tenders” link of the NIFT website i.e. <http://www.nift.ac.in>.

*** Applications to this tender will be accepted only through the online mode through <https://eprocure.gov.in/eprocure/app> (CPP Portal). No other mode of application will be considered & application will not be accepted.**

- For applying online, the Firm should get itself registered at <https://eprocure.gov.in/eprocure/app> (CPP Portal).

- The bidder needs to mention his Company Name, Address and User-ID to register in CPP Portal.

- The basic requirements for registration and applying for tender online are as under:

- Operating System should be at least windows 7.
- 25 Java version: Java 8 updates 25.
- Use Internet Explorer 8 and above.
- All java add-ons must be enabled in the system.
- Always use Class III B Digital Signature Certificates (DSC) having Signing and Encryption both.

- The bidder should ensure that it complies with the above requirements before applying for tender.

- The interested firms are advised to read carefully the entire tender document before submitting their tender and the tender documents not received online in prescribed format and/or are found incomplete in any respect shall be summarily rejected.

- ii) The technical bid of the tender will be opened on the **11.03.2024** at 3:00 PM. at NIFT **Plot No. 15, Sector 4, Kharghar, Navi Mumbai – 410210, Maharashtra** in presence of such bidders/ companies their authorized representatives who may wish to be present. The Financial bid will be

opened on the date which will be communicated to only those bidders/ companies who are found to be technically qualified after evaluation of technical bids.

- iii) Any further clarifications can be sought from the office of project Coordinator, NIFT, New Academic Block, 4th Floor, Plot No. 15, Sector 4, Kharghar, Navi Mumbai – 410 210 on Telephone Nos. 022-27747000/27747100.

3. SELECTION/ EVALUATION CRITERIA

The selection of company will be based as per following terms and conditions:

Estimated Cost	Rs. 30 (Thirty) Lakh
Contract Period	Execution of Rebranding Strategy of Indian Institute of Handloom Technology (IIHT) as per stage 1 of Annexure IV for which the timeline is 20 days from date of award of work order (should not exceed 30 days from award of contract) & Execution of Rebranding strategy as per stage 2 of Annexure IV for which the timeline is 03 months from completion of stage 1
EMD - refundable without the interest (Exempted in case of Start-ups/MSME/MSE/NSIC subject to submission of relevant certificate)	Rs. 1,20,000/- (One Lakh Twenty Thousand only)
Bid Validity	90 (ninety) days

Financial Bid: Total cost of execution of rebranding strategy for IIHT. The total price should include the total work cost and all taxes as applicable to be shown separately.

The award of Contract will be based on combined Quality cum Cost method basis. The evaluation of Technical and Financial bids will be made as mentioned below.

(i) **Pre-requisite for Eligibility for bidder/ company**

(a) The company should have experience in satisfactorily designing, developing branding and rebranding strategy of educational institutions / University / Government / PSU / Corporate bodies / Private Companies / Sectors during the last 05 (five) years as under.

(b) No. of branding work done (any of the following):

Sl. No	Nos. of completed branding Projects	Amount in (Lakhs) Rs.	Last 05 (Five) years as on 31 st March 2023
1	3	12 lakhs each	Last 05 years

Signature of Bidder/ Company with rubber stamp

2	2	18 lakhs each	Last 05 years
3	1	24 lakhs	Last 05 years

- (c) Average annual turnover of the company should be at least Rs. 30 Lakh-in each year during last 03 (three) consecutive financial years ending 31st March 2023 i.e. 20-21, 21-22 & 22-23.

EVALUATION OF BID

A two-stage procedure shall be adopted in evaluation of the proposals. The selection will be done using Quality cum Cost Based Selection (QCBS) process. 70% weight-age would be given to the Technical evaluation and 30% weightage would be given to the financial bid.

Out of 100 marks the weightage in evaluation will be given as under:

1. 70% of the marks obtained in the evaluation of Technical criteria will be awarded for Technical Evaluation.
2. 30% marks will be awarded for Financial Evaluation.

Scores obtained on financial offer will be added to scores obtained on technical offer to get a consolidated score (CS) according to the formula: CS=TS+FS. Bidder with the highest consolidate score (H-1) i.e. CS=TS+FS will be selected.

The Technical bids will be evaluated as per technical criteria. The shortlisted bidders/companies would be required to make presentations to the Technical Evaluation Committee of officers constituted for the purpose. The presentation will broadly cover the following:

Presentation of 3 sample Implementation templates*	
a. Presentation Quality	5 Marks
b. Elements of Visual Branding and aesthetics	5 Marks
c. Brand communication plan	5 Marks
d. Implementation Plan	10 Marks
Total Marks (Max)	25 Marks

Evaluation Criteria

Sl. No	Evaluation Type	Maximum Marks	Criteria	Compliance (Yes/NO)
1	The proof of Average Annual turnover of Rupees 30 Lakh. in each year during last three financial years i.e. 2020-21, 2021-22, 2022-23 which shall be duly certified by CA.	10	If the annual average turnover is Rs. 30 lakh in each year then 7 marks will be given (10X70%) and if the annual average turnover	

			is more than 30 lakh then 10 marks will be given (10X100%)	
2	<p>Presentation of 3 sample branding work *</p> <p>a. Presentation Quality</p> <p>b. Elements of Visual Branding and aesthetics</p> <p>c. Brand communication plan</p> <p>d. Implementation Plan</p>	25	Presentation will be made before committee.	
3	Nos. of Branding/Rebranding work done for Educational Institute/University/ Government Sector/Private Sector	20	<ul style="list-style-type: none"> ➤ If the nos. of Branding/Rebranding work as indicated are minimum 03 numbers then 12 marks (20X60%) will be awarded ➤ If the nos. of Branding/Rebranding work are 4 to 8 then 16 marks (20X80%) will be awarded, ➤ If the nos. of Branding/Rebranding work are more than 8 then 20 (20X100%) marks will be awarded. 	
4	<p>Work experience</p> <p>The company should have had at least Five (05) years of experience in designing, developing and implementing branding and rebranding strategy of educational institutions/University/Government/PSU/Corporate bodies/Private Companies/Sectors.</p>	20	<ul style="list-style-type: none"> ➤ If the year of experience is 05 years then 12 (20X60%) marks will be awarded. ➤ If the year of experience is 06 to 08 years then 16 (20X80%) marks will be awarded. ➤ and if the year of experience is more than 8 Years then 20 (20X100%) marks will be awarded 	
5	Performance Certificate for similar works during the last five years (i.e. 01.04.2018 to 31.03.2023/till date) from clients.	10	2 marks will be awarded for each work performance certificate with excellent/very good/ /satisfactory rating by the issuing authority.	

6	Nos. of Technical Personnel in company	5	If the nos. of technical/professional person are 10 then 03 (5X60%) marks will be awarded and if the nos. of technical//professional person deployed are more than 10 then 05 marks (5X100%) will be awarded.	
7	Capability of handling multilingual projects, if any	5	If nos. of multilingual project are 2 nos. then 5 marks and if one project then 3 marks, if none then 0 marks.	
8	Affidavit of not having been Blacklisted on prescribed format (Annexure- g) as given in the tender (on Rs. 100 Stamp. Paper)	5	Proof Copy required	
TOTAL		100		

* Participation bidder/ company to submit and present three layouts of proposed rebranding strategy work before committee.

Note: The minimum cut-off marks to qualify in Technical Bid is 60%. Hence, the bidder has to score minimum 60 marks out of total 100 marks. Only those tenderers who secure 60% marks on evaluation of their Technical Bids by the duly constituted Technical Evaluation Committee will be eligible for opening their financial bids.

4. DOCUMENTS REQUIRED:

Following relevant documents shall be submitted online with Technical Bids (Annexure 1a) duly certified by authorized representatives of the company: -

- (i) The proof of Annual turnover of each year during last three financial years i.e. 2020-21, 2021-22 and 2022-23 for preceding three years which shall be duly certified by CA ending 31st March 2023.
- (ii) The company should have had at least Five (05) years of experience in designing, developing branding and rebranding strategy and implementation of branding and rebranding strategy of educational institutions / University / Government / PSU / Corporate bodies / Private Companies / Sectors. (Certificate to be attached).
- (iii) The company should have experience as per pre-requisite for eligibility for bidder/ company. The list of branding work along with the detail of the organizations whose branding work have been developed be provided.
- (iv) Copy of PAN/TAN and GSTN number of the firm/ company.
- (v) The Bidder may have the capability of handling multi lingual projects and should attach proof / certificate from referable clients. if any.

- (vi) Certificates / Undertaking to the effect that the bidder/company had never been blacklisted by any of the Government Organization/ Agencies.
- (vii) Earnest Money Deposit of Rs. 1,20,000/- in the form of Account Payee Demand Draft /Fixed Deposit Receipt/ Banker's Cheque or Bank Guarantee in favor of "NIFT" payable at Mumbai.
- (viii) No. of technical personnel/ professionals employed in organization with complete list duly self attested.
- (ix) Detailed Technical Proposal content shall be provided in the Format at ANNEXURE – I (a).

(THE ORIGINAL SCANNED COPIES OF ALL RELEVANT DOCUMENTS SHOULD BE ENCLOSED SERIALIZED/ INDEXED IN BOLD AND AS MENTIONED ABOVE /DULY SIGNED BY AUTHORIZED PERSON(S).

5. SCOPE OF WORK

- (i) The company will depute technically / professionally qualified executive to coordinate the job with NIFT team and IIHT team.
- (ii) To execute Rebranding strategy of IIHT as per Annexure IV.
- (iii) To develop and implement rebranding strategy of IIHT as per Annexure IV. For this, the company will coordinate with NIFT, IIHT team. Post development as per stage 1 of Annexure IV, the company will be in touch with IIHT team for which the names of team members from IIHT with their location will be provided by NIFT project team.
- (iv) Copyright / License Violations & Provision of Legal Copies: NIFT/IIHT will not be responsible against any liability for the use of content used with regard to copyright / license if any.
- (v) The bidder/ company undertakes to comply with all the confidentiality and non-disclosure conditions spelt out in the contract agreement, and confirms that this will be binding upon the company and all its employees, and associate partners, if any, who are or may be involved in the project at any stage.
- (vi) Plan to be executed is at Annexure IV.

6. TECHNICAL REQUIREMENTS

- (i) Design, aesthetics, color combination, background according to the logo etc to be in consultation with IIHT / NIFT Team.
- (ii) The bidders will be required to give a presentation about the development and implementation plan layout and the presentation should include at least 3 options and should contain details about the work flow .
- (iii) Bidder/ company will rectify the deficiencies and other deviations from work plan identified by IIHT / NIFT immediately and not later than 10 days from the date of intimation by NIFT. Re-evaluation will be done by IIHT/NIFT or its representative and if deficiency is not rectified, NIFT will be at liberty to invoke suitable penalty clauses and/or cancel the contract without further notice. Payment release will be subject to NIFT conveying acceptance after evaluation.
- (iv) Payment Terms: 90% payment of order value will be made on satisfactory completion, and balance 10% payment shall be released

after closure of all the related formalities/obligations. However, an advance payment of 30% of the contract value can be considered against demand by the agency subject to the approval of Competent Authority.

7. WARRANTIES AND LIABILITY:

- (i) The bidder/company will not sub-let the contract or part it to any other agency or individual(s).
- (ii) The bidder/company warrants that the elements of visual branding developed and the implementation plan does not infringe upon the trademark, copyright patent trade secrets or any other rights of any third party and where there is a use or infringement the bidder/ company shall obtain a license for use from the rights holder permitting such use. The bidder/ company shall indemnify NIFT/IIHT against liability for infringement.
- (iii) **Assignment:** The bidder/ company shall not assign any rights or obligations to a third party.
- (iv) **Penalties for Non-Compliance:** The bidder/ company undertakes to comply fully with the NIFT's requirements for the project. The project should be completed as per the work plan agreed upon. In case the bidder/ company does not complete the project as per work plan, NIFT will be at liberty to levy a penalty of up to 2% of the Contract Amount for every two weeks of delay. The maximum amount of penalty shall not exceed 10% of contract value including Performance Security that shall also be forfeited.

In case of any breach of the contract, NIFT will be entitled to withhold any payments due and accrued and also to invoke performance security submitted by the bidder/ company. NIFT will also be entitled to initiate any actions to recover in whole or part any of the amounts already released to the bidder/ company up to that time, besides any other action that NIFT may like to take against the bidder/ company.

8. TRADEMARKS & COPYRIGHT:

- (i) The deliverables and any other documentation materials or transfer of all related intellectual property rights and as such will be the sole property of IIHT and the IIHT will be vested with all rights, title and interest therein. Role of NIFT will be till stage 1. Post stage 1 i.e. stage 2 shall be under the supervision of IIHT where NIFT will have no role.
- (ii) The copyright in respect of all works associated with the branding elements developed for IIHT will be vested with IIHT. All associated patents, copyrights and trade secret rights shall be the exclusive property of IIHT.

9. GENERAL TERMS AND CONDITIONS:

- (i) The bidders/companies shall acquaint himself fully with requirement of IIHT. No compensation on account of any difficulties will be entertained at a later stage after award of works.

- (ii) That the technical bid shall be opened first and only the qualified bidders/companies selected by Tender Committee shall participate in the financial bid which shall be opened on the date fixed.
- (iii) In the event of the Bid being submitted by a firm, it must be signed separately by each partner thereof or in the event of the absence of any partner, it must be signed on his behalf by a person holding a power of attorney authorizing him to do so or in the case of a company, the tender be signed in the manner laid down in the said Company's Article of the Association. The signatures on the tenders will be deemed to be the authorized signatures.
- (iv) All the pages of the Tender document should be signed by the owner of the company or his Authorized Signatory as token of acceptance of Terms & Conditions. In case the tenders are signed by the Authorized signatory, a copy of the power of attorney/ authorization may be enclosed along with tender.
- (v) *The agency to whom order will be placed have to submit the **Performance security** (i.e. 5% of the value of contract) in the form of Account Payee Demand Draft/BG & should be valid for a period of **60 days** beyond the date of completion of all contractual obligations of the agency. No interest will be paid on the performance security. The EMD deposited by successful bidder shall only be refunded after the firm furnishes performance guarantee. In case of successful Tenderer, Earnest Money Deposit if paid, may be adjusted towards Performance Security payable.*
- (vi) The earnest money will be forfeited in case of bidder/ company withdraws his bid during the validity period.
- (vii) The Bid security (EMD) shall be returned to the unsuccessful bidders/companies after finalization of contract without any interest.
- (viii) The bidder/company must ensure that the conditions laid down for submissions of offers are complete and correctly filled. The rates and units shall not be overwritten and shall be in both i.e. figures and words. Any omission to fill the rates and units shall altogether debar the quote from being considered.
- (ix) In case two or more companies/agencies are found to have score same marks as per evaluation criteria, the Competent Officer authorized by NIFT shall decide about the Bidder to which the offer shall be granted based on the report on the past performance of the firm, and length of experience etc. The decision of the Competent Authority shall be final.
- (x) The tender document/ work award is not transferable under any circumstances.
- (xi) Any change(s) w.r.t. this tender will be notified through website only
- (xii) All costs incurred in connection with submission of bids like preparation, submission any personal visits, submitting the bids personally, subsequent processing etc. shall be borne by the bidder. NIFT will not be responsible / liable for the same regardless of the outcome of the tendering process.
- (xiii) NIFT reserves the right to accept or reject any or all the tenders without assigning any reason.
- (xiv) TDS and other Taxes as applicable will be deducted from bidder/ company bills as per Govt. instructions from time to time.
- (xv) The tenders not strictly in accordance with the conditions / specifications as per Tender Document are liable to be rejected.

- (xvi) The successful firm shall have to execute an agreement on the non-judicial paper of the value of Rs. 100/- duly signed and stamped.
- (xvii) (a) A bidder/company shall have the right to be heard in case it is felt that proper procurement process is not being followed and/or his or her tender has been rejected wrongly.
(b) The bidder/company may be permitted to send written representation, which may be examined by NIFT.
- (xviii) After technical evaluation of the bids by the Committee, only bidders/companies found to be eligible will be short-listed for opening of the financial bids. Incomplete, unsigned pages, non-submission of required documents or evidence as specified by the NIFT will be treated as non-compliance and the bidder/ company's bid will be liable for rejection.
- (xix) The bidder/company is responsible for clarifying any ambiguity, conflict, discrepancy, omission, or other error in the tender prior to submitting the proposal. Requests for clarifications should be sent to E-mail: sushil.raturi@nift.ac.in.
- (xx) **Compliance with IIHT's Requirements:** The indicated work specifications given in the tender document should be strictly complied with. Insufficient, incorrect or invalid information provided by the bidder or his representative, if any, will disqualify the bidder and bidders' quotation will not be considered valid. NIFT reserves the right to accept or reject any/all the tender without assigning any reason.
- (xxi) **Period of Contract:** IIHT/NIFT will enter into a contract for the execution of rebranding strategy which includes stage 1 for 20 days from the date of issuance of work order (should not exceed 30 days from the date of issuance of work order) and for stage 2, three months from the day of completion of stage 1. IIHT reserves the option to extend the contract for further specified period under mutually agreed terms and conditions after the end of the contract period.
- (xxii) **Award of Contract and Execution of Contract Agreement:** NIFT will award the work contract to the bidder on the basis of evaluation done under Combined Quality cum Cost Based Systems. The bidder will execute an agreement on acceptance of the contract, incorporating the terms of engagement based upon the terms specified in the tender document as per format approved by the NIFT.
- (xxiii) **Completion the Contract:** The Contract will be deemed to be completed on successful execution of Rebranding strategy as per the rebranding strategic framework developed by NIFT and is at Annexure IV.
- (xxiv) **Time Frame:** The time frame for stage 1 is 20 days from the date of issuance of work order (should not exceed 30 days from award of contract) and for stage 2, three months from the day of completion of stage 1. For stage 2, the company will be in touch and work in mutual consultation with IIHT.
- (xxv) **Cancellation / termination of agreement:** NIFT at its sole discretion with prior notice can cancel / terminate the agreement without assigning any reasons there. The bidder will deliver to NIFT all the work product deliverable completed and confirm in writing that all rights and permissions and licenses are also vested now with NIFT and that it is free of royalty and is fully paid up. All payments due to bidder and payable till that time will only be paid by NIFT.

- (xxvi) **Relaxation in turnover & Experience:** As per the Govt. of India policy circular 1(2)/2016/MA dated 10th March 2016 relaxation shall be provided to Startups/MSME/MSE/NSIC in public procurement on prior experience & Turn over criteria subject to meeting quality and technical specifications.

10. CONCILIATION / ARBITRATION

- (i) If any dispute(s) or difference of any kind whatsoever arise between the parties, the parties hereto shall negotiate with a view to its amicable resolution & settlement through a Committee appointed by DG-NIFT
- (ii) In the event no amicable resolution or settlement is reached between the parties within 30 days after receipt of notice by one party, then the disputes or differences as detailed above shall be referred to & settled by the sole Arbitrator to be appointed by DG-NIFT.
- (iii) The Arbitration proceedings shall be in accordance with the Preventing Arbitration & Conciliation Act, 1996 & Laws of India as amended or enacted from time to time.
- (iv) The venue of the Arbitration shall be Mumbai.
- (v) The Arbitrator will give the speaking & reasoned award.

11. APPLICABLE LAW & JURISDICTION

All matters connected with this shall be governed by the Indian law both substantive & procedural for the time being in force & shall be subject to the exclusive jurisdiction of Indian Court at Mumbai.

NIFT reserves the right to cancel the bidding process at any time period to award of contract including rejection of any or all bids after the same have been received, without thereby incurring any liability to the affected bidder/company or any obligation to inform the affected bidders/companies on the ground of NIFT action.

12. VALIDITY

- (i) The bidders/companies should satisfy themselves before submission of the tender to NIFT that they meet the qualifying criteria and capability as laid down in the Tender document.
- (ii) The bid validity period is 90 days.
- (iii) The tender should be submitted and signed by a duly authorized person, giving full name of the company with its current business address.
- (iv) The bidders/companies should satisfy themselves before online submission of the tender to NIFT that they meet the qualifying criteria and capability as laid down in the Tender document.
- (v) Clarifications regarding the tender documents, if any, can be sought not later than 5 days before the last date of tender from the office of Project Coordinator, NIFT, New Academic Block, 4th Floor, Plot No. 15, Sector 4, Kharghar, Navi Mumbai – 410 210 on Telephone Nos. 022-27747000/ 27747100.

CHECKLIST

Sl.	<u>Documents to be submitted</u>	Proof Required
1	The proof of Average Annual turnover of Rupees Thirty lakhs in each year for the last three financial years i.e. 2020-21, 2021-22, 2022-23 which shall be duly certified by CA .	To be attached
2	The company should have had at least Five (05) years of experience in Branding / Rebranding strategy of educational institutions/University/Government/PSU/Corporate bodies/Private Companies/Sectors.	To be attached
3	The company should have had experience of similar completed projects along with the detail of the organizations whose branding work have been developed.	To be attached
4	Performance Certificate for similar works during the last five years (i.e. 01.04.2018 to 31.03.2023/till date) from clients.	To be attached
5	Copy of PAN/TAN and GSTN number of the firm/company.	To be attached
6	The Bidder capability of handling multi lingual projects and should attach proof / certificate from referenceable clients, if any.	To be attached
7	Detailed Technical Proposal content shall be provided in the Format at ANNEXURE – I (a).	To be attached
8	Affidavit of not having been Blacklisted on prescribed format (Annexure- g) as given in the tender (on Rs. 100 Stamp. Paper)	To be attached
9	Earnest Money Deposit of 1,20,000/- in the form of Account Payee Demand Draft /Fixed Deposit Receipt/ Banker's Cheque or Bank Guarantee in favour of "NIFT" payable at Mumbai.	To be attached
10	No. of technical personnel / professionals employed in organization with complete list duly self attested.	To be attached

ANNEXURE – 1(a)

TECHNICAL BID FOR Execution of re branding strategy of IIHT

1. Name of Company
2. Name of the Authorized Person(s)
(WHO SIGNS ON THE TENDER DOCUMENT)
3. Address of the company
4. Phone No-
5. Email- Address
6. Mobile No-

Technical Evaluation

Sl.	Details	Information to be filled by bidder/ company	Points
	Profile of the Company		
1	Average Annual Turnover of the company in last three consecutive years ending upto 31 st March 2023 (i.e. 2020-21,2021-22, 2022-23)		
2	Presentation	Not to be submitted with bid. Presentation to be made before committee	
A	a. Presentation Quality		
B	b. Elements of Visual Branding and aesthetics		
C	c. Brand communication plan		
D	d. Implementation Plan		
3	No. of work related to Branding / Rebranding strategy of educational institutions/University/Government/PSU/ Corporate bodies/ Private Companies/Sectors.		
4	No. of years of work experience in work related to Branding / Rebranding strategy (Relevant Proof must be attached)		
5	Nos. of Technical/Professional Personnel		
6	PAN/TAN No. of the firm/company		
7	Multilingual projects, if any		
8	Never been blacklisted by any of the Govt. Organisation/agencies		
9	EMD (Exempted in case of Startups/MSME/MSE/NSIC subject to submission of relevant certificate)		
10	Tender Cost		

Signature & Seal of Company :

Signature of Bidder/ Company with rubber stamp

ANNEXURE – I (b)

**Read and Accepted (Signature and Stamp of the Bidder)
Declaration by the Tenderer for acceptance of all tender conditions.**

DECLARATION BY THE TENDERER:

It is hereby declared that I/We the undersigned, have read and examined all the terms and conditions etc. of the tender document for which I/We have signed and submitted the tender under proper lawful Power of Attorney. It is also certified that all the terms and conditions of the tender document are fully acceptable to me/us and I/We will abide by all the terms and conditions. This is also certified that I/We/our principal firm have no objection in signing the Work Order for the Execution of re branding strategy IIHT against this tender is given to me/us.

I/We hereby undertake that the information provided with this tender are true and the tender is liable to rejection if the same is found to be false or the information is found to have been suppressed by me/us.

Signature & Seal of Company :.....

Name of Authorized Signatory:.....

Name of Company :.....

Address of Company:.....

Contact No. of Company:.....

Seal of the Company:.....

ANNEXURE – I (c)

General Information about the Bidder

Details of the Bidder/Prime Bidder (Company)		
1	Name of the Bidder/Prime Bidder	
2	Address of the Bidder	
3	Status of the Company (Public Ltd / Pvt. Ltd company registered under the Companies Act, 1956 / Firm registered under the Indian Partnership Act, 1932 or under the Limited Liability Partnership Act)	
4	Valid GST registration no.	
5	Permanent Account Number (PAN)	
6	Name & Designation of the contact person to whom all references shall be made regarding this RFP	
7	Telephone No. (with STD Code)	
8	E-Mail of the contact person	
9	Mobile No. of authorized person	
10	Website	

ANNEXURE – I (d)

Financial Information

Annual Turnover/ Net Profit of the Bidder/ Prime Bidder

Turnover of the Bidder:

FY 2020-21	FY 2021-22	FY 2022-23

Net Profit of the Bidder:

FY 2020-21	FY 2021-22	FY 2022-23

Note: Certificate duly certified by CA for the same needs to be attached.

ANNEXURE – I (e)

Format for Past Experience

Please provide the relevant documentary proofs for a citation need to be attached just below the details of the citations in this format.

Project Title			
(Attach separate sheet for each Project)			
Country		Address	
Name of Client			
Type of (Govt./PSU/Others)		Order Value of the Project / Revenue Generated (in Lakh)	
		Revenue Generated (in Lakh) year-wise (please state the year and the revenue generated)	
		Current Conversion Rate (if applicable)	
Duration of the Assignment Location of the Assignment		Start Date (month/year):	
		Date of implementation (month/year):	
		End Date (month/year):	
Referrals (Client side): Provide one referral only	Name		
	Designation		
	Role in Project		
	Contact Number		
	Email Id		
Brief Description of Project			

Relevant Proof/Completion certificate from the concerned authority must be attached

ANNEXURE – I (f)

Declaration Regarding Clean Track Record

I have carefully gone through the Terms & Conditions contained in the RFP Document No. _____ regarding Tender for Execution of Rebranding strategy for Indian Institute of Handloom Technology (IIHT) located at Varanasi, Jodhpur, Salem, Bargarh, Fulia and Guwahati. I hereby declare that my Company as on date of submission of the proposal is neither blacklisted by Central Government / State Government or instrumentalities thereof nor any criminal case against the Bidder / Its Partners / Directors / Agents is pending before any court of Law. I further certify that I am competent officer in my Company to make this declaration.

Yours faithfully,
(Signature of the Bidder)

Designation

Seal

Date:

Address:

ANNEXURE – I (g)

Affidavit on prescribed format Evaluation Criteria for Financial Bid of technically qualified firm: -Bid evaluation criteria and selection procedure

A two-stage procedure shall be adopted in evaluation the proposals. The selection will be done using Quality cum Cost Based Selection (QCBS) process. **70%** weightage would be given to the Technical evaluation and **30%** weightage would be given to the financial bid.

Note: DECLARATION HAS TO BE SUBMITTED ON NON-JUDICIAL NOTARIZED STAMP PAPER OF RS. 100/- SEPARATELY FOR ALL FORMATS MENTIONED BELOW (Failing which the Bid of the Firm will be cancelled): -

Affidavit (Format)

- 1- I / We declare that I/we have never been blacklisted/debarred by any State Government/Central Government or any State/Central PSU during the last 5years.
- 2- That I/We have beenor by _____ butit has been revoked. (Copy of the same to be attached.)
- 3- I / We hereby declare that I / We are capable to pay performance security i.e. 3% of estimated bid value in the form of Account Payee Demand Draft/BG.
- 4- I/We, hereby declare that the Particulars furnished by me/us in this offer are true to the best of my/our knowledge and I/We Understand and accept that, if at any stage the information furnished by me/us are found to be incorrect or false, I/We am/are liable for disqualification from this tender and also liable for any penal action that may arise due to the above, besides being black listed.

Signature:
Name of the Agency:
Phone No.& Mob. No.:
Date:

Name: Designation:
Address of the Agency:
Email Address:

Place:

ANNEXURE – II

FINANCIAL BID FOR Execution of Re branding strategy

Price Schedule

Sl. No	Particulars	Fee (Rupees & in Words)
1	Execution of Rebranding strategy as per the rebranding strategic framework developed by NIFT given in Annexure IV	The bidders should download the BOQ from CPP Portal and filled in the blank spaces provided for mentioning the name of bidder and rates. Bidders need not modify any other text or background shown in the BOQ template or replace it with any other copy of same BOQ in .xls format. The Central Public Procurement Portal (https://eprocure.gov.in) will accept the BOQ template only and hence the rate should not be quoted in any other place except BOQ template.
2	Taxes to be indicated separately	
3	Total project cost (Sl.No.1+2) including taxes	

GUIDELINES :

1. The above table is only for reference purpose. The estimated cost of the Project/work is Rs. 30.00 lakh approx. The bidder is expected to go through the tender and quote accordingly.
2. The minimum cutoff marks to qualify in Technical Bid is 60%. Hence, the bidder has to score minimum 60 marks out of total 100 marks for opening of Financial bids.
3. The Financial bid (price bid) i.e Bill of Quantity (BOQ) of only technically qualified bidders will be opened online by a committee member and the result will be displayed on the <https://eprocure.gov.in/eprocure/app> which can be seen by all bidders who participated in the tender.
4. Financial Bid to be quoted per details in BOQ excel sheet
5. If any column is not applicable, keep the sheet as it is or quote '0'. The BOQ is in excel sheet, as such only number will be taken calculable.
6. Any aspect of financial bid should not be quoted in technical bid and in the event of the same, the bid of the bidder is liable to be rejected.
7. **Price obtained in BOQ will be taken as reference for further evaluation/score based on QCBS. Scores obtained on financial offer will be added to scores obtained on technical offer to get a consolidated score (CS) according to the formula: CS=TS+FS. Bidder with the highest consolidate score (H-1) i.e. CS=TS+FS will be selected.**

ANNEXURE - III
(On Rs. 100/- Non-Judicial Stamp Paper) CONTRACT AGREEMENT

(To be signed by the qualified bidder, before rendering services to NIFT/IIHT)

1. This agreement is made on (date) between National Institute of Fashion Technology (Hereinafter called NIFT which expression shall unless excluded by repugnant to context, include his successors and assignees) and _____ (Hereinafter called the bidder/ company which expression shall unless excluded by or repugnant to context, include his successors and assignees) on the other part. The agreement shall remain valid from..... to.....
2. Whereas NIFT has invited tender for Execution of rebranding strategy of Indian Institute of Handloom Technology (IIHT) as per the rebranding strategic framework developed by NIFT .
3. NIFT has approved the tender for the work at an amount of Rs..... The work is to be carried out as per the direction of the designated officer.
4. The contract period shall be initially for with effect from.....to..... for executing of branding strategy as per the rebranding strategic framework developed by NIFT given in annexure iv. The bidder company will work in consultation with NIFT and IIHT for stage 1 and for stage 2 in consultation with IIHT. The following documents have been annexed as integral part of contract and initiated one behalf of parties hereto:
(a) Tender document. (b) Price bid No. (c) Letter No.
5. It shall be the sole responsibility of the bidder/ company to ensure effective services and if there is any loss/shortage of any material to the institute during the course of their duties on account of dishonesty, theft, connivance or due to any cause other than natural calamity. The same shall be recovered from the agency.
6. The bidder/ company will take all steps as required under law in case of any loss or other contingency in consultation with NIFT.
7. The bidder/ company has furnished a Performance Security of (Rupees.....only) in shape of "Deposit at Call" No.....duly pledged and renewed upto in favour of "NIFT", Mumbai, which shall carry no interest.
8. That in case of any dispute arising between the parties with reference to the contract, interpretation of the terms or any claim whatsoever, NIFT or any person appointed by NIFT shall be the sole Arbitrator to decide the matter and the provisions of Arbitration and Conciliation Act 1996 shall be applicable. The bidder/ company shall have no objection to the Designated Arbitrator or other appointed person as Arbitrator by him. The place of Arbitration proceedings shall be at New Delhi
9. The bidder/ company will not sub-let the contract of these services to any other agency or individual(s).
10. The bidder/ company agrees to the amount of this work is as per the rate approved with services charges.
11. The bidder/ company will be responsible for compliance of various statutory obligations and law enacted from time to time.
12. The bidder/ company shall maintain absolute security with regard to all the matter that comes to his knowledge by virtue of this contract.

13. It is clearly understood by both the parties that this agreement is a financial agreement and not one is creating any employment.
14. Consolidated bill with the full details pertaining to the specified period / stage of completion will be submitted by the bidder/ company and after due scrutiny NIFT will make requisite payment to bidder/ company.
15. That the terms of tender which have not been mentioned in the contract shall also apply and form part of the contract for all the intents and purposes.
16. Decision of NIFT in regard to interpretation of the Terms and Conditions and the Contract Agreement shall be final and binding on the bidder/ company.
17. That in case of any loss being suffered by NIFT or the violation of the terms and conditions of contract; the NIFT shall have right to deduct all claims against bidder/ company for the security and NIFT shall have right to forfeit and deduct the claim amount from the security amount partly or entirely as per the claim.
18. The time frame for stage 1 is 20 days from the date of issuance of work order (should not exceed 30 days from award of contract) and for stage 2 is 3 months from completion of stage 1 as per Annexure IV.
19. The bidder/ company undertakes to comply fully with the NIFT's requirements for the project. The project should be completed as per the work plan agreed upon. In case the bidder/ company does not complete the project as per work plan, the NIFT will be at liberty to levy a penalty of up to 2% of the Contract Amount for every two weeks of delay. The maximum amount of penalty shall not exceed 10% of contract value. In addition, amount of security shall also be forfeited.
In case of any breach of the contract the NIFT will be entitled to withhold any payments due and accrued and also to invoke the NIFT guarantees furnished by the bidder/ company. NIFT will also be entitled to initiate any actions to recover in whole or part any of the amounts already released to the bidder/ company up to that time, besides any other action that the University may like to take against the bidder/ company.
20. That in case of any loss being suffered by NIFT or the violation of the terms and conditions of the contract, the NIFT shall have right to deduct all claim amount against bidder/ company and NIFT shall have right to deduct the claim amount from the security amount partly or entirely as per the claim.
21. **Termination:** The Contract may be terminated by giving one months' notice, in case the agency:
 - (a) Assigns or sub-contracts any of this service.
 - (b) Violation/contravention of any of the terms and conditions mentioned herein.
 - (c) Does not improve the performance of the services in spite of instructions.
 - (d) Any violation of instruction/agreement or suppression of facts.
 - (e) Bidder/ company being declared insolvent by competent court of law. On termination of the contract, NIFT shall not indemnify any loss caused to the agency by such terminations, whatsoever it may be. During the notice period for termination of the contract in the situation contemplated above, the bidder/ company shall keep on discharging his duties till the expiry of notice period.
22. **Arbitration:** In case of any dispute or differences arising on terms and conditions, the same shall be settled by reference to arbitration by Sole Arbitrator to be appointed by NIFT.

THIS WITNESS WHEREOF both the parties have set and subscribed their respective hands with their seal in the presence of the witness:

23. Payment Terms: 90% payment of order value will be made on implementation of rebranding strategy as per Annexure IV and balance 10% payment shall be released after agency submits the communication related metrics. However, an advance payment of 30% of the contract value can be considered against demand by the agency subject to the approval of Competent Authority.

National Institute of Fashion Technology (NIFT)

Witness:

- 1.
- 2.

AGENCY

Witness:

- 1.
- 2.

Annexure- IV

Execution of Rebranding strategy

The Execution of Rebranding Strategy will be done in following two stages:

STAGE I

Re designing of Brand elements

STAGE II

Brand Communication

STAGE I

Re designing of Brand elements

The elements of brand are Brand Name, Vision, mission, value statement, Logo, Symbol, Slogan, Taglines, official Website, social media handles, Jingles, Characters, Packaging, official stationery and Brand visual elements like Typography, Brand colour Palette and Imagery.

NIFT Project team has already worked upon the Mission, Vision and value statement in consultation with IIHT. The outsourcing agency will work only on tagline , slogans and three elements of Visual branding .

In order to clearly communicate the IIHT brand effectively to the audiences, five key visual elements need to work together to create a cohesive visual “language.”

- a) Logo or Brand Mark
- b) Brand Colour Palette
- c) Typography

d) Imagery

e) Graphics (Illustrations, Patterns, Icons and Textures)

On the basis of stakeholders' perception and analysis of existing brand visuals, the need for change or modifications are not being felt for logo and Brand Color Palette. The agency will develop tagline for the institute and slogans for various activities of Institute. They will also develop the following three elements of visual branding.

- Typography
- Imagery
- Graphics.

Typography

This is the brand's visual voice and tone conveyed through the shape and style of the text used. There are many font choices. Some fonts are classic while others are trendy or techie. The brand should use the brand fonts consistently. In addition to colour, the typography serves as a unifying element to the brand's visual identity. By creating shape, style and tone through text, typography can evoke many different moods and impressions in customers' minds.

The outsourcing agency should choose font families that reinforce its brand attributes and be in sync with the brand colour palette.

The same may be used in all the media platforms while communicating with stakeholders.

Imagery

All the photos and illustrations used in brand communication must match with the written tone & mood, along with personality and other elements of brand's strategy, look and feel. Photography and images are some of the elements of

branding that create a strong connection within the brand. It represents the organization, staff, and general environment or ambience to make the target audience feel more comfortable and be involved. It relates to every aspect of the organization and can be used to make customers bond with the brand. It is great for enabling target audience to form first impression of the brand. Hence, whatever images are posted on the traditional media vehicles like hoarding, print, journal etc.; website, social media, must be aligned with the brand identity.

With the significant rise in digital marketing, visual elements of branding have become a critical way to communicate with consumers. Brand pages today, are mostly made up of photos and videos which create more customer engagement. As more and more short-video-centric platforms developed like Instagram Reels, Youtube Shorts are gaining prominence in promotion; visual language is increasingly becoming the key to unlock audience's attention.

The outsourcing agency while working on imagery should align its imagery with the other elements of IIHT brand's strategy, look and feel for a consistent style or treatment that complements the tone of visual branding. They should use IIHT brand personality as the foundation for choosing the photos, images and videos that match this energy. The use of high-quality, aesthetically appealing and professional-looking images is the best way to create a positive impression.

Graphics

The use of graphic elements— icons, chart styles, infographics can signal and reinforce the brand image pulling everything together to create a cohesive brand identity. Patterns and textures can be used for packaging, social media backgrounds, website elements etc., while illustrations and icons can be used to communicate information or add personality across the brand touchpoints. The amount of white space versus content, the size of the images and where the elements are placed on the page grid contribute towards creating a visually unifying brand image.

The outsourcing agency should choose a few standard options for graphic element treatments which should be in sync with the overall brand communication guideline while also being flexible enough to work in a variety of situations and layouts.

Time framework: 20 days from the issuance of work order (should not exceed 30 days from issuance of work order)

STAGE 2:

Brand Communication

NIFT team has developed a strategic framework for Brand communication which will be executed by the agency. The framework is as:

- a. Create Digital contents and run in all social media vehicles like Website, App, Facebook, Instagram, YouTube, LinkedIn. Also create contents for other platforms like Outdoor advertising, PR, exhibition, E mail, Brochures, Prospectus etc.
- Social Media Branding Assets - Post and Reel templates for different types of social media content sharing
 - Regular Posting on recent updates and information pertaining to IIHTs on all Media vehicles
 - Ensuring consistent approach and alignment of social media visuals needs
 - Students/Alumni/Faculty/Industry experience sharing, reviews, testimonials (Long Format for Website/Facebook/LinkedIn/You tube and Short Format for Instagram)
 - Sharing social media content on University Life
 - Live Streaming of Current Events on You tube channel of IIHTs
 - Planning Interactive Content like 'Quizzes', 'Share & Tag' campaigns etc. at Regular Intervals for increasing engagement

- Digital Banners for uploading on Facebook highlighting recent achievements/activities at IIHTs
 - Digital Posters for Admissions Promotion and Curriculum Highlights
 - Infographics highlighting the Origin, Key Milestones, Landmark Achievements and USPs of IIHTs
 - E-books comprising of highlights and summary of recent research undertaken at IIHTs
 - Email marketing or a newsletter
 - Setting up of IIHT Email domain for all faculty, officials, existing students and staff
- b. Develop stories to be communicated through various channels / platforms/ vehicle around various themes. The outsourcing agency identified will develop stories with focus on following:
- Project the image of an institution of high calibre that works for the benefits of the larger society and contributes to nation building by upholding and promoting India's handloom traditions.
 - Focus on the dynamics of IIHTs as being an organization that is large enough to cater to a vast array of interests, while being tightly knitted to create a sense of connection and belongingness among students, alumni, faculty and staff.
 - Underline the fact that IIHTs provide an unparalleled experience for students to lead, learn, and serve through moments of self-discovery and experimentation which guide IIHT's approach to teaching on IIHT Website and Social Media Posts.

Please note that these themes are only indicative and not exhaustive.

The outsourcing agency will discuss with IIHT team to develop stories around some more themes as well.

c. The outsourcing agency will also Create Brand Identity Guidelines document: This will serve as a comprehensive roadmap for maintaining a consistent and cohesive brand identity across all forms of channels / platforms/ vehicle . It acts as a detailed rulebook, outlining the visual and verbal elements that collectively define a brand's personality, values, and aesthetics. The outsourcing agency should create reusable templates for various communication mediums like social media graphics, packaging, signage, email newsletters etc. ensures consistency across all applications. The Brand identity guidelines should be developed for the following:

- Brand story
- Brand vision
- Brand mission
- Brand values
- Logo Usage rules
- Colours
 - ✓ Primary brand colours
 - ✓ Secondary brand colours
 - ✓ RGB (web) colours

✓ CMYK (print) colours

- Typography
- Imagery
- Graphics
- Illustration and photographic styles

d. As part of implementation they will apply the brands elements in the following key areas for a consistent brand image:

- Ads in print media, digital media
- Website
- Social media content
- Corporate Gifts
- Email marketing
- Packaging
- Brochure
- Signage
- Market/convention stall
- Presentation slides
- Documents
- Business cards
- Mobile app

- Branded merchandise
- Staff uniforms
- Office or storefront design
- Service vehicles

e. Create (design and develop)marketing materials like:

- Flyers and Leaflets
- Brochures
- Promotional Items like Banners, Standees, Selfie etc.
- Power point Presentation highlighting the key features of IIHTs
- Visually appealing Pitch Decks focusing on each aspect separately
- Exhibition Stands and Kiosk Designs
- Signages

f. Create (design and develop) stationary material like:

- Business Cards, Letterheads etc.

g. The agency will also help IIHT to track the communication related metrics such as:

- Awareness
- Engagement;
- Conversion;

thereby ensuring that the strategy is effective in terms of communication with relevant audiences.

Time period : 03 months after completion of stage 1

For Stage 2, it is proposed that the outsourcing agency may depute their team at one of the IIHT campus for implementation work so that they

can coordinate with Director/HoDs and implement the strategies as mentioned above. In this process team IIHT will also get trained and then their trained member can handle social media campaigns and other promotional strategies. The timing of implementation work will coincide with the timing of admission process and is the right time when social media campaigns and other forms of promotions are carried out.