

HIMACHAL PRADESH
GENERAL INDUSTRIES CORPORATION LIMITED.
(A H.P. Government Undertaking)
(Registered Office: New Himrus Building, Circular Road)
SHIMLA-171 001
(Phone No: 0177-262 4438, 262 4824 Fax: 0177-262 4925)

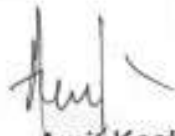
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Dated: . .2020

EXPRESSION OF INTEREST (EOI) FOR ENGAGEMENT OF REPUTED COMPANIES/ PROFESSIONAL FIRM FOR UNDERTAKING REVIVAL WORK OF NURPUR SILK MILLS,NURPUR, VILL-BODH, DISTT.- KANGRA (HP).

HPGIC Limited invites expression of interest with competitive offers on monthly basis for engagement from reputed Companies/Professional Firm having minimum five years experience in the field of Textile Industry (Private or Public Companies/ PSU's) for undertaking the work of Revival of Nurpur Silk Mills, Nurpur, Village-Bodh, Distt-Kangra(HP), a unit of HPGIC Ltd, Shimla with regard to **Design Development, Brand Building, Product Mix Development, Product Marketing and Quality Management etc. in phased manner** (i.e. (i). Product Design, Development and Product Mix Development (ii). Product Marketing, Brand Building and sustainable sale promotion initiatives/ channel development). The scope of work, eligibility criteria alongwith detailed terms & conditions together with Annexure – I & II are available on the website www.hpgic.co.in which can be downloaded/ or can be collected from our office during any working day between 10.00 AM to 5.00 PM.

Interested Companies/ Professional Firm having minimum five years experience in the field of Textile Industry (Private or Public Companies/ PSU's) with regard to Design Development, Brand Building, Product Mix Development, Product Marketing, Sustainable Sale Channel and Quality Management, may send their offers super-scribing "Companies/Professional Firm for undertaking the work of Revival of Nurpur Silk Mills," so as to reach the office of the Managing Director HPGIC Ltd., New Himrus Building, Circular Road Shimla, Himachal Pradesh – 171001, on or before by **03.12.2020** upto 2.00 PM alongwith earnest money of Rs. 5000/- in favour of MD HPGIC Ltd., Shimla and the same will be opened at 3.30 PM on the same day. The undersigned reserves the right to accept/reject any/part/all EOI/ Offers without assigning any reason.


Amit Kashyap, IAS
Managing Director

Scope of Work

Phase -I

- **Review & Submit the report on present status of NSM, Nurpur :** The Companies/ Professional Firm so selected has to review the present status of NSM, Nurpur w. r. t quality of fabric produced, Quality of Production, Plant & Machinery, Manpower Skills, Designing in product / on product, Printing Quality & Marketing Strategies.
- **Submit Report on to build Quality Management at NSM, Nurpur:** The Companies/ Professional Firm so selected has to suggest improvement measures required in above process to insure total quality management in revival of NSM, Nurpur so as to run NSM, Nurpur on Viable / Profitable Lines.
- **Report on requirement of Plant & Machinery for quality production:** After review & precise planning with production team, the Companies/ Professional Firm needs to suggest the best add-on Plant & machinery requirement as per the market needs as factory required to work from front to back for viable positioning.
- **Products designing and product mix development:** The Companies/ Professional Firm have to actively coordinate in proper Product designing, blending, Printing & Dying and others so as to assure the marketability of NSM products. The Companies/ Professional Firm has to coordinate in planning of suitable Product Mix such as suites, sarees, caps, shawls etc. based upon the topographic & demographic demand areas of consumers in both segments of Male / Female.
- **Training & Development of Manpower/staff:** The Companies/ Professional Firm shall suggest proper training to the manpower depending upon the requirements time to time.
- **Cost effectiveness:** The Companies/ Professional Firm shall work out on pricing strategies of NSM, Nurpur without compromise in quality so that price will match market standards and work in link up for the most economic raw material sourcing channels.
- **Extension work on Product MIX to suits market demands:** The Companies/ Professional Firm should work on add-on category of products along with silk products to increase the product basket based upon local availability so that NSM can cater the demand of segment.

Phase-II

- **Marketing:** The Companies/ Professional Firm will have to suggest Sustainable Business Model and develop suitable marketing strategies in order to push the Sales of NSM and create its Brand awareness.
- **Brand building:** The Companies/ Professional Firm will have use all tools of Marketing to Build the Brand Value of NSM, so that sustainable conversion in sales can be mapped
- **Build & Run effective Silk Himachal Campaign:** Companies/ Professional Firm will formulate the communication and advertising campaigns for approval by Head office and thereafter for effective running of SILK Himachal Campaign for Brand Building & Pull consumer towards NSM for effective sales.
- **Establish Tie-ups for E-Commerce Business Mode:** Companies/ Professional Firm will establish E-commerce tie-ups and help in development of an online network in order to boost NSM sales.
- **Develop new B2B & B2C distribution network seeing future demand & making business sustainable:** Companies/ Professional Firm will help in establishing Business to business and Business to customer's distribution networks for Nurpur Silk Mill.
- **Develop proper MIS system to monitor effectiveness of work:** Companies/ Professional Firm will provide the management with a monthly progress report to the management regarding the tasks commenced by the marketing team to ensure transparency (required in both the phases).
- **Sustainable Sales Channel Development:** Consultant will work on sustainable sales Channel development for NSM based upon marketing strategy pull out so that NSM reach will be maximum with conversion of sales output.
- **Eligibility Criteria:**

The Companies/ Professional Firm should have expertise in textile industries having qualified and experienced sufficient manpower consisting of textile engineers, textile designers and marketing experts and merchandisers with minimum experience of five years in the field of textile industries.

The Companies/ Professional Firm should have to submit the proof regarding their experience with regard to execution of projects with regard to Design Development, Brand Building, Product Mix Development, Product Marketing and Quality Management etc in the field of textile industries along with satisfactorily work completion reports/ certificates from the companies / PSUs in the textile industry.

The Companies/ Professional Firm should also submit list of qualified engineer/ experts i.e. Textile Engineer, Textile/ Fashion Designer, Marketing Expert along with their qualification and experience in the relevant fields.

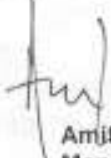


Amit Kashyap, IAS
Managing Director

TERMS & CONDITIONS OF EXPRESSION OF INTEREST(EOI) FOR ENGAGEMENT OF REPUTED COMPANIES/ PROFESSIONAL FIRM FOR UNDERTAKING REVIVAL WORK OF NURPUR SILK MILLS,NURPUR, VILL-BODH, DISTT.- KANGRA (HP TERMS & CONDITIONS

1.	<p>Sealed EOI/ offer should be sent in two separate sealed envelopes i.e. one envelop for Technical Bid along with signed and stamped on each page of terms and conditions as acceptance of the terms and conditions of the EOI document and another envelop for Financial Bid referring EOI for engagement of Companies/ Professional Firm for undertaking revival work of Nurpur Silk Mills, Nurpur, Vill-Bodh, Distt.- Kangra (HP). The EOI will be opened on 03.12.2020 at 3.30 PM in the presence of bidder or their authorized representative, who wish to be present if any, in the office of the Managing Director, Himachal Pradesh General Industries Corporation Ltd., Himrus Building, Shimla-171001, H.P.</p> <p>Requirement of Technical Bid</p> <p>(i). Memorandum Article of Association in case of Company/ Partnership Deed in case of partnership and any other document confirming registration. (ii). Experience proof with regard to execution of projects in textile field, Design Development, Brand Building, Product Mix Development, Product Marketing and Quality Management etc along with satisfactorily work completion reports/ certificates from the companies / PSUs in the textile industry. (iii). The Companies/ Professional Firm should also submit list of qualified engineer/ experts i.e. Textile Engineer, Textile/ fashion Designer, Marketing expert along with their qualification and experience in the relevant fields.(iv). Earnest Money (v). Affidavit of non blacklisting by any Govt. Deptt., Board, PSUs (Central or State) on judicial stamp papers of Rs. 50/- (vi). Acceptance of Terms & Conditions (vii). Copy of GST Registration (viii). PAN/ TIN/CIN (ix). Authority letter in case of representative.</p> <p>The Financial Bid will be opened in case of Companies/ Professional Firm who fulfill/qualify the requirement technical bid.</p>
2.	The EOI/ offers must be accompanied with required earnest money in the form of demand draft in favour of the MD, HP General Industries Corporation Ltd payable at Shimla.
3.	There should be no over writing. All cuttings/corrections must be signed, attested with seal.
4.	No EOI will be accepted after the scheduled date and time as mentioned in EOI document
5.	The Managing Director of this Corporation reserves the right to accept/reject/ any/all EOI without assigning any reason.
6.	Conditional, Unsigned, late and delayed EOIs will not be considered/ entertained.
7.	Award can be placed on more than one party at the discretion of the Managing Director, HPGIC.
8.	The successful bidder will have to execute an agreement with the Corporation on the terms and conditions of the EOI document on judicial stamp paper duly signed by himself or through his authorized representatives. The successful bidder will have to deposit security amount equal to 2% of the value of the order in the shape of demand draft in the name of Managing Director, HPGIC payable at Shimla for faithful execution of the contract at the time of signing of agreement, which will be released after successful completion of the contract/supply order. However, no interest shall be paid on this security amount for the period it remains with the Corporation.
9.	Negotiations, if required, will be held with the L-1 party at the discretion of the Managing Director.
10.	For failure to execute the work as per the agreement and for violation of any other terms & conditions of the award order, the undersigned reserves the right to withhold the payment, cancel the award letter and forfeit the security amount.

11.	The quote should be on per month basis plus all taxes, GST/ duties etc. for a period of one year.
12.	The EOI document and supporting documents shall be signed by the authorized person (s) of the Firm. All pages of the documents shall be stamped & signed by the applicant.
13.	The Companies/ Professional Firm shall also submit the list of such projects where due to any dispute, litigation/arbitration was invoked and/or the consultancy services were abandoned/suspended by clients. Suppression of any information in this regard may lead to cancellation of EOI of the Firm concerned, if such information comes to the notice of HPGIC Ltd., Shimla.
14.	The Consultancy period shall be valid for a period of 01 (One) years from the date of issue of letter of engagement. However, the period of Consultancy can be extended for One More Year further upon the discretion of HPGIC.
15.	The Annual turnover of the Companies/ Firm and Profit and Loss Account statement for the last Year years, duly certified by a Chartered Accountant should be submitted.
16.	HPGIC will be at liberty to call 'open tenders', if desired for any works and Companies/ Professional Firm shall have no objection to this even if they have been Appointed.
17.	Appointed consultants would be entitled to tender against invitation of bids issued by HPGIC in respect of specific projects.
18.	The Companies/ Professional Firm company should be registered/ incorporated in India.
19.	HPGIC reserves the right to accept or reject any or all EOI without assigning any reason whatsoever. HPGIC reserves the right to call off the process of short listing of EOI of consultants at any stage without assigning any reason thereof.
20.	Five years experience proof with regard to execution of projects in textile field, Design Development, Brand Building, Product Mix Development, Product Marketing and Quality Management etc along with satisfactorily work completion reports/ certificates from the companies / PSUs in the textile industry.
21.	Defaulters of HPGIC will not be entertained.
22.	If any difference of opinion arises between the Corporation and the contractor on this agreement and the implementation thereof, the decision of the Managing Director of the Corporation shall be final and binding on the contractor.
23.	All disputes arising between the parties as to the interpretation, operation or affect of any clause of this tender document or any other differences arising between the contractor and the Corporation, which cannot be mutually resolved shall be referred to the arbitration of Administrative Secretary (Industries), Govt. of HP by the party in writing, as per the provision under Arbitration & Reconciliation Act 1996 and as amended from time to time. The decision of such an Arbitrator shall be binding on both the parties.
24.	All disputes shall be settled within the jurisdiction of Courts at Shimla only.


Amit Kashyap, IAS
Managing Director