



**APPAREL TRAINING & DESIGN CENTRE  
SMART National Project Office, Gurgaon**  
Under the aegis of Apparel Export Promotion Council  
**(Largest Network of Vocational Training Institutes for the Apparel Sector)**

**EXPRESSIONS OF INTEREST FOR  
CONSISTENT DESIGN FEATURES LOOK OF ATDC CENTRES**

HOD (RP/PP) has invited expression of interest (EOI) for having a consistent design features look for front office/Reception area / Color schemes / Internal Signage / External Signages etc. across ATDC Centres pan- India so that a unified Brand identity of ATDC is established through a Brand 'Manual'. The work would be executed in phase-wise manner as per the following details. The prospective bidders may forward their EOI for participation.

**Design Brief: To design a consistent look & feel of ATDC Centres (Reception / Internal colour scheme / signage's etc.)**

**Things to be considered while designing consistent look/features:**

- Entry to the Centre/front area
- Reception Desks & Chairs and back drops
- Visitor Sofa & tables
- Wall Color/ Color schemes
- Wall Décor (including Branding / Notice board, ATDC Logo, Signage etc.)
- Any other item to be covered.

**Centres to be considered in Phases:**

- **Phase 1: ATDC Delhi/ NCR Centres (AEPC/ ATDC owned building):**  
*Gurgaon | Okhla| Faridabad| Noida|*
- **Phase 2: ATDC Delhi / NCR**  
*Dilshad Garden | Rohini*
- **Phase 3: ATDC NHO (1)**
- **Phase 4: ATDC Centres at remaining 12 locations which are owned by either AEPC/ ATDC**

**Inputs for adding value:**

- ATDC places the 'man' or 'women' behind the sewing machine as the central piece

of its endeavour or 'Imparting Skills, Improving Lives'.

- **ATDC is the largest vocational training provider for the Apparel Sector**
- **ATDC has won 2 prestigious Awards**

*UK-INDIA Skills Forum Award 2011 & ASSOCHAM Best Vocational Training Institute 2014*

**The Firms /Vendors/ Agencies are requested to submit the following along with their EOI:**

1. Details of the full time and technical manpower available.
2. Previous work experience listing the projects carried out successfully and names of the agencies and domains in which the work was done.
3. Presence and ability to reach to the different regions / Centres on Pan-India basis across India.
4. Contact details of Firms /Vendors/ Agencies.
5. Financial turnover in last 3 financial years (2011-12 / 2012-13/2013-14).
6. Any other information, which the vendors feel necessary for consideration of the scrutiny and evaluation committee.

Shortlisted vendors/firms will be advised to make presentation before a committee on their proposal. Committee's suggestions will be incorporated by the vendors in their subsequent presentation.

Firms /Vendors/ Agencies will be provided with detailed document for "Tender Notice", thereafter. The decision of the Technical Evaluation committee for short listing of the eligible Firms /Vendors/ Agencies for Financial Tender Participation will be final and binding on all those who have file the EOI.

The details locations are given in the attachment. Vendors/Firms are advised to visit the centres, visualise and conceptualise their idea/suggestions for giving uniform look to the listed centres and submit their EOI.

Sealed envelopes superscripted as "**Expressions of interest for Uniform Look of ATDC Centres**" addressed to:

**HOD (RP/PP),  
National Head Office,  
Paridhan Vikas Bhawan,  
P-50, Sector- 44,  
Institutional Area,  
Gurgaon-122003.**

**The duly completed EOI should be submitted latest by 2.00 pm on 02.05.2014.Vendors may give their contact No.& name of the contact person and email for further correspondence.**

For any queries you may contact at 0124-4659-507 and email at balyanrakesh@atdcindia.co.in  
lal@atdcindia.co.in . For more details you may visit for portal [www.atdcindia.co.in](http://www.atdcindia.co.in).

## **The details of ATDC Centre (AEPC / ATDC owned buildings)**

### **NORTH**

#### **Apparel Training & Design Centre (ATDC), Jaipur**

SP- 191, Malviya Industrial Area,  
Near Calgary Circle,  
Jaipur – 302017  
Rajasthan  
Phone No.: 0141-2750064, 0141-2750706, 9785010121  
Contact Person: Mr. Sunil Chaturvedi

#### **Apparel Training & Design Centre (ATDC), Ludhiana**

B-XX-2597/570, Noble Enclave,  
1st & 2nd Floor,  
Bhaiwala Chowk,  
Ferozpur Road  
Ludhiana-141001, Punjab  
Phone No.: 0161-2402605, 07696048287  
Contact Person: Mr. Gaurav Aggarwal

#### **Apparel Training & Design Centre (ATDC), Okhla**

A-223, Okhla Industrial Area,  
Phase -1  
New Delhi-110020  
Phone No.: 011-26814251, 09718682242  
Contact Person: Ms. Daljit Kaur

#### **Apparel Training & Design Centre (ATDC), Gurgaon**

Paridhan Vikas Bhawan  
P-50, Institutional Area Sector-44,  
Gurgaon-122002,  
Haryana  
Phone No.: 0124 4659532, 9871177799  
Contact Person: Ms. Bhupinder Kaur

#### **Apparel Training & Design Centre (ATDC), Noida**

A-15, Sector-24,  
Opposite Somerville School,  
Noida-201301  
Phone No: 09953211425 & 0120-4225271-75  
Contact Person: Ms. Rekha Negi

#### **Apparel Training & Design Centre (ATDC), Faridabad**

Plot No - 21, Sector-20B, Ballabh Garh – 121001  
Faridabad, Haryana  
Phone No.: 0129-6523332 0129-6524448, 09818024153  
Contact Person: Ms. Poonam Malhotra

## **SOUTH**

### **Apparel Training & Design Centre (ATDC), Thiruvananthapuram**

ATDC Thiruvananthapuram  
KINFRA International Apparel Park,  
Thumba, St. Xaviers College PO,  
Thiruvananthapuram-695586, Kerala  
Phone No.: 09746271004 & 0471-2706922  
Contact Person: Ms. Susha V.R

### **Apparel Training & Design Centre (ATDC), Tirupur**

AEPC Building No-3, Indira Nagar, 3rd Street,  
(Off Avinashi Road), Tirupur-641603, Tamil Nadu  
Phone No.: 08870222299 & 0421-2232614  
Contact Person: Mr. R. Nagarajan

### **Apparel Training & Design Centre (ATDC), Chennai (GUINDY)**

No. 18-23, 2nd Floor, Readymade Garment Complex,  
Thiru. Vi. Ka. Industrial Estate, Guindy,  
Chennai 600032, Tamil Nadu  
Phone No.: 09841788369 & 044-22500121  
Contact Person: Ms. P. Viji

### **Apparel Training & Design Centre (ATDC), Bangalore**

No. – 17-G, 40th Main Road,  
2nd Stage, Industrial Suburb, Yeshwanthpur,  
Bangalore – 560022, Karnataka  
Phone No.: 09611238944 & 0471-2706922  
Contact Person: Mr. Ravi Kishore Panuganty

### **Apparel Training & Design Centre (ATDC), Hyderabad**

Survey No. 64, Near Cyber Towers,  
Opp. Birla Soft, Madhapur,  
Hyderabad – 500081  
Phone No: 040-23112155  
Contact Person: Ms. Pramila Rani

## **EAST:**

### **Apparel Training & Design Centre (ATDC), Bhubaneswar**

A/33, Rasulgarh Industrial Estate,  
Bhubaneswar - 751010, Orissa  
Phone No.: 09938744986, 09937033338, 0674-654653 & 0674-2586537  
Contact Person: Ms. Lopamudra Ghosh

### **Apparel Training & Design Centre (ATDC), Kolkata**

Plot No- 3B, Block - LA, Sector - III,  
Salt Lake City Kolkata – 700098  
West Bengal  
Phone No.: 09830530417  
Contact Person: Arindam Bhowmik

**WEST:**

**Apparel Training & Design Centre (ATDC), Chhindwara**

Vastra Vikas Bhawan, Near Air Strip, Imlikhera Chowk, Betul Road,  
Chhindwara , Madhya Pradesh -480001

Phone No.: 07428244906

Contact Person: Mr. Praveen Mahato

**Apparel Training & Design Centre (ATDC), Patna**

Udyog Bhawan, Ground Floor, East of Gandhi Maidan,  
Patna-800001

Phone No.: 09693347897 , 0612-2300436 & 0612-2675436

Contact Person: Mr. Anjani Kumar Mishra

**Apparel Training & Design Centre (ATDC), Mumbai**

S-201-202, IInd Floor,

Sanpada Railway Station Complex,

Navi Mumbai – 400075, Maharashtra

Phone No.: 022-65551407, 9969633137, 09029915159

Contact Person: Ms Madhu Rasalkar



**(Dr.R.A.Lal)**  
**HOD (RP/PP)**