

APPAREL TRAINING & DESIGN CENTRE

(Largest Network of Vocational Training Institutes for the Apparel Sector)

ATDC/NHO/

Date: 23/1/2017

EXPRESSION OF INTEREST (EOI) FOR OUTSOURCING OF SERVICE FROM AGENCIES FOR DIGITAL MEDIA PUBLICITY FOR PAN INDIA ATDC VOCATIONAL COURSES .

ATDC, NHO Academic Dept. on behalf of Competent Authority Apparel Training & Design Centre, P-50 Sector -44. Institutional Area, Gurgaon – 122003, Invites Expression of Interest (EOI) for outsourcing of service from specialized agencies for Digital Media Publicity for PAN INDIA ATDC B.Voc and AVI courses from reputed firm/ agencies having infrastructure PAN India .

A pre bid meeting would be held on 06/02/17 at 11.30a.m at ATDC NHO from interested agencies to understand the detail of work.

A. The Prospective agencies are requested to submit the following after pre-bid meeting along with their EOI:

1.Publicity strategy through E-media to project ATDC Brand as India largest and most awarded -Vocational Institute for Apparel Sector Job-oriented courses from short term to Degree Level ,located in EAST ,WEST ,NORTH and SOUTH Zone of India.

2. Previous work experience in similar kind of work carried out in a time bound manner successfully and details of the clients and domains in which the work was carried out.

3. Permanent/ contact address & details of the Agency submitting the EOI

4. Financial Turnover (in INR) for at least 2 financial years (2014-15/ 2015-2016) and if available that of 2016-17.

5. Any other information, which the agencies consider would aid in consideration of the scrutiny and Evaluation committee.

6. Shortlisted Firms/ Agencies will be advised to make presentation before a “Technical Evolution Committee” on their Technical Bid/ proposal, committee’s suggestions will be incorporated by the vendors in their subsequent financial Bid/ proposals

7. Firms/ Agencies will be provided with Document for submission of Technical Bid & Financial bid. After evaluation of EOIs and presentations, the vendors will be advised to submit their technical and financial bids on appropriate date.

TERMS OF REFERENCE (TOR) OF EXECUTION

1. The Publicity of ATDC courses should be in eight (8) languages, in addition to English as follows:

- (i) Hindi
- (ii) Telgu
- (iii) Kannada
- (iv) Malayalam
- (v) Manipuri
- (vi) Tamil
- (vii) Bengali
- (viii) Oriya

2. The Publicity mechanism should be in reportable and visualized formats.

B. Firms/ Agencies are advised to visit the ATDC website (www.Atdcindia.co.in).

C. Sealed envelopes super scribed as “EXPRESSION OF INTEREST (EOI) FOR OUTSOURCING OF SERVICE FROM SPECIALIZED AGENCIES/ DIGITAL MEDIA PUBLICITY FOR PAN INDIA ATDC VOCATIONAL COURSES.

To be addressed to

Registrar (Academic)

Apparel Training & Design Centre

Head, National Placement Cell,

(academicmatters@atdcindia.co.in)

ATDC, National Head Office,

Paridhan Vikas Bhawan

Plot -50, Sector-44, Institutional Area, Gurgaon -122003

The duly completed EOI should be submitted latest by 12.00 noon on 30th Jan'2017. Firms/ agencies may give their contact Number & Name of the contact person and e-mail id for further correspondence.

For any queries please contact Mr. Shajan at 9818634238 or email at shajan@atdcindia.co.in .