



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

EXPRESSION OF INTEREST

Expression of interest is invited from reputed **Social Media** agencies having capability for high quality social media promotion strategy and execution at global scale. The proposed contract is for 1 year extendable to another 2 years. The last date for the submission of an offer is **29th January, 2026**



Export Promotion Council for Handicrafts
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Tender Notice

1. Sealed tenders are invited from reputed and experienced Social Media Agencies for social media engagement (strategy – cum – implementation)

Online availability of tender document	14 th January 2026
Pre-bid enquiry regarding tender through email	By 1800 hours on 21 st January 2026
Pre-bid Meeting on queries	3:30 PM 22 nd January, 2026
Last date for submission of bid	3:00 PM on 22 nd January 2026
Opening of Technical bid	3:30 PM on 29 th January 2026
Date of Presentation for short listed parties	to be confirmed later to successful parties
Opening of financial bid for short listed parties	to be confirmed later to successful parties
Issue of LOI	Mid February 2026

2. Earnest money amounting to Rs. 5,00,000 (Rs. Five lakh only) shall be submitted in shape of Demand Draft / FDR / CDR or Bank Guarantee pledged in favour of “EXPORT PROMOTION COUNCIL FOR HANDICRAFTS”
3. The tenderers are advised to go carefully through the Tender Document to ensure compliance before submitting their Tender. The conditions other than those mentioned in the Tender document shall not be acceptable and such offers may be ignored.
4. EPCH reserves the right to accept or reject any tender or all the offers without assigning any reason.
5. All other conditions relevant to tender process can be seen in instruction to bidder given in Tender Document. For further details, please log on to www.epch.in

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TENDER DOCUMENT FOR SOCIAL MEDIA PROMOTION

Tender No.: Social-Media/2025-26/Ten-1

Date : 14th January 2026

1.1 Introduction

The Export Promotion Council for Handicrafts (EPCH) is India's apex organization for promoting handicraft exports, credited with organizing Asia's largest handicrafts and gifts fair, the IHGF Delhi Fair. Established to support artisans, exporters, and MSMEs, EPCH plays a vital role in expanding global market linkages, strengthening handicraft clusters, and addressing trade challenges such as tariffs and compliance regulations. It actively engages with government bodies to shape policies, like the Uttar Pradesh Export Promotion Policy 2025–30 and provides a platform for Indian handicrafts to gain international recognition.

The large global trade fairs conducted by EPCH are IHGF (2 editions per year) into its 60th edition, and IFJAS into its 20th Edition.

Look up

<https://www.epch.in/>

<https://www.ihgfdelhifair.in/>

<https://www.ifjas.in/>

to know more about EPCH and the Fairs in focus.

A large part of the focus of the Social media work proposed in this tender document is related to global promotion and lead generation for these trade fairs.

1.2 Eligibility criterion

The Eligibility criterion for this tender is provided below:

- I. The Tenderer should be a registered means any firm whether proprietorship, partnership or company registered under companies act.
- II. The company should have been in existence for at least 5 years.
- III. The company's turnover should be minimum of Rs 1.0 crores (average of last 3 years)
- IV. The company should not be blacklisted by during last three financial years in any State/central Govt. or PSU due to unsatisfactory performance, breach of general or specific Instruction, corrupt/fraudulent practices or any other unethical business practices
- V. Consortium bids are not allowed.



1.3A Selection Criteria

Selection criterion and the basis of assessment are as follows.

Criterion	Document	Rating based on	Maximum marks
Age of company	Certificate of incorporation	Number of years	10
Turnover	Balance sheets	Revenue and financial net worth	10
Profile of in house team	Certified letter from company	Art Director	
		Copywriters	
		Strategy Manager	
		Video editor	40
Client Profile and type of assignments	Completion letters, or contracts with client testimonials	Matching profile with EPCH requirements	5
Approach to assignment	Presentation made by the company	Query handling during presentation	30
innovation and usage of AI	Presentation made by the company	Query handling during presentation	5
Total			100

1.3 B Basis of Ratings

80% rating is for technical criterion above. The basis of rating is also shared below:



Criterion	Rating based on	Maximum marks
Age of company	10 years	0
	11- 15 years	5
	20 years	10
Turnover	1- 2 crores	5
	Above 2.0 crores	10
Profile of key personnel	Art Director	10
	Strategy Manager	10
	Video editor	10
	Copy writer	10
Client Profile and type of assignments	Matching profile with EPCH requirements	5
Approach to assignment	Query handling during presentation	30
Innovation and usage of AI	Query handling during presentation	5
Total		100

1.4 Guidelines for Submission of Technical and Financial Offers

Sealed technical and financial proposal in separate envelops are required to be submitted. Organisation/agency may note that conditional proposal is not allowed and shall be liable for rejection summarily.

Cover 1: Technical Proposal: Super scribe the envelope/ cover with “Technical Proposal” and should include the following:

1. Folder 1- EMD

Earnest money amounting to Rs. 5,00,000 (Rs. Five lakh only) shall be submitted in shape of Demand Draft / FDR / CDR or Bank Guarantee pledged in favour of ““EXPORT PROMOTION COUNCIL FOR HANDICRAFTS”. Validity of this EMD should be at least 3 months. EMD of unsuccessful bidders will be returned within 3 months. EMD of successful bidder will be needed to get converted into a bank guarantee towards performance BG valid for 3 months beyond the time and schedule of project.

2. Folder 2- KYC

Photocopy of PAN Number, GST number and all similar KYC documents, certificate of incorporation etc. Notarised certificate of non-black listing and similar documents.

3. Folder 3 – Financials

Balance Sheet certified by Chartered Accountant as proof of Turnover of company for three Years (3 years previous)

4. Folder 4- HR capability

Certification/ HR compliances/ names and profiles of FTEs, profile of key personnel and all such HR capability issues.

5. Folder 5 – Client testimonials and completion letters

Details of clients with proof of execution, testimonials, completion letters, types of assignments done, results provided to clients etc.

6. Folder 6 – Technical proposal

Understanding of brief , translation of brief into project approach, control points, check points,

risk management, effort and result matrix, willingness to link fee to results, time frames, SPOC, PERT, and all other technical bid issues

Cover 2: Financial Proposal

Super scribe the envelope/ cover with “Financial Proposal” and following instructions are to be followed strictly: -

1. The rate should be provided:

- For Fixed monthly fee towards services as retainership for scope of work defined
- Variable fee linked to results produced in terms of new buyer registrations etc. This will be linked to the spends that EPCH will make
- Estimate of direct costs to be incurred by EPCH (should be accurately reflected)
- GST and any other government taxes/ dues

2. The tenderer is advised to quote rate in Indian Rupees only. No Foreign exchange variation is admissible.

3. The rate quoted (without taxes) will be valid for 90 days from the Date of acceptance of the Financial Bid.

4. Conditional tender will not be entertained & is liable to be rejected.

1.5 SELECTION PROCEDURE

The EPCH committee will evaluate the bidders on a QCBS Methodology. Technical evaluation will be based on profile and track record of agency, experience for similar assignments, working with overseas show organisers, approach to project and similar criterion. Technical Evaluation will carry a weightage of 80% marks. Financial evaluation will carry a weightage of 20% marks. The agency with highest marks in total after adding the scores from the technical and financial evaluation will be awarded to the agency which gets the highest aggregate marks.

1.6 Force Majeure:

- I. The Supplier shall not be liable for forfeiture of its performance security, liquidated damages or termination for default, if and to the extent that, its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.
- II. For purposes of this Clause, "Force Majeure" means an event beyond the control of the Supplier and not involving the Supplier's fault or negligence and not foreseeable. Such events may include, but are not limited to, acts of the Purchaser either in its sovereign or contractual capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.

- III. If a Force Majeure situation arises, the Supplier shall promptly notify the Purchaser in writing of such conditions and the cause thereof. Unless otherwise directed by the Purchaser in writing, the Supplier shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.
- IV. In the event of delay in delivery and/or unsatisfactory manufacturing progress and supply, the Department has the right to cancel the purchase order as whole or in part without liability for cancellation charges or otherwise. In the event of rejection of non-confirming goods, the tenderer shall be allowed without any extension of delivery time to correct the non-conformities, should however the tenderer fail to do so within stipulated time, the EPCH may cancel the order.

1.7 Other Terms and Conditions

- I. No payment shall be made for rejected work nor would the tenderer be entitled to claim for such scope.
- II. Payment terms are monthly by the end of the following month after bill is got approved by all parties within EPCH who are users of the service.
- III. Legal action may be initiated against such tenderer in case any of the information submitted by the tenderer is found to be false at any stage of the contract.
- IV. Jurisdiction: The Delhi High Court, India shall have the exclusive jurisdiction to try all or any of the disputes.

1.8 Scope of Work

Scope of Work – Social Media

Client: EPCH (Export Promotion Council for Handicrafts)

Applicable for: All editions of IHGF (Spring & Autumn Fairs) and IFJAS show

Platforms: Instagram, Facebook, LinkedIn, Pinterest

1. Overall Objective

The appointed social media agency will manage the complete social media marketing for EPCH's fairs — before, during, and after each edition — to promote the exhibitions, showcase exhibitors and products, attract buyers and visitors, and build engagement across platforms.

This will include **content strategy, creative conceptualisation, content creation (artworks and videos), copywriting, campaign planning, and live posting**, with a posting calendar shared in advance and all posts approved by EPCH prior to publishing.

The period of contract will be 1 year extendable at the same fee for another 2 years. Bidders may quote accordingly.



2. Core Scope of Work

A. Content Creation and Management

- Develop a comprehensive content strategy and calendar covering pre-fair, during-fair, and post-fair phases.
- Create and post static artworks, carousel posts, short videos, reels, boomerangs, and other content formats.
- Maintain consistent branding, messaging, and tone across platforms.
- Handle caption writing, hashtag strategy, and content scheduling.
- Execute campaign plans and live updates as approved.

B. Paid Promotions

- Plan, execute, and manage paid campaigns on **Meta** and **Google** platforms.
- Paid promotions will be billed on actuals with transparent spend reporting to EPCH.

C. Weekly Posting Plan (Before & After Each Fair)

- 4 posts and 1 video per week (around 20 content pieces per month).
- Stories: 10–15 per week.
- Pinterest uploads: 20–25 pins per month showcasing product categories and fair highlights.
- EPCH approval will be taken before publishing all content.

D. During the Fair (Live On-site Coverage)

- On-ground team with cameramen, video editors, and an anchor.
- Daily live stories from halls and product zones.
- Daily recap posts/videos of key happenings.
- 5–7 stories per day.
- 2–3 reels/short videos per day.
- Live interviews/sessions with exhibitors, buyers, and dignitaries.
- Manage comments, messages, mentions, and community interaction.

E. Post-Fair Activities

- Post-event highlights, testimonials, and success stories.
- 8–10 posts and 5–8 videos per edition.
- Submission of performance report and analytics presentation.



- Handover of all content (raw & edited) within 10 working days post-event.

3. Additional Activities (On Request)

The agency will also support:

- Artwork and posts related to EPCH's international participation.
- Fair activity schedules and announcements.
- VIP and senior delegation visits.
- Extra engagement-driven stories or posts during key promotion periods.

4. Reporting & Performance Tracking

- Real-time performance tracker (reach, engagement, impressions, growth).
- Weekly performance reports.
- Monthly comparative reports and presentations.
- Strategy improvement recommendations.

5. Expected Deliverables

Category	Frequency
Posts	25–30 per month
Reels/Videos	10–15 per month
Stories	60–75 per month
On-ground videos	15–20 per fair
Pinterest uploads – Duplicated from other platforms	20–25 per month
Reports	Weekly + Final
Data handover	After each show

1 professional will be required to be stationed at EPCH office for coordination with all users and departments. The cost of the above needs to be built into the proposal by bidders.

These are enablers and EPCH would ultimately be interested in: - Agency targets to be decided mutually after reviewing past data



- 1) Number of new Buyer registrations for Fairs (New Buyer is defined as any valid entity that has not participated in any previous edition of EPCH Fairs. Decision of EPCH will be binding upon vendor)
- 2) Number of New visitor registrations for Fairs (New Visitor is defined as any valid person that has not participated in any previous edition of EPCH Fairs. Decision of EPCH will be binding upon vendor)
- 3) Number of likes/ re shares/ viral posts
- 4) SM visibility

6. Additional Inclusions

- Monthly engagement activity or contest. The EPCH will prescribe monthly budgets for the cost of prizes and the rest would be vendors role.
- Influencer tie-ups (barter basis).
- Community management (response within 24 hours).
- Creative repurposing across platforms and formats.
- All campaigns executed with EPCH approval.

7. Timelines

- Planning begins immediately after the previous fair concludes.
- Promotions kick-off a minimum of **3 months before** each edition.

Note - All content creation, campaign execution, and reporting will be carried out strictly under EPCH's guidance and final approval.

2.1 Format for Submission of Financial Offers (On letterhead of agency duly signed by Authorised signatory)

Our fee for the proposed work in the tender is as follows:

Fee Element	INR
Fixed monthly fee for the scope of work defined in the tender	
Variable fee linked to results produced in terms of new buyer registrations etc	
Total Fee	
GST	
Estimate of direct costs put onto EPCH (To be defined)	

1. Our Bid is valid for 90 days from the date of submission of tender
2. All costs including compliance costs are built into the proposal and we will not ask for fee increases due to any reason whatsoever.
3. We indemnify EPCH from any inadvertent outcome of the promotion done on social media.
4. We will at our own cost do marginal extra work where required by the client in terms of number of posts etc.
5. We will not allow EPCH direct costs to go beyond 15% of the estimate as provided above.
6. We agree to the payment terms of EPCH as 45 days from the date of invoice.

For