

Expression of Interest (EOI) for vendors for Packaging and Branding of Products

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**Entrepreneurship
Development
Institute of India
Ahmedabad**

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA, AHMEDABAD

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Notice Inviting Expression of Interest (EoIs)

for vendors for Packaging and Branding of Products

Last date of receipt of EOI: 19/11/2024 up to 04:00 PM

Introduction

Entrepreneurship Development Institute of India (EDII), Ahmedabad, invites EoIs from Packaging and Branding Vendors to produce and print Packaging and Branding of products” implemented by EDII.

There are 80 + products developed that belong to varied crafts from across 33 districts of Gujarat, making each product’s packaging requirement based on the material and dimension of the product.

The agency will deliver printed packaging and branding of the products against the designed files provided with the prescribed Minimum Order Quantity (MOQ). All the packaging and branding have already been developed, and the files are saved in PDF format, which can be used in Coral Draw/Adobe Illustrator.

Scope of Work + Deliverables + Timeline + Submission

1. Category 1 – Hard printed packaging

Scope of Work

To produce hard material printed packaging against the designs provided by the team to the agency. The agency should follow the provided guidelines through the keylines, cutting, sticking of the hard material, and using an OHP (transparent) sheet on the cutout areas, as mentioned in the design. The paper used should be a minimum of **300GSM** or above. Additionally, since the goal is to create and innovate products based on natural materials and the confluence of two or more crafts, there can be an addition to this list in the future.

Deliverables

A. Single Product Packaging

Sr. No.	Product	Craft	Size	Branding	Material	MOQ
1	Keychain	Hand Embroidery	Part 1 :- 3 inches by 6 inches	On packaging	Paper	5
2		Leather (Mojdi)		On packaging	Paper	5
3		Leather		On packaging	Paper	5
4	Bookmark	Tangaliya	Part 1 :- 2.75 inches by 17.5 inches	On packaging	Paper	30
5	Brooch	Hand Embroidery	Part 1 :- 4.5 inches by 4.5 inches Part 2 :- 4.25 inches by 4.25 inches	On packaging	Paper	5
6		Sadeli	Part 1 :- 4.5 inches by 4.5 inches Part 2 :- 4.25 inches by 4.25 inches	On packaging	Paper	5
7	Coaster	Agate	Part 1 :- 9.25 inches by 9.25 inches Part 2 :- 12.75 inches by 7.625 inches	On packaging	Paper	15
8		Patola	Part 1 :- 6.625 inches by 9.5 inches	On packaging	Paper	15
9		Warli	Part 1 :- 6.75 inches by 10.375 inches	On packaging	Paper	10
10		Bamboo 1 (Square)	Part 1 :- 7.25 inches by 10.75 inches	On packaging	Paper	10
11		Sadeli	Part 1 :- 11.75 inches by 15.75 inches	On packaging	Paper	10
12		Tangaliya	Part 1 :- 9.5 inches by 6.625 inches	On packaging	Paper	15
13	Penstand	Bamboo	Part 1 :- 4.25 inches by 21.75 inches Part 2 :- 7.25 inches by 7.25 inches	On packaging	Paper	10
14	File Cover	Soof	Part 1 :- 14 inches by 32 inches	On packaging	Paper	15
15		Bamboo		On packaging	Paper	15
16		Bead Work		On packaging	Paper	15
17	Desk Clock	Agate	Part 1 :- 18 inches by 16 inches Part 2 :- 23.5 inches by 11.875 inches Part 3 :- 7.5 inches by 7.5 inches	On packaging	Paper	5
18	A5 Diary and Cover	Patola	Part 1 :- 8.875 inches by 20.625 inches Postcard :- 4.5 inches by 2.75 inches	With Postcard	Paper	25
19		Applique		With Postcard	Paper	25
20		Mashroo		With Postcard	Paper	25
21		Bhujodi		With Postcard	Paper	25
22		Leather		With Postcard	Paper	25
23	10" Wall Frame	Mata Ni Pachedi	Part 1 :- 16.375 inches by 16.375 inches Part 2 :- 25.75 inches by 15 inches Postcard :- 4.5 inches by 2.75 inches	With Postcard	Paper	15
24		Tangaliya		With Postcard	Paper	15
25		Applique and Zari Zardozi		With Postcard	Paper	15
26		Soof		With Postcard	Paper	15
27		Mudwork		With Postcard	Paper	15
28	Tray	Bamboo (Rectangle)	Part 1 :- 4 inches by 22 inches	On packaging	Paper	5
29		Ahir Embroidery	Part 1 :- 17 inches by 20.5 inches	On packaging	Paper	10
30	Stole	Khadi Mirror	Part 1 :- 16.75 inches by 12 inches Part 2 :- 4.5 inches by 4.5 inches Part 3 :- 9 inches by 6.5 inches	With Postcard	Paper	25
31		Khambaliya	Postcard :- 4.5 inches by 2.75 inches	With Postcard	Paper	25
32	Potli Bag	Mashroo Mirrorwork	Part 1 :- 11 inches by 17.5 inches	On packaging	Paper	5
33	Sunglass Cover	Tangaliya	Part 1 :- 14.15 inches by 13.5 inches	On packaging	Paper	10
34	Tie	Mashroo	Part 1 :- 5.75 inches by 20.75 inches	On packaging	Paper	20
35	Keyholder	Mudwork	Part 1 :- 19 inches by 13.25 inches Part 2 :- 10.15 inches by 27.3 in inches	On packaging	Paper	10
36	Candle Holder	Agate	Part 1 :- 10.375 inches by 17.625 inches Part 2 :- 13 inches by 13 in inches	On packaging	Paper	5
37	Jewellery Box	Sadeli	Part 1 :- 19.252 inches by 8.8294 inches Part 2 and 3 :- 5.6588 inches by 5.6588 inches Sticker :- 2.75 inches by 2.75 inches Postcard :- 4.5 inches by 2.75 inches	On packaging	Paper	5
38	Photo Frame	Sadeli	Part 1 :- 16.1294 inches by 17.6279 inches Part 2 :- 13.025 inches by 25.6104 inches	On packaging	Paper	5
39	13.5" Frame	Mata Ni Pachedi	Part 1 :- 19.875 inches by 19.875 inches Part 2 :- 32.75 inches by 19.5 inches Postcard :- 4.5 inches by 2.75 inches	With Postcard	Paper	30
40	Square Bookmark	Tangaliya	Part 1 :- 4.75 inches by 9 inches	On packaging	Paper	20
41	Women's Wallet	Leather Embroidery	Part 1 :- 14 inches by 11.75 inches Postcard :- 4.5 inches by 2.75 inches	With Postcard	Paper	5
42	Mobile Pouch	Soof Embroidery	Part 1 :- 14 inches by 11.75 inches Postcard :- 4.5 inches by 2.75 inches	With Postcard	Paper	5
43	Tree	Agate	Part 1 :- 4.25 inches by 21.75 inches Part 2 :- 7.25 inches by 7.25 inches	On packaging	Paper	20
44	Table Runner and Placemat	Handblock and Bead Work	Part 1 :- 29.5 inches by 16.5 inches	With Postcard	Paper	15
45		Soof	Postcard :- 4.5 inches by 2.75 inches	With Postcard	Paper	15
46	Diya Stand	Terracota	Part 1 :- 47.25 inches by 47.25 inches Part 2 :- 23 inches by 24.875 in inches	On packaging	Paper	5
47	Candle Holder Lamp	Terracota	Part 1 :- 36.75 inches by 36.75 inches Part 2 :- 21.625 inches by 28.5 in inches	On packaging	Paper	5
48	Sling Bag	Leather Embroidery	Part 1 :- 14 inches by 11.75 inches Postcard :- 4.5 inches by 2.75 inches	With Postcard	Paper	10
49	Bed Runner and Cusion Cover	Ahir Embroidery	Part 1 :- 29.5 inches by 16.5 inches Postcard :- 4.5 inches by 2.75 inches	With Postcard	Paper	10
50	Shawl	Bhujodi Weaving	Part 1 :- 26 inches by 24.25 inches Part 2 :- 10.5 inches by 26 inches	On packaging	Paper	25

B. Hamper Packaging

S.No.	Product	Size	Branding	Material	MOQ
1	Hamper 1	Part 1 :- 26.75 inches by 24.5 inches (craft paper), Part 2 :- 12 inches by 21.125 inches (white paper)	On packaging + Sheet from Top + Closure with ribbon	Paper	75
2	Hamper 2	Part 1 :- 26.75 inches by 24.5 inches (craft paper), Part 2 :- 12 inches by 21.125 inches (white paper)	On packaging + Sheet from Top + Closure with ribbon	Paper	75
3	Hamper 3	Part 1 :- 33 inches by 29 inches (craft paper) Part 2 :- 16.25 inches by 26.625 inches (white paper)	On packaging + Sheet from Top + Closure with ribbon	Paper	75
4	Hamper 4	Part 1 :- 33 inches by 29 inches (craft paper) Part 2 :- 16.25 inches by 26.625 inches (white paper)	On packaging + Sheet from Top + Closure with ribbon	Paper	50
5	Hamper 5	Part 1 :- 37.5 inches by 36 inches (craft paper) Part 2 :- 14.75 inches by 30.125 inches (white paper)	On packaging + Sheet from Top + Closure with ribbon	Paper	50
6	Hamper 6	Part 1 :- 33 inches by 29 inches (craft paper) Part 2 :- 16.25 inches by 26.625 inches (white paper)	On packaging + Sheet from Top + Closure with ribbon	Paper	75
7	Hamper 7	Part 1 :- 37.5 inches by 36 inches (craft paper) Part 2 :- 14.75 inches by 30.125 inches (white paper)	On packaging + Sheet from Top + Closure with ribbon	Paper	50

Timeline

All the hard packaging orders placed should be delivered within a week of the work order being placed.

Submission

All the hard packaging orders should be printed with branding along with the cutouts, box sticking, and OHP sheets against the MOQ placed for the category.

2. Category 2 – Stitched fabric bags

Scope of Work

To produce stitched fabric bags against the designs provided by the team to the agency. The agency should follow the guidelines provided to them through the measurements provided, along with the cutting and stitching of material and printing of branding provided in the designs. Additionally, since the goal is to create and innovate products based on natural materials and the confluence of two or more crafts, there can be an addition to this list in the future.

Deliverables

The bags developed will also have branding on each of them, which will be printed on them. Each bag should be finished with trims along with it.

The measurement of the bags is submitted below –

S.No.	Product	Craft	Size	Branding	Material	MOQ
1	Laptop Sleeves	Hand Embroidery	Fabric Bag :- 20 inches by 18 inches	With Postcard	Fabric	15
2		Tangaliya	Postcard :- 4.5 inches by 2.75 inches	With Postcard	Fabric	15
3	Laptop Bag	Hand Embroidery	Fabric Bag :- 20 inches by 18 inches	With Postcard	Fabric	15
4		Leather	Postcard :- 4.5 inches by 2.75 inches	With Postcard	Fabric	5
5		Tangaliya	Postcard :- 4.5 inches by 2.75 inches	With Postcard	Fabric	15
6	Handbag	Patola	Fabric Bag :- 20 inches by 18 inches Postcard :- 4.5 inches by 2.75 inches	With Postcard	Fabric	15
7		Leather	Postcard :- 4.5 inches by 2.75 inches	With Postcard	Fabric	5
8		Soof Embroidered	Fabric Bag :- 13 inches by 11 inches Postcard :- 4.5 inches by 2.75 inches	With Postcard	Fabric	25
9	Hand Clutch	Hand Embroidery	Fabric Bag :- 13 inches by 11 inches Postcard :- 4.5 inches by 2.75 inches	With Postcard	Fabric	25
10	Fabric Wallet	Hand Embroidery	Fabric Bag :- 6 inches by 5 inches Postcard :- 4.5 inches by 2.75 inches	With Postcard	Fabric	15
11	Jewellery	Bead Work	Fabric Bag :- 6 inches by 5 inches Postcard :- 4.5 inches by 2.75 inches	With Postcard	Fabric	15

Timeline

All the stitched bag orders should be delivered within a week of the work order being placed.

Submission

All the stitched bag orders should be printed with project branding and the trims attached to the bag against the MOQ placed for this category.

3. Category 3 – Postcards

Scope of Work

To print postcards of each craft that shall be used as Branding material for the products. Each postcard should be printed on **180-240 GSM** paper, and each postcard size is **4.50 in X 2.75 in**. Below is an exhaustive list of craft postcards that should be followed along with the MOQ provided below. Additionally, since the goal is to create and innovate products based on natural materials and the confluence of two or more crafts, there can be an addition to this list in the future.

Deliverables

Refer to the list of postcards required below.

Sr. No	Crafts	MOQ
1	Applique and Patchwork	45
2	Bamboo Weaving	20
3	Bead Work	45
4	Bhujodi Weaving	25
5	Hand Embroidery	90
6	Kutchi Leather Work	65
7	Mashroo	25
8	Mata Ni Pachedi	45
9	Mud Work or Lippan Art	25
10	Patola	40
11	Sadeli	10
12	Soof Embroidery	60
13	Tangaliya Weaving	55
14	Terracotta	10
15	Khadi Mirror Work	25
16	Khambhaliya Weave	25

Timeline

All the postcard orders placed should be delivered within a week of the work order being placed.

Submission

All the postcard orders should be printed with branding against the MOQ placed for this category.

Guidelines on EOIs submission:

All the documents are to be submitted in a single envelope titled “**Expression of Interest (EOIs) for the vendors for Packaging and Branding of the Products**”. Loose papers shall not be accepted or outright rejected. Hard-bound copies only shall be accepted.

The last date for the submission of EOI is 19/11/2024. EOIs received after the last date of submission will not be considered. The tender document should be addressed to:

Dy. CAO (Admin),
Entrepreneurship Development Institute of India;
(Via Ahmedabad Airport & Indira Bridge); P.O. Bhat 382 428
Dist. Gandhinagar Gujarat – India

7. General Conditions:

- Any EOI document received by EDII after the last date for bid submission will be rejected.
- The Party shall bear all costs of preparing and submitting its EOI document at EDII.
- A copy of Goods and Services Tax Registration documents is to be submitted along with the offer. (If applicable)
- TDS will be deducted as per the applicable rules.
- The Agency should sign all the pages of the documents before submission as a token of having read & accepted the terms and conditions.
- Persons tendering are informed that no erasures or alterations by them in the text of the document sent herewith shall be allowed and any such erasures or alterations shall be disregarded. If there is an error in writing, no overwriting should be done, the wrong word or figure should be struck out and the correct one written above or neat it in an unambiguous way.
- The Institute will NOT ACCEPT ANY TENDERS THROUGH EMAIL.
- Advised to visit again the Institute's website <https://www.ediindia.org/the-institute/tenders/> at least 3 days prior to the closing date of submission of EOI for any corrigendum/addendum/ amendment
- The Party shall bear all costs of preparing and submitting its EOI document at EDII.
- Amendments to Notice Inviting EOI, if any, would be published on the website only, and not in the newspaper.
- The Agency should sign all the pages of the EOI documents before submission, as a token of having read & accepted the terms and conditions.
- Any dispute, difference, or objection about any matter relating to this contract shall be referred to the Sole Arbitration of any person appointed by the EDII at the time of reference.
- Institute shall have the right to reject EOI without assigning any reason and will have the discretion to award the work to more than one firm for the expediency of work. Therefore, EDII reserves the right to choose one or more parties or cancel the EOI process at its sole discretion.
- EDII reserves the right to terminate the contract if the services are unsatisfactory by giving one month's notice. If the party wants to terminate the contract, they must give one month's written notice, giving reasons thereof.
- The documents of related experience to be attached.
- Jurisdiction for all legal matters will be at Gandhinagar, Gujarat State.

Sd/-

Authorized Signatory

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA
(Via Ahmedabad Airport & Indira Bridge); P.O. Bhat 382 428 - Dist. Gandhinagar Gujarat – India

VENDOR REGISTRATION FORM

1	Name of the Vendor/Client (Please submit valid proof for the same)	:	
2	Type	:	<input type="checkbox"/> Proprietorship <input type="checkbox"/> Company <input type="checkbox"/> Trust <input type="checkbox"/> Firm Others Please Specify _____
3	Status of Vendor	:	<input type="checkbox"/> Manufacturer <input type="checkbox"/> Authorised Dealer Stockist/ <input type="checkbox"/> Service Provider <input type="checkbox"/> Traders Others _____
4	Registered Address	:	
5	State	:	
6	Name of Contact Person	:	
7	Designation of Contact Person	:	
8	Contact Number	:	
9	Official E Mail Address	:	
10	PAN (Please attach copy for the same)	:	
11	Status of Vendor under GST	:	<input type="checkbox"/> Registered <input type="checkbox"/> Un-registered
12	GST No./Provisional ID Number (Please attach copy for the same)	:	
13	Payment Terms	:	
14	Are you associated or having relationship with any of the EDII employee?	:	<input type="checkbox"/> Yes <input type="checkbox"/> No
15	If YES, please provide the relationship details	:	
16	Have you ever worked with the EDII before	:	<input type="checkbox"/> Yes <input type="checkbox"/> No

17	If YES, please provide the reference of transaction done	:	
18	Name of the Bank	:	
19	Address of the Branch	:	
20	Beneficiary Name (The Bank account to which any payment will be made, preferably, should not be on Individual's name. In case of proprietorship proper KYC should be submitted where name must match with the name provided in 1st row)	:	
21	Bank Account No.	:	
22	Bank Account Type	:	
23	IFSC Code for RTGS/NEFT	:	
List of Documents to be provided		:	
1	Copy of PAN	:	
2	Copy of GST registration Certificate (All 3 pages) - If registered under GST	:	
3	Cancelled Cheque / Bank Passbook 1st page containing Bank details	:	
4	If Company, Certificate of Incorporation	:	
5	If Partnership firm / LLP, List of Partners	:	

Date:.....

Place:.....