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NEHHDC

North Eastern
Handicrafts and Handlooms
Development Corporation

NORTH EASTERN HANDICRAFTS AND HANDLOOMS DEVELOPMENT CORPORATION LIMITED

(A Government of India Enterprise under the Ministry of Development of North Eastern Region)

EXPRESSION OF INTEREST (EOI)

FOR SELECTION OF PARTNER FOR SALES OPERATION, MANAGEMENT AND PROMOTION OF "PURBASHREE" RETAIL SHOWROOM AT KOLKATA FOR NORTH EAST INDIA HANDLOOM & HANDICRAFT PRODUCTS UNDER PUBLIC-PRIVATE PARTNERSHIP

EOI No.: NEHHDC/Admin/EOI/Kev Kol/295/7661

Crafts Promotion & Experience Centre, Garchuk, Pamohi Road,
Guwahati – 781035, Assam
Website: www.nehhdc.com

EOI NOTICE

North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC), a Government of India Enterprise under the Ministry of Development of North Eastern Region (MDoNER), invites Expression of Interest (EOI) from eligible and experienced organizations/firms/agencies for selection as a Partner for sales operation, management, promotion and business development of the Purbashree Retail Showroom at Kolkata under a Public-Private Partnership (PPP) on Hybrid Operational Model.

The principal details are:

Particular	**Details**
Name of Work	**Selection of Partner for Sales Operation, Management and Promotion of Purbashree Retail Showroom at Kolkata**
Location	**Dhakshinapan Market Complex, Dhakuria, Kolkata**
Approx. Area	1,997 Sq. Ft.
Initial Tenure	02 (Two) Years
Sales Commission	20% (minimum)of actual monthly sales
EOI / Tender Fee	**Rs. 5,900/- inclusive of GST @ 18%, non-refundable; exemptions as applicable**
EMD / Bid Security	**Rs. 1,92,000/- subject to applicable exemption**
Performance Security	**Rs. 4,80,000/- by DD or BG, by the Selected Partner**
Mode of Submission	Online through CPP Portal only.
Financial Bid	Separate CPP Portal Financial BOQ / Price Schedule
Availability of Tender Document	**23.11.2026 (10:00 AM)**
Commencement of Download of Tender Document	**23.11.2026 (10:00 AM)**
Bid Submission Start Date & Time	**23.11.2026 (10:00 AM)**
Last Date & Time for Submission of Bids	**15.12.2026 (02:30 PM)**
Date & Time of Opening of Technical Bid	**16.12.2026 (03:00 PM)**
Date & Time of Opening of Financial Bid	To be notified separately to the technically qualified bidders.
Last Date for Submission of Queries/Clarifications **(Via Email Only)**	**30.11.2026 (03:00 PM)**
Mode for Submission of Queries	**Official E-mail as specified in this TENDER**
Bid Validity	**180 (One Hundred Eighty) Days** from the last date of submission of bids
E-mail ID (For Submission of Clarifications – If Any)	**dgmtechnical@nehhdc.com, mgr.hradmin@nehhdc.com hr@nehhdc.com**
Virtual Participation for Opening of Technical Bids	The date, time and virtual meeting link/details for witnessing the opening of Technical Bids shall be published on the official website of NEHHDC (www.nehhdc.com) prior to the scheduled event.

1. BACKGROUND

NEHHDC is engaged in the preservation, promotion, development and commercialization of the rich Handloom, Handicraft, Textile, Tribal Art, Cane & Bamboo, Sustainable Lifestyle and Cultural products of North East India. NEHHDC operates its retail chain under the brand "Purbashree", showcasing authentic products from the eight North Eastern States.

The proposed engagement is intended to strengthen the retail presence of North Eastern products in Kolkata through professional showroom management, focused sales promotion, local market development and customer outreach.

2. OBJECTIVE OF THE EOI

i. Strengthen the retail market for Handloom and Handicraft products of North East India.
ii. Enhance visibility and market penetration of North Eastern products.
iii. Promote sustainable livelihood opportunities for artisans and producer groups.
iv. Develop a professionally managed and customer-oriented retail showroom.
v. Promote the culture, heritage and craftsmanship of North East India.
vi. Expand retail, institutional, corporate gifting and other business opportunities.
vii. Leverage professional expertise in retail operations, marketing and business development.
viii. Achieve sustained sales growth and commercial viability of the showroom.

3. NATURE OF PARTNERSHIP

The engagement shall be under a Public-Private Partnership (PPP) on Hybrid Retail Management Model.

3.1 Broad responsibilities of NEHHDC

i. Provide the showroom space/infrastructure as available and applicable.
ii. Provide/permit use of the "Purbashree" brand in accordance with NEHHDC guidelines.
iii. Facilitate supply of approved Handloom and Handicraft products through the NEHHDC network.
iv. Provide/enable ERP/POS support for sales recording, wherever applicable.
v. Provide necessary guidance regarding product authenticity, branding and retail operations.

3.2 Broad responsibilities of the Selected Partner

i. Operate and manage the showroom professionally and efficiently.
ii. Receive/procure stocks from the designated NEHHDC fulfilment centre/source as approved by NEHHDC.
iii. Undertake retail sales, inventory management, billing, visual merchandising and customer service.
iv. Deploy adequate and trained manpower.
v. Undertake local marketing, promotion and business development.
vi. Develop institutional, corporate, tourism and other suitable sales channels.
vii. Maintain showroom upkeep, ambience and customer service standards.
viii. Undertake necessary efforts to achieve the prescribed minimum monthly sales.

4. LOCATION OF SHOWROOM

Sl. No.	Location	Address	Approx. Area
1	Kolkata	Dhakshinapan Market Complex, Dhakuria, Kolkata	1,997 Sq. Ft.

The above details are based on the existing showroom premises. The final usable area and facilities shall be as confirmed by NEHHDC.

5. SCOPE OF WORK

A. Retail Operations

i. Day-to-day operation and management of the showroom.
ii. Customer service and relationship management.
iii. Sales and billing operations.
iv. Inventory coordination and stock management.
v. Product display and visual merchandising.
vi. Maintaining showroom ambience and upkeep.

B. Sales & Business Development

i. Retail sales and customer acquisition.
ii. Institutional and corporate sales.
iii. Corporate gifting and bulk orders.
iv. Festival and event-based sales campaigns.
v. Engagement with tourism and hospitality sectors.
vi. Development of local business opportunities.

C. Marketing & Promotion

i. Digital and social media promotion.
ii. Local marketing and promotional campaigns.
iii. Exhibitions, craft demonstrations and cultural showcases.
iv. Promotion of GI-tagged and indigenous products of North East India.

D. Wider Market Outreach

i. Integration with suitable marketplace/social commerce platforms.
ii. Promotion through appropriate digital channels.
iii. Customer servicing and business development beyond the physical showroom.

6. PRODUCT CATEGORIES

The showroom shall primarily deal in approved products of the North Eastern Region, including:

i. Handloom & Textiles
ii. Handicrafts
iii. Cane & Bamboo Products
iv. Tribal and Indigenous Artifacts
v. Sustainable Lifestyle Products
vi. Natural Fibre and Eco-friendly Products
vii. Jewellery and Accessories
viii. GI-tagged Products of North East India
ix. Traditional/Cultural Products
x. Corporate and Institutional Gifting Products

NEHHDC may modify or add product categories as considered appropriate.

7. EOI / TENDER FEE

The EOI / Tender Fee shall be Rs.5,000/- plus applicable GST @ 18%, i.e. Rs.5,900/- (Rupees Five Thousand Nine Hundred only) and shall be non-refundable.

Eligible Micro and Small Enterprises (MSEs) holding a valid Udyam Registration Certificate for the relevant activity shall be exempt from payment of the EOI / Tender Fee, subject to applicable Government of India provisions and submission of valid documentary proof. Any other tender-fee exemption shall apply only where specifically permitted under prevailing Government of India instructions.

The EOI / Tender Fee shall be remitted to the following NEHHDC bank account and documentary proof of payment shall be uploaded on the CPP Portal along with the EOI:

Particular	Bank Details
Account Name	NEHHDC Ltd.
Account No.	10566982760
Bank Name	State Bank of India
Branch	Garchuk
IFSC Code	SBIN0005240

8. MANDATORY TECHNICAL ELIGIBILITY CRITERIA

Sl. No.	Mandatory Eligibility	Requirement
1	Legal Constitution	Registered Company / LLP / Partnership / Proprietorship / eligible organisation
2	Relevant Experience	Minimum 3 years in retail/showroom/handloom/handicraft/textile/lifestyle/allied business, subject to any applicable Government of India relaxation
3	Retail Experience	At least one retail/showroom operation of minimum 12 months
4	Turnover	Average annual turnover of Rs.48 lakh or more during the last 3 financial years, subject to any applicable Government of India relaxation
5	Profitability	Positive net profit in at least 2 of the last 3 financial years
6	Financial Documents	Audited financial statements for prescribed years
7	Tax Compliance	Income Tax Returns for prescribed years, wherever applicable
8	PAN	Valid PAN
9	GST	Valid GST registration, wherever applicable
10	Statutory Compliance	Other applicable registrations/licences
11	Non-Blacklisting	Not blacklisted/debarred by Government/PSU/Government agency
12	Contract Default	No termination for material breach/default in prescribed period
13	Manpower	Undertaking to deploy adequate trained manpower

14	Sales Plan	Location-specific plan to achieve Rs.10 lakh minimum monthly sales
15	EOI Acceptance	Acceptance of essential terms and conditions
16	MSE, if claimed	Valid Udyam Registration Certificate
17	Startup, if claimed	Valid DPIIT Recognition Certificate
18	EMD / Bid Security	Rs. 1,92,000/-, subject to applicable exemption provisions

The above criteria are mandatory and shall be assessed on a compliance / non-compliance basis. Documentary evidence shall be furnished for each applicable criterion. NEHHDC reserves the right to verify the information furnished.

9. COMMERCIAL TERMS

9.1 Fixed Facility Charge

The Selected Partner shall pay a Fixed Facility Charge of Rs.100/- per Sq. Ft. per month (inclusive of taxes) for the showroom area.

For the approximate showroom area of 1,997 Sq. Ft., the indicative monthly Fixed Facility Charge shall be Rs. 1,99,700/- per month.

The Fixed Facility Charge shall be inclusive of maintenance, electricity and other applicable routine facility expenses, as per the final agreement/MoU.

9.2 Minimum Monthly Sales

The Selected Partner shall be required to achieve a minimum monthly sales target of Rs. 10,00,000/- (Rupees Ten Lakh only),(exclusive of taxes). Sales shall be recorded through the prescribed billing/ERP/POS system and shall be subject to verification by NEHHDC.

9.3 Sales Commission

The Selected Partner shall pay Sales Commission to NEHHDC at the percentage quoted by the Selected Partner in its Financial Bid / BOQ, subject to a minimum acceptable rate of 20% (Twenty Percent).

Any Financial Bid quoting Sales Commission below 20% shall be treated as non-responsive.

Irrespective of whether the prescribed minimum monthly sales target of Rs.10,00,000/- is achieved or not, the Selected Partner shall be liable to pay NEHHDC a minimum guaranteed Sales Commission of Rs.2,00,000/- (Rupees Two Lakh only) per month, being 20% of the minimum monthly sales target of Rs.10,00,000/-.

Where actual monthly sales exceed Rs.10,00,000/-, Sales Commission shall be payable at the Sales Commission percentage quoted by the Selected Partner and accepted by NEHHDC on the actual monthly sales.

The Sales Commission shall be separate from and in addition to the Fixed Facility Charge. There shall be no slab-wise Sales Commission.

9.4 EMD / BID SECURITY

The EMD / Bid Security shall be Rs.1,92,000/- (Rupees One Lakh Ninety-Two Thousand only).

The EMD / Bid Security shall be remitted to the following NEHHDC bank account, and documentary proof of remittance shall be uploaded on the CPP Portal along with the EOI:

Particular	Bank Details
Account Name	NEHHDC Ltd.
Account No.	10566982760
Bank Name	State Bank of India
Branch	Garchuk
IFSC Code	SBIN0005240

Eligible MSEs holding a valid Udyam Registration Certificate for the relevant activity and DPIIT-recognised Startups shall be exempt from payment of EMD / Bid Security, subject to applicable Government of India provisions and submission of valid documentary proof. Any other exemption shall apply only to the extent specifically permitted under prevailing Government of India instructions.

The EMD / Bid Security of unsuccessful applicants shall be dealt with/refunded as per the procedure prescribed by NEHHDC. In the case of the Selected Partner, the EMD shall be dealt with as per the terms prescribed by NEHHDC and the final agreement/MoU.

9.5 PERFORMANCE SECURITY

The Selected Partner shall furnish Performance Security of Rs. 4,80,000/- (Rupees Four Lakh Eighty Thousand only) by way of Demand Draft (DD) or Bank Guarantee (BG) in favour of "NEHHDC Ltd.", payable at Guwahati.

The Performance Security shall be furnished within the time prescribed by NEHHDC and shall remain valid for the period specified in the agreement/MoU, including the applicable claim period, if any. NEHHDC shall be entitled to invoke the Performance Security in accordance with the agreement/MoU in case of contractual default.

No automatic exemption from Performance Security is provided under this EOI. Any exemption or relaxation, if specifically applicable under prevailing Government of India instructions, shall be subject to those provisions and documentary proof.

9.6 EXEMPTIONS / RELAXATIONS FOR ELIGIBLE CATEGORIES

The benefits, exemptions and relaxations available to eligible MSEs, DPIIT-recognised Startups and other categories shall be governed by the prevailing Government of India procurement policies/instructions applicable to this EOI.

Eligible applicants claiming any such benefit shall clearly indicate the claim and submit valid supporting certificates. No exemption or relaxation shall be available merely on the basis of a declaration without supporting documentary proof.

Any relaxation in prior turnover or prior experience requirements for eligible Startups shall apply only where such relaxation is permissible under prevailing Government of India instructions and applicable to the present activity.

No purchase preference shall be presumed under this EOI unless expressly applicable and mandated under the prevailing Government of India instructions.

10. TENURE

The initial tenure of the partnership shall be 02 (Two) years, extendable further subject to satisfactory performance, achievement of prescribed sales requirements, mutual agreement and such terms as may be decided by NEHHDC.

11. DOCUMENTS TO BE SUBMITTED

The applicant shall submit the Technical/EOI documents and the Financial Bid/BOQ separately through the CPP Portal, in the manner prescribed therein. The Sales Commission percentage shall be quoted only in the Financial Bid/BOQ and shall not be quoted anywhere in the Technical Bid or the Annexures forming part of the Technical/EOI submission.

1. Covering Letter / Expression of Interest – Annexure I.
2. Bidder Information Sheet – Annexure II.
3. Authorization to Sign EOI Documents – Annexure III, wherever applicable.
4. Experience Summary – Annexure IV with supporting documents.
5. Turnover & Profitability Statement – Annexure V with supporting financial documents.
6. Sales Plan / Sales Capability Statement – Annexure VI.
7. Manpower Undertaking – Annexure VII.
8. Non-Blacklisting & Contract Default Undertaking – Annexure VIII.
9. Statutory Compliance Declaration – Annexure IX.
10. Declaration for MSE / Startup Benefit – Annexure X, if claimed.
11. Undertaking for Acceptance of EOI Terms & Conditions – Annexure XI.
12. Documentary Checklist – Annexure XII.
13. Registration / Incorporation / Constitution documents.
14. PAN and GST details, wherever applicable.
15. Audited financial statements and Income Tax Returns for the prescribed period, wherever applicable.
16. Proof of payment of EOI / Tender Fee, where applicable.
17. Proof of remittance of EMD / Bid Security, where applicable.
18. Any other supporting document required by NEHHDC.

12. SELECTION PROCESS

i. Preliminary Scrutiny: Preliminary scrutiny of the applications submitted by the applicants, including the prescribed documents and mandatory eligibility requirements, shall be carried out by NEHHDC.

ii. Technical Eligibility: The mandatory eligibility criteria specified in this EOI shall be assessed on a compliance / non-compliance (Pass/Fail) basis. Only applicants satisfying all mandatory eligibility requirements shall be considered for opening/evaluation of the Financial Bid.

iii. Assessment of Proposal: The relevant experience, financial capability, operational capability and Sales Plan / Sales Capability Statement of the technically eligible applicants shall be assessed for determining their suitability. The Sales Plan / Sales Capability Statement shall not carry separate marks.

iv. Financial Evaluation: The Financial Bids of only the technically eligible applicants shall be opened/evaluated through the Financial BOQ/Price Schedule uploaded separately on the CPP Portal.

v. The applicant shall quote the Sales Commission percentage payable to NEHHDC in the Financial BOQ. The minimum acceptable Sales Commission shall be 20% (Twenty Percent).

vi. Any applicant quoting a Sales Commission below 20% shall be treated as financially non-responsive.

vii. Among the technically eligible and financially responsive applicants, the applicant quoting the highest Sales Commission percentage, equal to or above 20%, shall be ranked H1 and shall be considered for selection, subject to approval of the Competent Authority of NEHHDC.

viii. In the event of two or more applicants quoting the same highest Sales Commission percentage, the tie shall be resolved in the manner prescribed by NEHHDC as follows:

Sl. No.	Tie-Breaking Criteria	Preference to
1	Average annual turnover during the last 3 financial years	Applicant having the **higher average annual turnover**
2	Relevant experience	Applicant having **longer relevant experience** in retail/showroom/handloom/handicraft/textile/lifestyle/allied business
3	Retail/showroom experience	Applicant having **longer retail/showroom operating experience**

ix. The Fixed Facility Charge of Rs.100/- per Sq. Ft. per month and the minimum monthly sales target of Rs.10,00,000/- shall remain fixed and shall not form part of the financial bidding.

x. NEHHDC reserves the right to seek clarification or additional documents from the applicants during the evaluation process.

xi. Final selection shall be subject to approval of the Competent Authority of NEHHDC.

13. GENERAL TERMS & CONDITIONS

1. Submission of the EOI shall constitute acceptance of the terms and conditions contained herein.
2. Applicants shall be responsible for the correctness and authenticity of the information and documents submitted.
3. NEHHDC reserves the right to verify the credentials, experience, financial information and other particulars furnished by an applicant.
4. Any false, misleading or suppressed information may result in rejection of the EOI and/or other action as considered appropriate.
5. The Selected Partner shall comply with all applicable statutory, labour, tax, GST and other legal requirements.
6. The Selected Partner shall maintain proper records of sales, inventory and other showroom operations and provide the same to NEHHDC as required.
7. The Selected Partner shall not assign or transfer its rights or obligations without prior written approval of NEHHDC.
8. Selection of an applicant shall not create any contractual right until execution of the formal agreement/MoU.
9. The detailed terms and conditions governing the partnership shall be incorporated in the agreement/MoU.
10. Any dispute arising out of the EOI/selection process shall, unless otherwise provided in the final agreement/MoU, be subject to the jurisdiction of competent courts at Guwahati, Assam.

14. RIGHTS OF NEHHDC

i. Accept or reject any or all applications without assigning any reason, subject to applicable rules and approvals.
ii. Seek clarification or additional information from applicants.
iii. Modify, amend, supplement or clarify the EOI before finalization.
iv. Modify the scope of work or showroom arrangements before finalization.
v. Cancel, withdraw or discontinue the EOI/selection process at any stage.
vi. Verify any information or document furnished by an applicant.
vii. Decide the suitability of an applicant for the proposed partnership.

Submission of the EOI does not guarantee selection or award of partnership.

15. SUBMISSION OF EOI

The completed EOI along with all supporting documents shall be submitted online through the Central Public Procurement Portal (CPP Portal) at https://eprocure.gov.in/eprocure/app within the date and time specified in the EOI Notice.

The Applicant shall ensure that the complete EOI and all required supporting documents are uploaded on the CPP Portal within the prescribed time and in the manner specified in the EOI / tender document.

No proposal submitted through email, physical submission, post, courier, fax or any other mode shall be accepted.

NEHHDC shall not be responsible for any delay in uploading/submission of the proposal due to technical or connectivity issues attributable to the Applicant. Applicants are advised to complete the online submission sufficiently in advance of the prescribed closing date and time.

All communications, corrigenda, amendments and clarifications relating to this EOI shall be published through the CPP Portal and/or NEHHDC's official website, as applicable, and Applicants shall be responsible for regularly checking the same.

16. DISCLAIMER

1. The information contained in this Expression of Interest (EOI) or subsequently provided to the Applicant(s), whether in documentary, electronic, verbal or any other form by or on behalf of North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC), is provided solely for assisting prospective applicants in the preparation and submission of their Expressions of Interest and proposals. Such information is provided on the terms and conditions set out in this EOI and any subsequent corrigendum, clarification or amendment issued by NEHHDC.
2. This EOI is neither an agreement nor an offer by NEHHDC to any prospective applicant or any other person. It is only an invitation to submit an Expression of Interest and proposal and shall not be construed as creating any contractual obligation or commitment on the part of NEHHDC until a formal agreement/MoU is executed with the Selected Partner.
3. The information contained in this EOI may require interpretation of applicable laws, rules or regulations. The information provided herein is not intended to be exhaustive or to constitute legal, financial, commercial or technical advice. Each applicant is advised to independently verify the information contained in this EOI and obtain appropriate professional advice, where considered necessary.
4. This EOI may not contain all the information that every applicant may require. Each applicant shall conduct its own investigations, analysis, inspection and due diligence regarding the showroom, scope of work, statutory requirements, commercial viability and all other matters relevant to submission of its proposal and performance of the partnership.
5. NEHHDC has exercised reasonable care in the preparation of this EOI. However, NEHHDC makes no representation or warranty, express or implied, regarding the accuracy, adequacy, correctness, completeness, reliability or suitability of the information contained herein or otherwise made available to applicants. NEHHDC shall not be liable for any omission, error, inaccuracy or deficiency in this EOI or any interpretation thereof.
6. NEHHDC shall not be liable to any applicant or any other person under any law, statute, rule, regulation, contract, tort, principles of restitution or unjust enrichment, or otherwise, for any loss, damage, cost or expense arising directly or indirectly from reliance upon this EOI or participation in the EOI/selection process, irrespective of the cause.
7. Any information, assessments, assumptions, estimates or projections contained in this EOI are indicative in nature and are intended solely to facilitate preparation of proposals. Each applicant shall independently verify the accuracy and applicability of such information and shall be solely responsible for any conclusions drawn therefrom. No applicant shall have any

claim against NEHHDC arising out of any misunderstanding or incorrect interpretation of the information provided.

8. Prospective applicants are advised to acquaint themselves with the local conditions, premises conditions, operational requirements and other circumstances that may affect operation of the showroom. Where considered necessary, applicants may inspect the premises at their own cost and responsibility. NEHHDC shall not entertain any claim arising from lack of such inspection, inadequate examination or non-familiarity with local conditions.
9. It shall be deemed that, prior to submission of its proposal, each applicant has carefully examined the entire EOI, understood the terms and conditions, obtained the information considered necessary, satisfied itself regarding the factors affecting performance and accepted responsibility for its own assessment. NEHHDC shall not be liable for any mistake, omission, misunderstanding or negligence on the part of an applicant in this regard.
10. The issuance of this EOI does not imply that NEHHDC is bound to select any applicant or appoint the selected applicant as Partner. NEHHDC reserves the right, at its discretion, to accept or reject any or all applications/proposals, wholly or partly, or to annul, suspend, modify, withdraw or cancel the EOI/selection process at any stage without assigning any reason and without incurring any liability to any applicant.
11. NEHHDC reserves the right to amend, modify, supplement, clarify, extend or withdraw any provision of this EOI at any time prior to selection/execution of the agreement/MoU. Any corrigendum, amendment or clarification issued by NEHHDC shall form an integral part of this EOI and shall be binding on all applicants.
12. All costs and expenses incurred by applicants in connection with preparation and submission of the EOI, inspection/site visit, collection of information, presentations, discussions, negotiations or participation at any stage of the selection process shall be borne exclusively by the applicants. NEHHDC shall not be responsible for any such costs or expenses.
13. The Selected Partner shall be solely responsible, at its own cost and risk, for complying with all applicable Central and State Government Acts, Rules, Regulations, Notifications, labour laws, social security legislation, taxation laws and other statutory requirements applicable during the partnership period.
14. Nothing contained in this EOI or the final agreement/MoU shall be construed as creating any employer–employee relationship between NEHHDC and the personnel deployed by the Selected Partner. The deployed personnel shall remain employees/personnel of the Selected Partner, which shall be solely responsible for their recruitment, wages, statutory compliances, disciplinary control, supervision and all other employer obligations.
15. The personnel deployed by the Selected Partner shall have no claim whatsoever against NEHHDC for regular appointment, absorption, continuation of service, seniority, pension, gratuity or any other employment-related benefit during or after the currency of the partnership.
16. This EOI shall be governed by and construed in accordance with the laws of India. Any dispute arising out of or in connection with this EOI or the EOI/selection process shall be subject to the jurisdiction of the competent courts at Guwahati, Assam, unless otherwise provided in the final agreement/MoU.

Sd/-

Managing Director, NEHHDC Ltd.
Guwahati, Assam

ANNEXURE – I

COVERING LETTER / EXPRESSION OF INTEREST

(To be submitted on the Applicant's letterhead)

To,
The Managing Director,
North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC),
Crafts Promotion & Experience Centre, Garchuk, Pamohi Road,
Guwahati – 781035, Assam.

Subject: Expression of Interest for Selection of Partner for Sales Operation, Management and Promotion of "Purbashree" Retail Showroom at Kolkata.

Ref.: EOI No. NEHHDC/_____/2026-27 dated _____.

Sir/Madam,

1. I/We, the undersigned, having carefully examined the complete EOI, including all terms and conditions, amendments, corrigenda and clarifications issued by NEHHDC, hereby submit our **Expression of Interest** for selection as Partner for sales operation, management and promotion of the **"Purbashree" Retail Showroom at Kolkata**.
2. I/We confirm that we have carefully examined the requirements of the EOI and that the information and documents submitted by us are true, complete and correct to the best of our knowledge and belief.
3. I/We confirm that we fulfil the applicable **mandatory eligibility criteria** prescribed in the EOI and have enclosed/uploaded the requisite supporting documents.
4. I/We agree to comply with all the terms and conditions of the EOI and, if selected, to execute the agreement/MoU and fulfil the obligations prescribed by NEHHDC.
5. I/We understand and accept the principal commercial terms specified in the EOI, including:

a. Fixed Facility Charge of **Rs.100/- per Sq. Ft. per month**;

b. Minimum monthly sales target of **Rs.10,00,000/- (Rupees Ten Lakh only)**;

c. Minimum guaranteed Sales Commission payable to NEHHDC of **Rs.2,00,000/- (Rupees Two Lakh only) per month**, irrespective of whether the minimum monthly sales target is achieved;

d. Minimum acceptable Sales Commission of **20% (Twenty Percent)**; and

e. The Sales Commission percentage shall be quoted **only through the separate Financial Bid / BOQ on the CPP Portal**.

6. I/We understand that the Technical/EOI submission and the Financial Bid/BOQ shall be submitted **separately through the CPP Portal** and that the Sales Commission percentage shall not be quoted in this Covering Letter or in any Annexure forming part of the Technical/EOI submission.
7. I/We understand that any Sales Commission percentage quoted below **20%** shall render our Financial Bid non-responsive and that, among the technically eligible and financially responsive applicants, the applicant quoting the **highest Sales Commission percentage equal to or above 20% shall be ranked H1**, subject to the terms of the EOI and approval of the Competent Authority of NEHHDC.

8. I/We undertake that, if selected, we shall furnish the prescribed **Performance Security of Rs.4,80,000/-** within the stipulated period and execute the agreement/MoU as required by NEHHDC.
9. I/We declare that there is no misrepresentation, suppression or concealment of any material fact or information in the documents submitted by us.
10. I/We understand that submission of this EOI does not confer any right upon us for selection or award of partnership and that the decision of NEHHDC shall be subject to the terms of the EOI and approval of the Competent Authority.

Yours faithfully,

Signature of Authorized Signatory: _____

Name: _____

Designation: _____

Name of Organization: _____

Registered Address: _____

Mobile No.: _____

Email: _____

Seal: _____

Date: _____

Place: _____

ANNEXURE – II

BIDDER / APPLICANT INFORMATION SHEET

Sl. No.	Particulars	Details
1	Name of Applicant	
2	Legal Constitution / Status	
3	Date of Registration / Incorporation	
4	Registered Office Address	
5	Correspondence Address	
6	Authorized Signatory	
7	Designation	
8	Contact Person / Mobile	
9	Email Address	
10	PAN	
11	GSTIN, if applicable	
12	Udyam Registration No., if applicable	
13	DPIIT Recognition No., if applicable	
14	Bank Name / Branch	
15	Bank Account No.	
16	IFSC Code	

(To be submitted on the Applicant's letterhead)

Declaration: I/We certify that the information furnished above is true and correct. I/We understand that any false or misleading information may result in rejection of the EOI.

Authorized Signatory
Name: _____
Designation: _____
Name of Organization: _____
Seal: _____
Date: _____ Place: _____

ANNEXURE – III

AUTHORIZATION TO SIGN EOI DOCUMENTS

(To be submitted on the Applicant's letterhead)

To,
The Managing Director,
North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC),
Guwahati – 781035, Assam.

Subject: Authorization to Sign EOI Documents

This is to state that M/s _____ has authorized Shri/Smt. _____, working in the capacity of _____, to sign, submit and execute the EOI, declarations, undertakings, clarifications and other documents on behalf of the Applicant in connection with the above EOI.

A copy of the relevant Board Resolution / Power of Attorney / Authorization document, as applicable, is enclosed.

Authorized Signatory
Name: _____
Designation: _____
Name of Organization: _____
Seal: _____
Date: _____ Place: _____

ANNEXURE – IV

EXPERIENCE SUMMARY

(Relevant Experience and Retail Experience)

Sl. No.	Client / Organization	Nature of Retail / Allied Business	Period	Retail / Showroom Period	Supporting Document Ref.
1					
2					
3					
4					
5					
6					

Minimum requirement: 3 years' relevant experience and at least one retail/showroom operation of minimum 12 months. Copies of supporting documents shall be enclosed.

Authorized Signatory
Name: _____
Designation: _____
Name of Organization: _____
Seal: _____
Date: _____ Place: _____

ANNEXURE – V

TURNOVER & PROFITABILITY STATEMENT

Sl. No.	Financial Year	Turnover (Rs.)	Net Profit / (Loss) (Rs.)
1	FY _____		
2	FY _____		
3	FY _____		
4	Average		

The Applicant shall enclose audited financial statements for the above years and Income Tax Returns wherever applicable.

Minimum requirement: average annual turnover of Rs.48 lakh or more during the last 3 financial years and positive net profit in at least 2 of the last 3 financial years, subject to any applicable Government of India relaxation.

Authorized Signatory
Name: _____
Designation: _____
Name of Organization: _____
Seal: _____
Date: _____ Place: _____

ANNEXURE – VI

SALES PLAN / SALES CAPABILITY STATEMENT – KOLKATA

This Annexure is for assessing the Applicant's demonstrated capability and approach to achieving the prescribed minimum monthly sales target of Rs.10,00,000/-. It shall not carry separate marks.

Sl. No.	Particular	Applicant's Response
1	Target Customer Segments	
2	Retail Sales Strategy	
3	Institutional / Corporate Sales Strategy	
4	Local Marketing & Promotion	
5	Digital / Social Media / Wider Outreach	
6	Sales Monitoring & Corrective Measures	

Declaration: I/We confirm our capability and commitment to make sustained efforts to achieve the prescribed minimum monthly sales of Rs.10,00,000/-.

Authorized Signatory
Name: _____
Designation: _____
Name of Organization: _____
Seal: _____
Date: _____ Place: _____

Note: This Annexure forms part of the Technical/EOI submission. No financial quote or Sales Commission percentage shall be mentioned in this Annexure. The Sales Commission shall be quoted only through the separate Financial Bid/BOQ on the CPP Portal.

ANNEXURE – VII

MANPOWER UNDERTAKING

I/We undertake to deploy adequate and trained manpower required for efficient operation and management of the Purbashree Retail Showroom at Kolkata and to comply with all applicable employment and statutory requirements.

Sl. No.	Role / Position	No. of Personnel	Qualification / Experience	Remarks
1				
2				
3				
4				
5				

Authorized Signatory
Name: _____
Designation: _____
Name of Organization: _____
Seal: _____
Date: _____ Place: _____

ANNEXURE – VIII

NON-BLACKLISTING & CONTRACT DEFAULT UNDERTAKING

I/We, on behalf of M/s _____, hereby declare and undertake that:

a. The Applicant has not been blacklisted, debarred, suspended or declared ineligible by any Central Government/State Government Department, Government organisation, PSU or other competent authority.
b. The Applicant has not suffered termination of any contract for material breach/default during the prescribed period in a manner that materially affects its capability to undertake the proposed partnership.
c. No material fact relating to the above has been concealed or suppressed.
d. We undertake to inform NEHHDC immediately if any such event occurs during the EOI process or partnership period.

Authorized Signatory
Name: _____
Designation: _____
Name of Organization: _____
Seal: _____
Date: _____ Place: _____

ANNEXURE – IX

STATUTORY & DOCUMENTARY COMPLIANCE DECLARATION

Sl. No.	Requirement	Available	Document Ref.
1	Audited Financial Statements for prescribed years	Yes / No	
2	Income Tax Returns for prescribed years, wherever applicable	Yes / No	
3	Valid PAN	Yes / No	
4	Valid GST Registration, wherever applicable	Yes / No	
5	Other applicable registrations / licences	Yes / No	

I/We undertake to maintain all registrations, licences and statutory compliances applicable to our constitution and the proposed activities.

Authorized Signatory
Name: _____
Designation: _____
Name of Organization: _____
Seal: _____
Date: _____ Place: _____

ANNEXURE – X

DECLARATION FOR MSE / STARTUP BENEFIT

Sl. No.	Category	Claimed	Document Details
1	MSE status	Yes / No	Udyam Registration No.:
2	DPIIT-recognised Startup status	Yes / No	DPIIT Recognition No.:

I/We understand that any exemption, relaxation, purchase preference or other benefit shall be available only to the extent permitted under prevailing Government of India provisions applicable to this EOI and upon submission of valid documentary proof.

Authorized Signatory
Name: _____
Designation: _____
Name of Organization: _____
Seal: _____
Date: _____ Place: _____

ANNEXURE – XI

UNDERTAKING FOR ACCEPTANCE OF EOI TERMS & CONDITIONS

/We have carefully examined the complete EOI, including all terms, conditions, amendments, corrigenda and clarifications issued by NEHHDC, if any.

I/We hereby unconditionally accept the terms and conditions of the EOI and agree to abide by the same.

I/We understand and accept the following principal terms:

a. **Fixed Facility Charge:** Rs.100/- per Sq. Ft. per month.

b. **Minimum Monthly Sales Target:** Rs.10,00,000/- (Rupees Ten Lakh only).

c. **Minimum Guaranteed Sales Commission:** Rs.2,00,000/- (Rupees Two Lakh only) per month, irrespective of whether the minimum monthly sales target of Rs.10,00,000/- is achieved or not.

d. **Minimum Acceptable Sales Commission:** 20% (Twenty Percent).

e. The **Sales Commission percentage shall be quoted separately in the Financial Bid / BOQ through the CPP Portal** and shall not be quoted in this Annexure or elsewhere in the Technical/EOI submission.

f. Any Sales Commission percentage quoted below **20%** shall render the Financial Bid non-responsive.

g. Among the technically eligible and financially responsive applicants, the applicant quoting the **highest Sales Commission percentage, equal to or above 20%, shall be ranked H1**, subject to the terms and conditions of the EOI and approval of the Competent Authority of NEHHDC.

h. Where actual monthly sales are below Rs.10,00,000/-, the minimum guaranteed Sales Commission of Rs.2,00,000/- per month shall remain payable. Where actual monthly sales exceed Rs.10,00,000/-, Sales Commission shall be payable at the **percentage quoted by the Selected Partner in the Financial Bid / BOQ** on the actual monthly sales.

i. The Sales Commission shall be **separate from and in addition to** the Fixed Facility Charge.

j. The prescribed EOI/Tender Fee, EMD/Bid Security and Performance Security provisions shall be complied with.

I/We further undertake that, if selected, we shall furnish the prescribed **Performance Security of Rs.4,80,000/-** within the stipulated time and execute the agreement/MoU as required by NEHHDC.

I/We certify that the information furnished and documents submitted by us are true, complete and correct to the best of our knowledge and belief.

Authorized Signatory

Name: _____

Designation: _____

Name of Organization: _____

Seal: _____

Date: _____ Place: _____

ANNEXURE – XII

DOCUMENTARY CHECKLIST

(To be submitted with the EOI)

Sl. No.	Document	Enclosed	Page No.
1	Covering Letter / Expression of Interest – Annexure I	Yes / No	
2	Bidder / Applicant Information Sheet – Annexure II	Yes / No	
3	Authorization to Sign EOI Documents – Annexure III, wherever applicable	Yes / No	
4	Relevant Experience Summary – Annexure IV with supporting documents	Yes / No	
5	Audited Financial Statements for the last 3 financial years	Yes / No	
6	Turnover & Profitability Statement – Annexure V	Yes / No	
7	Income Tax Returns for prescribed years, wherever applicable	Yes / No	
8	Registration / Incorporation / Constitution documents	Yes / No	
9	PAN	Yes / No	
10	GST Registration Certificate, wherever applicable	Yes / No	
11	Other applicable registrations / licences	Yes / No	
12	Sales Plan / Sales Capability Statement – Annexure VI	Yes / No	
13	Manpower Undertaking – Annexure VII	Yes / No	
14	Non-Blacklisting & Contract Default Undertaking – Annexure VIII	Yes / No	
15	Statutory & Documentary Compliance Declaration – Annexure IX	Yes / No	
16	Udyam Registration Certificate, if MSE benefit is claimed	Yes / No	
17	DPIIT Recognition Certificate, if Startup benefit/relaxation is claimed	Yes / No	
18	Declaration for MSE / Startup Benefit – Annexure X	Yes / No	
19	Undertaking for Acceptance of EOI Terms & Conditions – Annexure XI	Yes / No	
20	Proof of payment of EOI / Tender Fee, where applicable	Yes / No	

21	Proof of remittance of EMD / Bid Security, where applicable	Yes / No	
22	Any other document required by NEHHDC	Yes / No	
23	Technical/EOI documents uploaded on CPP Portal as prescribed.	Yes / No	
24	Financial Bid/BOQ submitted separately through CPP Portal.	Yes / No	

Performance Security is to be furnished only by the Selected Partner after selection, in accordance with Clause 9.5.

I/We hereby certify that all applicable documents have been enclosed and that the information furnished is true and correct.

Authorized Signatory
Name: _____
Designation: _____
Name of Organization: _____
Seal: _____
Date: _____ Place: _____

Note: The Sales Commission percentage shall be quoted only in the Financial Bid/BOQ and shall not be stated in the Technical Bid, Covering Letter or any other Annexure.