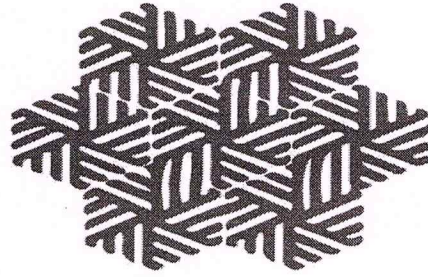


**EXPRESSION OF INTEREST (EOI)**

**FOR**

**FRANCHISE PARTNERSHIP — PURVI SHOWROOMS**

**A National Network of Experiential Retail Showrooms  
for Northeast India's Finest Handicrafts, Handlooms &  
Cultural Products**



**उ.पू. ह.ह. वि. नि.**

**NEHDC**

**North Eastern  
Handicrafts and Handlooms  
Development Corporation**

**(A Government of India Enterprise)**

**Crafts Promotion & Experience Center, Garchuk, Pamohi Road, Guwahati –  
781035, Assam**

**Website: [www.nehhdc.com](http://www.nehhdc.com)**



## A. EXPRESSION OF INTEREST (EOI) NOTICE

**EOI No: NEHHDC/PURVI/TENDER/2026-27/251/7169**

NEHHDC (North Eastern Handicrafts and Handlooms Development Corporation Limited) invites Expression of Interest (EOI) from eligible, competent, and experienced entrepreneurs, companies, and organisations for the EOI **“FRANCHISE PARTNERSHIP-PURVI SHOWROOMS A National Network of Experiential Retail Showrooms for Northeast India's Finest Handicrafts, Handlooms & Cultural Products”** under a Public-Private Partnership (PPP) model across identified cities in India.

The detailed EOI document has been uploaded on the official website <https://www.nehhdc.com> and Central Public Procurement Portal (CPP Portal) <https://etenders.gov.in/eprocure/appto> to be used for submission of the Bids.

The EOI shall be opened on **29<sup>th</sup> May'2026**. The representatives of the Bidders who wish to be present during the bid opening may kindly make it convenient to attend the same through VC, the link of which will be provided on our official website ([www.nehhdc.com](http://www.nehhdc.com)) before the opening of the bid.

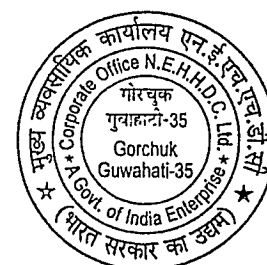


**Managing Director  
NEHHDC Ltd.**



## B. INDEX OF CONTENT

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### C. GLOSSARY/DEFINITIONS/ABBREVIATIONS

The words and expressions beginning with capital letters and defined in this document shall, unless repugnant to the context, have the meaning ascribed thereto herein.

ABBREVIATIONS	DETAILS
NEHHDC	North Eastern Handicrafts and Handlooms Development Corporation Limited
Addendum /Corrigendum	Any changes in the Bid document in response to the pre-Bid meeting, duly approved by the Competent Authority of NEHHDC
Assignment	Assignment/ Job means the work to be performed by the channel partners pursuant to the Contract.
Bidder	Bidder means the Individual firm who participate in this EOI and submits it's Bid and their subagents/representatives who help in the delivery of obligations under this EOI and related agreements, etc., for purposes of submitting declarations related to this EOI.
Commissioning	"Commissioning" means successful completion of all deliverables related to the scope of work as defined in the EOI documents.
Competent Authority	Managing Director, NEHHDC
Terms of Reference (TOR)	Terms of Reference (TOR) means the document included in the EOI which explains the objectives, scope of work, activities, and tasks to be performed, respective responsibilities of the Project Authority and the agencies, and expected results and deliverables of the Assignment/Job.
PURVI	Brand representing experiential retail showrooms for Northeast crafts
Franchise Partner	Selected entity responsible for showroom operations
PPP	Public-Private Partnership
RFP	Request for Proposal
ERP/POS	Enterprise Resource Planning / Point of Sale system
GI	Geographical Indication
ODOP	One District One Product
NER	North Eastern Region
AAT	Average Annual Turnover



## D. DISCLAIMER

The information contained in this Expression of Interest document (the "EOI") or subsequently provided to Bidder(s), whether in documentary or any other form by or on behalf of NEHHDC, is provided to Bidder(s) on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

Information provided in this EOI to the participating agencies is on a wide range of matters, some of which may depend upon the interpretation of the law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. NEHHDC accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

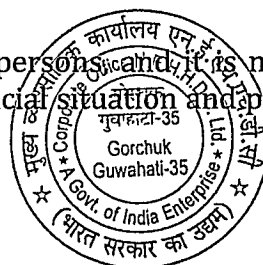
NEHHDC makes no representation or warranty and shall have no liability to any person, including any applicant or Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this EOI or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the EOI and any assessment, assumption, statement or information contained therein or deemed to form part of this EOI or arising in any way for participation in this BID Stage.

NEHHDC accepts no liability of any nature, whether resulting from negligence or otherwise, howsoever caused, arising from reliance of any bidder upon the statements contained in this EOI. NEHHDC may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this EOI.

Issuance of this EOI does not imply that NEHHDC is bound to select a bidder or to appoint the selected agency or bidder, as the case may be, for the Project, and it reserves the right at any stage to stop/scrap the EOI process, at its sole discretion, without assigning any reason. Furthermore, this EOI confers neither the right nor an expectation on any company to participate in the proposed assignment. NEHHDC may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EOI Document.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its bid, including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by NEHHDC or any other costs incurred in connection with or relating to its BID. All such costs and expenses will remain with the bidder and NEHHDC shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation for submission of the bids, regardless of the conduct or outcome of the Bidding Process.

This EOI Document may not be appropriate for all persons and it is not possible for NEHHDC to consider the investment objectives, financial situation and particular needs



of each party who reads or uses this EOI Document. Each Bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this EOI Document and, where necessary, obtain independent advice from appropriate sources. NEHHDC makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the EOI Document. It must be noted that while all the information and data regarding this project, to the best of NEHHDC's knowledge, is accurate within the considerations of scoping the proposed contract, has been provided in this document, NEHHDC holds no responsibility for the accuracy of this information; it is the responsibility of the Bidders to check the validity of data included in this document. Each Bidder must make independent evaluations of the scope of work. No Bidder can hold the Competent Authority responsible for non-understanding of the scope of work. The process is fully in the public domain, and no separate information shall be given to any Bidder by the Competent Authority on this account.

The prospective Bidders are advised to acquaint themselves and are presumed to be fully aware of the local conditions of NEHHDC in general. No dispute regarding the local and surrounding conditions, geographical or political, shall be entertained by the Competent Authority. The Competent Authority shall only endeavour to make the conditions as congenial and favourable for carrying out the Project as possible within its power, and day-to-day affairs shall be managed by the selected Bidder at their own cost and risk.

It is incumbent upon the bidder to visit at his own cost, and examine it and its surroundings to collect all information that is considered necessary for proper assessment. It is expected that while bidding, the Agency will take utmost care and diligence by visiting the sites and collecting the required parameters. In case of any discrepancies later, NEHHDC will not be held responsible.

It would be deemed that prior to the submission of the Proposal, the Bidder has: Made a detailed examination of the terms and conditions of the EOI documents; Received all related information as NEHHDC deems fit to provide; Satisfied itself about all matters, things and information including matters hereinabove necessary and required for submitting the proposal and execution of the project in accordance with the Bid documents and performance of all its obligations thereunder; All other matters that might affect the Bidder's performance under the terms of this EOI Document; NEHHDC shall not be liable for any mistake/error/neglect by Bidder in respect of the above.



# 1. DATA SHEET FOR EOI

EOI No.: NEHHDC/PURVI/TENDER/2026-27/251/7169

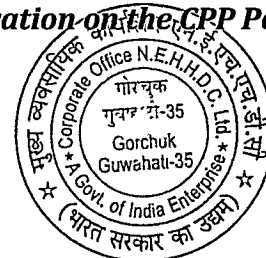
## 1.1 Notice Inviting EOI:

The Managing Director, North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC), invites online bids through the Central Public Procurement Portal (CPP Portal) from eligible, competent, and experienced entrepreneurs, companies, and organisations for the operation of **PURVI Showrooms** on a **Public-Private Partnership (PPP) franchise basis** across **12 identified cities in India**.

## 1.2 Critical Dates Table

Sl. No.	ACTIVITY	TIMELINE	RESPONSIBILITY
1	Issue of EOI	8 <sup>th</sup> May' 2026	NEHHDC
2	Pre-bid queries & responses	15 <sup>th</sup> May'2026	NEHHDC publishes responses
3	EOI submission deadline	28 <sup>th</sup> May'2026	Applicants
4	EOI Opening Date	29 <sup>th</sup> May'2026,	NEHHDC
5	Presentation of Applicants	1 <sup>st</sup> June'2026	Shortlisted Applicants
6	Shortlisting & evaluation	5 <sup>th</sup> June'2026	NEHHDC Evaluation Committee
7	Issue of RFP to shortlisted parties	8 <sup>th</sup> June'2026	NEHHDC
8	RFP submission by shortlisted applicants	15 <sup>th</sup> June'2026	Shortlisted applicants
9	RFP Opening	16 <sup>th</sup> June'2026	NEHHDC
10	Final RFP Evaluation & Selection.	22 <sup>nd</sup> June, 2026	MD, NEHHDC
11	PPP Agreement signing	25 <sup>th</sup> June'2026	NEHHDC + Selected Partners
12	Store fit-out commencement	1 <sup>st</sup> July,2026	NEHHDC + Partners
13	First PURVI stores open	Sept'2026 Onwards in Phase Wise.	NEHHDC + Partners

**Note: All timings are as per Indian Standard Time (IST). NEHHDC reserves the right to extend or modify the above schedule with due notification on the CPP Portal.**



### 1.3 Mode of Submission

Bids shall be submitted **ONLINE ONLY** through the Central Public Procurement Portal (CPP Portal): <https://etenders.gov.in/eprocure/app>.

### 1.4 TENDER FEES:

- 1.4.1 The bidder/bidders must submit a non-refundable TENDER FEE of Rs. 10,000/- (Rupees Ten Thousand Only), exclusive of applicable taxes.
- 1.4.2 The bidder/bidders must submit the documentary evidence of submission of the Tender Fees along with the EOI document.
- 1.4.3 Exemption for submission of Tender Fees is applicable as per existing Govt. norms/GFR rules, etc.
- 1.4.4 The bidder/bidders shall submit the Tender Fees via Online. The details as furnished below:

ACCOUNT NAME: NEHHDC Ltd  
Account No: 10566982760  
Bank Name: State Bank of India  
Branch: Garchuk  
IFSC Code: SBIN0005240

### 1.5 Contact Details for Clarification

Parameter	Details
Issuing Authority	Managing Director, NEHHDC
Address	Crafts Promotion & Experience Centre, Garchuk, Pamohi Road, Guwahati – 781035, Assam
Email	<a href="mailto:md.nehhdc@gmail.com">md.nehhdc@gmail.com</a> , <a href="mailto:md@nehhdc.com">md@nehhdc.com</a> <a href="mailto:dgmtechnical@nehhdc.com">dgmtechnical@nehhdc.com</a>
Website	<a href="http://www.nehhdc.com">www.nehhdc.com</a>
Helpdesk (CPP Portal)	<a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a>



**Managing Director**  
**North Eastern Handicrafts and**  
**Handlooms Development Corporation Ltd.**

## 2. BACKGROUND & OVERVIEW

The North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC), a Government of India Enterprise under the Ministry of Development of North Eastern Region (MDoNER), is implementing a transformative national initiative for the establishment of a network of premium experiential retail spaces under the unified brand 'PURVI' (पूर्वी) — Celebrating the Crafts of the North East.

Conceived as a next-generation retail and cultural platform, PURVI showrooms move beyond the traditional government emporium model to create immersive, design-led, and commercially viable destinations. These spaces are curated to offer a holistic experience of Northeast India's rich craft heritage through integrated storytelling, handloom and handicraft displays, lifestyle retail, Northeast cuisine cafés, live artisan demonstrations, and structured customer journeys culminating in a curated retail exit. The design philosophy blends authentic materials such as bamboo, cane, jute, and natural wood with contemporary retail aesthetics, ensuring both cultural authenticity and premium positioning.

NEHHDC proposes to establish and scale this network across identified cities in India through a Public-Private Partnership (PPP) franchise model and accordingly invites Expression of Interest (EOI) from capable, experienced, and mission-aligned entrepreneurs, companies, and organisations for operation and management of these showrooms.

## 3. PURPOSE & BUSINESS MODEL

### 3.1 The PURVI Brand

'PURVI', meaning "East" in Hindi, represents a deliberate and unified cultural identity for all NEHHDC retail initiatives nationwide. The brand is supported by a **standardised design language, quality assurance framework, and a distinctive brand narrative**, positioning it as a credible and aspirational platform for Northeast India's crafts and cultural expressions.

### 3.2 The 4C Philosophy

The PURVI initiative is anchored in a distinctive **4C framework**, ensuring both cultural integrity and commercial sustainability:

- **Craft:** Authentic handlooms, handicrafts, and cultural products sourced directly from all eight Northeastern states, with clear artisan attribution
- **Culture:** Dedicated experience zones and storytelling elements that introduce and interpret the region's cultural richness for wider audiences
- **Consumption:** A curated multi-zone retail and café model designed to translate engagement into conscious and premium purchasing
- **Continuity:** A transparent value chain where each purchase contributes directly to sustaining artisan livelihoods, with this connection made explicit at the point of sale



Through this integrated approach, PURVI aims to create a **sustainable, scalable, and nationally recognised retail ecosystem** that not only enhances market access for artisans but also repositions Northeast India's crafts within the contemporary consumer landscape.

### 3.3 Business Model

#### 3.3.1 Nature of Partnership

NEHHDC seeks to engage Franchise Partners for the operation of PURVI Showrooms on a Public-Private Partnership (PPP) Basis. The selected Franchise Partner shall be responsible for the day-to-day operations, management, and promotion of the PURVI Showroom in the designated city.

#### 3.3.2 Responsibilities of NEHHDC

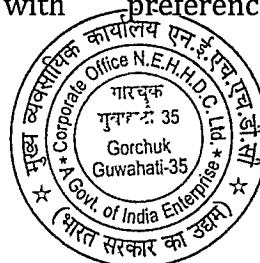
NEHHDC shall provide the following:

- a) **Capital Expenditure Support:** Store design, fit-out, furniture, fixtures, and Experience Zone funded through MDoNER/NEC scheme, including basic infrastructure readiness (electrical fittings, water supply, HVAC provisions, fire safety compliance, and sanitation facilities).
- b) **Brand and Identity:** The 'PURVI' brand — nationally standardised identity, design guidelines, signage, branding, promotion, and mascot.
- c) **Product Supply Chain:** Aggregation of artisan-attributed handloom and handicraft products and NER-produced agro/horti-allied products through NEHHDC's established network across 8 NE states.
- d) **Quality Control:** Centralised Quality Control through NEHHDC's NABL Testing Facility, Gorchuk, every product QC-certified and artisan-attributed.
- e) **Training:** Training on craft storytelling, brand standards, and customer experience.
- f) **Technology Support:** PURVI Artisan App access for real-time procurement, artisan profiles, and QR-code traceability.
- g) **IT Infrastructure Support:** Basic IT infrastructure support, including internet connectivity, power backup, and space for billing/POS systems.

#### 3.3.3 Responsibilities of the Franchise Partner

The Franchise Partner shall be responsible for:

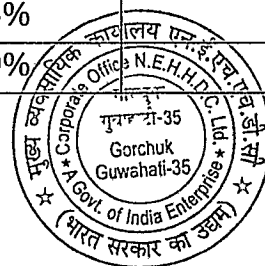
- a) **Retail Space:** Provision of built-up retail space (2,500–4,000 sq. ft.) in a high-footfall, commercially viable location, with preference for Government/CPSE/State Government premises.



- b) **Working Capital Investment:** ₹50 Lakhs to ₹1.5 Crores, depending on store size and location.
- c) **Store Operations:** Day-to-day store operations, including staffing, customer service, visual merchandising, and local marketing.
- d) **Recurring Operational Expenses:** Payment of all recurring operational charges pertaining to the showroom, including rental, electricity, water, sanitary charges, municipal taxes, etc.
- e) **Café Operations:** Operation of Café Purvi — the NE food and beverage offering (café revenue 100% retained by the Franchise Partner).
- f) **Community Engagement:** Local community engagement, events, seasonal festivals, and corporate gifting development.
- g) **Artisan Product Commitment:** All participating bidders must ensure the fulfillment of 60% revenue through NEHHDC's sourced artisan's products.
- h) **Brand Standards Compliance:** Adherence to all PURVI brand standards, quality protocols, and reporting requirements.
- i) **Statutory Approvals:** Facilitation of statutory approvals and local compliances such as trade licenses, fire NOC, and municipal permissions.
- j) **Local Marketing and Outreach:** Support in local marketing, outreach, and coordination with institutions, corporates, and tourism stakeholders to drive footfall.
- k) **Premises Maintenance:** Ensuring upkeep, maintenance, and security of the premises in line with brand and operational guidelines.
- l) **Events and Exhibitions:** Collaboration with NEHHDC for organizing exhibitions, promotional events, and craft demonstrations at the showroom level.

### 3.3.4 Revenue Share Model

Revenue Stream	NEHHDC Share	Franchise Partner Share
Handloom & Handicraft Retail Sales	35-40%	60-65%
Living Retail (Lifestyle, Décor, Jewellery)	35-40%	60-65%
Café Purvi (Food & Beverages)	0%	100%
Experience Zone / Workshops	30%	70%
Corporate Gifting & B2B Orders	35%	65%
Premium Segment (Padma Doree / Designer)	40%	60%



### 3.3.5 Product Collections

The artisan-attributed products and agro-allied products within each PURVI showroom shall feature:

- a) Diverse range of handloom and handicraft products representing all North Eastern states, ensuring regional inclusivity and identity.
- b) Agro-allied products such as organic spices, teas, honey, and value-added forest produce sourced from local communities of NER.
- c) Categorization of products into lifestyle segments such as apparel, home décor, accessories, and gifting solutions.
- d) Naturally dyed, eco-friendly, and sustainable products aligned with global ethical consumption trends.
- e) Seasonal and festival-based collections curated to reflect cultural diversity.
- f) Contemporary designs alongside traditional crafts to appeal to modern urban consumers.
- g) Product lines catering to multiple price segments, ensuring accessibility from mass to premium customers.
- h) Cluster-based sourcing to support artisan groups, SHGs, and FPOs across the region.
- i) Utility-based products with everyday usability.
- j) Standardization in quality, labelling, and packaging.
- k) Dedicated space for innovative and emerging artisan products.
- l) Bundled product offerings and curated gift hampers targeting institutional buyers and corporate gifting segments.

### 3.3.6 Premium Segment — Padma Doree & Designer Collections

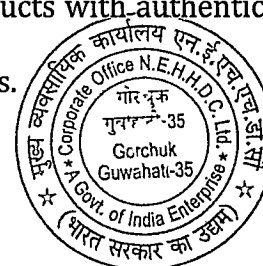
A dedicated premium section within each PURVI showroom shall feature:

- a) **Padma Doree:** Distinct handwoven premium textile pieces of Eri silk sourced from NE India, fused with cotton and woven in the Chanderi weaving facility, presented as collector-grade artworks with artisan certificates and provenance documentation.
- b) **Designer Collaborations:** Curated collaborations between NE master weavers and contemporary designers, producing limited-edition outfits, accessories, and home textiles.
- c) Separate positioning within the store with dedicated lighting, premium display fixtures, and trained style advisors.
- d) Corporate and bridal gifting packages available at the premium counter.

### 3.3.7 Premium Section-GI & ODOP Collections

A dedicated section for GI and ODOP products within each PURVI showroom shall feature:

- a) Curated display of certified GI-tagged and ODOP products with authenticity and traceability.
- b) Premium visual merchandising with storytelling panels.



- c) Exclusive product lines and limited-edition collections.
- d) Digital integration through QR codes for product history, artisan profiles, and GI certification details.
- e) Regular rotation and thematic showcases aligned with festivals and state focus weeks.

### 3.3.8 Craft Experience Centre

A dedicated section where visitors can engage North East Artisanal heritage beyond conventional shopping within each PURVI showroom will feature:

- a) Live craft demonstration zones where artisans showcase traditional weaving, carving, pottery and handcrafting techniques in real time.
- b) Interactive workshops and short experiential sessions allowing visitors to participate in basic craft-making activities.
- c) Digital storytelling kiosks featuring immersive content on craft clusters, artisan journeys, and cultural heritage of the North East.
- d) Rotational “Artisan-in-Residence” program enabling direct interaction between customers and master craftsmen.
- e) Exhibition spaces for thematic displays highlighting rare, endangered, or revival crafts from the region.
- f) Retail-linked experience where visitors can immediately purchase products they have seen being created, enhancing authenticity and engagement.

### 3.3.9 Purvi Cafeteria

A dedicated section where visitors can enjoy North East food and beverages within each PURVI showroom will feature:

- a) Curated menu featuring authentic North Eastern cuisines, including traditional dishes, snacks, and regional beverages from all eight states.
- b) Use of locally sourced and GI/ODOP-linked ingredients such as Assam tea, indigenous spices, millets, bamboo shoot, and ethnic herbs.
- c) Contemporary café-style presentation with hygienic, standardized preparation while retaining traditional flavors.
- d) Rotational “State Food Festivals” showcasing cuisine from a specific North Eastern state on a periodic basis.
- e) Packaged food and beverage retail corner offering ready-to-carry regional specialties, teas, pickles, and gourmet products.
- f) Cultural ambiance with thematic décor, music, and storytelling elements reflecting the culinary heritage of the North East.



### 3.3.10 Location

**NEHHDC is seeking** franchise partners in the following 12 cities for the franchise operation of Purvi Showroom.

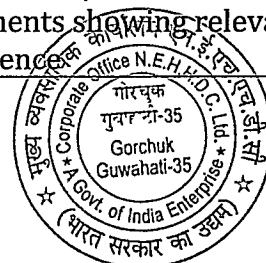
No.	CITY	STATE/UT	TIER CITIES
1	Mumbai	Maharashtra	Metro
2	Bengaluru	Karnataka	Metro
3	Chennai	Tamil Nadu	Metro
4	Secunderabad (Hyderabad)	Telangana	Metro
5	Ahmedabad	Gujarat	Metro
6	Jaipur	Rajasthan	Tier 1
7	Indore	Madhya Pradesh	Tier 1
8	Chandigarh	Punjab/Haryana UT	Tier 1
9	Lucknow	Uttar Pradesh	Tier 1
10	Patna	Bihar	Tier 2
11	Guwahati	Assam	Tier 2
12	Goa	Goa	Tier 2

## 4: ELIGIBILITY CRITERIA

### 4.1 Technical Eligibility Criteria

Bidders must meet the following **mandatory** eligibility criteria:

S. No.	Criteria	Documentary Evidence Required
a	The Bidder must be a registered entity — Company (under Companies Act, 2013), LLP (under LLP Act, 2008), or Proprietorship — with a minimum of <b>3 years of operational history</b> as on the date of bid submission.	Certificate of Incorporation / Registration; PAN Card; GST Registration Certificate
b	The Bidder must not be blacklisted or debarred by any Central Government Ministry / Department / PSU / State Government / UT Administration / Autonomous Body / Regulatory Authority as on the date of bid submission.	Self-Declaration as per <b>Annexure-II</b>
c	The Bidder must not have any pending insolvency or bankruptcy proceedings.	Self-Declaration as per <b>Annexure-II</b>
d	Joint Ventures (JV) / Consortiums are <b>NOT</b> permitted.	—
e	The Bidder must have relevant experience in at least one of the following domains: (a) Retail operations (b) Hospitality / F&B operations (c) Craft / Handloom / Artisan sector engagement	Work orders / Contracts / Agreements / Audited Financial Statements showing relevant experience

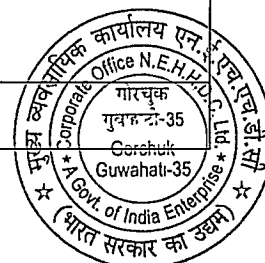


## 4.2 Financial Eligibility Criteria

S. No.	Criteria	Requirement	Documentary Evidence Required
a	Minimum Average Annual Turnover (AAT) during the last 3 completed financial years (FY 2022-23, FY 2023-24, FY 2024-25)	<b>Metro Cities:</b> ₹3 Crore	Audited Financial Statements (Balance Sheet, Profit & Loss Account) for the last 3 financial years, duly certified by a Chartered Accountant
		<b>Tier 1 Cities:</b> ₹2 Crore	
		<b>Tier 2 Cities:</b> ₹1 Crore	
b	Positive Net Worth as on the last audited financial year (FY 2024-25)	Mandatory	CA Certificate certifying Net Worth
c	Ability to invest Working Capital	₹50 Lakhs to ₹1.5 Crores (depending on store size and location)	Declaration of Financial Capability as per <b>Annexure-III</b>
d	Clean Credit History	No defaults, no pending insolvency proceedings	Self-Declaration as per <b>Annexure-II</b>

## 4.3 Preferred Attributes

S. No.	Attribute	Details
a	Prior experience in craft, handloom, artisan, or cultural retail	Direct work with artisans preferred
b	Women-led or women-majority enterprise	Additional weightage for social impact
c	Connection to Northeast India	Residency, business activity, or social programmes in NER
d	Demonstrated commitment to artisan welfare and sustainable sourcing	Documentary evidence of CSR / social programmes
e	F&B or café management capability	For Café Purvi operations.



## 5. SELECTION PROCESS

The selection of Franchise Operators for the operation and management of “Purvi Showrooms” shall be conducted through a **two-stage competitive bidding process**, as detailed below:

### 5.1 STAGE 1 — EXPRESSION OF INTEREST (EOI)

5.1.1 Eligible entities (hereinafter referred to as “Applicants”) shall submit their EOI responses in the prescribed format on or before the deadline specified in this document.

5.1.2 NEHHDC shall undertake a preliminary evaluation of the submitted Applications to assess the eligibility, technical capability, and financial strength of Applicants, in accordance with the criteria set forth in **Section 4 (Eligibility and Qualification Criteria)**.

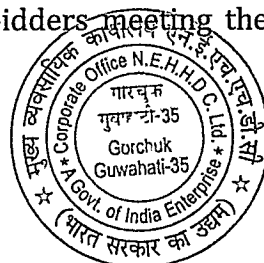
#### 5.1.3 Evaluation Methodology

Evaluation Approach: QCBS weights operational quality more heavily than price, reflecting NEHHDC’s priority on operational excellence, brand integrity, and artisan impact.

S. No.	Evaluation Parameter	Maximum Marks	Notes
1	Organisational Profile & Financial Capacity	20	Turnover, Net Worth, Track Record
2	Relevant Retail / F&B / Hospitality Experience	25	Depth and Scale of Experience
3	Craft / Artisan / Handloom Sector Experience	20	Direct Work with Artisans Preferred
4	Women-led / NE-Connected Enterprise	10	Bonus Category — Social Impact
5	Concept Note / Business Plan/ Presentation	15	Clarity, Creativity, and Commitment
6	Café Purvi Capability	10	F&B Background and Concept Strength
<b>Total</b>		<b>100</b>	<b>Minimum 60 Marks to Qualify</b>

#### 5.1.4 Technical Qualification Threshold:

Minimum qualifying score:  $\geq 60$  marks (60%). Only bidders meeting the threshold shall be considered for Stage 2.



5.1.5 Based on such evaluation, an **Evaluation Committee** constituted by NEHHDC shall prepare a shortlist of Applicants who meet the prescribed requirements.

5.1.6 Only those Applicants who are shortlisted in Stage 1 shall be eligible for participation in Stage 2 of the selection process.

5.1.7 NEHHDC shall notify the shortlisted Applicants in writing and issue the **Request for Proposal (RFP)** document to such Applicants.

## 5.2 STAGE 2 — REQUEST FOR PROPOSAL (RFP)

5.2.1 Shortlisted Applicants shall be required to submit detailed proposals comprising both **Technical Proposal** and **Financial Proposal**, in accordance with the instructions set out in the RFP document.

5.2.2 The **Technical Proposal** shall, inter alia, include:

- (a) Proposed staffing and manpower deployment model;
- (b) Customer experience and service delivery strategy;
- (c) Marketing and brand promotion approach;
- (d) Demonstrated capability to operate ERP-based retail systems; and
- (e) Organizational structure and governance framework for showroom operations.

5.2.3 The **Financial Proposal** shall, inter alia, include:

- (a) Quoted commission rate(s) and/or revenue-sharing terms;
- (b) Assumptions and projections for showroom performance; and
- (c) Any other financial parameters as may be specified in the RFP.

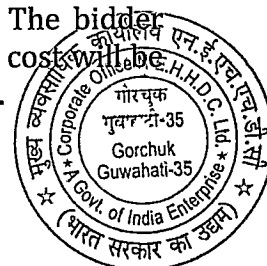
5.2.4 NEHHDC reserves the right to conduct **presentations, discussions, and/or interviews** with shortlisted Applicants as part of the evaluation process.

5.2.5 The Evaluation Committee shall assess the Technical and Financial Proposals in accordance with the evaluation methodology specified in the RFP, and may adopt a **Quality-and-Cost-Based Selection (QCBS)** or such other method as deemed appropriate.

5.2.6 Following completion of the evaluation, NEHHDC shall undertake **contract negotiations** with the selected Applicant(s).

5.2.7 The final award of contract shall be issued subject to successful negotiation, approval by the competent authority, and fulfilment of all pre-award conditions as specified in the RFP.

5.2.8 The bidders shall be ranked in terms of the Final Score obtained. The bidder obtaining the highest total combined score in the evaluation of quality and cost will be ranked as H-1, followed by the bidder securing lesser marks as H-2, H-3, etc.

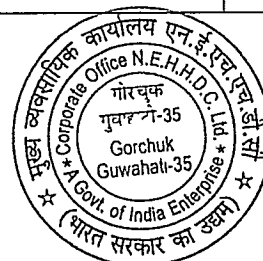


5.2.9 The proposal securing the highest combined marks and ranked H-1 shall be recommended for the award of the contract. In the event two or more bids have the same score in the final ranking, the bid with the highest technical score will be H-1. In case of a discrepancy between the amount in words and figures, the former will prevail.

## 6. Indicative Timeline

6.1 The indicative timeline for the selection and onboarding process is as follows:

Sl. No.	ACTIVITY	TIMELINE	RESPONSIBILITY
1	Issue of EOI	8 <sup>th</sup> May '2026	NEHHDC
2	Pre-bid queries & responses	15 <sup>th</sup> May'2026	NEHHDC publishes responses
3	EOI submission deadline	28 <sup>th</sup> May'2026	Applicants
4	EOI Opening Date	29 <sup>th</sup> May'2026	NEHHDC
5	Presentation of Applicants	1 <sup>st</sup> June'2026	Shortlisted Applicants
6	Shortlisting & evaluation	5 <sup>th</sup> June'2026	NEHHDC Evaluation Committee
7	Issue of RFP to shortlisted parties	8 <sup>th</sup> June'2026	NEHHDC
8	RFP submission by Shortlisted Applicants.	15 <sup>th</sup> June'2026	Shortlisted applicants
9	RFP Opening	16 <sup>th</sup> June'2026	NEHHDC
10	Final RFP Evaluation & Selection.	22 <sup>nd</sup> June, 2026	MD, NEHHDC
11	PPP Agreement signing	25 <sup>th</sup> June'2026	NEHHDC + Selected Partners
12	Store fit-out commencement	1 <sup>st</sup> July,2026	NEHHDC + Partners
13	First PURVI stores open	September,2026 Onwards in Phase-Wise.	NEHHDC + Partners



## 7. EOI RESPONSE FORMAT AND SUBMISSION REQUIREMENTS

### 7.1 General Instructions

7.1.1 Applicants shall submit their Expression of Interest (EoI) in a structured manner, strictly in accordance with the format prescribed in this Section.

7.1.2 The EoI response shall be complete in all respects, duly signed by the **Authorized Signatory**, and accompanied by the prescribed **Submission Checklist**.

7.1.3 All supporting documents shall be self-attested and, where applicable, certified by competent authorities (e.g., Chartered Accountant, statutory auditor, or issuing institution).

7.1.4 Incomplete submissions or those not conforming to the prescribed format may be liable for rejection at the sole discretion of NEHHDC.

7.1.5 Bidder/bidders is eligible to submit their proposals up to a maximum of two (02) cities only.

### 7.2 Structure of the EoI Response

Applicants are required to organize their submission into the following five (5) parts:

#### Part A — Organizational Profile

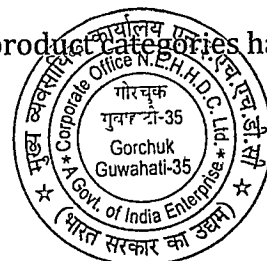
##### 7.2.1 The Applicant shall provide the following details:

- (a) Name of the entity and its registered and/or principal office address;
- (b) Legal status and type of organization (e.g., company, partnership, LLP, etc.), along with registration details;
- (c) Year of incorporation/registration;
- (d) Brief organizational profile, including mission statement and primary business activities;
- (e) Background and professional profile of key promoters, directors, or partners.

#### Part B — Relevant Experience

##### 7.2.2 The Applicant shall furnish details of its relevant experience, including:

- (a) Experience in operating retail showrooms and/or franchise businesses over the last **three (3) to five (5) years**;
- (b) Number of outlets managed, geographic presence, and product categories handled;



- (c) Annual sales turnover per outlet, where available and verifiable;
- (d) Specific experience in NER products, ethnic retail, handloom, handicrafts, or lifestyle segments;
- (e) Details of **two (2) to three (3)** client/project references, including contact information for verification.

### **Part C — Financial Information**

#### **7.2.3 The Applicant shall submit the following financial documents:**

- (a) Audited financial statements for the last **three (3) consecutive financial years**;
- (b) Summary of annual turnover, duly certified by a Chartered Accountant;
- (c) Net worth statement as of the most recent audited financial year-end, certified by a Chartered Accountant;
- (d) Bank solvency certificate issued by the Applicant's principal banker (where available).

### **Part D — Operational Capability**

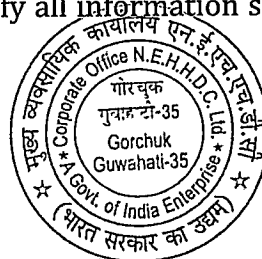
#### **7.2.4 The Applicant shall demonstrate its operational capability by providing:**

- (a) All participating bidders must ensure the fulfillment of 60% revenue through NEHHDC's sourced artisan's products.**
- (b) Proposed staffing model, including roles, headcount, reporting hierarchy, and indicative experience levels;
- (c) Approach to visual merchandising, customer experience, and showroom ambience;
- (d) Details of ERP and/or POS systems previously deployed, including system name, scale of operations, and usage context;
- (e) Proposed marketing and promotional strategy, including local outreach, digital marketing, events, and corporate engagement initiatives.

### **Part E — Declaration and Undertaking**

#### **7.2.5 The Applicant shall submit the following declarations and undertakings:**

- (a) A self-declaration confirming that the entity has not been **blacklisted, debarred, or subject to adverse regulatory or legal proceedings** by any Government authority or public sector entity;
- (b) Acceptance of NEHHDC's right to independently verify all information submitted as part of the EoI;



(c) A duly signed **confidentiality undertaking**( ANNEXURE VII)

(d) A declaration duly signed by the Authorized Signatory, including name, designation, entity name, date, and official seal.

### 7.3 Submission Checklist

7.3.1 Applicants shall submit a completed **Submission Checklist**, confirming the inclusion of all required documents and information as specified in this Section.

7.3.2 NEHHDC reserves the right to seek clarifications, additional documents, or supplementary information from any Applicant during the evaluation process.

### 7.4 Compliance

7.4.1 Submission of the EoI shall be deemed to constitute the Applicant's unconditional acceptance of all terms, conditions, and requirements specified in this document.

7.4.2 Any misrepresentation, suppression of facts, or submission of false information may lead to **disqualification**, rejection of the Application, and/or further action as deemed appropriate by NEHHDC.

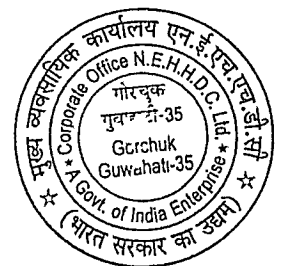
**Managing Director**  
**North Eastern Handicrafts and Handlooms Development Corporation Ltd**



## 8. ANNEXURES

### 8.1 List of Annexures

Sl. No.	Annexure No.	Title
1	Annexure-I	TECHNICAL BID SUBMISSION FORM
2	Annexure-II	SELF-DECLARATION (NO BLACKLISTING, NO INSOLVENCY, NO CONFLICT OF INTEREST)
3	Annexure-III	DECLARATION OF FINANCIAL CAPABILITY
4	Annexure-IV	CA CERTIFICATE FORMAT (NET WORTH AND AVERAGE ANNUAL TURNOVER)
5	Annexure-V	DETAILS OF RELEVANT EXPERIENCE
6	Annexure-VI	PROPOSED CITY AND LOCATION DETAILS
7	Annexure-VII	CONFIDENTIALITY UNDERTAKING
8	Annexure-VIII	CHECKLIST FOR BID SUBMISSION



**TECHNICAL BID SUBMISSION FORM****Tender Reference No.:** NEHHDC/PURVI/TENDER/2026-27/251/7169 **Date:** \_\_\_\_\_**To:**

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

**Subject:** Technical Bid Submission — Franchise Partnership for PURVI Showrooms

Dear Sir/Madam,

Having examined the Tender Document, including all Annexures, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to enter into a Franchise Partnership for the operation of PURVI Showroom(s) in the city/cities specified below, in conformity with the said Tender Document.

**1. Bidder Details**

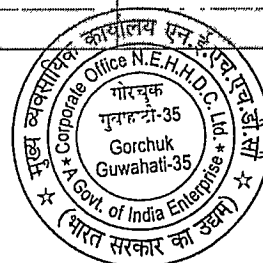
Parameter	Details
<b>Name of Bidder</b>	
<b>Legal Status</b>	
<b>Year of Establishment</b>	
<b>CIN / LLPIN / Registration No.</b>	
<b>PAN</b>	
<b>GSTN</b>	
<b>Registered Office Address</b>	
<b>Communication Address</b>	
<b>Authorized Contact Person</b>	
<b>Designation</b>	
<b>Mobile No.</b>	
<b>Email ID</b>	
<b>Website</b>	

**2. Proposed City/Cities**

S. No.	City	Priority
1		
2		

**3. Financial Particulars**

Parameter	Amount (₹)
<b>Average Annual Turnover (Last 3 FYs)</b>	
<b>Net Worth (as on 31.03.2025)</b>	
<b>Proposed Working Capital Investment</b>	



#### 4. Declarations

We hereby declare and undertake that:

1. We have read and understood the Tender Document in its entirety.
2. Our bid is valid for **180 days** from the last date of submission.
3. All information and documents submitted are true, accurate, and genuine.
4. We agree to abide by all terms and conditions of the Tender Document.
5. We understand that NEHHDC is not bound to accept highest bid or any bid.
6. We meet all the eligibility criteria specified in the Tender Document.

#### 5. Enclosures

We have enclosed all documents as per the Checklist (Annexure-VIII).

#### For and on behalf of:

Name of Bidder: \_\_\_\_\_

Authorized Signatory Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Signature: \_\_\_\_\_

Seal of the Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Place: \_\_\_\_\_



**ANNEXURE-II:**

**SELF-DECLARATION**  
(To be submitted on Bidder's Letterhead)

**Date:** \_\_\_\_\_

**To:**

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

**Subject:** Self-Declaration — Tender Reference No. NEHHDC/PURVI/TENDER/2026-27/01

Dear Sir/Madam,

We, M/s. \_\_\_\_\_ (Name of the Bidder), having our registered office at \_\_\_\_\_, do hereby solemnly declare as under:

**1. No Blacklisting:**

We have not been blacklisted or debarred by any Central Government Ministry / Department / PSU / State Government / UT Administration / Autonomous Body / Regulatory Authority as on the date of this declaration.

**2. No Insolvency:**

We are not undergoing any insolvency or bankruptcy proceedings. No petition for insolvency or bankruptcy has been filed against us, and no such proceedings are pending.

**3. No Defaults:**

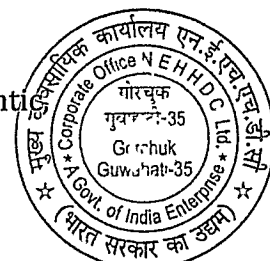
We have no history of loan defaults with any bank or financial institution. We have a clean credit history.

**4. No Conflict of Interest:**

We do not have any conflict of interest with NEHHDC or with competing craft retail businesses that would impair our ability to perform the obligations under this tender.

**5. Authenticity of Documents:**

All documents and information submitted by us as part of this bid are authentic, genuine, and accurate to the best of our knowledge and belief.



## 6. Acceptance of Consequences:

We understand that if any of the above declarations are found to be false or incorrect, NEHHDC shall have the right to:

- Reject our bid
- Terminate any resultant agreement
- Forfeit the Performance Security
- Debar us from future participation in NEHHDC tenders

We undertake to inform NEHHDC immediately if any of the above circumstances change during the tender process or the agreement period.

### For and on behalf of:

Name of Bidder: \_\_\_\_\_

Authorized Signatory Name: \_\_\_\_\_

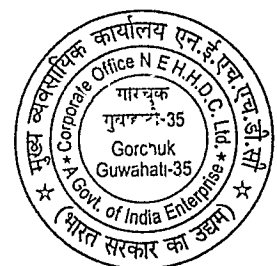
Designation: \_\_\_\_\_

Signature: \_\_\_\_\_

Seal of the Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Place: \_\_\_\_\_



**DECLARATION OF FINANCIAL CAPABILITY**  
(To be submitted on Bidder's Letterhead)

Date: \_\_\_\_\_

**To:**

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

**Subject:** Declaration of Financial Capability — Tender Reference No.  
NEHHDC/PURVI/TENDER/2026-27/251/7169

Dear Sir/Madam,

We, M/s. \_\_\_\_\_ (Name of the Bidder), do hereby declare and confirm our financial capability as follows:

**1. Average Annual Turnover (Last 3 Financial Years):**

Financial Year	Annual Turnover (₹)
FY 2022-23	
FY 2023-24	
FY 2024-25	
<b>Average Annual Turnover</b>	

**2. Net Worth (as on 31st March 2025):** ₹ \_\_\_\_\_**3. Working Capital Investment Capability:**

We hereby confirm that we have the financial capability to invest working capital in the range of **₹50 Lakhs to ₹1.5 Crores** (as applicable to the proposed store size and location) for the operation of PURVI Showroom.

**4. Source of Working Capital:**

- Own Funds: ₹ \_\_\_\_\_
- Bank Credit Facility (Sanctioned): ₹ \_\_\_\_\_
- Other Sources (specify): ₹ \_\_\_\_\_

**5. Supporting Documents:**

We have enclosed the following supporting documents:

- Audited Financial Statements for FY 2022-23, FY 2023-24, FY 2024-25
- CA Certificate certifying Net Worth and Average Annual Turnover (as per Annexure-IV)
- Bank Statement / Sanction Letter (if applicable)

We declare that the above information is true and correct.

**For and on behalf of:**

Name of Bidder: \_\_\_\_\_

Authorized Signatory Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Signature: \_\_\_\_\_

Seal of the Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Place: \_\_\_\_\_



**ANNEXURE-IV:****CA CERTIFICATE FORMAT**  
(To be issued on CA's Letterhead with UDIN)  
**CERTIFICATE**

Date: \_\_\_\_\_

**To Whom It May Concern**

This is to certify that we have examined the audited financial statements of M/s. \_\_\_\_\_ (Name of the Bidder), having its registered office at \_\_\_\_\_, and certify the following:

**1. Average Annual Turnover (Last 3 Financial Years):**

Financial Year	Annual Turnover (₹)
FY 2022-23	
FY 2023-24	
FY 2024-25	
Average Annual Turnover	

**2. Net Worth as on 31st March 2025: ₹ \_\_\_\_\_****Calculation of Net Worth:**

Particulars	Amount (₹)
Paid-up Share Capital	
Add: Reserves and Surplus	
Less: Revaluation Reserves	
Less: Miscellaneous Expenditure not written off	
Net Worth	

**3. Confirmation:**

We confirm that the above figures are based on the audited financial statements of the entity and are true and correct.

**Chartered Accountant Details:**

Name: \_\_\_\_\_

Membership No.: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Firm Registration No.: \_\_\_\_\_

UDIN: \_\_\_\_\_

Signature: \_\_\_\_\_

Seal: \_\_\_\_\_

Date: \_\_\_\_\_

Place: \_\_\_\_\_



## ANNEXURE-V:

## DETAILS OF RELEVANT EXPERIENCE

Tender Reference No.: NEHHDC/PURVI/TENDER/2026-27/251/7169

Name of Bidder: \_\_\_\_\_

## Part A: Organisational Experience

S. No.	Project / Assignment Name	Client Name	Nature of Work	Location	Contract Period (From - To)	Contract Value (₹)
1						
2						

## Part B: Retail Operations Experience

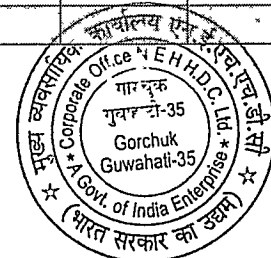
S. No.	Store / Outlet Name	Location	Area (sq. ft.)	Nature (Owned/Franchised)	Annual Revenue (₹)	Operational Since
1						
2						
3						

## Part C: F&amp;B / Hospitality Experience

S. No	Establishment Name	Location	Type (Restaurant/Café/Hotel)	Seating Capacity	Annual Revenue (₹)	Operational Since
1						
2						
3						

## Part D: Craft / Artisan / Handloom Sector Experience

S. No.	Project / Initiative Name	Description	Location / Region	Artisans / SHGs Engaged	Period	Outcome
1						
2						
3						



**Part E: Government / PSU / Development Sector Collaboration**

S. No.	Project Name	Contracting Authority	Nature of Work	Contract Value (₹)	Period
1					
2					

*Note: Please attach supporting documents (work orders, contracts, completion certificates) for each entry.*

**For and on behalf of:**

Name of Bidder: \_\_\_\_\_

Authorized Signatory Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## PROPOSED CITY AND LOCATION DETAILS

Tender Reference No.: NEHHDC/PURVI/TENDER/2026-27/251/7169

Name of Bidder: \_\_\_\_\_

## Proposed City/Cities for PURVI Showroom

(Maximum 2 cities per applicant)

S. No.	City	Priority (1st / 2nd)
1		
2		

## Proposed Location Details

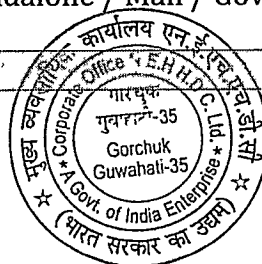
(If location has been identified)

## Location 1:

Parameter	Details
City	
Complete Address	
Landmark / Area	
Built-up Area (sq. ft.)	
Ownership Status	Owned / Leased / Proposed to be Leased
Type of Premises	Commercial Complex / Standalone / Mall / Government Building / Other
Frontage (ft.)	
Floor	
Parking Availability	Yes / No
Footfall Estimate (daily)	
Nearby Establishments	
Proposed Rent (if leased)	₹ _____ per month
Availability Timeline	

## Location 2:

Parameter	Details
City	
Complete Address	
Landmark / Area	
Built-up Area (sq. ft.)	
Ownership Status	Owned / Leased / Proposed to be Leased
Type of Premises	Commercial Complex / Standalone / Mall / Government Building / Other
Frontage (ft.)	



<b>Floor</b>	
<b>Parking Availability</b>	Yes / No
<b>Footfall Estimate (daily)</b>	
<b>Nearby Establishments:</b>	
<b>Proposed Rent (if leased)</b>	₹ _____ per month
<b>Availability Timeline</b>	

*Note: If the location is not yet identified, please describe the preferred area/locality and type of premises being explored.*

**For and on behalf of:**

Name of Bidder: \_\_\_\_\_

Authorized Signatory Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_





**ANNEXURE-VIII:****CHECKLIST FOR BID SUBMISSION****Tender Reference No.:** NEHHDC/PURVI/TENDER/2026-27/251/7169**Name of Bidder:** \_\_\_\_\_**Technical Bid (Cover 1) Checklist**

S. No.	Document	Submitted (Yes/No)	Page No.
1.	Technical Bid Submission Form (Annexure-I)		
2.	Self-Declaration (Annexure-II)		
3.	Declaration of Financial Capability (Annexure-III)		
4.	Certificate of Incorporation / Registration		
5.	PAN Card		
6.	GST Registration Certificate		
7.	Audited Financial Statements (FY 2022-23)		
8.	Audited Financial Statements (FY 2023-24)		
9.	Audited Financial Statements (FY 2024-25)		
10.	CA Certificate (Annexure-IV)		
11.	Organisational Profile (max 2 pages)		
12.	Details of Relevant Experience (Annexure-V)		
13.	Proposed City and Location Details (Annexure-VI)		
14.	Concept Note / Business Plan (max 5 pages)		
15.	Confidentiality Undertaking Annexure VII		

**For and on behalf of:**

Name of Bidder: \_\_\_\_\_

Authorized Signatory Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Signature: \_\_\_\_\_

Seal of the Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Place: \_\_\_\_\_

