

Sub: Request for Expression of Interest for Empanelment of E-Marketing Agencies for e-portal for Artisan product.

National Backward Classes Finance and Development Corporation (NBCFDC) is a Govt. of India Undertaking under the aegis of Ministry of Social Justice and Empowerment. It was incorporated on 13th January, 1992 as a company not for profit under Section 8 of Companies Act, 2013 earlier section 25 of Companies Act, 1956, with an objective to promote economic and development activities for the benefit of Backward Classes and to assist the poorer section of these classes, living below double the poverty line, in skill development and self-employment ventures.

Since inception till date, NBCFDC has disbursed loans over Rs. 3100 Cr. at concessional rate of interest to benefit over 20 lakhs Backward Classes people with State Channelizing Agencies in various States. As most of NBCFDC beneficiaries are artisans, the Corporation has been actively endeavoring to provide marketing linkages for their products. The details of NBCFDC schemes and other activities can be seen at our website www.nbcfdc.gov.in.

In this context, NBCFDC wants to enhance the marketing linkages for the artisan to sell their products through empanelment of e-marketing portals. In this regard, NBCFDC invites reputed e-marketing agencies to submit their “Expression of Interest” who fulfill the eligibility criteria as given below for providing services as per term and condition mentioned below. The e-marketing agency/ online marketing partner should have experience in Product Photo shoot, merchandising the products on the partner portals, promoting the brands through e-mailers, ads and banners etc.

1. TERMS AND CONDITIONS:

With the objective to provide beneficiaries of the NBCFDC an online marketing platform and to help them to get remunerative prices for their products and scale up their business, NBCFDC is desirous of facilitating promotion of products made by its beneficiaries under its schemes through “online e- marketing agency / online marketing partner”. Following activities are expected to be undertaken by the empanelled e-portals:-

- a) Product Photo shoot
- b) Merchandise the products on portal
- c) Keeping the products on the partner portals
- d) Packing and dispatching orders received from the customers.
- e) Working with online partners on promoting the brand through e-mailers, ads on monthly basis.
- f) The e-marketing agency/ online marketing partner will provide online market place and market electronically the product of artisans as advised by the NBCFDC with an objective to facilitate artisan to sell their products to buyers.
- g) The e-marketing agency/ online marketing partner will assist the artisans in getting a better price for its products as it has strong data analytics in respect of products. It will also help the artisan to maintain its accounting and cataloguing, inventory and invoice management etc.
- h) Developing the Face book page and engaging customers for the same on monthly basis.
- i) Priority display of Artisan product through a banner on its home page leading to exclusive section for certified/ branded artisan product.
- j) The amount of sale proceeds may be promptly transferred to the bank account of artisan.
- k) The e-marketing agency/ online marketing partner will not charge more than 8% for provision of all services including photography, cataloguing, payment gateway charges, collection, courier charges and insurance charges which may be as per DC Handloom, Govt. of India. The e-marketing agency/ online marketing partner will also provide information of the artisans and will coordinate with the Indian states in organizing workshops/seminars in the respective state. NBCFDC accepts no liability or cost for any errors or omissions, whether on behalf of itself or third parties and also does not have any liabilities regarding quality issue. The entire commercial terms and conditions shall be between e-marketing agencies and artisans.

- l) The e-marketing agency/ online marketing partner will also comply with any other guidelines / conditions as notified by the NBCFDC for artisan.
- m) The e-marketing agency/ online marketing partner will send a brief monthly report to NBCFDC about number of artisan who have availed their facilities and number of products and sale price of each product sold during the month.
- n) The e-marketing agency/ online marketing partner will make priority display of products through a banner on its home page leading to an exclusive section for certified/branded products.
- o) In case, it is found at any time that the approved e commerce entity has violated any of the conditions as mentioned above, the approval would be withdrawn and the same would be notified on the website of office of the National Backward Classes Finance and Development Corporation without prejudice to any other action as per applicable law.
- p) The area of e-marketing agency/ online marketing partner operation of services will be pan India.
- q) The e-marketing agency/ online marketing partner will provide online marketplace and market electronically the products of the artisanmaster/craftsmen/national awardees/state level awardees and others as advised by the NBFDC with an objective to facilitate artisans to sell their products to the buyers. This will create huge employment opportunities in rural India and thus reduce the migration of the rural population to urban areas thereby creating a very strong rural economy and eliminating the middlemen.
- r) The e-marketing agency/ online marketing partner will assist the artisans in getting a better price for its products as it has strong data analytics with respect to products which sell price point etc. It will also help the artisans in accounting, cataloging, inventory and invoice management packaging, transporting returns from buyers, brand building, assured automated payments, providing customer service etc. thus country thereby boosting manufacturing, helping the rural and urban economy, reducing the migration of rural populace to the urban areas hence the artisans may evolve as entrepreneurs without stepping out of their doorstep.

2. Submission of Proposals

Proposals of interested e-marketing agencies may be sent to the under mentioned address:-

General Manager (Project and Finance)
National Backward Classes Finance and Development Corporation
5thFloor, NCUI Building, 3, Siri Institutional area, August Kranti Marg, New
Delhi-110016. Tel 26511028, 26511028 Fax: (011) 26850086

The proposals should include details of incorporation of the entity along with a brief write up on its experience in the field of e-marketing including specifically on the e-marketing and sale of traditional art and craft products. The e-marketing agencies should include in its write up about strategies of sale of the product and how would they highlight the product on their e-portal.

It may please be noted that the decision of the Management, NBCFDC shall be final and BINDING on all the parties.

3. Scope of Action for either party

On receipt of proposals and after scrutiny of same, .NBCFDC and shortlisted e-marketing agency / online marketing partner may sign a **MoU** to facilitate marketing and promotion of the products of Backward Classes beneficiaries online.

Role of e- marketing agency / online marketing partner

- I. Prepare the catalogue of products with picture, price description and size etc. and display it on their website for e-marketing.
- II. Update the catalogue periodically.
- III. Intimate the artisans/sellers through e-mail,SMS, and or telephone about orders from the buyers.
- IV. Release the eligible payment amount to the artisan through their accounts.
- V. Identify the Backward Classes artisans who have products in large quantity to be displayed online.

Role of NBCFDC: The NBCFDC shall

- I. Act as catalyst for economic development of Backward Classes artisans.
- II. Assist artisan's seller to upgrade the quality of products through adoption of new technology and processes.

III. Provide available details of artisan clusters to the e-marketing partner /agency to enable promotions of the products.

It is explicitly brought out that there will be no financial transaction between NBCFDC and the e-marketing agency and the latter will be required to independently work out commercial arrangement with the artisans/ craftsmen subject to limit mentioned at (k) of Terms and Conditions.

