

Date: 29th September 2026

Request for Proposal

Merchandise Production Services for Prajatantra 2026 – National Youth Festival

About Praja Foundation

Praja Foundation is a non-partisan organisation working towards accountable governance and democratic participation in India. Through data-driven research, citizen engagement, and capacity-building initiatives, Praja works with governments, elected representatives, civil society organisations, and youth to strengthen democratic governance and improve urban governance systems.

1. About Prajatantra 2026

Prajatantra 2026 is a National Youth Festival organised by Praja Foundation that aims to bring together young leaders, students, practitioners, policymakers, and civil society organisations from across India to engage in discussions, competitions, workshops, and collaborative learning on issues of democracy, governance, and urban development.

Theme: *Housing the Future: Building Cities for All*

2. Project Background

Praja Foundation seeks to engage a merchandise production agency/vendor for the design adaptation, production, branding, packaging, and delivery of event merchandise for Prajatantra 2026.

The selected vendor will be responsible for producing high-quality merchandise that aligns with the event's branding and serves as engagement, participation, and souvenir material for delegates, speakers, volunteers, partners, and stakeholders.

3. Objective

The objective of this RFP is to identify and appoint a qualified merchandise vendor capable of producing branded merchandise for Prajatantra 2026 while ensuring quality, consistency, timely delivery, and adherence to approved branding guidelines.

Delhi Office Address

Praja Foundation
N-27, Mezzanine Floor, Munshi Lal Building, N Block Connaught
Place, Middle Circle, New Delhi, 110001
Tel: +91 9654366222

4. Scope of Work

The selected vendor shall be responsible for the production, branding, packaging, and delivery of the following merchandise items.

Bill of Quantities (BOQ)

Sr. No.	Item Description	Specifications	Quantity
1	Bottles	Branded reusable water bottles with event branding. Vendor to specify material, capacity, and branding method.	300
2	Bags	Branded event bags suitable for delegates and participants. Vendor to specify material, size, and finishing.	300
3	Mugs	Branded ceramic or premium reusable mugs with event branding.	300
4	Stickers	Die-cut or custom-shaped branded stickers.	3000

Important Note

The specifications, dimensions, materials, branding methods, colours, finishing requirements, packaging requirements, and quantities mentioned in this RFP are indicative and may vary based on the final merchandise approved by Praja Foundation. Certain specifications may be applicable only to specific merchandise items. Detailed artwork, branding guidelines, production specifications, and delivery requirements will be shared with the selected vendor during the implementation phase.

The Scope Shall Include

- Merchandise production and branding
- Product sampling and mock-ups, if required
- Printing, engraving, embossing, or branding applications as applicable
- Packaging and labelling
- Quality checks before dispatch
- Transportation and delivery
- Replacement of defective or damaged products, if required
- Any ancillary materials required for successful execution

5. Proposal Submission Requirements

Interested agencies are requested to submit the following:

A. Organisational Profile

- Company profile
- Year of establishment
- PAN and GST details
- Key clients and projects
- Contact details of the authorized representative

B. Relevant Experience

- Details of similar merchandise production assignments completed in the last three years
- Portfolio showcasing branded merchandise produced for events, conferences, institutions, or organisations
- Product catalogues, if available

C. Financial Proposal

The financial proposal should include:

- Item-wise pricing
- Material specifications
- Branding/customisation costs
- Packaging costs
- Transportation costs
- Applicable taxes

6. Deliverables

The selected vendor shall be responsible for:

- Production of all approved merchandise items
- Submission of samples/mock-ups where required
- Timely delivery as per agreed timelines
- Replacement of defective, damaged, or incorrectly branded merchandise
- Coordination with the Praja Foundation team throughout the production process

7. Terms and Conditions

1. Quantities indicated in this RFP are tentative and may be revised based on final event requirements.
2. Final artwork and branding guidelines shall be provided by Praja Foundation.
3. The selected vendor shall maintain confidentiality regarding all event-related information and branding assets.
4. Praja Foundation reserves the right to accept or reject any proposal without assigning any reason.

5. Rates quoted shall remain valid for a minimum period of sixty (60) days from the date of submission.
6. Any additional work beyond the approved scope shall require prior written approval from Praja Foundation.
7. The selected vendor shall ensure consistency in branding quality, colour reproduction, product finish, and material specifications.

8. Submission Details

Interested agencies are requested to submit their technical and financial proposals on or before:

Submission Deadline: 10th October 2026

Proposals may be submitted electronically in PDF format to the designated contact persons mentioned below.

9. Contact Information

For any queries or clarifications regarding this RFP, please contact:

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