

F.No. M-17/1/2017-Media  
Government of India  
Ministry of Women and Child Development

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Shastri Bhavan, New Delhi  
Dated: 14<sup>th</sup> August, 2017

To,

All interested agencies,

Subject: Inviting proposal for engagement of a consultant for the 'Women of India Festival 2017' – reg.

Sir/Madam,

I am directed to refer to the subject mentioned above and to state that Ministry of Women and Child Development intends to organize 'Women of India Festival 2017' at Dilli Haat, INA, New Delhi from 1<sup>st</sup> to 15<sup>th</sup> October 2017. A consultant has to be engaged by the Ministry whose scope of work would be as follows:

- (i) To create feasible database of women organic producers and entrepreneurs from across India, with utmost precision, inviting all participants from different states of India, confirming their participation based on their travel confirmations, logistics, goods, besides coordinating with the Ministry and the appointed Event Management Company regarding designing and dressing the venue, stalls and arranging for accommodation and travel of participants.
- (ii) To coordinate with the participants on regular basis prior to/ during/after the event, sending them the invitation letter along with participation form, requesting the participants to submit the forms, copy of their products' organic certificates, tickets, products' photographs etc.
- (iii) To prepare comprehensive state-wise and product-wise list of women entrepreneurs, farmers and manufacturers of organic products.
- (iv) To share the final list with the Ministry latest by 15<sup>th</sup> September 2017 and to prepare a list of waitlisted participants.
- (v) To ensure that the participants bring sufficient produce with them, since the festival is for a period of 15 days instead of 10 days this year.
- (vi) To work closely with Ministry officials along with PIB for effective media relations about the festival to create public interest and awareness
- (vii) To prepare the pre-event, event and post-event press releases and monitoring its coverage. Facebook and other social media platform will also be used to publicize this festival.
- (viii) To coordinate with Dilli Haat regarding allotted stalls and their locations/ positioning and assist Event Manager in design and layout of these stalls and facia for these stalls.
- (ix) To be present at the venue during the entire duration of the festival and take calls from participants round the clock regarding their issues of

pick-up from station with merchandise, drop to the place of accommodation, stalls to be changed and other concerns.

(x) To prepare certificates to be given to the participants after completion of the event. Disseminate the same by email or by hand to the participants.

(xi) To prepare a report on Women of India Festival 2017 and submit the same to the Ministry on culmination of the said event.

2. You are requested to submit the proposal along with your consultancy fees and miscellaneous expenses , if any, activity-wise along with your Curriculum Vitae(CV) and details of past experience **within fifteen days from the date of issue of this letter.**

Yours faithfully,

  
(U.S. Mehta)

Under Secretary to the Government of India

Tele: 23382743

Copy To:

- i. PS to EA – for information
- ii. DS(Media) – for information
- iii. TD, NIC – with a request to upload this letter on Tender Section of Ministry's website for a period of 15 days.