

Request for Proposal

for

Engagement of an Event Manager

for

'Women of India Organic Festival 2018'

At

Indira Gandhi National Centre for Arts, New Delhi

(25th October 2018 to 4th November 2018)

| | | |
|----|--|------------------------|
| 1. | Date of issue of note of RFP | 12.07.2018 |
| 2. | Last date of receipt of Proposal (To be dropped in the Tender Box at Room No. 628 'A' 6 th Floor, Ministry of Women & Child Development, Shastri Bhavan, New Delhi). | 23.07.2018 at 3.00 PM |
| 3. | Pre-Proposal conference in Conference Hall. 602 'A' Wing, 6 th Floor, Ministry of Women & Child Development, Shastri Bhavan, New Delhi. | 16.07.2018 at 11.00 AM |
| 4. | Date & Time of opening of Technical Proposals | 23.07.2018 at 4.00 PM |
| 5. | Presentation by the shortlisted agencies at Room No. 602 'A' Ministry of Women & Child Development, Shastri Bhavan, New Delhi. | 30.07.2018 at 11.00 AM |
| 6. | Date & Time of opening of Financial Proposals | To be intimated later. |

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DISCLAIMER

The information contained in the Request for Proposal (RFP) document or subsequently provided to applicants, whether verbally or in documentary or any other form by or on behalf of Ministry of Women and Child Development (MWCD), Govt. of India, is provided to applicants on the terms and conditions set out in the RFP and such other terms and conditions subject to which such information is provided.

The RFP is not an agreement and is neither an offer nor invitation by the MWCD to the prospective applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their proposals pursuant to this RFP.

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

First Party also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any applicant upon the statements contained in this RFP. MWCD may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of the RFP does not imply that First Party is bound to select any applicant or to appoint the selected applicant, as the case may be, as event manager and MWCD reserves the right to reject all or any of the proposals without assigning any reason(s) whatsoever.

The applicant shall bear all its costs associated with or relating to the preparation and submission of its proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstration or presentation which may be required by MWCD or any other costs incurred in connection with or relating to its proposals. All such costs and expenses will remain with the applicant and MWCD shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by the applicant in preparation or submission of the proposal, regardless of the conduct or outcome of the selection process.

Section – 1

Instructions to Event Manager

Instructions to Event Manager

Part-1

1 Definitions

(a) “**First Party**” means Ministry of Women and Child Development, Govt. of India who has invited proposals for managing the event and with whom the selected event manager signs the Contract for the services and to whom the selected event manager shall provide services as per the terms and conditions and Terms of Reference (TOR) of the contract.

(b) “**Event Manager**” means any entity or person or associations of person who intend to submit their proposals that may provide or provides the services to MWCD under the Contract.

(c) “**Contract**” means the Contract signed by the parties for this assignment.

(d) “**Project specific information**” means such part of the Instructions to Event Managers used to reflect specific project and assignment conditions.

(e) “**Day**” means calendar day.

(f) “**Government**” means the Government of India.

(g) “**Instructions to Event Manager**” means the document which provides all information needed to prepare their proposals.

(h) “**LoI**” means the Letter of Invitation being sent by MWCD to the Event Managers.

(i) “**Personnel**” means professionals and support staff provided by the Event Manager assigned to perform the services or any part thereof;

j) “**Proposals**” means the Technical Proposal and the Financial Proposal.

(k) “**RFP**” means the Request for Proposal prepared by MWCD for the selection of event manager.

(l) “**Assignment / job**” means the work to be performed by the event manager pursuant to the Contract.

(m) “**Terms of Reference**” (ToR) means the document included in the RFP as Section 5 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the First Party and event manager, and expected results and deliverables of the assignment / job.

2. Introduction

2.1 Ministry of Women and Child Development (MWCD), Government of India, wishes to engage services of an agency, henceforth called as Event Manager, for organizing “Women of India Organic Festival - 2018” at Indira Gandhi National Centre for Arts, New Delhi from 25th October, 2018 to 4th November, 2018.

2.2 The Event Manager is broadly expected to:

1. Provide an opportunity to people visiting the festival to understand the programmes and services that are provided by MWCD and other organizations of MWCD and get benefitted.
2. Give an opportunity to the Ministry of Women & Child Development and its other organizations as well as partner agencies and women entrepreneurs groups on organic products/foods/clothing to showcase their products, programs and services.
3. Apprise the people about importance and benefits of organic food and products.

2.3 The date, time and address for submission of the proposals have been given in Part II Data sheet.

2.4 Experienced & reputed event managers are invited to submit their proposals, for assignment/job named in the part II Data Sheet. The proposals will be the basis for contract negotiations and ultimately for a signed contract with the selected event manager.

2.5 Event Managers should familiarize themselves with local conditions and take them into account in preparing their proposals. If any clarification is required on any clause / condition of the RFP the same may be forwarded within the prescribed time period to the First Party and may attend the pre-proposal conference, if scheduled. However, attending the pre-proposal conference is optional.

2.6 Event managers shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The First Party is not bound to accept any proposal and reserves the right to **cancel** the selection process at any time prior to award of the contract **without assigning any reason**, thereby without incurring any liability to the event managers.

3. Clarification and Amendment of RFP Document

Event Managers may request a clarification on any clause of the RFP document within the timeframe indicated in the part II Data sheet. Any request for clarification must be sent in writing or through email to Under Secretary (Media), MWCD at the address indicated in the Part II Data Sheet. The First Party will respond in writing or by e-mail and post all such clarifications on the website of MWCD (www.wcd.nic.in).

3.1 At any time before the submission of proposals, the First Party may amend the RFP by issuing an addendum in writing or by announcing it through its website. The addendum shall be binding on all event managers. To give the event managers reasonable time in which to take an amendment into account in their proposals, First Party may, if the amendment is substantial, extend the deadline for the submission of proposals.

4. Conflict of Interest

4.1 The First Party requires that event manager provides professional, objective and impartial advice and at all times hold the First Party's interests paramount, strictly avoid conflicts with other assignments/jobs or their own corporate interest and act without any consideration for future work.

4.2 Without limitation on the generality of the foregoing event managers, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

Conflicting Activities: An event manager or any of its affiliate selected to provide event management's assignment / job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.

Conflicting Assignment / job: An event manager (including its affiliates) shall not be hired for any Assignment/job, by nature, which may be in conflict with another assignment/job of the event manager to be executed for the same or for another Party.

4.3 Conflicting Relationships: An event manager that has a business or family relationship with a member of the First Party's staff who is directly or indirectly involved in any part of the project shall not be awarded the contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the First Party throughout the selection process and the execution of the contract.

4.4 Event managers have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their First Party, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the forms of technical Proposal provided herewith. If the event manager fails to disclose said situations and if the First Party comes to know about any such situation at any time, it may lead to the disqualification of the event manager during bidding process or the termination of its contract during execution of the assignment.

5. Unfair Advantage

5.1 If an Event Manager could derive a competitive advantage from having provided Event Management's assignment/job related to the assignment / job in

question and which is not defined as conflict of interest as per para above, the First Party shall make available to all the Event Managers together with the RFP all information that would in the respect give such Event Managers any competitive advantage over competing Event Managers.

6. Proposal

6.1 Interested event managers shall submit only one proposal for this assignment. If an event manager submits or participates in more than one proposal, such proposals shall be disqualified.

7. Proposal Validity

7.1 Part II Data Sheet indicates how long proposals must remain valid after the submission date. During this period, Event manager shall maintain the availability of professional staff nominated in the proposal and also the financial proposal unchanged. The First Party will make its best effort to complete negotiations within this period. Should the need arise; the First Party may request event manager to extend the validity period of their proposals. Event managers who agree to such extension shall confirm that they maintain the availability of the professional staff nominated in the proposal and their financial proposal. Event manager could submit new staff replacement, which would be considered in the final evaluation for award of the contract. An event manager, who does not agree, has the right to refuse to extend the validity of their proposal. Under such circumstance, the First Party shall not consider such proposal for evaluation.

8. Preparation of proposals

8.1 The proposal as well as all related correspondence exchanged by an event manager and the First Party shall be written in English language, unless specified otherwise.

8.2 In preparing their proposal, event managers are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a proposal.

8.3 While preparing the Technical Proposal, Event Manager must give particular attention to the following:

a) The estimated number of professional staff days for the assignment/job as shown in the Part II Data Sheet. However, the proposal shall be based on number of professional staff days or budget estimated by the event manager.

b) Alternative professional staff shall not be submitted for each position mentioned.

8.4 Depending on the nature of the assignment/job, event managers are required to submit a Technical Proposal (TP) in forms provided in Section - 2. Data Sheet in Part II of Section - 1 indicates the format of the Technical Proposal. Submission of

the wrong type of Technical Proposal will result in the Proposal being deemed non-responsive. The Technical Proposal shall provide the information indicative in the following Para from (a) to (f) using the attached Forms (Section 2). Form TECH-1 in Section - 2 is a sample letter of technical proposal, which is to be submitted along with the technical proposal.

a) A brief description of the event manager's organization will be provided in Form TECH-2 (Section-2). In the same form, the event manager and in the case of a consortium/joint venture, each partner will provide details of experience of assignments which are similar to the proposal assignment/job as per the ToR. For assignment/job, the outline should indicate the names of professional staff who participated, nature and duration of the assignment/job, contract amount, and event manager's involvement. Information should be provided only for those assignment/jobs for which the event manager was legally contracted by the First Party as a corporation or as one of the major firms within a joint venture. Assignment/jobs completed by individual professional staff working privately or through other consulting event management agency cannot be claimed as the experience of the event manager, or that of the event managers associates, but can be claimed by the professional staff themselves in their CVs. Event manager should substantiate the claimed experience along with the proposal and must submit letter of award/ copy of contract for all the assignments mentioned in the proposal.

b) Comments and suggestions on the Terms of Reference (ToR) including workable suggestions that could improve the quality /effectiveness of the assignment/job (Form TECH -3 of Section - 2).

c) The Event Manager will provide his approach, methodology and work plan in details in Form Tech-4 of Section-2.

d) The list of the proposed professional staff team by area of expertise, the position that would be assigned to each staff team member and their tasks to be provided in Form TECH-5 of Section - 2.

e) CVs of the Professional staff as mentioned in para 8.4(d) above signed by the staff themselves or by the authorized representative of the professional staff (Form TECH-6 of Section - 2).

f) Estimates of work schedule should be given in Form TECH-7 of Section - 2. Information relating to "conflict of interest" should be furnished in Form TECH-8 of Section-2.

9. **The Technical Proposal** shall not include any financial information. A Technical proposal containing financials may be declared non-responsive.

10. **Financial Proposal:** The Financial Proposal shall be prepared using the prescribed Forms (Section 3). It shall list all costs associated with the assignment, and these costs should be broken down by activity.

1. **Taxes** - The Event Manager shall fully familiarize themselves about the applicable domestic duties and taxes on amounts payable by the First Party under the contract. All such duties and taxes must be included by the event manager in the financial proposal.

2. **Currency** - Event Manager shall express the price of their assignment in Indian Rupees (INR) only.

11. **Earnest Money Deposit (EMD) and Performance Guarantee**

11.1 Earnest Money Deposit

a) An earnest money of Rs. 2,50,000/- (Rupees Two Lakh Fifty Thousand only) in the form of account payee demand draft in favour of **Pay & Account Officer, Ministry of Women and Child Development** payable at New Delhi should be submitted along with Technical Proposal.

b) A Technical Proposal not accompanied by EMD shall be rejected as non-responsive. No interest shall be payable by the First Party for the sum deposited as EMD.

c) The EMD of the unsuccessful bidders would be returned back within one month of signing of the contract.

11.2 **Forfeiture of EMD**

The EMD shall be forfeited by the First Party in the following events:

a) If the proposal is withdrawn during the validity period or any extension agreed by the event manager thereof.

b) If the proposal is varied or modified in a manner not applicable to the First Party after opening of proposal during the validity period or any extension thereof.

c) If the event manager tries to influence the evaluation process.

12. **Performance Guarantee**

The selected event manager shall be required to furnish a Performance Guarantee equivalent to 10% of the contract value rounded off to the nearest thousand Indian Rupees in the form of an unconditional and irrevocable bank guarantee from a scheduled commercial bank in India in favour of **Pay & Account Officer, Ministry of Women and Child Development** payable at New Delhi for the period of contract with 90 days claim period. The bank guarantee must be submitted after award of contract but before signing of the contract. Performance Guarantee would be returned after 60 days from the date of successful completion of tasks assigned to them and only after adjusting/recovering any dues recoverable / payable from / by the event manager on any account under the contract. On submission of performance guarantee and after signing of the contract, EMD would be returned.

13. **Submission, Receipt and opening of proposals**

13.1 The original proposals, both Technical and Financial, should be typed (**not handwritten**) and shall contain no interlineations or overwriting. Submission letters for both Technical and Financial Proposals should be in the format of TECH-1 of Section 2, and FIN of Section 3 respectively.

13.2 An authorized representative of the Event Manager shall initial all pages of the original Technical and Financial Proposal. The signed Technical and Financial proposal shall be marked 'ORIGINAL'.

13.3 The original Technical Proposal and CD containing Technical Proposal may be placed in a sealed envelope clearly marked "Technical Proposal". Similarly the original Financial Proposal shall be placed in a sealed envelope clearly marked "Financial Proposal" followed by the name of the project. The envelopes containing the Technical Proposal, Financial Proposal and EMD shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, and reference number clearly marked "DO NOT OPEN BEFORE DATE AND TIME (time and date of the opening indicated in the data sheet)". The First Party shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This may lead to rejection of the proposal. If the Financial Proposal is not submitted in a sealed envelope duly marked as indicated above, this will constitute grounds for declaring the proposal non-responsive.

13.4 The proposals must be submitted in person to the addressee indicated in the Data Sheet and received by the First Party not later than the time and the date indicated in the Data Sheet, or any extension to this date in accordance with the para above. Any Proposal received by the First Party after the deadline for the submission shall be returned unopened. Technical Proposal will be opened on the date and time indicated in Part II Data Sheet in the presence of the representatives of the bidder who wish to attend.

14. **Pre-qualification Criteria**

Event managers are requested to submit the following documents along with their proposals failing which the proposals are liable for rejection: However no weightage in the evaluation is assigned to the following pre-qualification criteria:

- i) Registration/ Service Tax certificate of the agency,
- ii) Audited Financial Statements of last three years,
- iii) EMD of Rs 2,50,000 (Rupees Two Lakhs Fifty Thousand only),
- iv) Minimum Turnover of Rs. 1 crore in each of the last three financial years,
- v) The agency should have been operational for minimum 3 years in the country,

- vi) Income Tax Return of last 3 years.

15. Proposal for Evaluation

From the time the proposals are opened to the time the contract is awarded, the event manager should not contact the First Party on any matter related to its Technical and/ or Financial Proposal. Any effort by event manager to influence MWCD in the examination, evaluation, ranking of proposals, and recommendation for award of contract may result in the rejection of the proposal of such event manager,

The First Party has constituted a **Consultancy Evaluation Committee (CEC)** for selection of the Event Manager which will carry out the evaluation process.

Evaluation of Technical Proposals: The CEC shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and by applying the evaluation criteria and sub-criteria in **Part II of Section 1 - instructions to Event Managers**. In the first stage of evaluation, a proposal shall be rejected if it is found deficient as per the requirement indicated for responsiveness of the proposal. Only responsive proposals shall be further taken up for evaluation. Evaluation of the technical proposals will start first and at this stage, the financial proposals will remain unopened. The qualification of an event manager and the evaluation for technical proposal shall be defined as below.

15.1. Criteria for Evaluation of Technical Proposal:

The criteria defined in **Part II of Section 1 - Instruction to Event Manager** would be followed for evaluation of technical proposals. Only applicants obtaining a total score of **60 (on a maximum of 100)** or more on the basis of criteria for evaluation given below would be declared technically qualified.

Financial proposal of only those event managers who are declared technically qualified shall be opened publicly, on the date and time specified in the Datasheet, in the presence of the event managers or their representatives who choose to attend. The name of the participating event managers, their technical score (if required), and their Financial Proposals, only on opening, shall be read aloud.

15.2 Method of Selection:

In deciding the final selection of the Event Manager, the technical quality of the proposal will be given a weightage of 70% on the basis of criteria for evaluation. The financial proposal of only those event managers who qualify technically will be opened. The proposal with the lowest cost will be given a financial score of 100 and the other proposal given financial scores that are **inversely proportional** to their prices. The financial proposal shall be allocated a weightage of **30%**. For working out the combined score, the First Party will use the following formula:

Total points: $(0.7 \times T(s)) + (0.3 \times 100 \times \text{LEC/EC})$, where T(s) stands for technical score, EC stands for Evaluation Cost of the Financial Proposal, LEC stands for Lowest Evaluated Cost of the Financial Proposal.

The proposals will be ranked in terms of total points scored. The proposal with the highest total points (H-1) will be considered for award of contract and will be called for negotiations, if required. Example: if in response to the RFP, three proposals, A, B & C were received and the Consultancy Evaluation Committee awarded them 75, 80 and 90 marks respectively, all the three proposals would be technically suitable. Further, if the quoted price of proposal A, B & C were Rs. 120, 100 & 110 respectively, then the following points for financial proposal may be given:

A: $100/120 = 83$ points

B: $100/100 = 100$ points

C: $100/110 = 91$ points

In the combined evaluation, the process would be as follows:

Proposal A: $75 \times 0.7 + 83 \times 0.3 = 77.4$

Proposal B: $80 \times 0.7 + 100 \times 0.3 = 86$

Proposal C: $90 \times 0.7 + 91 \times 0.3 = 90.3$

Proposal C would be considered the H1 and would be recommended for negotiations, if considered necessary and approval.

The CEC will correct any computation errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between words and figures, the former will prevail. In addition to the above corrections the items described in the technical proposal but not priced, shall be assumed to be included in the prices of other activities of items. In case an activity of line items is quantified in the Financial Proposal differently from technical proposal, no corrections will be allowed to the Financial Proposal.

After opening of financial proposal, the event manager will be declared eligible for award of the contract. This selected event manager will then be invited for negotiations, if considered necessary.

16 **Negotiations**

Financial Negotiations: Negotiations, if considered necessary, shall be held only with the event manager who shall be placed as H-1 event manager after combined evaluation of the Technical and Financial Proposals. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by such event manager. Date and Time for negotiation shall be communicated to the H-1 event manager. Representatives conducting negotiations

on behalf of the event manager must have the written authority to negotiate and conclude the contract.

17. Award of Contract

After completing negotiations, the First Party shall issue a **Letter of Intent (LoI)** to the selected event manager and promptly notify all other event managers who have submitted proposals about the decision taken.

The selected event manager will sign the contract after fulfilling all the formalities/ pre-conditions mentioned in the form of the contract in Section-S, within 10 days of issuance of the Letter of Intent.

The selected event manager is expected to commence the assignment/ job on the date specified in the Part II Data Sheet.

18. Confidentiality

Information relating to evaluation of proposals and recommendation concerning awards shall not be disclosed to the event managers who submitted the proposals or to other persons not officially concerned with the process, until the award of contract. The undue use by any event manager of any information related to the process may result in the rejection of its proposal and may be subject to the provisions of the First Party's anti-fraud and corruption policy.

19. Payment Terms

The terms of payment would be linked to the deliverables of the project, and are specified in the other terms and conditions (Section-5)

INSTRUCTIONS TO EVENT MANAGERS

PART – II

DATA SHEET (ASSIGNMENT SPECIFIC INFORMATION)

| Clause No. | Section | Particulars of Data Sheet |
|-------------|---------|--|
| 1 (a) & 2.1 | 1 | Name of the First Party: Ministry of Women & Child Development, Govt. of India |
| 2.1 | 1 | Name of the Assignment/Job : Organizing “Women of India Organic Festival 2018” |
| 2.3 | 1 | Last Date & Time and address for submission of proposals Dated: 23.07.2018 Time: 3.00 P.M. Address: To be dropped in Tender Box, Room No. 628 ‘A’ Wing, Shastri Bhavan, New Delhi – 110 001 |
| 7.1 | 1 | Proposals must remain valid for 90 days after the last date of submission |
| 8.4 | 1 | The formats of the Technical & Financial proposals to be submitted are Form Tech 1 Letter of proposal submission Form Tech 2 Event Manager organization and experience Form Tech 3 Comments & suggestions on ToR Form Tech 4 Approach, methodology and work plan |

| | | | |
|------|---|---|--------|
| | | Form Tech 5 Team Composition Form Tech 6 Curriculum vitae of team members Form Tech 7 work schedule Form Tech 8 Information regarding any conflicting activities and declaration thereof | |
| 10 | 1 | Form Fin: Financial Proposal submission Form activity-wise breakup of expenses should be enclosed | |
| 10 | 1 | Event Manager should state the cost in Indian Rupees | |
| 13.3 | 1 | Event Manager must submit the original (hard copy) of CD containing Technical Proposal and the original of the Financial Proposal | |
| 8.3 | 1 | The estimated number of professional staff-days required for the assignment/job is staff days to be estimated by the event manager. The event manager should also indicate the number and details of the support staff members associated with the Key Team members in their work plan. | |
| 15.1 | 1 | Evaluation Criteria (Technical) Criteria, Sub-Criteria and point system for evaluation to be followed under this procedure is as under: | |
| | | Criteria & Sub-criteria | Points |
| | | (i) Turnover of the agency per annum (minimum Rs. 1 crore per annum in last three financial years) | 10 |
| | | Between Rs. 1.00 cr to Rs. 2.50 cr: 4 points | |
| | | Between Rs. 2.50 cr to Rs. 6.00 cr: 6 points | |
| | | Between Rs. 6.00 cr to Rs. 10.00 cr: 8 points | |
| | | Above Rs. 10 cr. 10 points | |
| | | (ii) Previous Experience (Projects handled) | 30 |
| | | Experience of Event Manager in the event managements for Central/State Govts./PSUs organizations across India – 18 points | |
| | | Specific experience of Event Manager in the event management related women and children issues – 12 points | |

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| | | <p>(iii) Methodology of organizing the event</p> <p>(Understanding of the ToR, Team structure, Roles and responsibilities and work plan in responding to the Terms of References)</p> <p>Understanding ToR: 5 points</p> <p>Organization and staffing: 10 points</p> <p>Work plan: 10 points</p> | 25 |
| | | <p>(iv) Key Creative Members</p> <p>Project Manager</p> <p>Exp. > 10 years: 15 points</p> <p>Exp. 5-10 years: 10 points</p> <p>Exp. <5 years but > 2 years: 5 points</p> | 15 |
| | | <p>(v) Power Point Presentation</p> <p>Understanding of the subject point: 5 points</p> <p>Originality of concept and strategy point: 10 points</p> <p>Value addition which agency proposes to offer (These offers will be submitted by the event manager in writing duly signed immediately after the presentation): 5 points</p> | 20 |
| 15.2 | 1 | <p>Method of Selection: In deciding the selection of the event manager the technical quality of the proposal will be given a weightage of 70%. The method of evaluation of technical qualification will follow the procedure given in paras 14 and 15 of Part 1. The Event Manager may be asked to give a presentation before the Evaluation Committee on the parameters given in para 14 and 15 of Part 1 above, along with clarification, if any, considered necessary by the Committee.</p> <p>The financial proposal of only those event managers who qualify technically will be opened. The proposal with the lowest cost will be given a financial score of 100 and the other proposals given financial score that are inversely proportional to their prices. The financial proposals shall be allocated a weightage of 30%.</p> | |

Section – 2

Technical Proposal Forms

FORM TECH - 1

LETTER OF PROPOSAL SUBMISSION

To:

Under Secretary- Media,
Ministry of Women and Child Development,
Room No. 310, 3rd Floor, A Wing,
Shastri Bhavan,
New Delhi -110001

Subject: Submission of the bid proposal for <Name of the assignment>

Dear Sir/ Madam,

We, the undersigned, offer to provide the services to the Ministry of Women and Child Development as Event Manager with your Request to Proposal dated <insert date> and our Bid. We are hereby submitting our Bid Proposal, which includes the Technical Proposal in sealed cover and the Financial Proposal in sealed cover. We also enclose Demand Draft / Banker's Cheque of Rs. <amount in words> (Rupees <amount in words>) as per RFP. The details of Demand Draft I Banker's Cheque are given below:

DD No.: <>

Bank Name: <>

Date of issue: <>

Drawn on: <>

We hereby declare that all the information and statements made in this bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our Bid Proposal is accepted, to initiate the implementation of services related to the assignment not later than the date indicated by the Ministry.

We agree to abide by all the terms and conditions of the RFP document. We would hold the terms of our bid valid for 90 days.

We understand that you are not bound to accept any Bid proposal you receive.

Yours Sincerely,

Authorized Signature [In full and initials]:_____

Name and Title of Signatory ::_____

Name of Firm ::_____

Address ::_____

Location ::_____

Date ::_____

FORM TECH - 2

EVENT MANAGER ORGANISATION AND EXPERINCE

A- **Event Manager's Organization**

(Provide here a brief description of the background and organization of your firm/entity and each associate for this assignment/job. The brief description should include ownership details, date and place of incorporation of the Event Management Agency (attach certificate), objectives of the Event management etc. Also if the Event Manager has formed an Association, details of each member of the Association, name of lead members etc. shall be provided).

1. **General Information**

1.1 Information about the Event Management Agency (s)

- Name
- Address
- Telephone and Mobile Number
- Fax Number
- Email Address

1.2 **Size of the Event Management Agency**

Provide turn-over figures and employee strength for the last three financial years i.e. 2015-16, 2016-17 & 2017-18.

1.3 **Geographic Presence**

Provide geographical spread of your agency, especially presence in different regions in India

B- **Event Manager Experience**

2.1 **Specific experience of Event manager in the event managements for Central/State Government organizations across India**

(Using the format below provide information on each assignment for which your agency has organized event managements for Central / State Government organizations across India as required under this assignment. The responsibility for providing information as required in this form lies solely with the Event Manager.)

Please cite only maximum 5 relevant events handled in last three years. If more than 5 events citations are provided, only the latest five will be considered for the purpose of evaluation.

(I) Assignment Name:

(II) Country Location within the country:

(III) Approx. value of the contract (in Indian Rupees):

(IV) Duration of assignment (months)

(V) Name of the First Party with copy of proof:

(VI) Address:

(VII) Total No. of staff. days/months of the assignment:

(VIII) Start Date (month/year Completing date (Month/Year)

(IX) Narrative description of project:

2.2 Specific experience of Event Manager in event management related women and children issues

(Using the format below provide information on each assignment for which your Event Management Agency has provided support in organizing events relevant to women and children issues. The responsibility for providing information as required in this form ties solely with the Event Manager.)

(I) Assignment Name:

(II) Country Location within the country:

(III) Approx. value of the contract (in Indian Rupees):

(IV) Duration of assignment (months):

(V) Name of the First Party with copy of proof:

(VI) Address:

(VII) Total No. of staff- days/months of the assignment:

(VIII) Start Date (month/year Completing date (Month/Year):

(IX) Narrative description of project:

FORM TECH – 3

COMMENTS AND SUGGESTIONS ON THE TERMS OF REFERENCE

A **On the Terms of Reference**

{Suggest and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the assignment/job (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point}

B **On Inputs and Facilities to be provided by the First Party**

The First Party would provide necessary support in terms of information/ discussions/documents/ field visits/ coordination with other agencies and logistics, wherever considered necessary in completion of the assignment. The First Party will interact with the event manager for exchange of documents/ information and discussion.

FORM TECH-4

APPROACH, METHODOLOGY & WORK PLAN

(The event manager will provide details about the approach, methodology and the work plan to create the ambience for the event in the IGNCA (Indira Gandhi National Centre For Arts) both inside and outside along with the proposed design of all display material, brochure, other printing material and lighting arrangements in whole event, providing logistic to participants, picking up outside participants from Railway stations/Bus stations on arrival and dropping at place of residence, arranging cultural programme, photographer, compère, high tea for opening/closing ceremony, advertisements etc. A glimpse of the same must be explained through PowerPoint presentation).

FORM TECH – 5

TEAM COMPOSITION AND TASK ASSIGNMENT/JOBS

| S. No. | Name of staff | Area of experience | Post/task assignment for this job |
|---------------|----------------------|---------------------------|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

FORM TECH -6

CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

1. Proposed Position:

[For each position of key professional, separate form Tech-S will be prepared]

2. Name of Firm:

(insert name of Event Management Agency proposing the staff):

1. Name of Staff: (insert full name):

2. Date of Birth:

3. Nationality:

4. Educational Qualification:

5. Membership of Professional Associations (if any):

6. Other Training:

7. Countries of Work Experience:

8. Languages Known:

9. Employment Record: [Starting with present position, list in reverse order every employment held by staff member since first employment, giving for each employment, dates of employment, name of employing organization, positions held (see format below):

From [Year] to [year]:

Employer:

Positions held:

10. Detailed Tasks Assigned

[List all tasks to be performed under this Assignment/job]

11. Work Undertaken that best illustrates capability to handle the Tasks assigned:

[Among the Assignment/jobs in which the staff has been involved, indicate the following information for those Assignment/ jobs that best illustrate staff capability to handle the tasks listed under point 10]

Name of Assignment/ job or project:

Year:

Location:

Main project features:

Positions held:

Activities performed:

12. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged

Date:

Place:

[Signature of staff member or authorized signatory]

Full name of authorized representative]:

FORM TECH – 7
WORK SCHEDULE

| S. No | Activity | Total days |
|--------------|-----------------|-------------------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |

Note

1. Indicate all main activities of the assignment/job as given in the Terms of Reference (Section 4).
2. Agency may furnish work schedule information in PERT/CPM chart form, if needed.

FORM TECH -8

**INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND
DECLARATION THEREOF**

Are there any activities carried out by your Event Management Agency which are of conflicting nature as mentioned in para 4 of Section 1. If yes, please furnish details of any such activities. If no, please certify as follows:

We hereby declare that our Event Management Agency is not indulged in any such activities which can be termed as the conflicting activities under para 4 of the Section 1. We also acknowledge that in case of misrepresentation of the information, our proposal shall be rejected / terminated by the First Party which shall be binding on us

Authorized Signature [in full and initials]:

Name of Title of Signatory:

Name of Event Management agency:

Address:

Section – 3

Financial Proposal Forms

FORM FIN

| S. No. | Particulars | Amount in Indian Rupees (in words) | Amount in Indian Rupees (in figures) |
|--------|---|------------------------------------|--------------------------------------|
| 1. | Remuneration | | |
| 2. | Reimbursement (activity-wise breakup enclosed) | | |
| 3. | Miscellaneous expenses (activity-wise breakup enclosed) | | |
| 4. | Taxes and duties | | |
| 5. | Total | | |

Authorized Signature:

Name

Designation

Name of Agency

Address

Section – 4

Terms of Reference

Objectives and Scope of Work

4.1 Background

Ministry of women and Child Development, Government of India is at the forefront in undertaking of welfare of women and child, training, research, consultancy and publication pertaining to the different aspect of women and child development. It has emerged as an important Ministry which strives for ensuring empowering of women and nurturing children

4.2 About the “Women of India Organic Festival - 2018”

Women of India Organic Festival 2018 is being organized for women entrepreneurs/artisan to give them an opportunity to exhibit and sell their organic products such as foods & clothing product from 25th October, 2018 to 04th November, 2018 and to showcase the initiatives, activities and programmes of Ministry of Women & Child Development.

The 10 days long “Women of India Organic Festival - 2018” brings people from wide spectrum of the society - ranging-from policy makers to the beneficiaries, from the members of the civil society to children from schools and colleges. The festival gives opportunity to get a glimpse of the policies, schemes, programmes, initiatives and activities of the Ministry of Women and Child Development, Government of India and its organizations. The festival presents a combination of ideas, information activities, interaction, cultural programmes, thematic event, display of services of states and opportunity for women entrepreneurs/ artisan to exhibit and sell their products.

4.3 “Women of India Organic Festival - 2018”

MWCD wishes to appoint Event Manager for organizing “Women of India Organic Festival - 2018” at IGNCA (Indira Gandhi National Centre for Arts) from 25th October to 4th November, 2018.

Location: IGNCA (INDIRA GANDHI NATIONAL CENTRE FOR ARTS), Janpath, New Delhi

Duration: Starts on 25 October, 2018 and ends on 4 November, 2018

Participants: Women Entrepreneurs Groups on organic products/food/clothing, Ministry of Women and Child Development Govt. of India, autonomous organizations like NIPCCD, NCW, RMK; CSWB,CARA, NCPCR, CAPART State Governments.

Theme: Women Entrepreneurs/ farmers in growing & marketing of Organic Products

Scope of Work:

Designing and Creation of Theme-based ambience during the “Women of India Organic Festival 2018” covering at least 800 - 1,000 sq. mtr. area.

Compilation and preparation of list of suitable and deserving participants from across the country

1. The activities to be covered

(i) Full Decoration of area including Gate and daily flowering’

(ii) Light and Sound system from 10 am to 10 pm

(iii) Live LED Display of the festival / events at 5-6 places, as decided by the First Party.

(iv) Banners (iron Frames/wooden Frames), buntings, wall hanging balloons, Backdrops around 5000 sq. ft. area to be printed and placed in different locations in Event premises of IGNCA (Indira Gandhi National Centre for Arts)

(v) Still photography (60 shots for opening and closing ceremony (25th October and 4th November,2018) and 25 daily photographs per day from 25th October 2018 to 4th November,2018 and videography for full duration daily for selective event.

(vi) Printing of Invitation Cards, Brochures containing 8 to 12 pages, Fliers, Posters (quantity minimum 2000), facia for 250 stalls etc and certificates to the participants (about 500).

(vii) Creation of temporary stalls at least 250.

(viii) Ballooning, Bunting and wall hanging has to be done from main gate, temporary stalls, Janpath lawn, VIP Room, Guest House and at open space.

(ix) The event manager has to arrange welcome snacks and refreshments on 25th October 2018 and 4th November 2018 for at least 150 officers.

(x) The Event Manager has to ensure comfortable operational environment which includes constant drinking water supply for all and tea/ coffee and refreshments for about 25 officers of the Ministry on duty from 25th October, 2018 to 4th November, 2018

(xi) Event Manager has to make arrangements for picking up outside participants from Railway Stations/bus stations to IGNCA (Indira Gandhi National Centre for Arts)/place of stay.

(xii) Event Manager has to arrange accommodations for all outstation participants for the duration of the Event.

(xiii) Event Manager has to deploy adequate staff on each day at IGNCA (Indira Gandhi National Centre for Arts) for security during the period of Event.

(xiv) Event Manager has to deploy adequate staff at the venue on each day for cleanliness during the period of Event.

(xv) Event Manager has to ensure proper provisioning of toilets etc in the premises.

(xvi) Event Manager has to ensure that adequate branding of the event is done and also make all efforts and visibility for high footfall and sale.

2. Designing, Branding and Printing of all display materials at main gate, temporary stalls, Janpath lawn, VIP Room, Guest House and at open space. Designing, preparing and display of hoardings at various prominent locations at Delhi. Event manager will ensure that the display should not be dislocated during the event.

3. Coordinating with Ministry of Women and Child Development for relevant information on activities and also about participating women entrepreneurs.

4. Organizing opening and closing functions.

5. Event facilitation (parallel/ concurrent)

6. Overall event facilitation, promotion and management.

7. Security and Cleanliness of Venue.

8. Any other works given for smoothly organizing the event.

4.4 Objectives of “Women of India Organic Festival - 2018

1. Provide an opportunity to people in Delhi to understand the programmes and services that are provided by MWCD and its organizations and get benefitted.

2. Give an opportunity to Women Entrepreneurs across the country to exhibit and sell their organic products

The entry to the event would be free and open to general public during event days from 25th October to 4th November, 2018.

4.5 Detailed Scope of Work for the Event Manager

i) Designing and Creation of Theme based Ambience inside and outside the IGNCA (Indira Gandhi National Centre for Arts) during the period of ‘Women of India Organic

Festival - 2018". The key areas will be open space, temporary stalls, Janpath lawn, VIP Room, Guest House, etc.

ii) Designing, Printing, Branding, and dissemination of all display materials including Festival Press advertisement, Invitation cards, Programme Schedule, Pamphlets for News papers for distribution in prominent locality as decided by the ministry, Event Brochure, Posters for all Bhawans and nearby areas ,certificates to the participants, etc.

iii) Coordinating and facilitation with MWCD for material and activities.

iv) Organizing special days like opening / inauguration and closing functions.

v) Overall event facilitation, promotion and management.

vi) Any other work given by the MWCD for smooth organization of the event.

Expected deliverables from Agency:

- Timely, flawless and successful holding of the Festival
- Engaging creative format that is vibrant, robust and innovative.
- Set up Help desk and arrange other volunteers for guiding and smooth flow of movement.
- Information, motivation and promotion of pre event / during event activities.
- Ensuring optimum footfalls on day to day basis.
- Set up office and provision of drinking water.
- Provide daily performance and monitor reports to MWCD
- Stewards
- Fire Extinguishers (as per requirement of area)
- About 250 stalls have to be decorated. Chair, tables & fans etc are also to be provided.
- Based on requirements, if additional stalls are needed to be decorated, the event manager has to do the same without any extra cost.
- The size of the stall has to be developed to keep at least one table and 2 chairs per stall. The event manager has to arrange for some extra tables and chairs depending upon the requirement of the Ministry for the convenience of the participants and visitors without any extra cost.
- Deployment of adequate staff for security and cleanliness.
- The event manager has to make all preparatory arrangements including covering of the open space, decoration and designing of the stalls, fixing of the electrical fittings appliances etc one day before the start of the event.

While achieving the above Scope of Work the following need to be kept in mind:

1. The Event Manager will ensure for proper ambience with props and stalls at IGNCA (Indira Gandhi National Centre for Arts).
2. While designing the stalls Event Manager should interact with the First Party Officials.
3. The design and material to be used will have to be approved by First Party beforehand.
4. It shall be the responsibility of the Event Manager to arrange manpower, material and necessary expertise for executing the work so that the "Women of India Organic Festival - 2018" is set up by 25th October, 2018.
5. The Event Manager would also be responsible for all the housekeeping, security, generator arrangements and electrical installations etc w.e.f. 25th October, 2018 till 4th November, 2018. The housekeeping arrangements should be in place from 9.30 am onwards every day.
6. The Event manager would be responsible to hand over the site thoroughly neat and clean to the IGNCA (Indira Gandhi National Centre For Arts) by 05.11.2018
7. The Event Manager would be responsible to ensure that the site is clean of leftovers, litter, construction material etc. by 05.11.2018 for handing it back to IGNCA.
8. The Event Manager is to ensure in consultation with IGNCA (Indira Gandhi National Centre for Arts)/MWCD that the stalls are constructed in such a way so that there is ample movement space for the public and in case of any untoward incident the visitors can be evacuated as early as possible.
- 9. The Event Manager would be required to carry out any additionality at the venue that may be required on any on-going day of the event, as advised by the First Party.**
10. The Event Manager will be required to tie up with the IGNCA (Indira Gandhi National Centre For Arts), MCD, NMDC, Local Traffic Police, Delhi Fire service etc so that the work of "Women of India Organic Festival - 2018" is executed smoothly.
11. It would be the responsibility of the event manager to arrange dustbins, fire extinguishers, chairs, tables, sofas, public address system and sound system for the events. Public address system should also be provided at the Help Desk.
12. It will be the responsibility of the Event Manager to set up at least 20 hoardings in important roundabouts of Delhi plus 2 hoardings at the entrance and exit gates of Shastri Bhawan with 20x10 feet dimension at the minimum. The size of other hoardings will be of 10x7 feet dimension minimum. The branding and visibility is to be ensured be the event manager in a big way.

13. The Event Manager is to ensure that the whole complex is properly and adequately lit and all Event action areas, stalls have sufficient electricity and power points. There are at least 250 temporary stalls. Each stall is to be provided with the following at the minimum:

| | |
|---|---------|
| Table | 01 Nos |
| Chairs | 02 Nos. |
| Electrical point with bulbs and fans fitted | 01 No. |

14. Event Manager is to ensure electric points in all the stalls as per requirement of the stall.

15. All the electrical cables and wires should be properly insulated. There should not be any loose wires. Electric connection required for the event would be the responsibility of the Event Manager.

16. Removal of garbage from the site daily and its disposal to the nearest MCD dustbin is the responsibility of Event Manager. No foul smell would be allowed in its vicinity.

17. At least 250 stalls will be made in IGNCA (Indira Gandhi National Centre for Arts). The requirement of temporary stall may increase depending upon the requirement of the programme. The event manager shall be well prepared to create more stalls on demand.

4.6 Project Management Arrangements

A team/monitoring committee consisting of five officers will monitor day-to-day activities etc. relating to successful organization of the event. The final payment will be released on satisfactory completion of work after furnishing the certificate from the First Party in this regard.

Section 5

Other Terms and Conditions

1. The First Party reserves the right not to accept proposal(s) from agency (ies) resorting to unethical practices or on whom investigation / enquiry proceedings have been initiated by Government investigating agencies / vigilance cell.
2. The First Party is not bound to accept the lowest event manager or to assign any reason for non-acceptance. The First Party reserves its right to accept the proposal in part or in full. Conditional proposal will be rejected outright.
3. The First Party reserves the right to summarily reject an offer received from any agency (agencies), without any intimation to the event manager(s).
4. The First Party reserves the right to withdraw / cancel the proposal document at any stage.

5 Termination by default

First Party reserves the right to accept or reject any proposal, and to cancel the bidding process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to affected event manager (s) or any obligation to inform the affected event manager (s) about the grounds for First Party's action.

6 Arbitration

In case of any dispute, First Party may appoint an arbitrator, which would be accepted by the agency / firm. The decision of the arbitrator would be final and binding on both the parties. The jurisdiction of the court would be Delhi.

7 Indemnification Clause

That the selected agency shall keep First Party indemnified and harmless against all claims, damages, dues, payments, fines, penalties, compensations, liabilities other losses, etc. which may incur on account of non-compliance or violation by the selected agency or otherwise.

8 Jurisdiction

The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and applicable for the time being for this contract. Case will be settled in Delhi Court, if required.

9 Validity of the contract

The contract shall remain valid with effect from date of award of the contract till the acceptance of final report of the project "**Women of India Organic Festival - 2018**"

10 Force majeure

- i) For the purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of a Party, is not foreseeable, is unavoidable and not brought about by or at the instance of the Party claiming to be affected by such events and which has caused the non-performance or delay in performance, and which makes a Party's performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other extreme adverse weather conditions, strikes, lockouts or other industrial action(except where such strikes, lockouts or other industrial action are within the power of the party invoking Force majeure to prevent), confiscation or any other action by Government agencies.
- ii) Force Majeure shall not include (a) any event which is caused by the negligence or intentional action of a Party or by or of such Party's sub-Event Managers or agents or-employees, nor (b) any event which is a diligent party could reasonably have been expected both to take into account at the time of the conclusion of this contract, an avoid or overcome in the carrying out of its obligations hereunder.
- iii) Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.
- iv) A party affected by an event of force majeure shall continue to perform its obligations under the contract as far as is reasonably practical, and shall take all reasonable measures to minimize the consequences of any event of force majeure.
- v) A party affected by an event of force majeure shall notify the other party of such event as soon as possible, and in any case not later than 14 days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give written notice of restoration of normal conditions as soon as possible.

11. Penalty

Time is the essence of this contract and the Event manager is to ensure that the "Women of India Organic Festival 2018" is properly set up by the evening of 25.10.2018 and various activities are undertaken as per the scope of the work (ToR, Section 4) failing which penalty Rs.20,000/- per day (Rupees twenty thousand only per day) would be levied on the Event manager executing the project .

12. Terms of Payment

The terms of payment will be as follows:

1. 20% of the contract amount when:

- All plans for all activities are submitted, finalized and approved, and
- Ambience design is finalized, other print material designs are finalized and approved.

2. 80% of the contract amount when 100% of the work is completed (i.e. after the event is accomplished satisfactorily) and a Work Completion Report/ Satisfactory Performance Report is submitted and approved by First Party.

3. All payments shall be made in Indian rupees.

4. Depending upon the necessity, the requirement of temporary stalls, tables, chair etc., may increase or decrease. Payment will be made on actual basis duly verified and certified by MWCD.

13. **Other conditions**

1. Apart from terms & Condition mentioned in this RFP, the Ministry may impose any terms and conditions which are required for smooth organizing of the said event during the event days.

*