

F.No. M-17/3/2018-Media
Government of India
Ministry of Women and Child Development
Media Division

Shastri Bhavan, New Delhi
Dated: 12th July, 2018

To,

Consultant Agencies

Subject: Inviting proposal for engagement of a consultant for the 'Women of India Organic Festival 2018, Delhi' – reg.

Sir/Madam,

I am directed to refer to the subject mentioned above and to state that the Ministry of Women and Child Development intends to organise 'Women of India Organic Festival 2018' at IGNSA, Janpath, New Delhi from 25th October, 2018 to 4th November, 2018. A consultant has to be engaged by the Ministry for the same whose scope of work would be as follows:

(i) *To create feasible database of women organic farmers 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 and to prepare a list of waitlisted participants.*

(v) *To ensure that the participants bring sufficient produce with them.*

(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 platforms will also be used to publicise this festival.*

(viii) *To coordinate with venue authorities regarding stalls and their locations/positioning, and assist the Event Manager in the design and layout of these stalls*

and facia for these stalls. Frequent pre-visit to the venue will be done to ensure the flawless inauguration and smooth organisation of the event.

(ix) To be present at the venue for the entire duration of the festival and take calls from participants round-the-clock regarding their issues of pick-up from the station, along 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 and dispatch the same by email or by hand to the participants.

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

(xii) To prepare and compile data on daily foot-fall and daily sales report during the period of Women of India Organic Festival and submit the same to the Ministry.

(xiii) Distribution and collection of TA claim forms duly filled and enclosed, with proper supporting documents from the participants. Ministry will only reimburse the admissible amount to the participants. Any disputes arising in connection with the reimbursement of TA claim will be looked after and disposed by the consultant.

(xiv) Any other work as decided by the Ministry for smooth and satisfactory completion of work related to this event may be entrusted.

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 seven days from the date of issue of this letter.**

Yours faithfully,



(U.S. Mehta)

Under Secretary to the Government of India

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