

F.N. 6-2/2011-Media
Government of India
Ministry of Women & Child Development

Shastri Bhawan,
Rajendra Prasad Road, New Delhi
Dated: 19.10.2011

To

Sl. No	Name and Address	Sl. No.	Name and Address
1.	M/s CVZW Alze Ltd., B-1/411 Janak Puri, Delhi	2.	M/s Linevents, 1003 A-Signature Tower, Gurgaon, Haryana
3.	M/s Z-Axis Exhibition Pvt. Ltd., F-515, Sarita Vihar, New Delhi	4.	M/s Ved Pohoja Associates Pvt. Ltd., WZ-86 R, Todapur, Delhi
5.	M/s.Spacecence Pvt. Ltd., FC-16, Sector A, Film city NOIDA	6.	India Tourism Development Corporation Ltd.(ITDC) Jeevan Vihar Building, 3 rd Floor, 3 Sansad Marg, New Delhi
7.	Conferences & Incentives Management (I) Pvt. Ltd. India C1-D, First Floor, Green Park Extension, New Delhi	8.	Exhibition India Pvt. Ltd. 217-B (2 nd Floor) Okhla Industrial Estate, Phase III, New Delhi – 110 020, India
9.	GARUDA Advertising Pvt. Ltd. D-25/C1, South Extension-II, New Delhi.		

Subject: Engagement of Expert Agency as “Designer –cum-EventManager” for organizing Vatsalya Mela during 14th - 19th November, 2011 at Dilli Haat, INA Market, New Delhi-reg.

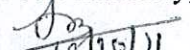
Sir,

The Ministry of Women and Child Development requires services of “Designer cum Event Manager” for “Vatsalya Mela, 2011” to be held from 14th to 19th November, 2011 at Dilli Haat, INA Market, New Delhi. More details on the services are provided in the Terms of Reference in this Request for Proposal (RFP) document. In case you are interested to undertake the assignment, you may submit your proposal in sealed cover, addressed to Ms. Lopamudra Mohanty, Deputy Secretary (Media), Room No. 303 ‘A’ Wing, Shastri Bhawan, Ministry of Women and Child Development, New Delhi – 110001 on or before 3:00 PM on 25.10.2011 as

per the attached tender document. The terms of reference, proposed activities matrix(date/time wise and space wise) and map of the venue are enclosed.

2. For further information on the Ministry and its bureaus and programmes and schemes please visit our website <http://wcd.nic.in> . Ministry reserves the right to accept or reject any or all the offers without assigning any reason thereof.

Yours sincerely,



(Lopamudra Mohanty)

Deputy Secretary (Media)

Tel.no-011-23074215

Email id-lopamudra.m@nic.in

Encl: As above (18 Pages)

Terms of Reference

for
appointment of

Designer – Cum – Event Manager
For

VATSALYA MELA

at

Dilli Haat, INA

to be organized

from

14th to 19th November 2011

**MINISTRY OF WOMEN AND CHILD DEVELOPMENT
GOVERNMENT OF INDIA
NEW DELHI**

Key Dates for the Vatsalya Mela

1.	Start date for issue of RFP	18.10.2011
2.	Last date of receipt of proposals	5.30 pm on 28.10.2011
3.	Date & Time of opening of proposals	11 am on 31.10.2011
4.	Pre-bid conference at Room No. 607, A-Wing, Shastri Bhawan, New Delhi -110001	3 pm on 24.10.2011
5.	Presentation by the shortlisted parties at Room No. 615, A-Wing, Shastri Bhawan, New Delhi -110001	11 am on 01.11.2011

Proposal may be addressed and received in the drop box at:

Deputy Secretary (Media)
Room No. 303, 'A' – Wing, Shastri Bhawan,
Ministry of Women and Child Development
New Delhi – 110001
Telefax: 23074215

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SECTION - 1

1. Introduction

MWCD wishes to appoint Designer-Cum-Event Manager for organizing “**Vatsalya Mela**” on turnkey basis at Dilli Haat, INA from 14th November to 19th November, 2011.

Vatsalya Mela is specifically expected to:

- i. Provide an opportunity to people in Delhi to understand the programmes and services that are provided by MWCD and its organizations and get benefitted.
- ii. Give an opportunity to organizations under the Ministry as well as partner agencies and NGOs to showcase their programmes and services.

The “**Vatsalya Mela**” would consist of stalls, activities, special day events, cultural shows from various Bureaus and partners of MWCD including regular cultural programmes **(for more details refer to the attached proposed activity chart by space and time)**. Ministry of Women and Child Development, Government of India is supporting the event.

The entry to the event would be free and open to the general public from 11.00 am to 10.00 pm every day.

“Vatsalya Mela 2011-12”

Location : Dilli Haat, INA Market, New Delhi

Duration : 6 days (Starts on 14th November ends 19th November, 2011)

Participants : Ministry and autonomous organizations like NCW, RMK, CSWB, CARA, NIPCCD, state governments.

Themes:

1. **Awareness on Malnutrition issues**
2. **Declining Sex-Ratio**
3. **Empowerment of Adolescent Girls**

Scope of Work:

1. Designing and Creation of Theme based ambience during the Vatsalya Mela
2. Designing, Branding and Printing of all display materials
3. Coordinating with all MWCD bureaus, autonomous organizations, partners for materials and activities
4. Organizing opening and closing functions
5. Overall event facilitation, promotion and management

SECTION – 2

2.1 Instructions to the Event Manager

- (i) The tenders are to be submitted in two bid system i.e. the technical and financial bid. The technical and financial bid should be in separate envelopes and should be clearly earmarked. The envelope containing the technical bid and financial bid shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address.
- (ii) The Ministry shall not be responsible for misplacement, losing and premature opening if the outer envelope is not sealed and/or marked as stipulated.
- (iii) If the financial bid is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the bid non-responsive.
- (iv) The technical and financial bid shall contain no overwriting, except as necessary to correct errors by the firm themselves. The person who signed the proposal must initial such corrections and authorized representative of the firm shall initial all pages of technical and financial bid.
- (v) The committee constituted for the purpose will open the technical bid first and evaluate the technical bid as per the evaluation criteria given at **Annexure – I**.
- (vi) The Technical bid is to be submitted in the prescribed proforma which is available at **Annexure – II**.
- (vii) The shortlisted bidders would be required to give a presentation in front of the committee constituted by MWCD for the purpose.
- (viii) The financial bid of shortlisted bidders would be opened after technical bid review and presentation by the committee constituted by MWCD for the purpose.
- (ix) The financial bid is to be submitted in the prescribed proforma which is available at **Annexure – III**.

2.2 Earnest Money Deposit (EMD)

- i) An earnest money of Rs. 1.25 lakhs in the shape of bank draft / demand draft in favour of **PAO, Ministry of Women and Child Development payable at New Delhi** should be furnished with the technical bid.
- ii) Proposals not accompanied by EMD shall summarily be rejected.
- iii) No interest shall be payable by the Ministry for the sum deposited as earnest money deposit.
- iv) No bank guarantee will be accepted in lieu of the earnest money deposit.
- v) The EMD of the unsuccessful bidders would be returned back within one month of signing of the contract.

2.3 Performance Security

A **Performance Security** of Rs. 1.25 Lakhs in the shape of bank draft / demand draft in favour of **PAO, Ministry of Women and Child Development payable at New Delhi** may be furnished by the successful bidder. EMD of the successful bidder will be converted to performance security.

2.4 Late bid

Bid received after 5.30P.M. of 28.10.2011 will be summarily rejected.

Section - 3

3. Scope of Work

The major Scope of Work for the Designer – Cum – Event Manager is as follows:

1. Designing and Creation of Theme based Ambience during the Vatsalya Mela at Dilli Haat, INA at platforms inside and outside the Dilli Haat. The key areas will be Hall, Amphi Theater, Open Space outside Amphi Theater, Stalls, Entry gate, passages, etc..
2. Printing Branding, Designing of all display materials including Mela press ad, Invitation cards, Programme Schedule, Mela Brochure.
3. Coordinating and facilitation with all MWCD bureaus, organizations, partners for materials and activities.
4. Organizing special days like opening / inauguration and closing functions.
5. Overall event facilitation, promotion and management.

Expected deliverables from Agency:

- Timely flawless and successful holding of the Mela.
- Engaging Creative format that is vibrant, robust and innovative.
- Help desk and other volunteers for guiding and smooth flow of movement.
- Information, motivation and promotion pre event / during event activities.
- Optimum footfalls on day to day basis.
- Provide daily performance reports and monitor reports.

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

1. The Designer – Cum – Event Manager would use the elements and items available in the Dilli Haat, INA for ambience, props and stalls.

2. While designing bureau stalls Designer – Cum – Event Manager may interact with the Bureau Heads, MWCD and use the unique features and elements of respective Bureaus.
 3. The design and material to be used will have to be approved from MWCD before hand.
 4. It shall be the responsibility of the Designer – Cum – Event Manager to arrange manpower, material and necessary expertise for executing the work so that the “Vatsalya Mela” is set up by 13th November, 2011.
 5. The Designer – Cum – Manager would also be responsible for all the housekeeping, generator arrangements, electrical installations w.e.f. 14th November, 2011 till 19th November, 2011. The housekeeping arrangements should be in place from 10.00 onwards every day w.e.f. 14th November, 2011.
 6. The Designer – Cum – Event manager would be responsible to hand over the site thoroughly neat and clean to the hand owning agency by the evening of 20.11.2011.
 7. The Designer – Cum - Event Manager would be responsible to ensure that the site is clean of leftovers, litter, construction material etc. by the evening of 20.11.2011.
- Penalty**
8. **Time is the essence of this contract and the Designer – Cum – Event manager is to ensure that the “Vatsalya Mela” is properly set up by the evening of 13.11.2011 failing which penalty @ Rs.50,000/- per day(Rupees fifty thousand only) would be levied on the Designer – Cum – Event manager executing the project .**
 9. The Designer – Cum – Event Manager is to ensure that the stall are constructed in such a way so that there is an ample movement space for the public and in case of any untoward incident the visitors can be evacuated as early as possible.

10. The Designer – Cum – Event Manager would be required to carry any additionalities at the venue that may be required on any on-going day of the event, as advised by the MWCD.
11. The Designer – Cum – Event Manager would be required to tie up with the NDMC, Local Police, Traffic Police, taking all clearance so that the work of “Vatsalya Mela” is executed smoothly.
12. It would be the responsibility of the Designer – Cum – Event Manager to arrange for dustbins, fire extinguishers, chair, tables, public address system and sound system for cultural items for the event.
13. The Designer – Cum – Event Manager is to ensure that the whole complex is properly and adequately lit and all Mela action areas, stalls have sufficient electricity and power points. Each stalls is to be provided with the following:

Table	02 nos.
Chair	02 nos.
Fan	01 no.
Power point	01 no.
Electrical point with bulbs	02 nos.

14. 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 Designer – Cum – Event Manager.
15. Removal of garbage from the site and its disposal to the nearest NDMC dustbin is the responsibility of Designer – Cum – Event Manager.

Section 4

Eligibility Criteria

1. The Designer – Cum – Event Manager must have the experience of at least three years in the field of designing and creation of theme based events.
2. The Designer – Cum – Event Manger should have an office in Delhi / NCR.
3. The Designer-cum-Event Manager should have undertaken similar events/activities at least in past three years.
4. The Designer-cum-Event Manager should fulfil technical eligibilities as detailed in Annexure-II of this tender document and other general terms & conditions given in the tender.
5. The Designer – Cum – Event Manager should have a minimum annual turnover of Rs. 1 Crore (Ruppes one crores only).

Note:

The Technical proposal has to be submitted along with necessary documentary evidence / certificate in support of above eligibility criteria.

1. Experience of the firm
2. No. of Events done
3. Turnover of agency
4. Summary List

Section 5

Other Terms & Conditions

1. The MWCD reserves the right not to accept bid (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 MWCD is not bound to accept the lowest bidder or to assign any reason for non-acceptance. The MWCD reserves its right to accept the bid in part or in full. Conditional bids will be rejected outright.
3. The MWCD reserves the right to summarily reject an offer received from any agency(ies), without any intimation to the bidder(s).
4. The MWCD reserves the right to withdraw / cancel the bid document at any stage.

A. Termination by default

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

B. Arbitration

In case of any dispute, MWCD 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 New Delhi.

C. Indemnification Clause

“That the selected agency shall keep MWCD 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.

D. 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.

E. Validity of the contract

The contract shall remain valid with effect from date of award of the contract till the end of Mela.

F. Force majeure

For the purpose of this contract, “Force Majeure” means an event which is beyond the reasonable control of Party

- i. 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-consultants 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.

Section 6

Terms of Payment

The terms of payment will be as follows:

1. 30% of the contract amount when material is brought at the site-work is complete
 - All plans for all activities are submitted, finalised and approved.
 - Ambience design is finalised, other print material designs are finalized and approved.
2. 20% of the contract amount on completion of 50% of the work.
3. 50% of the contract amount when 100% of the work is completed (i.e. after the event is accomplished satisfactorily) and a Work Completion Report / Performance Report is submitted and approved by the Competent Authority in the Ministry.
4. All payments shall be made in Indian rupees.

Annexure-I

EVALUATION CRITERIA

Composite score of bidder for designing and creation of “Vatsalya Mela” shall be worked out as under:-

Bidder Scope(A)	Weightage (B)	Weightage Score(C) =(A)x(B)
Technical Score	70%	X
Financial score for those found eligible in Technical bid	30%	Y
Composite score of the bidder		(X-Y)

The technical proposal will be evaluated on the criteria including experience of the agency, annual turnover (minimum Rs. 1Crore per.annum.), team, all terms of proposal met and the activity is judged by presentation made by the bidder. The bidder who has secured the highest composite score shall be declared as preferred bidder.

Special Conditions for Evaluation

The Preferred Bidder would be selected as per the criteria mentioned above. However, in the event that two or more bidders secure exactly the same Composite Score in respect of designing and creation of theme based ambiance for “Vatsalya Mela” then MWCD reserves the right to:

1. Declare as Preferred Bidder whose Technical Score is highest among such Bidders who have secured exactly the same Composite Score.
2. Invite fresh proposals from these Bidders, or take any such measure as may be deemed fit in its discretion, including annulment of the bidding process.

Annexure- II

Prescribed Proforma for Technical bid For “Vatsalya Mela” Dilli Haat, INA Market, New Delhi

S.No.	Section	Page
1.	Objectives and understanding of tasks (in 50 words)	
2.	Methodology and Approach for the Mela (in 50 words)	
3.	About firm's/agency's organization	
4.	Firm's /agency's experience	
5.	Number of similar/such events done	
6.	Turnover the agency per annum	
7.	Promotion strategies/Pre and During the event	
8.	Mobilization Strategies/Pre and During the event	
9..	Mela Brochure/Design/Invitation Card, programme schedule etc.	
10.	Mela press ad design/opening and closing	
11.	Housekeeping/Maintenance, legal, procedural, official all local bodies clearance etc. Pre. during, after, closure	
12.	Team structure- numbers, roles/Responsibilities- Key team CVs – Creative Team – Operations Team	
13.	Work/Time Plan	
14.	Daily progress and final event Monitoring Report	
15.	Innovation and value addition ideas	
16.	Agency profile and competencies	
17.	Registration certificate, affiliation, empanelment	
18.	Audited financial statements for last three years	
19.	Any other relevant information	

Annexure-III

Prescribed proforma for Financial Bid For “Vatsalya Mela” Dilli Haat, INA Market, New Delhi

Summary of cost

S.No.	Particulars	No.	Amount
1.	Designing , layout and branding		
2.	Ambiance creation		
3.	Decoration of Hall, Stalls, Open area, Amphitheater		
4.	Coordination of participatory activities in Amphitheater, open space and facilitation of cultural shows		
5.	Designing of press ad, invitation card, brochure, programme schedule hand-outs		
6.	Opening and closing functions		
7.	House-keeping		
8.	Expenditure on fire extinguishers, electrical work and installations, Generators, table, chairs, fans, power points, electrical points, public address system, sound system, tent items etc.		
9.	Manpower cost		
10.	Misc. expenditure		
11.	Grand Total		

(Please Note: The rate should be inclusive of all taxes like Service Tax, Works contract tax, insurance etc)

Total Rupees

(In words Rupees.....

Signature

Name

Designation

Complete Address

Phone No.

E-mail ID -----