

**Expression of Interest (EoI)**  
**For**  
**Services of an Agency**  
**to**  
**Undertake Hosting of Events**  
**on their Website/Digital Platform**

**Indira Gandhi National**  
**Centre for the Arts (IGNCA)**  
**New Delhi**

**July, 2019**

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## 1. LETTER OF INVITATION

### INDIRA GANDHI NATIONAL CENTRE FOR THE ARTS (IGNCA)

11, Man Singh Road, New Delhi

Dated: 19.07.2019

Dear Sir/Madam,

IGNCA, on behalf of the Ministry of Culture, Government of India, New Delhi invites sealed Expression of Interest (EOI) from Indian agencies for Hosting of Events organized by cultural institutions under MoC on their Digital Platform.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and method of evaluation etc. is enclosed.

The EOI Document is also available on the IGNCA website [www.ignca.nic.in](http://www.ignca.nic.in).

You may submit your responses in sealed envelopes in prescribed format to the undersigned latest by **13/08/2019 (1400 hrs.)**.

**“Director (CIL),  
IGNCA,  
11, Man Singh Road,  
New Delhi-110023”**

Queries if any may be referred in writing to the above mentioned address or at E-mail: [eoiseatbooking@gmail.com](mailto:eoiseatbooking@gmail.com).

Sr No	Critical Dates	Date	Time
1	Publishing Date (Website)	19/07/2019	1800 hrs
2	Bid Submission Start Date	01/08/2019	0900 hrs
3	Bid Submission End Date	13/08/2019	1400hrs
4	Bid Opening Date	13/08/2019	1500hrs

Yours faithfully

Director (CIL)  
IGNCA  
For & on behalf of  
Member Secretary, IGNCA

Encl.: EOI Document.

## **INDIRA GANDHI NATIONAL CENTRE FOR THE ARTS (IGNCA)**

### **3.1 BACKGROUND:**

The mandate of the Ministry of Culture (MoC) revolves around the functions like preservation and conservation of our cultural heritage and promotion of all forms of art and culture, both tangible and intangible. The Ministry's task is to develop and sustain ways and means through which the creative and aesthetic sensibilities of the people remain active and dynamic. The functional spectrum of this Ministry is wide, ranging from generating cultural awareness at grassroots level to promoting cultural exchanges at international level. In order to achieve these objectives, the Ministry of Culture undertakes various activities that flow from subjects allocated under the Govt. of India's Allocation of Business Rules.

IGNCA has been entrusted by the MoC to implement the scheme on their behalf.

### **4.0 AIMS & OBJECTIVES:**

**The objective of the EoI is to ensure good attendance at performances funded through MoC in order to obviate poor attendance due to free entry and consequences apprehension of overcrowding of the theater/venues resulting in opting out of shows/events at last minute by people, a need for hosting of event on a digital platform is essential to attract people to fill the auditorium and appreciate performances without any hassle.**

4.1 IGNCA intends to host events/shows organized by various institutions under MoC on a digital platform to promote cultural shows/ events widely and enhance overall footfall.

4.2 The successful bidder will work alongside, IGNCA and other institutions to accomplish the allotted / agreed task in a time bound manner.

4.3 IGNCA will seek an agency which can schedule, promote, and disseminate information about events and shows being organized by Institutions under MoC and other organizations seeking financial assistance from MoC to promote Art and Culture. Events / Shows of these organizations are expected to be hosted on the digital platform for access to public for advance booking of seats

### **5.0 SCOPE OF WORK & SERVICES:**

- a. IGNCA is inviting expression of interest from reputed and creative agencies in India for online and offline ticketing (RSVP) for the all the Shows / events organized by institutions under MoC and Shows / Events getting financial Assistance from MoC.
- b. The Partnership with the Agency will be exclusive in nature.
- c. Suggestions of any other steps required for improvement of MoC's visibility and promotion of event.
- d. Bidder may indicate additional Services to be provided at the Venue if any.
- e. Bidder will clearly indicate in their bid "free of cost services and services with cost" if any separately, for example – online / offline, hardware and software cost if any, managing box office, ushering services etc.

## **INSTRUCTION TO AGENCIES**

### **6.0 SUBMISSION REQUIREMENT:**

6.1 The Expression of Interest is to be submitted in the manner prescribed below:-

All information as detailed below is to be submitted in hard copies and one soft copy in CD/Pendrive in sealed envelope:-

- a. Technical bid in a sealed envelope.
- b. Applicant's Expression of Interest as per Format-1.
- c. Organizational Contact Details as per Format-2.
- d. Experience of the organization as per Format-3.
- e. Suggestions for Improvement in visibility, Additional services if any, Free of cost services and Services with cost as per format -4
- f. Declaration as per Format-4.
- g. Power of Attorney in favour of Authorized Signatory with long and short-signatures of Authorized person.
- h. Agency must have its office in Delhi / NCR.

6.2 EoI Documents have been hosted on the website: [www.ignca.nic.in](http://www.ignca.nic.in) and may be downloaded from the website. The bidders are expected to examine all instructions, forms, terms and other details in the EoI document carefully. Failure to furnish complete information as mentioned in the EoI document or submission of a proposal not substantially responsive to the EoI documents in every respect will be at the Bidder's risk and may result in rejection of the proposal.

### **7.0 Eligibility Criteria**

Following will be the minimum qualification criteria. Each eligible agency should possess the following criteria. Responses not meeting the minimum qualification criteria will be rejected and will not be evaluated.

- a. Experience of Event ticketing of both online and offline mode for more than 3 years.
- b. Should have prior ticketing experience in large scale events.
- c. Should have end to end event ticketing experience (Box office Management, online ticketing etc.
- d. Bidder should have minimum average annual turnover of Rs 2 Crores for last 3 years.
- e. The applicant shall be a firm/company/ partnership/proprietorship firm registered under the Indian Companies Act, 1956/the partnership Act, 1932 and who have the registered offices in India and must have an office in National Capital Region of Delhi.
- f. PAN No./ Service Tax Registration Certificate .
- g. The Bidder must have an office in Delhi/NCR. Office in other metros will be an added advantage.

**8.0 Response:**

- a. Bidders must ensure that their Bid response is submitted as per the formats attached with this document.
- b. Application in sealed cover super scribed, as “EoI for Engagement of Agency for hosting events organized by the institutions under the MoC on digital platform”.

**9.0 Conflict of Interest:**

Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Bidder to inform IGNCA, detailing the conflict in writing as an attachment to this Bid.

**10.0 Condition under which EOI is issued:**

The EoI is not an offer and is issued with no commitment. IGNCA reserves the right to withdraw EoI and or vary any part thereof at any stage. IGNCA further reserves the right to disqualify any bidder, should it be so necessary at any stage.

**11.0 Last date of submission of EOI:**

- The last date of submission of EoI is 13/08/2019 (1400 hrs.).
- Bid Opening Date & Time is 13/08/2019 (1500 hrs.).

**12.0 FORMATS FOR SUBMISSION:**

**FORMAT - 1**

**APPLICANT'S EXPRESSION INTEREST**

**To,**

**The Director (CIL)**

INDIRA GANDHI NATIONAL CENTRE  
FOR THE ARTS (IGNCA)  
11, Man Singh Road  
New Delhi-110023

**Sub: Submission of Expression of Interest to undertake Hosting of Events on Digital Platform.**

Dear Sir

In response to the Invitation for Expressions of Interest (EoI) published on ..... for the above purpose, we would like to express interest to carry out the above proposed task. As instructed, we attach 2 sets of the following documents and one soft copy in CD/ Pendrive in sealed envelope is submitted.

1. Organizational Details (Format-2)
2. Experience in related fields (Format-3)
3. Declaration (Format-4)
4. Soft copy in Pendrive /CD

Sincerely Yours

Signature of the  
applicant

[Full name of applicant]

Stamp .....

Date .....

Encl.: As above.

Note: This is to be furnished on the letter head of the organization.

**ORGANIZATIONAL CONTACT DETAILS**

1. Name of Organization
2. Brief about the organization
3. Type of Organization  
Firm/ Company/  
partnership firm  
registered under the  
Indian Companies Act,  
1956/ the partnership  
Act, 1932
4. Address of registered  
office with telephone  
no. & fax
5. Address of office in  
National Capital Region  
of Delhi
6. Contact Person with  
telephone no. & e-mail  
ID

Enclose:-

1. Copy of Certificate of Incorporation in respect of 3 above
- 2.

Sincerely Yours

Signature of the  
applicant

[Full name of applicant]

Stamp .....

Date .....

Encl.: As above.

Note: This is to be furnished on the letter head of the organization



**EXPERIENCE IN RELATED FIELDS**

Overview of the past experience of the Agency in all aspects related to Brand Building related

S.No	Item Number of	Assignments during last 3 years	Order Value of each assignment in Lakhs of Rs. (Enclose copy of each order)	Annul average turnover of last 3 years (2016-17, 2017-18 and 2018-19)
1	Experience of assignments of similar nature			
2	Experience of assignments of similar nature in Government			

Sincerely Yours

Signature of the applicant

[Full name of applicant]

Stamp .....

Date .....

**DECLARATION**

We hereby confirm that we are interested in competing for the Services to undertake the Event hosting task for organizations under the MoC, as per details advertized by the IGNCA.

All the information provided herewith is genuine and accurate.

Authorized Person's Signature.

Name and Designation:

Date of Signature:

Note: The declaration is to be furnished on the letter head of the organization.