



**INDIRA GANDHI NATIONAL CENTRE FOR THE ARTS**  
Ministry of Culture, Govt. of India

## **TENDER NOTIFICATION**

**FOR**

**Exhibitions on Mahakumbh at Multiple Universities in Delhi and Uttar Pradesh**

**RFP Ref No: JS/1/30/24-25 for Exhibitions on Mahakumbh at Multiple Universities in Delhi and Uttar Pradesh**

**Dated: 24.02.2025**

**Issued by:-**

Indira Gandhi National Centre for the Arts

Janpath Building (near Western Court), Janpath, New Delhi – 110001

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## **IMPORTANT DATES**

**Date of Opening of applications:** 24<sup>th</sup>.Feb 2025 (3.30 pm)

**Last Date of Submission:** 28<sup>h</sup>.Feb 2025 (up to 3.00 pm)

**Opening of Technical Bid :** 28<sup>th</sup> Feb, 2025 (5pm )

**Presentation before committee-** 3<sup>rd</sup> March, 2025 (11.00 am)

**Date of Opening of Financial Bid-** 3<sup>rd</sup> March,, 2025 (2.00 pm)

**Venue of the Event:** Four Central universities located in Delhi and (Prayagraj & Lucknow) Uttar Pradesh

## NOTICE INVITING TENDER

### **Request for Proposal (RFP) for Engagement of Event Management cum Advertisement Agency to Organize Mahakumbh Exhibitions at Multiple Universities in Delhi and Uttar Pradesh**

Indira Gandhi National Centre for the Arts (IGNCA) is a premier institute that conducts lectures, seminars, exhibitions, conferences of national and international levels, and diverse cultural events. The organization strives to document India's cultural heritage while engaging in critical dialogue with wider audiences to broaden exposure to the arts.

Accordingly, IGNCA invites sealed bids (in a two-bid system: Technical and Financial) from experienced Event Management Agencies to conceptualize, plan, and execute Mahakumbh-themed exhibitions on a turnkey basis across several universities located in Delhi and Uttar Pradesh.

#### **Event**

#### **Brief:**

In a fitting tribute to the timeless cultural and spiritual significance of the Mahakumbh—one of the world's largest gatherings of pilgrims—the Government, through Indira Gandhi National Centre for the Arts (IGNCA), is organizing Mahakumbh-themed exhibitions across various universities in Delhi and Uttar Pradesh. These exhibitions aim to **engage today's youth** with the **historical background, core values, and rich heritage** of the Mahakumbh, thereby **preserving age-old traditions and fostering deeper respect** for India's diverse cultural tapestry.

By presenting archival materials, photographs, and immersive narratives, the exhibitions will underline the **importance of unity, devotion, and spiritual reflection** that underpins the Mahakumbh. Such an initiative aspires to **strengthen cultural awareness** among students and the wider public, ensuring that **future generations remain connected** to these profound customs and continue to uphold India's centuries-old legacy of faith, community, and reverence.

Interested bidders who have experience of handling large scale events and publicity campaigns may submit their bids viz. technical and financial in IGNCA Portal.

Interested bidders may peruse the details RFP hosted on [www.ignca.nic.in](http://www.ignca.nic.in)

#### **PROCESS OF SELECTION:**

IGNCA would be detailing the minimum pre- qualification requirements and the process of selection in the RFP.

- The designated Committee would evaluate the quality of Bidders on the criteria mentioned in the RFP based on their proposals received and fulfillment of eligibility criteria (Technical Bid). The technically eligible agencies would be called to make a presentation before a designated Committee at IGNCA, New Delhi.
- Financial Bids of only the short-listed Bidders (who score at least 70 out of 100 in the Technical Bid) would be considered.
- IGNCA does not bind itself to accept the lowest or any tender and has the right to refuse any or all the bids without assigning any reason or select any bidder that is in the final evaluation list. IGNCA also reserves the right to re- issue the Tender without Tenderers having the right to object against such re- issue. IGNCA also reserves the right to extend the validity period.
- The bidders shall submit their offers strictly in accordance with the Terms & Conditions of the Tender document. Any tender that stipulates conditions contrary to the conditions given in the tender document stands disqualified.
- The Technical & Financial bids should be submitted online and the Technical bids will be opened as per schedule below:-

**Date: 28.02.2025 Time: 5.00 pm**

Pre bid queries: All queries regarding the RFP can be mailed to IGNCA [hodsignca@gmail.com](mailto:hodsignca@gmail.com) or on 27.02.2025 by 03.00 P.M.

- Any tender received by IGNCA after the deadline for submission of tenders prescribed by IGNCA will be rejected and returned unopened to the Bidder. IGNCA shall not be responsible for any delay or non- receipt / non- delivery of the documents.
- IGNCA also reserves the sole right for carrying out amendments/ modification/ changes including any addendum to this RFP. Such amendments/ modification/ changes including any addendum to this RFP shall be notified on the IGNCA website [www.ignca.gov.in](http://www.ignca.gov.in) and these will be binding on the agencies.
- IGNCA reserves the right to extend the deadline without assigning any reasons thereof. Intimation of the same shall be notified on the IGNCA [websitewww.ignca.gov.in](http://www.ignca.gov.in).
- The bidder shall bear all costs associated the preparation and submission of the Tender and IGNCA will in no case be held responsible or liable for these costs, regardless of the conduct or outcome of the tendering process.

## **SCOPE OF WORK AND RESPONSIBILITIES: FOR ORGANISING EXHIBITIONS on Mahakumbh at Multiple Universities in Delhi and Uttar Pradesh**

Scope of work shall include all creative, technical, Audio-visual, artist management, Promotions & other logistic solutions.

### **Scope of work**

1. Conceptualize Planning, Designing, Digital Printing, Production and Execution of Exhibition on turnkey basis, the scope of work is prescribed herein and also provide other related ancillary services.
2. Number of Panels (20±5) of size 3x5/4x6 sq.ft. each on wooden/metal/synthetic etc. frame [Material to be exhibited: Photographs, Documents {Archival (Official & Non Official papers)}, Correspondences, Contemporary Newspapers, Proscribed literature, Commemorative Postal Stamps, Quotes, Oral transcript (interviews of prominent leaders of the Freedom Movement), books and so on}.
3. Display panels should be designed in such a way that they can be stored and maintained in cases for travelling exhibition and be transported for display at different places.
4. Arrange safe transport for all materials among Delhi (JNU, Central Sanskrit University), Lucknow (BBAU), and Prayagraj (University of Allahabad)
5. Additional/optional requirement (virtual exhibition) etc.
6. An ambiance with the finalized theme of the Exhibition and Exhibition area has to be created at the venue.
7. Sufficient lights may also be used to add to the impact of ambiance.
8. Above all, quality of the Exhibition would be such that it attracts the attention of the audience, press.
9. Registration-cum-Information desk to be set up.
10. Directional signage mentioning the area of display.
11. Monitoring and housekeeping of the exhibition on a daily basis.
12. Packaging and casing of Exhibition material, dismantling and transportation of Exhibition.
13. Provide reports on the exhibition/dismantling and handing over the material to the IGNCA.

## **EVALUATION CRITERIA PHASE - I: TECHNICAL BIDS PRESENTATION**

The bidders scoring 70 marks in presentation would become eligible for opening of Financial Bid.

The bids of bidders who have cleared the Minimum Qualification Score shall be ranked on the basis of the Presentation cum Creative bid marks (Stm) and declared "Qualified Bids". The Presentation Score "St" of the bidder shall be derived as under:

$$St = (Stm/SH),$$

Where; St is the Presentation score

Stm = total Presentation marks of the bid under consideration  
SH = Highest total Presentation marks amongst all evaluated bid

## **PHASE II: FINANCIAL BID**

The Financial bids of those who qualify in presentation will be opened and would be evaluated, as per the following:

$$Sf = (FL/F),$$

Where; Sf is the financial score

FL is the value of the lowest financial bid

F is the price quoted in the bid under consideration

## **PHASE III: Combined Evaluation of Presentation and Financial Bids**

The total score of the bidder will be determined as under. Total Score (Ts) = (70 x St) + (30 x Sf)

The Bid of the bidder, who obtains the highest Ts value, will be rated as the Best bid and will be awarded the contract. In the event of a tie, the bid with the highest presentation score (St) will be rated as the best bid. Beyond that, ICHR will decide the matter in its full discretion.

- Venue décor as per theme
- Overall coordination of the event on turnkey basis.

### **Technical Evaluation Process:**

- The Evaluation shall be done out of 100 marks.

S. No.	Evaluation Criteria	Score	
1	<p><b>Experience</b></p> <p>Bidders prior experience in the similar type of assignments/ projects during last three years ending the due date the tender.</p> <p>One work of Rs. 50,00,000/-</p> <p>Two work of Rs. 30,00,000/-</p> <p>Any appreciation certificate (Govt. Institution)</p>	10 20 5 10	30
2	<p>The presentation should include - Understanding of current assignment - Bidder shall submit a Presentation of the event which shall cover the entire scope of work mentioned in the RFP.</p>	40	40
3	<p><b>Approach &amp; Methodology</b></p> <p>Approach &amp; Methodology used in the projects</p> <p><b>Innovative Ideas:</b></p> <p>New ideas/ innovations which can be integrated with the existing Scope of Work.</p>	10 20	30

**Technical Presentation Evaluation Process:**

- The presentation with the highest technical marks (as allotted by the evaluation committee) shall be given a score of 100 (Hundred) and other proposals be given technical score that are proportional to their marks w.r.t. the highest technical marks.

- The bidders securing a minimum of 70% marks will qualify in the technical evaluation round.

#### **Financial Evaluation Process:**

- After the technical evaluation is completed, financial bid of the qualified bidders shall be opened.
- Financial proposals of only those bidders will be evaluated, who secure a minimum of 70% marks in the technical evaluation. The proposal with the lowest total bid value as given in FORM FINANCIAL shall be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their total bid value.

#### **Combined Evaluation Process: Combined Evaluation (Q.C.B.S through C.P.P. Portal)**

- The combined score shall be obtained by weighing the technical and financial scores in the ratio of 70:30 and adding them up. On the basis of combined weighted score for technical and financial, the bidder shall be ranked in terms of total score obtained.
- The proposal obtaining the highest combined score in evaluation will be ranked as H-1 followed by the proposals securing lesser marks as H2, H3, etc. The bidder securing the highest combined marks will be considered for award of the contract.

### **QUALIFYING CRITERIA AND TECHNICAL PROPOSAL**

IGNCA shall evaluate the capabilities of the Event Management Agencies based on their profile and also keeping in view of the following criteria. Agencies not fulfilling the below criteria need not apply.

#### **Minimum Eligibility Criteria**

- a. A Bidder can be a company/ partnership firm/other legal entity incorporated/established as per the applicable laws in India.
- b. Consortium/ Joint venture not allowed.
- c. The agency must be in operation in India from past 7 (seven) years in the same line of business. As proof the agency may submit proof (Work orders with Completion Certificate/ Certificate from the Client) of any assignment executed 5 years before the tender due date. (\*Same line of business here stands for the business of events, exhibitions, Conferences, or similar type of work).
- d. The agency must have executed at least 03 (three) events/Exhibitions/roadshows/projects for any Government Organization/ PSUs in last three years out of which at least one (1) assignment must be of value Rs.50

- lacs or more. (Documentary proof in the form of Work orders with Completion Certificate/ Certificate from the Client in this regard must be submitted).
- e. The agency must have attained average annual turnover of Rs. 80 lacs during of the last three financial years from the same line of business. A CA certificate in this regard must be submitted as proof.
  - f. There should be prior experience in executing travelling exhibition before (work order and documentary evidences like exhibition photographs, report, etc.
  - g. The bidder must not have been **blacklisted, debarred, or suspended** by any central/state government department, public sector undertaking, or autonomous body in India.

### **Technical Bid**

- Demand Draft of Rs.1,00,000/- (Rupees One Lakh only) as Earnest Money Deposit (EMD). MSME Exempted
- Tender fee of Rs.5000/- (Rupees five thousand only) which will not refundable.

### **Earnest Money Deposit (EMD):**

Without prejudice to any other right of IGNCA, the Earnest Money Deposit (EMD) may be forfeited by IGNCA under the following conditions:

- If the Bidder withdraws their bid during the bid validity period.
- If the successful Bidder refuses to sign the Agreement.
- If the Bidder fails to furnish the required Performance Security.

The EMD will be refunded to the bidders within sixty (60) days from the date of issue of the award letter to the successful bidder. No interest shall be applicable on the refund.

As per applicable government regulations, MSMEs (Micro, Small, and Medium Enterprises) are exempted from paying the EMD.

### **Performance Security:**

The successful bidder shall be required to deposit 5% of the quoted amount as Performance Security. The Performance Security should remain valid for one (1) month beyond the completion of all contractual obligations.

The Performance Security shall be submitted in the form of Demand Draft (DD) in favor of IGNCA, New Delhi, payable at New Delhi, or in the form of a Bank Guarantee issued by a scheduled/nationalized bank.



The Performance Security will be released upon successful completion of the contractor's obligations under the contract. However, it shall be liable to forfeiture during the contract period in case of:

- Breach of any terms and conditions by the contractor.
- Failure to provide the required services as per the contract.
- Any loss resulting from the contractor's failure to meet their obligations under the contract.

**Payment Terms:**

Payment shall be made only after the successful completion of the work and submission of the required report(s) as per the terms of the contract. No advance payment shall be applicable.

**TECHNICAL FORMS**

**FORM 1**

**TECHNICAL PROPOSAL**

Letter of Proposal (On Bidder's Letterhead)

**APPENDIX-I**

Dated:

HOD JS IGNCA

Janpath, Delhi- 110001

Sub: Engagement of Event Management cum Advertising Company. Dear Sir/  
Madam,

1. With reference to your RFP document dated. .... , we, having examined the Bidding documents and understood their contents, hereby submit our Proposal for the aforesaid Assignment. This proposal is unconditional.
2. All information provided in the Proposal and in the Appendices is true and correct.
3. This statement is made for the express purpose of qualifying as a Bidder for undertaking the Assignment.

4. We shall make available to the IGNSA any additional information it may find necessary or require supplementing or authenticating the Bid.
5. We acknowledge the right of the IGNSA to reject our Proposal without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
6. We certify that, we have neither failed to perform on any contract, as evidenced by imposition of a penalty or a judicial pronouncement or arbitration award, nor been expelled from any project or contract nor have had any contract terminated for breach on our part nor blacklisted nor debarred by any state/ central Government or their agencies including Central/State Level Public Enterprises.
7. We declare that:
  - a. We have examined and have no reservations to the Bidding Documents, including any Addendum issued by the IGNSA.
  - b. We do not have any conflict of interest in accordance the RFP document;
  - c. We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in the RFP document, in respect of any tender or request for proposal issued by or any agreement entered into with the IGNSA or any other public sector enterprise or any government, Central or State; and
  - d. We hereby certify that we have taken steps to ensure that inconformity with the provisions of the RFP, no person acting for us or on our behalf has engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
8. We understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any Proposal that you may receive nor to invite the Bidders to Bid for the Assignment, without incurring any liability to the Bidders, in accordance with the RFP document.
9. We declare that we are not a member of any other firm submitting a Proposal for the assignment.
10. We certify that in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which could cast a doubt on our ability to undertake the Assignment or which relates to a grave offence that outrages the moral sense of the community.
11. We further certify that regarding matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates.

12. We further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO or any of our Directors/Managers/employees.
13. We undertake that in case due to any change in facts or circumstances during the Bidding Process, we are attracted by the provisions of disqualification in terms of the guidelines referred to above, we shall intimate the IGSCA of the same immediately.
14. We hereby irrevocably waive any right which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the IGSCA in connection with the selection of the Bidder, or in connection with the Bidding Process itself, in respect to the above mentioned Assignment and the terms and implementation thereof..
  - In the event of our being declared as the successful Bidder, we agree to enter into an Agreement in accordance with the draft that has been provided to us prior to the Proposal Due Date. We agree not to seek any changes in the aforesaid draft and agree to abide by the same.
  - We have studied all the Bidding Document carefully. We understand that except to the extent as expressly set forth in the Agreement, we shall have no claim, right or title arising out of any documents or information provided to us by the IGSCA or in respect of any matter arising out of or concerning or relating to the Bidding Process including the award of Concession.
  - The Fee has been quoted by us after taking into consideration all the terms and conditions stated in the RFP, draft Agreement.
  - We agree and understand that the Proposal is subject to the provisions of the Bidding Document. In no case, shall we have any claim or right of whatsoever nature if the assignment is not awarded to us or our Proposal is not opened.
  - We agree to keep this offer valid for 180 (One hundred eighty) days from the Proposal Due Date specified in the RFP.
  - We agree and undertake to abide by all the terms and conditions of the RFP document. In witness thereof, we submit this Proposal under and in accordance with the terms of the RFP document.

Yours faithfully,

Date: (Signature of the Authorized signatory)

Place: (Name and designation of the of the Authorized signatory) Name and seal of Bidder

## **FORM II Particulars of the Bidder**

1. Name of the Company:
2. Registered Office:
3. Date of Incorporation:
4. Constitution of Bidder Company:
5. GSTIN (Copy to be closed):
6. PAN (Copy to be closed)
7. Experience in Event Management services (years) with proof:
8. Details of contact persons:
9. Any other details:

Name: Designation:

Contact telephone.

No.: Mobile no.:

Fax no.: E-mail id:

Postal address:

(Signature of Authorized signatory)

**FORM III Financial Capacity of the Bidder**

<b>Particulars</b>	<b>Rupees in Crores</b>		
	2023-24	2022-23	2021-22
Annual turnover			
Average Turnover for 3 years			

(Signature of Authorized signatory with official seal)

Signature, Address, Seal & Membership No. of Chartered Accountant

This is to certify that the above information has been examined by us on the basis of relevant documents & other relevant information and the information submitted above is as per record and as per details annexed.

**APPENDIX-II FINANCIAL PROPOSAL SUBMISSION FORM**

**Our detailed financial proposal**

Sl. No. A	Particulars B	Basic price C	GST as applicable (presently) 18%)D	Total cost for the project (C+D) E
1.	Total Cost of providing services as per the ToR and SoW mentioned in the RFP			
Total cost in words:				

**Signature of the Authorized Signatory with official seal**