



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

Request for Proposal for Empanelment of Event Management cum Advertisement Agencies for Indira Gandhi National Centre for the Arts (IGNCA)

RFP Ref No: **IGNCA/NC/KASHI/1/2021-SD**

Dated: **21.10.2021**

Issued by:-

Indira Gandhi National Centre for the Arts

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

Phone:

Email: directoradm.ignca@gmail.com

Website: www.ignca.gov.in

IMPORTANT DATES

Date of Uploading RFP (on website): 22nd October 2021

Pre-bid queries: 28th October 2021 (upto 3.00 pm)

Last Date of Submission: 29th October 2021 (upto 5.00 pm)

Date of opening of applications: 30th October 2021 (3.00 pm)

Presentation before committee- 31st October 2021(11.00 am)

(above mentioned dates are tentative)

NOTICE INVITING TENDER

Request for Proposal for Empanelment of Event Management cum Advertisement Agencies for Indira Gandhi National Centre for the Arts (IGNCA)

Indira Gandhi National Centre for the Arts (IGNCA) is a premier institute that conducts lectures, seminars, exhibitions, conferences of national and international level and also cultural events. The organization is striving to document the wide variety of our culture and also engage in a critical dialogue with the larger masses for exposure to the arts. Accordingly, IGNCA invites Event Management Agencies to make a bid for conducting Kashi Utsav.

Interested bidders who have experience of handling large scale events, publicity campaigns may submit their bids viz. technical and financial in separate sealed envelopes.

Interested bidders may peruse the details RFP hosted on 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 rights 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 in the sealed envelopes and must be put in tender box kept in the office of Director (Admn), IGNCA, New Delhi latest by 5.00 P.M. on 29.10.2021 and the Technical bids will be opened as per schedule below :-

Date: 30.10.2021 Time: 3.00 pm

Pre bid queries: All queries regarding the RFP can be mailed to IGNCAs **directoradmn.ignca@gmail.com** or **nodaloffice.ignca@gmail.com** on 28.10.2021 by 3.00 P.M.

- Any tender received by IGNCAs after the deadline for submission of tenders prescribed by IGNCAs will be rejected and returned unopened to the Bidder. IGNCAs shall not be responsible for any delay or non-receipt / non-delivery of the documents.
- During opening of the technical and financial bids, all bidders are requested to be present at IGNCAs Boardroom, First Floor, Janpath, New Delhi-110001.
- IGNCAs 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 IGNCAs website www.ignca.gov.in and these will be binding on the agencies.
- IGNCAs reserves the right to extend the deadline without assigning any reasons thereof. Intimation of the same shall be notified on the IGNCAs website www.ignca.gov.in.
- The bidder shall bear all costs associated the preparation and submission of the Tender and IGNCAs 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

2.1 Scope of work for the agency shall be as below:

The agency will be responsible for designing creative elements, organizing and executing Kashi Utsav at the most competitive rates.

EMC shall share detailed proposal for an event with a gathering of 1500persons per day, for organizing "KASHI UTSAV - 2021" at Varanasi from 16th November 2021 – 18th November 2021 under the aegis of Azadi Ka Amrit Mahotsav (AKAM). The agency is required to address following key aspects (but not limited to) of the event through their proposal:

The selected agency shall deal with the following scope of work. The scope of work for the agency shall be, but not limited to the following items:

a) Designing and Execution of creative campaigns for brand reinforcement, extension, enhancement and promotion of Kashi Utsav.

b) Implementing layouts and printing for the following items

- Brochures/Leaflets.
- Posters/Bulletins/Newsletters.
- Stage Backdrops and Stage Properties for the Dramas.
- Outdoor Hoarding/Indoor Hoardings/Billboards.

- Press Booklets etc.
- Organizing press conferences.

c) Designing and creation of publicity material and disseminating publicity.

d) Development of TV Commercials and Radio Jingles on DAVP RATES.

e) Execution of a cost effective Multi Media Campaign.

f) Exhibition about themes, in the galleries of Rudraksh - International Cooperation and Convention Centre, Siga Chauraha Rd, Chhittupura, Siga, Varanasi, Uttar Pradesh 221010

g) Complete management and organization of events.

h) Conceptualization and visualization of various events of Kashi Utsav and cultural festivals as per brief received by the IGNC A and plan on Concept, Layout, Thematic understanding, Quality of visual

i) Complete Stagecraft, Green Rooms, Sound, AV, Relay, Lighting, Public Seating, Barricading, Public Lighting, Refreshments Stalls, Waste Management, Security, etc.

j) Catering in all the events, management of transportation of artist and guests and handling other hospitality issues.

k) Artists Bookings (artist list will be given by IGNC A), Artist Coordination, Artists Management, Artists Security, F&B, Travel & Transport, TBL, etc. Complete show management during the events and Complete Photography, Videography, AV Production and related activities for all the events/festivals

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. A consortium/Joint venture of entities shall be allowed to bid and shall be considered for evaluation under this Tender.

b) The agency must be in operation in India from past 5 (five) years in the same line of business. As proof the agency may submit proof (Invoices/work orders/agreement copies/Purchase Order) of any assignment executed 10 years before the tender due date. (* Same line of business here stands for the business of events, exhibitions, roadshows, creative designing, Advertising, branding, marketing, Media & communications)

- c) The agency must have executed atleast 03 (three) events/ Exhibitions/ roadshows/projects for any Government Organization/ PSUs/Chambers of Industry Association in last three years out of which at least one (1) assignments must be of value Rs.2 crore each or more. (Documentary proof in this regard must be submitted)
- d) The agency must have done at least three (03) creative designing/Advertising (Print or electronic) / branding/ marketing/ Media & communications for any Government Organization/ PSUs/ Chambers of Industry Association. (Documentary proof in this regard must be submitted)
- e) The agency must have attained annual turnover of Rs. 2 crores in any of the last five financial years from the same line of business. A CA certificate in this regard must be submitted as proof.
- f) The net worth of the bidder, as on 31.03.2021 should be positive.

Technical Bid

Scanned copy of Demand Draft of Rs.50,000/- (Rupees fifty thousand only) as Earnest Money Deposit (EMD) and also tender fee of Rs.5000/- (Rupees five thousand only) which will not refundable may be enclosed with the Technical Bid.

Earnest Money Deposit

- i) EMD amount will be accepted in the form of Demand Draft in favour of Member Secretary, IGNC A, New Delhi. The bid without EMD is liable to be summarily rejected.
- ii) Without prejudice to any other right of IGNC A the Earnest Money Deposit may be forfeited by the IGNC A:
- a) If the Bidder withdraws his bid during the period of bid validity; or
 - b) In case the successful Bidder refuses to sign the Agreement; or
 - c) If the bidder fails to furnish the Performance Security.
- iii) EMD will be refunded to the bidders within sixty days from the date of issue of award letter to the successful bidder and no interest would be paid thereon.

Performance Security

The successful bidder shall be required to deposit an amount of Rs.3,00,000/- (Rupees three lakhs only). Performance Security should remain valid for 6 months beyond the date of completion of all contractual obligations. Performance Security shall be submitted in the form of Demand Draft in favour of Member Secretary, IGNC, New Delhi payable at New Delhi or in the form of Bank Guarantee issued by a scheduled/nationalized bank. Performance will be discharged after completion of contractor's performance obligations under the contract. The above security deposit will be liable to be forfeited during the ;period of contract, in case breach of any terms and conditions of the contracting contractor or failure to provide any services under the contract or loss results from contractor's failure and breach of obligation under the contract.

Technical Proposal

The agencies fulfilling the pre-qualification criteria will be asked to make a presentation before a committee constituted by the Administration for this purpose. The agencies will be evaluated on the following parameters and the presentation.

Sr No	Evaluation criteria		Maximum Marks
1.	TECHNICAL CAPACITY OF THE BIDDER		50
1.1	Number of assignments(events/Exhibitions/roadshows) in last 3 Years as shall be awarded marks as under:(minimum three(03) assignments required to be eligible)		10
	Number of Additional Projects	Marks	
	03 projects to 05 Projects	05	
	Above 05 projects to 10 projects	08	
	More than 10 projects	10	
1.2	Number of assignments of creative designing/Advertising (Print or electronic) /branding /marketing/Media & communications in last 03 years shall be awarded marks as under:(minimum three(03) assignments required to be eligible)		10
	Number of Additional Projects	Marks	
	03 projects to 05 projects	05	
	Above 05 projects to 08 projects	08	
	More than 08 projects	10	
1.3	Relevant Experience in Past years: The agency must be in operation in India from past 10 years in the same line of business to be eligible.		15
	Experience in Years	Marks	
	5 Years ≤ 10 Years	05	
	> 10 Years ≤ 15Years	10	
	> 15Years	15	

1.4			15
	Cumulative turnover of Company	Marks	
	2 Crore ≤ 5Crore	05	
	> 5Crore ≤ 10 Crore	10	
	> 10Crore	15	
2	PRESENTATION		50
2.1	Conceptual plan for an event <ul style="list-style-type: none"> • Overall theme and layout of the event; particularly optimum utilization of the allocated space (without compromising with norms of quality & safety), maximization of visibility, proposed theme. • Concept design (for whole and various parts) for the event. • Concept design for VVIP lounge, Media, Lounge, Meeting Rooms and Green Rooms • Concept design for Entry Arch and Façade • Fire and emergency exit plan • Power backup& environment compliance plan • Media Plan & Sample Creatives • Overall Branding by Flex / Digital Prints (Interior and exterior) or any other material • Menu for High Tea, Lunch and Dinner (Minimum 5 star Hotel standards with serving staff in proper uniform) • Beautification of periphery area outside permanent structures • Any other innovation, quality improvement and aesthetic upgradation brought out in the bid and presentation 		50
	TOTAL MARKS(1+2)		100

Financial Bid Evaluation

Bidder should submit the financial bid, which shall indicate the details of price, applicable taxes.

The Financial bids will be evaluated on Quality and Cost Based Selection method (QCBS) basis with 70% weightage on technical score and 30% weightage on financial score.

TECHNICAL SCORE = $100 \times \frac{\text{TECHNICAL MARKS OF THE BIDDER}}{\text{HIGHEST TECHNICAL MARKS SCORED AMONG ALL BIDDERS}}$ {Adjust to two decimal places}

FINANCIAL SCORE = $100 \times \frac{\text{FINANCIAL PROPOSAL OF LOWEST BIDDER}}{\text{FINANCIAL PROPOSAL OF BIDDER UNDER CONSIDERATION}}$ {Adjust to two decimal places}

THE COMPOSITE SCORE SHALL BE COMPUTED AS FOLLOWS:

COMPOSITE SCORE = (TECHNICAL SCORE X 0.70) + (FINANCIAL SCORE X 0.30)

{Adjust to two decimal places}

The bidder with the highest composite score will be declared as the successful bidder. In case of tie in the highest composite score of multiple bidders, the bidder with higher technical score will be declared as the successful bidder.

Note: Technical marks are the marks scored by the bidder in the technical bid as per Section 5 (5.2)

TECHNICAL FORMS

APPENDIX-I

FORM I

TECHNICAL PROPOSAL

Letter of Proposal (On Bidder's letter head)

Dated:

Director
IGNCA
Janpath, Delhi - 110001

Sub: Appointment 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 IGNC A any additional information it may find necessary or require to supplement or authenticate the Bid.
5. We acknowledge the right of the IGNC A 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 IGNC A.
 - 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 IGNC A 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 in conformity 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 in regard to 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 IGNC A 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 IGNC A in connection with the selection of the Bidder, or in connection with the Bidding Process itself, in respect of the above mentioned Assignment and the terms and implementation thereof..
15. 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.
16. 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 IGNC A or in respect of any matter arising out of or concerning or relating to the Bidding Process including the award of Concession.
17. The Fee has been quoted by us after taking into consideration all the terms and conditions stated in the RFP, draft Agreement.
18. We agree and understand that the Proposal is subject to the provisions of the Bidding Document. In no case, we shall have any claim or right of whatsoever nature if the assignment is not awarded to us or our Proposal is not opened.
19. We agree to keep this offer valid for 180 (One hundred eighty) days from the Proposal Due Date specified in the RFP.
20. 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 enclosed):
6. PAN (Copy to be enclosed)
7. Experience in Event Management services (years) with proof:
8. Date of first assignment:
9. Worldwide presence:
10. Presence in India:
11. Total no. of employees:
12. No. of employees in Event Management services:
13. Details of contact persons:
14. Any other details:

Name:

Designation:

Contact tel. No.:

Mobile no.:

Fax no.:

Email id:

Postal address:

(Signature of Authorized signatory)

FORM III Financial Capacity of the Bidder

Particulars	Rupees in Crores		
	2019-20	2018-19	2017-18
Annual turnover			
Average Turnover for 3 year			

(Signature of Authorized signatory)

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.

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

APPENDIX-II FINANCIAL PROPOSAL SUBMISSION FORM (BOQ)

Submission of Proposal against your RFP dated _____ Our detailed financial proposal is as follows:

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

NOTE: Attach breakup sheet as per Scope of Work