



**NORTH EASTERN REGIONAL AGRICULTURAL MARKETING CORPORATION LTD  
(A GOVERNMENT OF INDIA ENTERPRISE)**

**INVITING EXPRESSION OF INTEREST FOR EMPANELMENT OF EVENT  
MANAGEMENT/ PROVIDING PR SERVICES FOR NERAMAC Ltd**

**Date of Submission of bid: 17.2.2017 up to 12:00 Hours**  
**Date of opening of bid: 17.2.2017 at 14.00 Hours**

**Tenders should be submitted in the office of;**

**The Managing Director  
North-Eastern Regional Agricultural Marketing Corporation LTD  
(A Govt. of India Enterprise)  
9 Rajbari Path, G.S Road, Guwahati – 781005, Assam, India**

**INVITING EXPRESSION OF INTEREST FOR EMPANELMENT OF EVENT  
MANAGEMENT/ PROVIDING PR SERVICES FOR NERAMAC Ltd**

NERAMAC invites Expression of Interest/Request for Proposal (EOI/RFP) from reputed event management and PR Agencies/ companies for empanelment with the NERAMAC for a period of one year. The agency shall be required to conceptualise, design, supervise the execution at site and manage the conduct of events, exhibitions, conferences, meets and other promotional activities for NERAMAC.

The detailed notice can be downloaded from our website [www.neramac.com](http://www.neramac.com).

**Important Dates**

- |   |   |
|---|---|
| <b>A. Last date for the submission of Bid</b>     | <b>: 17.02.2017 (12.00Hrs)</b>  |
| <b>B. Date of opening of Bids</b>                 | <b>: 17.02.2017 ( 14.00 Hrs)</b>  |
| <b>C. Place of submission and opening of Bids</b> | <b>: MD, NERAMAC,<br/>9 Rajbari Path, G.S Road,<br/>Guwahati – 781005, Assam,<br/>(India)</b> |

- i) Processing fee Rs 10,000/ Bid (Non-refundable).should be submitted along with submission of offer. Tenders not accompanying the processing fee shall be rejected out rightly and shall not be processed
- ii) The Pre-Qualification criteria for empanelment is given in the EOI document
- iii) The EOI documents along with detailed scope of work and other relevant documents forms the part of EOI. EOI document is available at website [www.neramac.com](http://www.neramac.com) and [www.cppp.nic.in](http://www.cppp.nic.in) in which may be downloaded and submitted to above given address.
- iv) The agencies securing the qualifying marks shall be selected for empanelment
- v) Bidders shall have to sign 'Integrity Pact' with NERAMAC
- vi) NERAMAC reserves the right to accept or reject any one or all tenders without assigning any reason thereof.
- vii) Any corrigendum including extension of date or change of date for submission of the tender shall be published only on the website and that shall be deemed to have been seen by the bidders.
- viii) In case the date opening fall on a holiday, the bids shall be opened on next working day at the same time and it will be binding on the Tenderers /Bidders for acceptance.

## **Scope of Work**

The scope of work for the empanelled agency shall be as under:

- I. Conceptualization of Event.
- II. Complete solution to the various aspects of the event.
- III. Designing, Lay out, performance & Sitting plans.
- IV. Assessment of requirement of various logistics.
- V. Outsourcing of various services.
- VI. Hire of Equipment etc.
- VII. Engaging Celebrities.
- VIII. Issue of Invitations.
- IX. Public Relations.
- X. Any other items required by the Corporation.
- XI. Any other related services on mutually agreed terms.
- XII. Organizing Press briefings/ interviews/ featured articles in newspaper/ conference's / seminars / workshops/ events.
- XIII. Designing creative for advertising and promotional activities. Multilingual Content
- XIV. Design for press release /advertisements/documentaries/animations for print / digital media
- XV. Social media campaign by using Social media, blogs, reviews etc.

The above works shall be carried out based on a clear cut strategy and action plan to be finalized only in consultation and approval of NERAMAC to achieve the stated objectives of Social awareness and mass awakening.

## **1. Pre- Qualifying Criteria:**

- a. The minimum turnover of the company in regard to event management should be average Rs. 25 Lakhs per annum each for last 3 years. The turnover of event management division should be reflected in balance sheet/billing details certified by the chartered accountant. In case this turnover is not reflected separately in the balance sheet, a certificate in respect of the turnover of the event management division by the chartered accountant of the company should be enclosed.
- b. The company must have work experience of at least five years in event management.
- c. The Agency should be aware of North East thoroughly and should have equipped with adequate, qualified & experienced manpower on rolls & infrastructure.
- d. The Agency should have undertaken at least 5 such PR campaign / social awareness programs in the last 5 years on agriculture / horticulture / food processing related Company/ Organisation.
- e. The company must have managed exclusive mega events/high profile events in last two years (formal work order is to be attached). Preference shall be given to those event management companies who have managed Agriculture related events and have organized events for Government Sector.
- f. The Agency should have undertaken at least 10 such campaign/social awareness programs during last 5 years for PSU's, Autonomous Bodies, Corporate & Government.
- g. Should not be blacklisted by Central or State Government or Government Organisations/Agencies

## **2. Desirable Criteria**

- a. Preference shall be given to firm/ company who has organized events, shows, training program in North East.
- b. Preference shall be given to those having experience in organizing events for farmers, Agriculture/ Horticulture related Capacity Development, Investors Meet on Food Processing & Agri Expo, PR event services in public domain and also on organic projects etc.
- c. Agency/ Company/ Firm should be willing to work PAN India including far flung areas of North Eastern Region and abroad.

### **3. GENERAL TERMS AND CONDITIONS**

- i) Rate for various works shall be called as and when required which can be on turn-key basis including all expenses on any particular event. The empanelment will be initially for one year and will be extended on basis of evaluation of work.
- ii) Tenders must be submitted in properly sealed envelope in case of manual limited tendering procedure or by e-tendering procedure whichever is applicable
- iii) Any change in the Constitution of the Firm etc., shall be notified forthwith by the firm in writing to the Department and such change shall not relieve any former member of the firm etc., from any liability under the contract.
- iv) The EOI should be submitted along with the necessary supporting documents and a processing fee of Rs. 10, 000/ per unit for which interest is expressed (Non-refundable).
- v) No new partner/partners shall be accepted in the firm by the firm in respect of the contract unless he/they agreed to abide by all its terms, conditions and deposit with the department with a written agreement of this effect. The contractor/firms receipt for acknowledgement or that of any partners subsequently accepted as above shall bind all of them and shall be sufficient discharge for any of the purpose of the contractor.
- vi) Sales Tax Registration and Clearance Certificate: No firm who is not registered under the Sales Tax Act prevalent in the State, if applicable where his business is located shall tender. The Sales Tax Registration No. should be quoted and a sales tax clearance certificate from the Commercial Taxes Officer of the Circle concerned shall be submitted without which the tender is liable to rejection.
- vii) Copies of service tax registration & latest clearance certificate should be enclosed.
- viii) Tender form shall be filled in ink or typed. No tender filled in pencil shall be considered. The tenderer shall sign the tender form at each page and at the end in token of acceptance of all the terms & conditions of the tender.
- ix) Validity: Empanelment shall be valid for a period of one year from the date of acceptance of the tender.
- x) The contractor/firm shall not assign or sub-let his contract or any substantial part thereof to any other agency.
- xi) Direct or indirect canvassing on the part of the tenderer or his representative will be a disqualification.

xii) In case of delay in services/supplies, liquidated damages will be charged @5% on the cost of the work. The delivery period would be treated as specified in the work order for calculation of liquidated damages.

xiii) **Earnest Money**: EMD of Rs. 50,000/- (Rupees Fifty Thousand) Only without which tender will not be considered. The amount should be paid by DD drawn on Nationalized Bank in favour of North Eastern Regional Agricultural Marketing Corporation Ltd. Refund of Earnest Money: The Earnest Money of unsuccessful tender shall be refunded soon after final empanelment of the agencies has been completed. No interest shall be payable on earnest money deposited with the Department.

The agencies securing the qualifying marks shall be selected for empanelment.

All costs incurred by the agency in respect of submission of offer and presentation shall be borne by the agency concerned.

Agreement and Security deposit: Successful empanelled agencies shall have to execute an agreement as specified within 10 days from the date of dispatch of acceptance letter of the tender. EMD of successful empanelled parties shall be automatically adjusted against performance guarantee/ security deposit.

If any dispute arises out of the contract with regard to the interpretation, meaning and breach of the terms of the contract, the matter shall be referred to by the Parties to Sole Arbitrator decided by MD, NERAMAC and whose decision shall be final.

NERAMAC reserves the right to remove any agency/organisation/society from the empanelled list along with forfeiture of Performance Security, if the service provided by them is found to be unsatisfactory or if the information provided for empanelment is proved to be false.

All legal proceedings, if necessary arise to institute by any of the parties (Government or Contractor/firm) shall have to be lodged in courts situated in Guwahati city and not elsewhere.

Presentation : Only the pre-qualified firms shall be called for presentation. The presentation shall be evaluated by the Committee on a scale of 30 points.

Note - The maximum time for presentation shall be 15 minutes. Hard copy along with a soft copy of presentation has to be provided to the Department at the time of presentation.

**Procedure for Selection:-**

All the applications received in response to the notice for EoI will be scrutinized by the Evaluation Committee to be formed by NERAMAC in two phase evaluation process:

**Phase-I:**

- All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
- NERAMAC will finalize Agencies on the basis of the following evaluation criteria.

Sl. No	Name of Agency	Annual Turnover (10)	No. of Events organized @ 2 points per event		Team & other Infrastructure (10)	Experience In Public Relations (10)	Experience of North East @2 points per event (10)	Total Score (70)
			Govt./ PSU Etc (20)	Pvt. (10)				

**Phase-II:**

- Shortlisted agencies based on their high scoring bids shall be requested to make a 15 min presentation on some of their recent events managed by their team and their creative strategy. They will be rated on the following parameter.

S.No.	Name of the Agency	Ability to communicate organizational Expertise (10)	to the Events (10)	Experience in Case Presentation (10)	Total marks (30)

The bids obtaining the highest total combined score in evaluation of technical capacity criteria and presentation which will carry 50 marks, will be ranked as H-1 following by the bids securing lesser marks as H-2, H-3 , H-4 etc. High scoring Bids up to four (04) (number may be less than four but not exceeding four) based on the technical capacity criteria shall be shortlisted and invite for empanelment and execution of agreement thereafter.

As and when necessity of organising any event arises, empanelled agencies would be requested to submit their concept and financial bid. They will also be required to give presentation as per their concept. Based on the presentation given by the agency, the agency will be selected and the financial bids of agency so selected will only be opened.

### **Disclaimer**

- a. The NERAMAC shall not be responsible for any late receipt of applications for any reasons whatsoever. The applications received late will not be considered and returned unopened to the applicant.
- b. The NERAMAC reserves the right
  - To reject any/all applications without assigning any reasons thereof.
  - To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the NERAMAC without assigning any reasons thereof.
  - To include any other item in the Scope of work at any time after consultation with applicants or otherwise.

**Sd/  
NERAMAC Ltd.**



**APPLICATION FORM**

Empanelment of Event management/ providing PR Services

1.	Name & Address of the firm, Tel/Fax/E-mail details			
2.	Date of Establishment (enclose Certificate of Incorporation)			
3.	Branches (enclose details with address & telephone no.)			
4.	Is your firm a proprietorship, partnership or registered under the Companies Act. Please give details & enclose Certificate			
5.	Contact person & mobile No.			
6.	Name of Managing Director/Director/Top Management (Separate sheet may be enclosed with Bio- data and other details)			
7.	Service-Tax Registration details & enclose copy of latest service tax clearance certificate.			
8.	Professional set up (Complete details of staff, editorial staff, designers & others) Enclose list.			
9.	List of present clients & sample of recently done works (list number of present clients and enclose copies)			
10	Experience with Government Departments (Enclose relevant documents)			
11.	Details of Turnover during last 3 years. Balance Sheet (Mention last year's turnover here), Profit & Loss accounts duly verified by C.A. (enclose copies)	2013-14	2014-15	2015-16
12.	PAN No. of the Agency ( enclose photocopy of the PAN Card)			
13.	Service Tax Regn. No. ( enclose photocopy)			

14.	Web site address if any	
15.	CIN if available	
16.	Any other information	

**This is to certify that I have understood the provisions of tender document and all the information given by me in tender document is true to the best of my knowledge.**

**Place:**

**Date:**

**Signature of Tenderer**

**DECLARATION BY TENDERERS**

1. I \_\_\_\_\_(Name of the person), am authorized to declare on behalf of the agency / Organisation / Society \_\_\_\_\_ (Name of the Agency/ Organisation / Society) hereby declare that the agency has Full-fledged office establishment in India with needed manpower.

2) I also declare that all the statements made in this application are true, complete and correct to the best of my knowledge and brief. I understand that if at any stage, it is found that any information given in this application is false / incorrect or that our Agency/Organisation/Society does not satisfy the eligibility criteria, our candidature/empanelment is liable to be cancelled/terminated.

3) I understand that the decision taken is final in all matters.

4) I hereby agree to work as per the terms and conditions rolled out by NERAMAC.

5) I understand that NERAMAC reserves the right to accept or reject and to cancel the empanelment process and reject all expression of interests at any time prior to the award of contract, without assigning any specified reasons whatsoever.

**Place:**

**Date:**

**Signature of Tenderer  
(With Seal)**