



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

**EXPRESSION OF INTEREST**

**FOR**

**EMPANELMENT OF EVENT MANAGEMENT AND PR AGENCIES/ COMPANIES**

<b>Tender No.</b>	
<b>Last Date and Time of Submission of Bid</b>	<b>16/10/2018 up to 14.00 Hrs</b>
<b>Date and Time of opening of Bid</b>	<b>16/10/2018 at 16.00 Hrs</b>

## **DISCLAIMER**

1. This EOI Document for empanelment of event management and public relation agencies/ companies contains brief information on the scope of work, eligibility requirements and details of the selection process amongst others for the successful bidder. The purpose of the Bid document is to provide interested parties with information that may be useful to them in eliciting their proposals pursuant to this EOI document.
2. This EOI Document is not an agreement. The scope of work and other information as well as the right and obligations of the successful Bidder shall be set out in a separate agreement to be executed between NERAMAC and the successful Bidder.
3. NERAMAC reserves the right to accept or reject any or all Bids without giving any reasons thereof. NERAMAC shall not entertain or be liable for any claim for costs and expenses in relation to the preparation of the documents to be submitted in terms of this Bid Document.
4. 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.
5. NERAMAC may include any other item in the Scope of work at any time after consultation with applicants or otherwise.
6. The NERAMAC reserves the right 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 .

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## **1. EXPRESSION OF INTEREST**

North Eastern Regional Agricultural Marketing Corporation Ltd (NERAMAC) a Government of India Enterprise, under Ministry of Development of North Eastern Region (hereinafter referred to as DoNER) invite Expression of Interest from reputed event management and PR Agencies/ Companies for empanelment with 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.

Interested party / Firm having relevant experience with sound financial condition may download the EOI Document/Form from NERAMAC's website: [www.neramac.com](http://www.neramac.com)

### **Important Dates:**

**Last date and time for the submission of Bid : 16/10/2018 up to 14.00 hrs**

**Date of opening of Bids: 16/10/2018 up to 16.00 hrs**

**Place of submission and opening of Bids** :NERAMAC HEAD OFFICE  
9, Rajbari Path, Ganeshguri,  
Guwahati- 781005, Assam

In case the date of opening falls on a holiday, the bids shall be opened on the next working day at the same time and it will be binding on the Tenderer / Bidders for acceptance.

## **2. INSTRUCTIONS TO BIDDERS**

- i. The Bidders shall be responsible for all of the costs associated with the preparation of their Bids and their participation in the Bidding Process. NERAMAC shall not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Bidding Process.
- ii. It shall be deemed that by offering a Bid , the Bidder has:
  - a) Made a complete and careful examination of the bidding documents;
  - b) NERAMAC shall not be responsible for any non execution/ performance of due diligence by the bidders while participating in the bid.
  - c) acknowledged and agreed that ignorance of any of the matters hereinabove shall not be a basis for any claim for compensation, damages, claim for performance of its obligations, loss of profits, etc. from NERAMAC;
  - d) Agreed to be bound by the undertakings submitted by it under and in terms hereof.
- iii. The agencies securing the qualifying marks shall be selected for empanelment

- iv. 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.

### **3. SCOPE OF WORK**

1. 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.
2. The Agencies shall be responsible for organizing and managing events from its conception stage to completion stage ensuring that everything runs smoothly to the world-class standards and in full compliance with the government directions and regulations.

#### **A. EVENT MANAGEMENT:**

##### **i. Temporary Structures:-**

- a) Booking of venue, halls, dais, pathways, welcome gates, banners, utilities, conveniences, etc., provision of tables & chairs, Control room with seating for persons with tables, computers with an internet connection, printer, photocopy machine, telephone etc.
- b) Construction of stalls of given sizes, open stall on raised platform with fascia for depicting the stalls theme on vinyl stickers, with provision of Floor carpeting with different colour carpets.
- c) Providing spot lights & power plug point.
- d) Fixing of posters on the panel or stand-alone panel
- e) Providing and fixing plasma TV along with DVD player or laptops and its attendant. Providing flowers decoration or providing green areas roundabout and flower decorated round about in the centre of the exhibited areas.
- f) General flower decoration in the exhibition grounds and on the gate
- g) First Aid and emergency medical facilities
- h) Fire Fighting Services with fire fighting equipment Cleaning of venue.

##### **ii. Dais Management-**

- a) Audio, computer and video arrangements for presentations and speeches. Power

arrangements including backup power.

- b) Furniture-tables/chairs, floral arrangement, elegant flower arrangements and beautification of plaque area with flowers, flags, etc. Mementos for VVIPs/VIPs

**iii. Hospitality-**

- a) Catering at the venue, for the delegates, VIPs etc.
- b) Drinking water at pavilion- Dispensers with disposable glasses.
- c) Purchase of consumables.

**iv. Promotion and publicity of the event-**

- a) Including press, curtain raiser, hoardings, print and electronic ads, souvenirs, brochures, kit bags, stationary items, flyers and other publicity and incidental materials.
- b) Printing and issuing invitation cards, tickets etc.
- c) Photography, video coverage and documentation

**v. Manpower:**

Providing of temporary manpower like bearers, waiters, cooks, anchors, hosts and hostesses, guides, mc's, technicians, security, cleaning personnel, etc.

**vi. Sponsorship:**

It shall be the responsibility of the agency to get maximum possible sponsorships for the events organized and under no circumstances will it be less than 25% of the estimated project cost.

**II. Fabricated Stalls/Pavilions**

- I. NERAMAC throughout the year participates in various agro-horticulture promotional activities and exhibitions both domestically and in international markets. Depending on the significance of the event, it takes part in the events with pavilions of various sizes.
- II. The Pavilion should essentially reflect the USP of NERAMAC and ambience with professional, business type lay out which is conducive for conducting buyer – seller meetings and branding.

III. There should be easy accessibility and visible, double sided signages for all participants/ co-exhibitors in the Pavilion. The pavilion should have:

- a) Visible and prominently located Reception area at the entrance
- b) A VIP lounge, comfortable enough to hold press interviews, meetings.
- c) Individual storage place for all participants/ co-exhibitors as well as a separate larger, covered storage area.
- d) Area for activities such as handicraft display / demonstrations, cultural performances, etc.
- e) Well located and visible/easily accessible information counters and office space. Internet connectivity and individual electrical connections.
- f) Visible fascia for all co-participants.
- g) Translates / backlit displays to be used in the design of the booth.

#### **B. PUBLIC RELATION ACTIVITIES:**

- a) Organizing Press briefings/ interviews/ featured articles in newspaper/ conference's /seminars / workshops/ events.
- b) Designing creative for advertising and promotional activities. Multilingual Content.
- c) Design for press release /advertisements/documentaries/animations for print/digital media.
- d) 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.

#### **4. GENERAL TERMS AND CONDITIONS**

1. Rate for various works shall be called as and when required which shall 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.
2. Offer must be submitted in properly sealed envelope in case of manual limited tendering procedure or by e-tendering procedure whichever is applicable.
3. 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.

4. 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.
5. EOI 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.
6. Successful party shall have to execute an Agreement with NERAMAC which shall be valid for a period of one year from the date of acceptance of the EOI and may be extended for a further period based on satisfactory performance. NERAMAC has all rights to go for subsequent empanelment of similar kind any time as per the requirement of the company.
7. The successful agencies shall not assign or sub-let his contract or any substantial part thereof to any other agency.
8. Direct or indirect canvassing on the part of the tenderer or his representative will be a disqualification.

**5. ELIGIBILITY CRITERIA:**

- a) Copies of Original documents defining the constitution or legal status, place of registration, and principal place of business, written power of attorney of the signatory of the Bid/EOI/RFP.
- b) The minimum turnover of the company in regard to event management should be average Rs. 10 Lakhs per annum each for the 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.
- c) The company must have work experience of at least 3(Three) years in event management.
- d) The Agency should be aware of North East thoroughly and should have equipped with adequate, qualified & experienced manpower on rolls & infrastructure.
- e) The Agency should have undertaken at least 5 such PR campaign / social awareness programs in the last 3(Three) years on agriculture / horticulture / food processing related Company/ Organisation.



- f) 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.
- g) The Agency should have undertaken at least 10 such campaign/social awareness programs during last 3(Three) years for PSU's, Autonomous Bodies, Corporate & Government.
- h) Preference shall be given to firm/ company who has organized events, shows, training program in North East Region.
- i) 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.
- j) Agency/ Company/ Firm should be willing to work PAN India including far flung areas of North Eastern Region and abroad.
- k) The bidder should have valid Registration Certificate / License / Trade License/ PAN Card /GST Registration etc.
- l) Information regarding any litigation, current or during the last 3(Three) years in which the Bidder is involved, the parties concerned, and disputed amount should be furnished.
- m) The applicant whose agency/firm has been black-listed / terminated in the middle of the contract period or any litigation is pending in any Ministry/Department/ Organization of the Central Government/State Government or any Public Sector Undertaking/Bank for the last five Years for any of the reasons is not eligible to participate in this tender process. The applicant should give a certificate to this effect. If such things come to the notice at any stage of the tender process or after finalization of contract, the contract/bid shall be rejected with forfeiture of EMD/performance Security Deposit.
- n) Bank Solvency certificate certified by the Bankers should be furnished along with the EOI.

## **6. BID FORMAT & CONTENTS**

The Bidder shall seal the bid copies duly marking the envelopes as “Technical Bid” addressed to Managing Director, NERAMAC Ltd.

### **The Contents of Technical Bid ( Dully Filled) –**

- i. Form A
- ii. Form B
- iii. Application
- iv. Supporting Documents as required for qualification

## **7. FEES PAYABLE-**

The following fees are payable at various stages of the bidding process:

i. **Processing Fee :**

Processing fee of Rs. 10,000/- (Non-refundable) should be submitted along with submission of EOI along with other supporting documents as mentioned above. Tenders not accompanying the processing fee shall be rejected out rightly and shall not be processed

ii. **Earnest Money:**

EMD of Rs. 50,000/- (Rupees Fifty Thousand) shall be paid by way of either RTGS/NEFT/POS or DD in favour of:

**Name : NERAMAC LTD.**

**Bank Name: State Bank of India,**

**Branch Name: New Guwahati Branch, Bamunimaidam**

**Account No: 10566982782, IFSC Code: SBIN0000221.**

It is made clear that without EMD, tender will not be considered.

iii. **Refund of Earnest Money:**

The Earnest Money of unsuccessful Bidder shall be refunded soon after final appointment of the agencies has been completed. No interest shall be payable on earnest money deposited with NERAMAC. The bidder securing the highest marks shall be selected, however as NERAMAC is also trying to replicate same concept in other parts of NCR and Metropolitan cities, an empanelment of qualified bidders shall be maintained.

## **8. SUBMISSION & OPENING OF BID –**

Sealed Bids must be submitted and delivered to the following address:

TO,

THE MANAGING DIRECTOR

NERAMAC HEAD OFFICE

9 Rajbari Path, Ganeshguri,

Guwahati- 781005, Assam

On or before 1400 Hrs on 16/10/2018 and the Technical Bids will be opened on the same day at 1600 Hrs, in the presence of the bidders or their authorized representatives, who wish to attend. If the office happens to be closed on the date of receipt of the bids as specified, the bids will be opened on the next working date at the same time & venue.

***NOTE: Bidder shall be solely responsible for submission of EOI documents and should ensure that all documents & PF and EMD are submitted. NERAMAC shall not be responsible for any loss of Documents or Fee before it is accepted and acknowledgment by NERAMAC.***

## 9. 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 Infrastruct ure (10)	Experience In Public Relations (10)	Experience of North East @2 points per event (10)	Total Score (70)
			Govt./P SU 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.

Sl.No.	Name of the Agency	Ability to communicate the organizational Expertise (10)	Experience in Events (10)	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.

### **TERMINATION**

1. NERAMAC reserves the right to terminate the Agreement proposed to be executed with the successful party upon 60 days written notice to successful bidder in the event
  - (i) the successful bidder violates any clauses applicable to this EOI;
  - (ii) unsatisfactory performance by the successful bidder at any time during the contract period;
  - (iii) Misrepresentation of information at any time during the contract period;
  - (iv) Determination by NERAMAC that it does not wish to extend this agreement.

### **DISPUTE RESOLUTION**

In the event, any dispute arises between the successful bidder and NERAMAC in connection with this tender, the construction of any provision of this tender or the rights, duties or liabilities of the successful bidder/ NERAMAC under this tender, same shall be referred to a sole Arbitrator to be appointed by the Managing Director, NERAMAC. The venue of Arbitration shall be at Guwahati and the cost of the Arbitrator shall be shared equally by both the parties. The decision of the Arbitrator shall be binding on the parties.

Signature of Tenderer with Seal

**BID FORM**

TO,  
 MANAGING DIRECTOR,  
 NERAMAC,  
 9 RAJBARI PATH, G.S ROAD,  
GUWAHATI – 781005, ASSAM, INDIA

**Subject: Empanelment of Event Management and PR Agencies/ Companies.**

Sir,

The undersigned having read and examined in detail all the EOI documents pertaining to your assignment; do hereby express the interest to do the work as specified in the scope of work.

Sl. No	DESCRIPTION	RESPONSE
1.	Name of the Organization	
2.	Address	
3.	Name, designation & address of the person to whom all references shall be made	
4.	Telephone (with STD code)	
5.	Mobile No. of the contact person	
6.	E- mail of the contact person	
7.	Fax No. (with STD code)	
8.	Expertise in Subject	

We have enclosed the following documents:

1. Letter of Authorization.
2. Bid Documents / Form A should be submitted on the company's/ Firm letter head duly seal and signed by the authorized person.

Processing Fee of Rs. 5,000/-

EMD of Rs. 50,000/-per should be placed in  
Technical bid only payable by  
RTGS/NEFT/POS or DD in favour of

Name : NERAMAC LTD

Bank Name: State Bank of India,

Branch Name: New Guwahati Branch, Bamunimaidam Account

No: 10566982782

IFSC Code: SBIN0000221.

3. Form " B".
4. Self Attested copies of Supporting Documents.

I/ We hereby declare that my/ our Tender is made in good faith and the information contained is true and correct to the best of my/ our knowledge and belief.

Thanking you,

Yours faithfully,

(Signature of the Applicant)

Name:

Witness by - Signature:

Designation:

Dated: Name :

**(FORMAT FOR TECHNICAL BID)**

**To  
Managing Director,  
NERAMAC,  
9 Rajbari Path, G.S Road,  
Guwahati – 781005, Assam, India**

**Subject: Empanelment of Event Management and PR Agencies/ Companies.**

Sir,

With reference to your subject mentioned tender in NERAMAC website :[www.neramac.com](http://www.neramac.com), we hereby submitting our technical bid as per the Terms and Conditions provided by you. The particulars of offer are given below:

<b>Sl.NO</b>	<b>QUALIFYING CRITERIA</b>	<b>COMMENTS OF BIDDER (along with supporting Documents)</b>	<b>DEVIATION YES/NO</b>
1	Name of the Company/Firm/NGO		
2	Registered Address of the Company		
3	Nature of Business		
4	The minimum turnover of the company in regard to event management should be average Rs. 10 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.		
5	The Agency must have work experience of at least 3(Three) years in event management.		
6	The Agency should be aware of North East thoroughly and should have equipped with adequate, qualified &		

	experienced manpower on rolls & infrastructure.		
7	The Agency should have undertaken at least 5 such PR campaign / social awareness programs in the last 3(Three) years on agriculture / horticulture / food processing related Company/ Organisation.		
8	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.		
9	The Agency should have undertaken at least 10 such campaign/social awareness programs during last 3(Three) years for PSU's, Autonomous Bodies, Corporate & Government.		
10	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.		
11	The bidder should have valid Registration Certificate / Trade License/PAN Card /GST Registration etc.		
12	Bidder should not be blacklisted by Central or State Government or Government Organizations/Agencies, Certificate is to be attached, and counter signed by Notary.		

Signature of the Bidder:

Name: .....

Full Address: .....

.....



## **Annexure-A: General Information of the Bidder**

1. (a) Name :

(b) Address of Registered Office:

2. Details of individual(s) who shall serve as the point of contact/ communication for NERAMAC:

(a) Name :

(b) Designation :

(c) Company :

(d) Address :

(e) Telephone Number :

(f) Fax Number :

(g) E-Mail Address :

3. In case of Consortium/JV:

a. The information above (1 & 2) shall be provided for all the members of JV/Consortium.

b. Information regarding role of each member :

Signed

(Name of the Authorized Signatory)

For and on behalf of (Name of the Bidder)

Designation Place:

Date:

**Annexure-B: Affidavit (Duly Notarized)**

**(To be given by the Bidder on a Non Judicial Stamp Paper of Rs. 10)**

I, ..... S/o ....., aged about ....., Resident of .....\_working as .....(insert designation) of the .....(insert name of the single bidder/consortium member if a consortium), do hereby solemnly affirm and state as follows :

1. I am the authorised signatory of .....(insert name of company/ FIRM/ consortium ) (hereinafter referred to as “Bidder”) having its registered office at ..... I am duly authorised vide Authority Letter/ Board Resolution dated ..... of the Bidder to swear and depose this Affidavit on behalf of the bidder.
2. I have submitted information with respect to our eligibility for Empanelment of Event Management and PR Services to North Eastern Regional Agricultural Marketing Corporation (NERAMAC) through EOI. I further state that we have the necessary manpower and all the said information submitted by us is accurate, true and correct and is based on our records available with us.
3. I hereby declare that if any point of time any further/ additional information regarding our financial and/or technical capabilities, or any other relevant information, we shall promptly and immediately make available such information accurately and correctly to the satisfaction of NERAMAC.
4. I state that, we fully acknowledge and understand that furnishing of any false or misleading information by us in our Bid shall entitle us to be disqualified from the tendering process for the said project. The costs & risks for such disqualification shall be entirely borne by us
5. I state that all the terms and conditions of the EOI Document have been duly complied with.
6. I on behalf of \_\_\_\_\_, undertake to work as per the terms and conditions rolled out by NERAMAC.
7. 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.

DEPONENT

(Name, Designation with &  
Seal)

**VERIFICATION:-**

I, the above-named deponent, do verify that the contents of paragraphs 1 to 7 of this affidavit are true and correct to my knowledge. No part of it is false and nothing material has been concealed.

Verified at ....., on this ..... day of....., 2018.

DEPONENT

(Name, Designation with &  
Seal)

**Annexure-C: Undertaking for not being banned for business by any Govt.  
Organisation/PSU/etc. (Duly Notarized)**

**(To be given by the Bidder on a Non Judicial Stamp Paper of Rs. 10)**

I / We \_\_\_\_\_ Manufacture / Partner(s)/ Authorized Distributor /agent of M/S. \_\_\_\_\_ hereby declare that the firm/company namely M/s. \_\_\_\_\_ has not been blacklisted or debarred in the past by Union / State Government/ PSU/ Local Bodies or organization from taking part in Government tenders in India.

Or

I / We \_\_\_\_\_ Manufacture / Partner(s)/ Authorized Distributor / agent of M/s. \_\_\_\_\_ hereby declare that the Firm/company namely M/s. \_\_\_\_\_ was blacklisted or debarred by Union / State Government or any Organization from taking part in Government tenders for a period of \_\_\_\_\_ years w.e.f. \_\_\_\_\_ to \_\_\_\_\_. The period is over on \_\_\_\_\_ and now the firm/company is entitled to take part in Government tenders.

In case the above information found false I/we are fully aware that the tender/ contract will be rejected/cancelled by NERAMAC, and EMD/ Performance Security shall be forfeited.

STAMP & SIGNATURE OF AUTHORISED SIGNATORY

