

**Bid Document for Selection of an
Event Management Agency (EMA) for
Organizing**

‘Mushaira’

**Under overall Concept of ‘Hamari
Dharohar’ scheme of Ministry of
Minority Affairs, Govt. of India to be
held in October, 2018**



Maulana Azad Education Foundation (MAEF)

Maulana Azad Campus, Chelmsford Road,

Opposite New Delhi Railway Station,

New Delhi – 110055

Maulana Azad Education Foundation under administrative control of Ministry of Minority Affairs, Govt. of India (MOMA) is planning to organize a series of Musical and Cultural programmes under the overall concept of '**Hamari Dharohar**' scheme of Ministry of Minority Affairs. First cultural event '**Mushaira**' would be held in first week of October, 2018 in Delhi. The objective of such event is to curate exhibitions including iconic exhibitions/ performing art for showcasing and preserving heritage.

1. Eligibility Criteria for Event Management Agency (EMA) -

- a. The EMA should have experience/ expertise in organizing cultural events, advertising, during last three years.
- b. The EMA should have minimum turnover of Rs.1.00 Crore each during last three financial years. Turnover Certificate obtained from Chartered Accountant along with audited Financial Statements should also be submitted.
- c. The EMA should have GST Number besides registration with ESI Corporation.

2. General Conditions -

a. **Earnest Money Deposit (EMD)**

- i. The EMA shall furnish, EMD of Rs.1,00,000/- (Rupees One Lac only) in form of Demand Drafts drawn in favour of "**Maulana Azad Education Foundation payable at Delhi or Bank Guarantee** in with validity of **180 days** from the date of opening of proposal in a separate envelope. Only after the confirmation of valid EMD, the Technical Proposal of EMA will be opened. No interest shall be paid on EMD.
 - ii. EMD of Non short-listed EMA will be refunded within 30 days from the date of declaration of Short-listed EMA.
 - iii. The EMD of selected EMA will be discharged upon issuance of Letter of Intent (LoI).
 - iv. The EMD may be forfeited either in full or in part by MAEF, on account of one or more of the following reasons:-
 - a. The Bidder withdraws its Bid during the period of Bid validity of 90 days.
 - b. Bidder does not respond to requests for clarification of the Bid.
 - c. Bidder fails to co-operate in the Bid evaluation process
 - v. MSME / NSIC registered Agencies are exempted from paying EMD and the cost of tender fee.
- b. The proposal (**both technical and financial separate envelopes**) should be submitted in duly sealed envelope. All pages of the proposal must be signed, sealed & numbered.
- i. The **First Envelope** should contain the Proposal Processing Fee of **Rs.2,500/- (Non Refundable)** & **EMD of Rs.1,00,000/- (Rupees One Lac only)** in the form of Demand Drafts drawn in favour of "**Maulana Azad**

Education Foundation" payable at Delhi or Bank Guarantee with validity of **180 days** from the date of opening of proposal. It should also contain the **Technical Proposal along with all supporting documents** like copy of work orders bringing out experience of the EMA, Turnover Certificate issued by Chartered Accountant, Audited Financial Statements etc. Cost/pricing should not be mentioned in Technical Proposal.

- ii. **The Second Envelope should contain Financial Proposal only.** Services offered by EMA should be strictly as per specifications mentioned in the bid document.
- c. The complete proposal (in all respect) must be submitted through Speed Post/ Courier or also by hand by depositing in the Tender Box kept at the reception in the office of MAEF.
- d. The Proposal consisting of Technical Proposal and Financial Proposal in sealed envelopes shall be submitted latest by **1500 hrs. (IST), 25th September, 2018** in the office of **Secretary & CEO, Maulana Azad Education Foundation, Maulana Azad Campus, Chelmsford Road, Opposite New Delhi Railway Station, New Delhi - 110055.**
- e. The Technical Proposal will be opened on **25th September, 2018 at 1530 Hrs.** The Successful bidders would be invited for opening of Financial Bid accordingly.
- f. The Proposal will be considered Non Responsive & summarily rejected in case it does not fulfil any one or more of the conditions of the bid documents like without bid processing fees and EMD, unsigned/ unstamped documents etc.
- g. MAEF reserves the right to reject the Bids anytime without assigning any reason whatsoever.

3. Scope of work -

- a. Develop the event plan, execute and manage, resources and scope of the project to enable the successful implementation of Cultural Event 'Mushaira'.
- b. Coordinate with MAEF/MOMA authorities/representative and artists with approval of MAEF from all over India for performing in Delhi.
- c. Identify and secure appropriate venues and resources (including walk route, road closures and start/end locations, parking, security, stage, booths, AV, etc.) and negotiate fees, ensuring that everything is in place and set-up appropriately, and vendors and contractors are paid for their participation in the event of 'Mushaira' under 'Hamari Dharohar' scheme with approval of MAEF/ Ministry of Minority Affairs.
- d. Ensure the Stage, Entrance and the nearby approaches are constructed in such a

way so that there is ample movement of space for the public and in case of any untoward incident the visitors can be evacuated as early as possible.

- e. Tie up with the Local Police, Traffic Police, Fire Services etc., so that the work of the event is executed smoothly. All the permission/Licenses along with the expenditure involved in getting these Permissions from electricity, civil authorities etc.
- f. Responsible to provide branding / publicity for the event in each location.
- g. Ensure that the whole complex is properly lit and ensure that there is sufficient electricity and power points.
- h. Proper and adequate arrangement of power backup for the event.
- i. Provide adequate and trained Security staff at the venue with metal detectors and baggage checking machines, if required.
- j. Arrangement of High Tea, snacks, packed food etc. are required as approved by MAEF.
- k. Ensuring separate arrangements for High Tea, snacks, packed food etc. for VIP guests.
- l. Ensure proper and comfortable travelling (local and outstation) and stay arrangement of guests/artists with approval of MAEF/MOMA.
- m. Support the team with additional duties as required from time to time for smooth conduct of event.

4. Payment Terms –

- a. The project cost would be paid in **two installment** subject to achievement of following mile stones
 - i. **1st installment 30% of total project cost** would be paid to the EMA on the issuance of work order from MAEF and submission of bank guarantee of 10% of the project cost from scheduled bank.
 - ii. **2nd Installment 70% of total project cost** would be paid to the EMA on successful conduct of the event.

Technical Proposal Format

(on Letter Head of the EMA)

Date_____

To,
The Secretary & CEO,
Maulana Azad Education Foundation,
Maulana Azad Campus,
Chelmsford Road, Opposite New Delhi Railway Station
New Delhi - 110055.

Subject: Technical Proposal for organizing Cultural Event 'Mushaira' under Hamari Dharohar scheme.

Sir,
Please find the enclosed Technical Proposal in response to Bid Documents issued by Maulana Azad Education Foundation for organizing cultural event '**Mushaira**' under '**Hamari Dharohar**' Scheme.

We agree and undertake to abide by all these terms and conditions stipulated in the Bid Document issued by MAEF. The information/ documents submitted along with the Proposal are complete/ true to the best of our knowledge.

We acknowledge that MAEF reserves the right to reject or accept the proposal without assigning any reason or otherwise.

Thanking you,

For and on behalf of:

Signature of Authorized Representative/ Signatory:

Name:

Designation:

Seal

Details of Event Management Agency

S. No.	Particular	Details
1	Name of EMA	<i>Enclosed Registration Certificate</i>
2	Type of firm: Proprietorship Firm / Partnership Firm/ Pvt. Ltd. /Public Ltd. Company/ Society/Trust	<i>Enclosed Registration Certificate</i>
3	Registration No. & Date of Registration of Agency	<i>Enclosed Registration Certificate</i>
4	Name of Director(s)/CEO/President/Head	
5	Contact Details of Director(s)/CEO/President/Head	<i>Contact No./ Email id</i>
6	Registered Head Office Address	<i>As per Registration Certificate</i>
7	Correspondence Address	
8	Name of Authorized Representative	
9	Mobile No. of Authorized Representative	
10	Email id of Authorized Representative	
11	Fax No.	
12	Website Address of the Agency (if available)	
13	PAN Card Number	<i>Attached copy of PAN card</i>
14	GST No.	

Prior Exposure of the Agency

S. No.	Financial Year	Name of Funding Agency	Contract Value (in Lakh)	Documents
1				Attach copy of work order(s)
2				
3				

Financial Details of the Agency

(On the Letter head of Chartered Accountant with date, Signature, Registration No. & Seal)

It is certify that the (Name of Agency) having its registered office at (Address) has an average turnover of ₹100 Lakhs or more in last three consecutive years (FY1, FY2, FY3). The annual turnovers of the agency are as under –

S. No.	Financial Year	Annual Turnover (INR)
1		
2		
3		

(Audited Financial Statement of the agency for last three consecutive years are enclosed)

For and on behalf of:

Chartered Accountant Signature:

Name:

Registration No.:

Seal:

Date:

(An affidavit on a non-judicial stamp paper of Rs.100/- by Agency)

AFFIDAVIT for NON BLACKLISTED / NON BANNED PARTY

(Name of Agency) having its registered office at (Office address) hereby confirm that we have not been blacklisted/banned/ debarred by any Central Government/State Government/ Semi Govt. Organizations/PSUs or any other Agency.

It is also certify that we have not directly/indirectly engaged or indulged in any kind of fraudulent, corrupt or undesirable practices.

The information/ documents submitted along with the Proposal are complete/ true to the best of our knowledge.

For and on behalf of:

Signature of Authorized Representative/ Signatory:

Name:

Designation:

(Company Seal)

Date

Financial Bid

The EMA is asked to prepare price schedule as a separate document from the rest of Technical Proposal.

All prices/quotes must be in Rupees and exclusive of taxes.

The format shown below should be used in preparing price schedule –

S. No.	Items	Quantity	Amount in Rupees
1	Service Charges for coordination with Artists		
2	Stage preparation with theme/backdrop (indoor venue)		
3	Flower Décor (inside & outside of auditorium) per square feet		
4	Speaker box	2	
5	Focus Light	1	
6	Invitation card – Silver Glossy paper – 250GSM, Folded 8x5.5 inch	1000	
7	Photographer for 4 Hours	1	
8	Videographer for 4 Hours	1	
9	Bouncer	5	
10	Security Guard	10	
11	High Tea and Snacks (Tea & Coffee, cookies, mix pakora, 250 ml branded water bottle)	900 person	
12	High Tea/Snacks and packed food for VIP guests (Tea & Coffee, Cookies, Chips, Cutlet, Sweet)	100 person	
13.i	Outdoor promotions (Outdoor media to be acquired from Govt. approved agencies like Railways, MCD, NDMC)		
13.ii	4 x 8 Sq. Ft. Flex Board	200	
13.iii	8 x 8 Sq. Ft. Flex Board	200	
13.iv	20 x 10 Sq. Ft. Flex Board	25	
13.v	3x 6 Sq. Ft. Flex Board	20	
14	Event Management Agencies Service Charges		

For and on behalf of:

Signature of Authorized Representative/ Signatory:

Name:

Designation:

(Company Seal)

Date