

OPEN TENDER FOR SELECTION OF EVENT MANAGEMENT AGENCY

FOR

**DESIGNING, FABRICATION AND BRANDING OF SPACE &
SETTING UP OF
STALLS, STAGE & PAVILION OF
MINISTRY OF MINORITY AFFAIRS, GOI.**

**LOCATED AT CONVOCATION GROUND,
KASHMIR UNIVERSITY, SRINAGAR,
UNION TERRITORY OF J&K**

BEING ORGANISED FROM 5th APRIL TO 13th APRIL 2025



**NATIONAL MINORITIES DEVELOPMENT & FINANCE CORPORATION
1ST FLOOR, CORE-1, SCOPE MINAR, LAXMI NAGAR, DELHI.
www.nmdfc.org**

**Uploaded on Website of NMDFC on 20th MARCH, 2025
Last Date for Submission of Bids up to 11.00 Hrs on 24.03.2025**

Details about Tender Notice No. NMDFC/LSP-3/Kashmir/2025/207

Department Name	:	National Minorities Development & Finance Corporation (NMDFC)
Address	:	The Deputy General Manager (Fin), NMDFC, 1st Floor, Core-1, Scope Minar, Laxmi Nagar, Delhi-110092. Phone: 91-11-22441438, 22441453.
Name of Work	:	Engaging Agency for Fabrication, Designing & Branding of VIP Lounge, Craft & Culinary Stalls for Lok Samvardhan Parv being organised by Ministry of Minority Affairs at Kashmir Grounds, Srinagar as per the Scope of Work.
Tender Currency Type	:	Single. Joint Venture/Consortium is not applicable.
Tender Currency Settings	:	Indian Rupee (INR)
Joint Venture \ Consortium	:	Not Applicable
<i>Amount Details</i>		
Bid Processing Fee	:	Rs. 5,900 (Rs.5,000/- + 18% GST) in form of Demand Draft (Non Refundable)
Processing Fee Payable to	:	Non-refundable DD in favour of “National Minorities Development & Finance Corporation”
EMD (INR)	:	EMAs are exempt from submitting EMD. However, the EMAs are required to submit Bid Security Declaration enclosed with this Tender Notice as Annexure- 6.
Expected Cost of the Work	:	Rs. 200.00 lacs (Rupees Two Hundred Lacs) + GST as applicable.
<i>Tender Dates</i>		
Bid Start Date	:	20/03/2025
Bid End / Opening Date	:	24/03/2025 at 11.00 hrs
Pre Bid meeting Date	:	21/03/2025 at 11.00 hrs
Bid Validity Period	:	90 days from opening of price bid
Submission of related documents, etc.	:	Submission of Bid Security Declaration in lieu of EMD, Bid Processing Fees, Technical Bid and Financial Bid along with other Documents from 21/03/2025 at 15.00 hrs. upto 24/03/2025 at 11.00 hrs in the office of NMDFC, 1st Floor, Core-1, Scope Minar, Laxmi Nagar, Delhi - 110092.
Remarks	:	As part of Technical Bid, the bidders will submit the detail of the layout plan of the venue, Food/Artisan Stalls, Ministry Pavilion, Gates, Stage area, proposed Theme, Selfie points, proposed ambience of the exhibition space, creatives to be placed along compound walls of exhibition area, stage backdrop, etc. Each bidder who qualifies technical bid stage, shall have to make a presentation on the proposed concept & design developed by them for the exhibition based on site visit & as per scope of work before the Tender Evaluation Committee (TEC) on 25th March, 2025 starting from 11.00 A.M in the office of NMDFC, or as specified by NMDFC. Thereafter, Financial Bids of only those Bidders will be opened, who secure 80 marks or more during Technical evaluation & presentation. The final date & time would however be intimated by NMDFC separately. The selection will be based on Two Stage CQCBS method and the work will be awarded to bidder with the Highest Score. <u>It may please be noted that the EMA, either registered in J&K or having its branch office in J&K for last One Year will be given preference and additional marks. This is being done with the objective of encouraging local agencies to come forward in organising this prestigious event.</u> In case of any clarification, the bidders may contact Sh. K. Sudesh, Dy. Gen Manager (Finance), NMDFC at 22441444 and Sh. P S Pawnikar, DGM(H&A) NMDFC at 22441453.

INVITATION FOR LIMITED TENDER

National Minorities Development & Finance Corporation (NMDFC) under Administrative control of Ministry of Minority Affairs, GOI incorporated u/s 25 of Companies Act, 1956 (now section 8 under companies Act, 2013) is organising Lok Samvardhan Parv under the USTTAD scheme of the Ministry of Minority Affairs from 5th to 13th April, 2025. The exhibition is to be put up at Kashmir University Ground, Srinagar by putting up 100 number of Theme Based Octonorm Craft Stalls for Artisans of size 10fts x 10fts for showcasing Handloom/Handicraft items. The craft Stalls must be placed under pagodas and placed on wooden platform. Further, 15 nos. of Theme Based Food Stalls of size 20fts x 15fts under Pagodas on wooden platform are also required to be fabricated. The Event Management Agency (EMA) shall be required to Design, Fabricate & Branding of theme based Ministry Pavilion. Office cum control room for NMDFC would also need to be erected. Besides, stage with **LED Backdrop (P2)**, **Two Green Rooms of size 20 fts x 20 fts (separate for male/female)**, small console room would also need to be fabricated along with profile light on truss **in front and both sides** of stage, JBL/Bose sound system, P.A System, 250 banquet chairs, 20 Two seater sofa sets, Fans/Coolers (as per requirement), etc for cultural program. A dais with a side ramp is to be arranged for the inaugural function as per Scope of work. The stage should be adequately lit-up with moving parkin lights. **The layout of Convocation Ground, University of Kashmir, Srinagar is enclosed for facilitating reference.**

2. NMDFC wishes to appoint an **Event Management Agency (EMA) by floating this Open Tender floated** for organizing Lok Samvardhan Parv Exhibition on behalf of Ministry of Minority Affairs from 5th **April to 13th April, 2025 at Convocation Ground, Kashmir University, Srinagar** Showcasing of Handloom/Handicraft Items by Artisans from Minority Communities and Ethnic Traditional Cuisines practiced by Minorities from across the country. Besides, daily cultural programs would also be organised daily in the evening. The entry to the event would be free and would be open to the general public from **10.00 A.M to 7.00 P.M** every day. The Event Management Agency (EMA) shall be required to develop concept, design, fabricate, branding & manage the entire exhibition area including Artisan, Food Stalls, Stage, Ministry Pavilion, Stage, etc. The scope of work is enclosed as **Annexure-A**. The estimated cost is Rs. 200.00 lacs (Rupees Two Hundred Lacs only) plus applicable taxes.

3. ELIGIBILITY CRITERIA OF BIDDER

(a). Mandatory Eligibility Criteria

1. The applicant shall be a single entity, registered as a Company under the Companies Act 2013 or Companies Act, 1956, Partnership firm registration under the Indian Partnership Act 1932, LLP registered under the Limited Liabilities Partnership Act, 2008 or a Society registered under the Societies Registration Act, 1860 & should have been in existence in India for the last five years (2019-20). Pls enclose Certificate of Registration/Incorporation under the respective Acts in India and the respective MOA/Partnership Deed.
2. The agency must be registered in India with appropriate tax and other administrative authorities. Pls enclose GST Registration Certificate, PAN Card.
3. The applicant should not have been black listed in India during last 3 years period. Pls enclose Letter of Undertaking. Agency under any litigation with Ministry of Minority Affairs or NMDFC shall not be considered and its bid would be summarily rejected.

(b). Selection Eligibility Criteria

1. The organization should have had average business turnover of at least Rs. 5.00 crores in 3 out of last 5 financial years (2019-2020 to 2023-2024). Pls provide audited balance sheet of last F.Ys & CA certificates.
2. The organization should have executed at least 5 events for any Government/PSU in last 5 F.Ys (2019-20 to 2023-24). Out of this, at least one event should be an exhibition by putting upto 50 stalls for a duration of at least 7 days. Pls provide work order & completion certificate along with contact details of the concerned person on the client side.
3. Organisation should have executed at least 5 Events of upto Rs. 50 lacs for Govt. /PSU during last 5 F.Ys (2019-20 to 2023-24). Pls provide work order & completion certificate along with contact details of the concerned person on the client side.
4. The applicant must have at least 10 skilled manpower specializing in executing the various activities (creative designer, content copy writer, event manager, operation manager, client servicing executive, Artist Management) defined in the scope of work. Pls provide list of skilled Man-power.
5. The applicant firm must have full-fledged Social Media Team (Graphic Designer, Video Editor, Media Co-ordinator, Content writer, Video VFX) of at least 3 additional persons. Pls provide list of social media team.
6. The entity should be empanelled as a Multi Media Agency with DAVP / BOC. Pls provide proof of empanelment.

4. PRICE OF BID:

The price should be quoted inclusive of all cost, exclusive of GST taxes as applicable.

5. **Time for completion of work:**

The selected bidder for the execution of all the work will ensure completion of the work and provide **Undertaking to the effect to complete the entire work as per scope of work by the evening of 4th April, 2025. The venue would be made available to the EMA in the morning of 1st April, 2025.** Any lapse / shortfall on the part of the bidder may result in cancellation of contract including forfeiting of EMD and penalty as deemed fit by NMDFC / Ministry of Minority Affairs.

6. **DOCUMENTS:**

The bidder / organizer should attach following documents along with technical bid:-

- i. Relevant documents in support of last five years of experience (2019-2020 to 2023-2024) and technical competency.
- ii. Income tax return (ITR) for the last five years (2019-2020 to 2023-2024) and acknowledgement of IT return if filed online.
- iii. Valid MSE / MII / Startup etc. registration copy if claiming for any exemption as applicable.
- iv. GST Registration copy.
- v. Audited balance sheet certified by Chartered Accountant for the last five years ending 31st March, 2024 (2019-2020 to 2023-2024)
- vi. Affidavit regarding availability of tools & plants should be attached with the tender documents.
- vii. Lay-out plan of exhibition as per schedule of works.
- viii. The selected bidders shall have to execute an agreement on 100 rupees stamp paper specifying the terms and conditions for executing the work.
- ix. Bid Security Declaration enclosed with this Tender Notice as Annexure- 6.
- x. Proof of empanelment as Multi Media Agency with BOC / DAVP.
- xi. List of skilled Man-Power & Social Media team.
- xii. Work order & completion certificate along with contact details of the concerned person on the client side in respect of 5 events executed with cost of Rs. 50.00 lacs and more for Govt. / PSU in last 5 F.Ys (2019-20 to 2023-24).
- xiii. Proof that the agency is registered in J&K or has a branch office in J&K for the last One year. Rent Agreement for last One Year/Electricity Bill/Telephone Bill in the Name of the Company may be submitted. Bill submitted in the name of individual/owner/official of the agency shall not be considered as adequate proof.

NOTE:- It may please be noted that the EMA, either registered in J&K or having its branch office in J&K for last One Year will be given preference and additional marks . This is being done with the objective of encouraging local agencies to come forward in organising this prestigious event.

7. Bidder has to submit hard bound document duly numbered. Loose documents shall be out rightly rejected. The Tender should be submitted in the following manner:-

The **First Envelope** should contain the Bid Processing Fee of **Rs.5,900/-**(Non Refundable inclusive of GST @18%) in form of Demand Drafts/FDs drawn in favour of **“National Minorities Development & Finance Corporation”** payable at Delhi. The EMAs would also be required to submit Bid Security Declaration in lieu of EMD as enclosed with this Tender Notice as **Annexure – 6 in the 1st envelope.**

The **Second Envelope** should contain the Technical Bid in sealed envelope complete with Concept & Design of the proposed Exhibition Site with Stalls, Branding & Design of all material to be put up as per the scope of work including Ministry Pavilion, Stage, Gates, Artisan Stalls, Food Stalls, Layout of the Exhibition area, etc, **Undertaking MUST BE ENCLOSED** to the effect to complete the entire work as per scope of work by the evening of 4th April, 2025. The venue would be made available to the EMA in the morning of 1st April, 2025. There should be **no mention of the prices in the Technical Bid Document. Filling up/Disclosing prices in Technical Bid document will disqualify the Bidder.** Original printed document with signature & seal of the submitting company shall be considered as authentic.

The **Third Envelope** should contain the **Financial Bid only.** Services offered should be strictly as per specifications mentioned in this Tender Document.

The **4th envelope** should contain all the documents as mention in para 6 above (mentioned as Documents) to help to assess the eligibility of the agency by the Technical Evaluation Committee.

The first, second, third & fourth envelopes should be enclosed in a larger envelope duly sealed. All pages of the offer must be signed, sealed & numbered.

The bids complete in all respect must be submitted through Speed Post/Courier and also by hand by depositing in the Tender Box kept at the reception in the corporate office of NMDFC. It may also be mentioned here that any delay in submission of Bids beyond the stipulated time/date due to any reason whatsoever shall not be entertained by NMDFC.

8. Tenders will be opened on 24th March, 2025 at 12.00 hrs. Representatives of the bidders are invited to attend the bid opening meeting. As part of Technical Bid, the bidders will submit the detail of the layout plan for the OPEN VENUE along with theme based Artisan / Food Stalls under Pagodas for protection from Sun/Rain raised on wooden platforms, theme based Ministry Pavilion, theme based Stage, Gates, etc. Further, pictures are to be submitted of the proposed theme based Artisan / Food Stalls under Pagodas raised on wooden platforms, theme based Ministry Pavilion, theme based Gates, theme based Stage, Theme Areas/Selfi-Points, Ambience creation of the exhibition space, Creatives for front, back & one side of the boundary wall of the venue facing the road of Convocation Ground, University of Kashmir, Srinagar & LED backdrop in Stage area, Dias on stage with side ramp for the inaugural function, etc. as mentioned in the Scope of Work of Tender Document. Each bidder shall have to make a presentation on the **proposed concept & design developed by them for the exhibition based on site visit** & as per scope of work before the Tender Evaluation Committee (TEC) on 25th March, 2025 starting from 11.00 A.M in the office of NMDFC, or as specified by NMDFC.

Thereafter, Financial Bids of only those Bidders will be opened on 25.03.2025 at 16.00 Hrs, who secure 80 marks or more during Technical evaluation & presentation. Representatives of bidders are invited to attend the Financial Bid opening meeting. **The selection will be based on Two Stage CQCBS method and the work will be awarded to bidder with the Highest Score.**

Scope of work

The Agency would be required to provide/undertake the following Work/Services during the event:-

1. The Event Management Agency (EMA) would use ethnic elements and items for ambience creation. These elements of ambience would be purchased by selected bidder and would be used for ambience creation and would be the property of selected bidder after the event. Only new/fresh items to be used.
2. The selected bidder would be responsible for designing and creation of theme based ambience during the Lok Samvardhan Parv exhibition at Kashmir College Ground, Srinagar.
3. The lay out plan and design including welcome gates and material to be used will have to be approved from NMDFC/Ministry of Minority Affairs beforehand.
4. The entire exhibition area would need to be cordoned off using tin barricades for safety and exclusivity.
5. It shall be the responsibility of the selected bidder to arrange for man power, material and necessary expertise for executing the work so that the Lok Samvardhan Parv exhibition is fully set up by the evening on 4th April, 2025. The bidder would be handed over the site latest by 1st April, 2025.
6. The selected bidder would be responsible to hand over the site thoroughly neat and clean to the land owning agency i.e. Kashmir University **by 16th April, 2025, after the event.**
7. The selected bidder has to ensure that the stalls are constructed in such a way so that there is ample movement space for the public and in case of any untoward incident the visitors can be evacuated as early as possible. Fire exits must be provided with prominent signs.
8. The selected bidder would be required to tie up with the Srinagar Municipal Corporation, Police & Traffic Police, etc, so that the work of Lok Samvardhan Parv exhibition is executed smoothly. All the permission/Licenses along with the expenditure involved in getting these Permissions/Licenses from Fire Service, Excise Department, ET, FSSAI, Taxation department (GST), Labor Department, Licensing Branch, Local Police, Traffic Police, Health Department, Srinagar Municipal Corporation, Electricity board, etc. would be the responsibility of selected bidder. NMDFC would however facilitate the selected bidder in getting these permissions/Licenses.
9. It would be the responsibility of the selected bidder to arrange for sufficient number of dustbins, fire extinguishers, fire brigade, fire retardant spray, sand buckets, chair, tables, canopies, public address system, sound system for cultural programs, control rooms with adequate support staff, supervisors, water proofing of stalls, arrangement to close the stall from front side, round the clock fool proof security with required gadgets, adequate number of house-keeping staff for maintaining cleanliness, etc.
10. 100 theme based octomom Craft Stalls of size 10fts x 10fts under water proof pagodas raised on wooden platforms are to be put up for the Artisans. Each Craft stall must have Two table(1 wooden table and 1 octanorm table), 2 chairs, One steel Rack with 3 shelves, one electrical point, LED lights, One fan (if required), dustbin, front cover for securely closing stall at night, etc. However number of additional chairs/tables may be provided based on demand/requirement of the artisans.
11. The EMA shall also construct 15 theme based Food Stalls under pagodas raised on wooden platform for the Culinary Experts. The size of each food stalls would be 20fts x 15fts for culinary experts. Food Stalls are to be given three tables with frills & plastic sheets, one electrical point & Two chairs each along with 3focus white LED lights, dustbin. Extra Two Power Point connections are be provided in each Food Stall. The side walls shall be of flex on wooden frames with rear flex wall with creative depicting Food/Sweet items with curtain like sliding opening for passage into the cooking area.
12. Two Theme based covered Refreshment Zones with sufficient capacity to comfortably seat 50 persons, rectangular long tables of 4fts height having daily changeable plastic sheets on top & frills are to be provided in front of food stalls. The Refreshment Zones are to be covered from above to protect from Sun/Rain. The area is to be further decorated using drop down, ethnic material, etc.
13. Provision for cooking area behind every food stall has to be created. The cooking area behind the stalls would need to be covered from the rear & sides, so that it is not visible to the visitors. Water facility is to be given for each Food Stall. Further, temporary tin sheet sewage line to the nearest manhole is to be created for draining waste water from the cooking area behind each food stall. Dustbins to be provided in the cooking area with frequent clearance for cleanliness & hygiene. A separate area is to be provided for cleaning of utensils for the Food Stalls with proper drainage facility.
14. The bidder will have to facilitate the culinary experts coming from different parts of the country to get cooking & serving wares, cooking gas, raw material, etc. The selected bidder has to ensure that the whole complex is fully lit up like a stadium and all food stalls have sufficient electricity and power points.
15. All the electrical cables and wires should be properly insulated and placed at the back of stalls fully secured from human contact. Wires of proper current carrying capacity should be used and ensure there is no power outage due to overheating or burning of wires. There should not be any loose wires. Silent Gen sets installation of required capacities for the event would be the responsibility of the selected bidder with the required permission from concerned agencies.
16. All electrical installations must be in accordance with the provision of the Regulations for Licensing and Controlling places of Public Amusement (other than Cinemas) and the performances of Public Amusement, 1980.
17. Removal of garbage from the site and its disposal to the nearest municipal corporation dustbin is the responsibility of selected bidder.

18. The selected bidder would also be responsible for constructing a stage and green room separately for Male & Female Artists. All the expenditure on ambience creation, JBL/Bose sound system (stand mikes, cordless mikes, Mapple Mike, etc as per requirement of performing artists) & adequate movable parkan light arrangements on truss in front of the stage and on both sides for the cultural program would be the responsibility of the selected bidder. All permissions required for cultural program from concerned authorities has to be arranged/taken by the event manager.
19. Publicity panel/standees & directional signages in English/Hindi/local language, hoardings, flex branding panels outside campus wall of Kashmir University, Srinagar would need to be carried out by the selected EMA. Pole branding would also need to be put up in the vicinity of the venue. Masking with ethnic print/USTTAD logo along with Hoarding on Scheme & Programs of Ministry/NMDFC would be put up on the inside of the boundary wall, entrance gates, behind stages and at other prominent places in the venue wherever boundary wall is visible from inside. The design & content for the same would be provided by NMDFC. **The Flex to be used for branding must be of STAR QUALITY for Good Get-up of printing.**
20. **The EMA shall also ensure that due publicity on Social Media and through Newspaper Advertisement is given to daily cultural programs. The newspaper advertisement should be released on alternate days. The creative in this regard should be got approved from NMDFC/Ministry.**
21. It shall be the responsibility of the selected bidder to set up NMDFC office with furniture, internet facility, 2 laptops and 1 Desktop (HP, Dell Lenova) with Laser printer, storage for pantry & other items, light, fixture, AC/Fan/cooler (if required), etc for executing the work of Lok Samvardhan Parv Exhibition.
22. A control Room is also required to be set-up for coordinating & maintaining the event. Staff of the EMA are to be placed here 24 x 7 for properly maintaining & operating of the event.
23. **It may please be noted that NMDFC shall provide the name of artisans and food vendors/cuisine experts. The Event Manager will not entertain any artisan/food vendor directly.** In case it is found that un-authorised stall/vendor is put up inside the venue, it will be the responsibility of the EMA to evict such un-authorised vendor/stall. Failure by the EMA to evict such un-authorised vendor/stall will be viewed very seriously and heavy penalty would be charged from the EMA and deducted from its Performance Bank Guarantee.
24. The entire open stretch/ground is to be covered by new & clean Carpet (properly taped/pasted/pegged to ground) and the area from the main entrance gate to Ministry Pavilion and from gate to stage/dais for inaugural function is to be covered by Red Carpet.
25. Extensive Promotion of the event on Social Media using digital platforms with arrangement for live feeds. Radio Jingles to be played on FM Channels, Advertisement on Local Cable Network. Distribution of Leaflets as handouts at prominent places and through Newspaper insertions during the Lok Samvardhan Parv period.
26. The Photographer and Videographer are to be deployed at least two days before the start of the event so that the work in progress captured can be put up on social media for creating interest amongst the public.
27. The Scope of Work is summarized here below:-

Sr.	Particulars
1.0	ARTISAN, FOOD & SWEET STALLS
1.1	• Arts & Crafts Stalls - 100 No. of Octonom stalls covered, waterproof roof in Pagoda with the minimum size of 10X10 Sq. Ft. for Artisans for showcasing/ selling of Handloom/ Handicraft Items on wooden platform. • Arts & Crafts stalls to be decorated using all the promotional collateral of Lok Samvardhan Parv on back walls, stall facia with logo, Lok Samvardhan Parv, Ministry of Minority Affairs, Name of Arts/ Crafts, Place of Artisans/ Craftsman. Small Story Boards of size 2 fts x 3 fts to be placed in each Craft Stall bringing out background of the artisan, product, process/method of production, etc. The story would be provided by NMDFC/Ministry in respect of each Artisan. • 2 Tables(1 wooden table and 1 octanorm table), 2 Chairs, 1 Electric Point, Focus LED white lights/LED Halogen Light, One Fan (if required), One dustbin, 2 Iron Racks with 3 shelves each, front cover for closing stall at night for safety, Carpet, etc. would be provided for 100 stalls. If required additional Tables and chairs will be provided to the artisans/ culinary experts. • Stall Facia, Table Facia will be as per actual size of the Stalls and tables with Lok Samvardhan Parv Logo.The same has to be approved by the NMDFC before installation. • Adequate space between stalls for free movement of visitors. Only new & clean material to be used for construction of Pagodas.
1.2	• Food Stalls - 15 No. of stalls covered, waterproof roof under Pagoda with the minimum size of 20X15 Sq. Ft. on wooden platform. • 3 Tables, 2 Chairs, 4 Electric Points (two points for use of freezers & heating ovens), 4 Focus LED white lights, 2 LED Halogen Light, One Fan (if required), One dustbin, branding on back wall with photo of food craft of that particular stall, front cover for closing stall at night for safety, Carpet, etc. If required additional Tables and chairs will be provided to the artisans/ culinary experts. • Theme based Fascia be created by using Lok Samvardhan Parv logo, Ministry of Minority Affairs, Name of Food Item, Place of Food/Culinary Expert. • Provision for cooking area behind every food stall has to be created. The cooking area behind the stalls would need to be covered from the Rear/Sides so that it is not visible to the visitors. Water facility is to be given for each Food Stall. Further, temporary sewage draining arrangement for draining waste water from the cooking area behind each food stall.

Sr.	Particulars
	Dustbins to be provided in the cooking area with frequent clearance for cleanliness & hygiene. Separate area for cleaning utensils with drainage facility to be provided. Two Theme based covered Refreshment Zones with sufficient capacity to seat 50 persons each in each Refreshment Zone (Decorative Mudda, Table & Chairs, stools, Hand Knitted Wooden Cot, etc.) and rectangular long tables of 4 fts height having daily changeable plastic sheets on top & frills are to be provided in front of food stalls. The Refreshment Zones are to be covered on top to provide shade/protection to visitors from Sun/Rain. The area is to be further decorated using drop down, etc. Proper lighting with parkan lights. Proper decoration of the Food Court should be done by using different props and electrical bulbs. • Table Facia will be as per actual size of the Stalls and tables, the same has to be approved by the NMDFC before installation.
2.0	AMBIENCE CREATION, STAGE, MINISTRY PAVILION & NMDFC OFFICE CUM CONTROL ROOM
2.1	<u>Welcome Gate Theme Based</u> 1 Theme Based wooden/MDF Gates with Size of 75 Ft. width X 35 Ft. Height and 1 Box Gate with the size 30Ft. X 40Ft. Size of the gate may vary as per the actual requirement and availability of space. Only Good Quality Paint to be used for the Gate. The Gate should be firmly fixed with truss support and inside of the gates should be the replica of outside the gate i.e., both sides of the gate should look alike. 2 backlit panels on each side of entrance gate of size 6 fts x 10 fts displaying the picture of Hon'ble Prime Minister and Hon'ble Minister of Minority Affairs, GOI,. 1 backlit Lok Samvardhan Parv logo on top of entrance gate with "Ministry of Minority Affairs, Government of India" on MDF Cut Letters put up on top of the Gate of size 8 fts x 2 fts, LED parkans with T-stand to light up the gate on either sides, etc. A Second Smaller Box Gate of size 25 fts x 20fts with 15fts width being replica of the main gate is also to be fabricated as separate exit point. A fire exit is also required to be created for evacuation in case of any emergency in consultation with the Fire Brigade, Srinagar.
2.2	<u>Flower Decoration</u> All Entrance and Exit Gates to be decorated with props and flowers for the Inaugural Function. Flora Design, One Big Floral Centre pieces.
2.3	<u>Venue Decoration</u> Entire Exhibition area is to be decorated to provide ethnic, carnival, mela look in line with the theme, with cloth triangular Jhandis, Multi Colour flags of Lok Samvardhan Parv near Ministry Pavilion, ethnic dropdowns, (such as Baloon, Metal Lanterns, Streamer Banner, Large Paper Lanterns), Decorative Colourful Lights, Decorative Plants Colorful Drapes on trees with serial mirchi colorful lights on all trees and bush/shrubs inside & those nearby tress/bushes on either side outside the venue, Decorative Plants on pathways/corners/Ministry Pavilion/NMDFC office, Signages in English/Hindi/local language, buntings, Pathways and aisle should be decorated from all sides. Trees and Poles to be decorated by using serial lights, props, etc. Fencing on all sides with tin barricades (if venue does not have boundary wall) to secure the venue/open field, masking with ethnic material/hoarding of the venue wherever required or as directed by the NMDFC. At least 10 (Ten) Artistic theme corners/Selfi Points are to be created in the exhibition venue apart from this a separate Kid Zone is also required to be created on one side of the venue. All theme corners/Selfi Points should have coloured parkan lights on each side (if two sided/3D). Each Artistic Theme MUST have Lok Samvardhan Parv Logo & Min of Minority Affairs, GOI prominently placed on it. Red Carpet in the passage from the Gate to the Ministry Pavilion and from Gate to the Stage/dais for inauguration ceremony is to be covered. The entire pathway and the exposed ground inside the venue is to be covered by carpet properly taped/pasted/pegged to the ground for neatness and to avoid accident due to tripping of visitors. PA system with speakers in entire venue for public announcement and running of light instrumental music. Guidelines of local authority to be strictly followed by EMA. Whole venue to be lit up fully like a Stadium. (White Metal Lights; Tower LED lights; LED Parcan Lights, LED Serial Lights; White Sodium Lights, Dome white light, Sky Beam Lights, etc.) The lights are also to be deployed in adequate number outside the venue on footpath, trees, bushes, colorful mirchi lights, designer lights with different kind of figures, etc so that venue appears distinctly lit up from a distance to attract attention of passersby. The number of lights to be put up will be as per requirement to light-up the entire venue like a stadium with no dark spots. Acrylic Lok Samvardhan Parv Cut Out in Local Language with font size of 10X6Ft. (excluding platform height). Total Carpet area as per actual requirement of the venue. The PIA would provide the additional Floor Carpet if required. New Carpets to be used for covering entire Lok Samvardhan Parv pavilion, no stains, no stitching/patches/cut will be allowed, if found, PIA shall be liable for penalty as decided by the competent authority. • Following may be arranged as part of Dais on stage for Inaugural function:- a). 10-15 Good Quality Chairs of which Two Chairs for VVIPs/Dignitaries.

Sr.	Particulars
	b). Matching Tables on Dais. c). Podium with Lok Samvardhan Parv Logo, Ministry of Minority Affairs to be displayed prominently. d). Mike on Podium, one Mike on Table and one Cordless Mike. e). Ethnic Cover on Dais on Stage for Inaugural function. f). Comparer for Inaugural Function. g). Flower pots on Dais Table. h). Flower Decoration on Stage/Dais. i). Cover in front of Stage/Dais for Guests/Press/Visitors with 10 two seater sofas, 10 single seater sofas, 10 center tables, 200 good quality banquet chairs with clean white covers. j). Side ramp with support railing, Red Carpet, Ethnic decoration for the VVIPs to move on dais during inaugural function. k). Good quality Shawls & bouquet for the felicitation of VVIPs and dignitaries (as per requirement). l). Traditional Welcome for the inaugural program.
2.4	One working office is to be created in 1000 Sq. Ft. Area with Electrical Points, 2 Computer Table(HP, Dell Lenova) 2 Laptops & One Multi functional Coloured Printer, High Back Chairs with proper Light Arrangements. Theme based VIP Lounge/ Pavilion is to be created in 5000 Sq. Ft. under Germen Hanger Area with Electrical Points, Office Table, High Back Traditional Chairs, Sofas, with proper Light Arrangements, 2 Tower Air Conditioners (if required), side tables, centre tables. Separate locked Pantry with storage facility having provision of CCD Tea/Coffee vending machine with two operators in proper uniform for Tea/coffee arrangement & 500 Number of Drinking water (200 ml bottles) on each day for guests for executing work of exhibition. 20-30 Lunch Packets for the office staff of NMDFC on daily basis. Tea/Snacks to be provided to NMDFC/Ministry office staff/guest once every evening. Arrangements for the Press Conference at the time of Inauguration of Lok Samvardhan Parv event and closing of the event. Backdrop, seating arrangements for media person. P2 LED wall of 6X8 Walls with Decorative Frame and 1 LED TV in VIP area. VIP Lounge/Pavilion is to be decorated with flowers/ props/Lanterns/ lamps on inauguration day. The scheme of the Ministry/NMDFC would be displayed properly by using 15 Acrylic Sandwich LED Panels. Catering services will be arranged for the inauguration day for VVIP/VIP Guests, Media/Press, etc. A branded Coffee vending machine to be installed in the VIP Pavilion for 9 days. A serving staff in proper uniform should also be deployed for 9 days. Number of serving staff will be as per the requirement and direction of the NMDFC on the day of inauguration. Two steel rack for placing brochures, One table & two bar chairs in the Reception area. "Ministry of Minority Affairs, Government of India" should be prominently written on backlit outside the Ministry Pavilion. One standing full size backlit photo of PM & Minister on the outside wall of the Ministry Pavilion. 15 Executive Class chairs/sofas and 10 glass centre table for VIP pavilion, if required PIA will make arrangements for more chair & table. This setup will be separate from the Stage Tables & Chairs. Separate Toilets for the VVIPs & Dignitaries attached to the Ministry Pavilion. Dedicated house-keeping staff to be deployed for keeping the toilet clean and hygienic.
2.5	<u>Stage & Green Room</u> One theme based stage size of 60ft. X 40ft. in waterproof German Hanger completely covered as per actual size of ground. PIA will arrange the Zimmy zip Camera setup for the stage during the Lok Samvardhan Parv event at Venue. Fabrication of separate Green Rooms (Ladies & Gents) with mirrors, hangers, Chairs/Sofas, Changing Room, Light and other necessary items/equipments as required. Proper Carpeting on the Floor to be maintained. A LED Backdrop (latest quality to avoid distortion of image) size of 30ft X 22ft (as per actual size) at the back stage. 3 LED Screens for live streaming of the event/film of Min, with the size of 8X10Ft. Seating Arrangements for visitors, hanging decorative items on truss, decorative items around the seating area. 500 Banquet Chairs to be used with sashes, 20 Two seater Sofas with centre tables, cooler/fans (as per requirement) Podium with proper branding of Lok Samvardhan Parv.

Sr.	Particulars
	Requisite lights on truss in front of the stage and both sides of stage (6 Parkan moving head on each of 3 truss with controller, 12 LED Par from back, 20 LED Parkan from front on stand, One smoke M/c, Light Control Board) ambience & JBL/Bose sound system (stand mikes, cordless mikes, Mapple Mike, P.A system, base, top, monitor, sound mixer, LED parcans, T-truss, sharpee, duel bass per side, duel tops per side, musicians monitor, side fills tower, 4 hand cordless mikes, D1 Box for Keyboard Guitar, Akg corded mike for musicians, etc as per requirement of performing artists), arrangement of mattress for live performances as per artist requirement, etc. Further, sound arrangement should be as per the requirement of the artists.
2.6	Parking Space with Parking Supervisors The PIA will make necessary arrangement for parking along with parking staff and security around the venue. The Branding of Lok Samvardhan Parv should also be done in Parking Area.
2.7	One Separate Enclosure of size 20 fts x 20 fts for Buyer Seller Meet/GEM Registration/Workshop by USTTAD Knowledge Partners is to be set-up with Light, Electric points, Chairs, Table, Sofa, AC/Cooler/ Fan, Laptop & Internet Facility, PPT facility, etc as required to undertake training program. .
2.9	Levelling & cleaning of venue before and after the event.
3.0	UTILITIES
3.1	50 No of persons Housekeeping Staff from reputed Agency i.e., 35 Male / 15 Female (supervisors and housekeeping/sweepers from 8.00 AM to 10.00 PM and Sweepers in night for cleaning and washing) with House-keeping Material & adequate Garbage pickup arrangement. PIA will ensure the entire Pavilion is neat & clean at every point of time. Proper placement of Dustbins has to be done. Fogging for mosquito to be done on daily basis in the evening, after visiting hours. 4 Office Boys/ Multi Task Staff on the day of Inauguration and Two Office Boys/ Multi Task Staff for other days of the event.
3.2	Security arrangements TO BE DEPLOYED FROM A VERY REPUTED AGENCY ONLY. 30 No. of Security Guards (25 Male & 5 Female or as per requirement on the instruction of NMDFC/Ministry), 1 Security Supervisors during visiting hours of Lok Samvardhan Parv and 25 Security Male Guards in nights in proper uniform, gear/required equipment. 2 No. of Door Frame Metal Doctors along with Frisking Cabin for Female at both gates. 2 Bouncers on each day during the Cultural Program. 1 Baggage X-Ray Machine at entry gate (Baggage Scanner). 50 No. of Walkie – Talkie 100 Nos. of CCTV Head Moving Cameras of HD Quality (or as required) with complete monitoring system and recording backup for entire Lok Samvardhan Parv Duration 24X7, with Control Room setup and responsible Monitoring Team. The PIA will make the arrangement of Wheel Chairs, E-Cycle at the all Entry Gates for the Dibyangs.
3.3	<u>Power Arrangement</u> Silent Generators to meet emergent power requirement (as per assessment in consultation with officials of NMDF) with operators and regular diesel supply for uninterrupted power, as per power requirement assessment. Further taking temporary electric connection of required load is the responsibility of the EMA. The security deposit for temporary electric connection is to be paid by the EMA.
3.4	<u>Fire Fighting Arrangement</u> 100 Fire extinguishers, 25 Water Drums, Sand Buckets on stands, etc. (Exact number to be decided in consultation with local fire brigade authorities) One Fire Brigade from 11.00 A.M to 9.30 P.M daily. The EMA can approach Fire Brigade Office for requisitioning Fire Brigade Engine. NMDFC to extend assistance if required. Payment for requisitioning Fire Engine shall be borne by the EMA.
3.5	10 Separate Good Quality Mobile Toilets for ladies & gents & one toilet for the differently abled person. One Bio Toilet for the VIP should be installed as part of the Ministry Pavilion and must be properly maintained/cleaned regularly. Sanitation staff to be deployed for cleaning/sanitizing the toilets and must carry out cleaning every half an hour to ensure complete cleanliness and hygiene. Hand soap, paper napkin, Toilet tissue rolls, Toilet fragrance, etc in toilets for maintaining hygiene during the entire period of Lok Samvardhan Parv.

Sr.	Particulars
3.6	5 number of water tankers (or as required) for each day to facilitate vendors for cooking & cleaning. Also tankers daily for drinking water separately. There should be piped connection for providing water to the Food/Sweet stalls.
3.7	<u>Medical Arrangement</u> • One Separate First Aid enclosure under Pagoda at best suited place along with one qualified Doctor & Nurse and necessary medicines, equipments etc. • Provision of One Fully Equipped Ambulance with One Doctor, One Paramedic staff & necessary first aid/medicine.
4.0	PROMOTION & PUBLICITY AT VENUE
4.1	Uniform branding of flex on wooden frames of approx. 1000 running mtrs outside outside boundary wall on 3 sides (front, back & one side facing the road), on barricading facing the parking/utilities and inside portion exposed portion of boundary wall with Schemes of Ministry, NMDFC and Theme related pictures. Masking by white cloth/ with cloth having ethnic pictures/USTTAD logo on the inside of the exposed portion of the boundary wall, entrance gates, behind stage, toilet zone, other prominent places in consultation with NMDFC officials, etc.. Only New & Clean material to be used. The design & content for the same would be provided by NMDFC. The Flex to be used for branding must be of STAR QUALITY for Good Get-up of printing.
4.2	Designing & fabrication of Welcome & Collage Standees (50 Nos of size 3 Ft. x 6 Ft.) on wooden frames. 500 number of Pole branding of size 4 X 2 Ft. for pulling on all electric poles leading to the venue. 25,000 Carry Bag with Lok Samvardhan Parv branding of small, medium and large sizes. Pole branding at the Venue, size of 4Ft X 3Ft (as per requirement) Publicity Panels of size 6 Ft X 8 Ft (as required). Bunting with PVC Pole with the size of 8Ft X 3Ft (as per requirement). Table Facia, Stall Facia (Food & Sweet and Craft) on neatly pasted sun board will be as per the actual size of the already constructed and Octonom stalls. The PIA will do the actual measurement of each stall and prepare the Facia accordingly in wooden frame. The designs, size and content will be finalized by NMDFC. Direction Panels (Nos. of size 3 Ft x 2 Ft as per requirement). All the flex used for branding must be of Star Quality for Good Get-up with fine quality printing. No faded/poor quality of printing on flex will be installed in and outside of the venue. 500 Invitation Cards and Parking stickers printed as per design. E-Invitation to be designed accordingly and circulated. Delivery of Invites to be ensured by PIA with delivery proof.
4.3	<u>Social/Electronic / Print Media / Promotion</u> PIA will design creatives of newspaper coloured advertisement with due approval of NMDFC/Ministry. The approved advertisement to be released on three days of the event in prominent English/Hindi/Urdu/Local Language Newspapers. PIA to submit media plan for approval to NMDFC/Ministry. Size of the advertisement to be decided in consultation with NMDFC/Ministry. PIA will design, print and distribute Pamphlets through News paper insertions daily in prominent colonies. PIA will do the radio publicity before and during the event. Content & Media Plan to be approved by NMDFC/Ministry. The script, its recording to be done by PIA as per directions/approval of NMDFC/Ministry. PIA will do the TV/audio visual advertisements/ publicity before and during the Lok Samvardhan Parv event. PIA will ensure and provide the edited videos. The content would be finalized by the NMDFC/the Ministry. Making arrangements & payment for the visits of the Bloggers, Youtubers to visit the Lok Samvardhan Parvand create publicity on social media platform. The PIA will have to start the social media activities one week prior to start of the Lok Samvardhan Parv event. The Social Media should be done very aggressively on all digital mediums like Facebook, X, Instagram, Google, YouTube, Whatsapp, etc. The social media promotion should be monitored on regular basis and compliance report must be submitted to NMDFC on daily basis. Pre-launch activities 5-6 daily post on each social media platform one week before start of the events, key highlights of the Lok Samvardhan Parv, participation of traditional Arts & Crafts and Culture, etc. A dedicated manpower will be deployed at the venue for the entire duration of the Lok Samvardhan Parv for the Live Coverage on Social Media like Facebook, Instagram, X, YouTube, etc. The dedicated manpower will cover all the important events like inauguration of the event, cultural programme activities, daily visitor feedback, etc. A dedicated team will be deployed for above indicated activities for the social media by the PIA. The Social Media team will directly report to the NMDFC/ Ministry officials during the Lok Samvardhan Parv event.

Sr.	Particulars
	A paid promotion campaign will be carried out by the PIA for the promotion of Lok Samvardhan Parv website. A dedicated budget may be proposed/decided in consultation with NMDFC before start of the social media campaign. A utilization certificate would be furnished by the PIA in this regard. The cost being part of overall quoted cost of the event by the PIA. All the social media post would be promoted at national level, if required international level also.
4.4	<u>Photography & Videography</u> 2 Photographer & 3 HD Video Camera for the inaugural function. One Photographer & 2 Videographer for other days of exhibition from 10.00 AM to 9.30 P.M. The live streaming of (Stalls/food Court and cultural programme) will be done through these video cameras with switcher console with operator with computer system. These cameras should be with HDMI port along with the cable as per actual requirement during the event. 1 Laptop with configuration of 8GB RAM, Corei5 8th Generation, Window 10 minimum or as required at the time for testing of live streaming and 2 Laptops for office use with same configuration. 4G/5G Internet Broadband with Wifi facilities of appropriate speed to be provided during the Lok Samvardhan Parv for Live streaming of the Lok Samvardhan Parv event. Photographer & Videographers to be deployed two days before start of the event for shooting of Lok Samvardhan Parv event for live streaming and virtual tour. The photographers/ videographers should be very professional and should have the experience of filming and portfolio and product shooting. Photo shoot of the products. Interview with the Artisans/visitors to be obtained about their experiences. Drone Cameras is also required on daily basis for recording and live streaming. Soft copy of video/photos to be given in Hard Disc on daily basis to NMDFC. Promo/ Teaser Videos/Posters will be created by the PIA for promotion on social media platform before start of the Lok Samvardhan Parv event. Post event videos/creatives to be created by the PIA and submitted within 3 days after successful completion of the Lok Samvardhan Parv event. 15 minute and 8 minute films covering the event, its inauguration, interview with artisans/visitors depicting their feedback/experiences, cultural programs, visit by dignitaries, etc. with voice over, graphics, etc is to be prepared and first cut submitted to NMDFC within 3 days of culmination of the event. Final film to be submitted within 7 days incorporating the changes/suggestions given by NMDFC.
5.0	MISCELLANEOUS
5.1	2 Ushers for the Ministry Pavilion. Two Extra Usher for the Inauguration day.
5.2	200 number of Photo I-Card with Logo strip printing of Lok Samvardhan Parv, Stall Number, Name of Artisan, Type of Product, Place, etc with jacket and string. 50 Nos. of Id-Cards with logo of Lok Samvardhan Parv, Name of Officials, etc. for the officials with Lanyard and String. 50 Nos. of Id-Cards with logo of Lok Samvardhan Parv for the Media with Lanyard and String. 25 Nos. of Chef Caps, 75 Aprons, 100 hand gloves. 200 Nos. of Caps & 250 Nos. of T-Shirts (of different sizes – 36, 40, 42, 44). Caps, T- Shirts & Aprons will have Logo of Lok Samvardhan Parv. The design and material of the T-shirt, Cap and Aprons would be finalized with NMDFC. 50 Nos. of Caps & T-Shirts for the use of Staff/Officials. The same would be finalized with consultation of NMDFC.
5.3	Insurance Cover of Rs.10.00 crs for the entire period of the exhibition.
5.4	All permissions from local authorities. Expenditure incurred thereof is to be borne by the EMA.
OUTDOOR PUBLICITY	
6	The EMA shall also be carrying out Outdoor Publicity of the event one week prior to start of the event. The outdoor publicity shall be carried out through DAVP empanelled agencies at DAVP rates and Sites. The EMA shall submit the Media Plan and the Creatives for approval of the competent authority. Payment to EMA shall be made separately for the outdoor publicity based on the approved media plan at DAVP/BOC approved rates.

INSTRUCTIONS TO THE BIDDERS

1. PROPOSED PROJECT

National Minorities Development & Finance Corporation (NMDFC) under Administrative control of Ministry of Minority Affairs, GOI incorporated u/s 25 of Companies Act, 1956 (now section 8 under companies Act, 2013) is organising Lok Samvardhan Parv under the USTTAD scheme of the Ministry of Minority Affairs from 5th to 13th April, 2025. The exhibition is to be put up at Kashmir University Ground, Srinagar by putting up 100 number of Theme Based Octonorm Craft Stalls for Artisans of size 10fts x 10fts for showcasing Handloom/Handicraft items. The craft Stalls must be placed under pagodas and placed on wooden platform. Further, 15 nos. of Theme Based Food Stalls of size 20fts x 15fts under Pagodas on wooden platform are also required to be fabricated. The Event Management Agency (EMA) shall be required to Design, Fabricate & Branding of theme based Ministry Pavilion. Office cum control room for NMDFC would also need to be erected. Besides, stage with **LED Backdrop (P2), Two Green Rooms of size 20 fts x 20 fts (separate for male/female)**, small console room would also need to be fabricated along with profile light on truss **in front and both sides** of stage, JBL/Bose sound system, P.A System, 250 banquet chairs, 20 Two seater sofa sets, Fans/Coolers (as per requirement), etc for cultural program. A dais with a side ramp is to be arranged for the inaugural function as per Scope of work. The stage should be adequately lit-up with moving parkin lights.

2. REJECTION OF BIDS

The Bid will be considered Non Responsive & summarily rejected in case it does not fulfil any one or more of the following conditions:-

- a). If Bid processing fees is not enclosed.
- b). If Bid Security Declaration in lieu of EMD (as per Annexure-6) is not provided by the bidder.
- c). If the bidder tries to put any influence.
- d). If the bidder furnished false information.
- e). If the Authorised Signatory has not signed with official seal on all pages of the bid document.
- f). Any bid received after the bid due date/time prescribed in the Tender Document.
- g). Any bid indicating conditions beyond those indicated in this Tender Document i.e. conditional bid shall be rejected.
- h). If Price is indicated in the Technical Document.
- i). Bids shall remain valid for 90 days after the date of Bid opening prescribed by NMDFC. A Bid valid for a shorter period shall be rejected as non-responsive.
- J). If the bidder is not empanelled as Multi Media Agency with DAVP/BOC.

3. Obligations of NMDFC

All material for creatives will be provided by the NMDFC while creatives will be developed by the EMA.

4. Criteria for Selection of Bidders

Selection Criteria

The selection of EMA will be through Composite Quality cum Cost Based System (CQCBS). The weightage for Technical Criteria (based on presentation) will be 70 while Financial Criteria will be 30. The agency who quotes lowest in the financial bid shall be given 30 marks. The financial quotes of other bidders shall be computed as follows

$(L-1 \text{ divided by } Lx) \text{ multiplied by } 100 \text{ wherein } X \text{ is the bid quoted by } L 2, L3, L 4.$

a. Composite Score of the Bidders:-

Composite Score of the Bidders shall be worked out as under:

Bidder's Scores		Weightage	Weighted Score
(A)	Technical Score	70	
(B)	Financial score	30	
Composite Weighted Score of the Bidder (A+B)			

The Bidders who has secured the highest Composite Score shall be declared the Preferred Bidder.

- b. The Technical Evaluation shall be based on the presentation made by the bidder before Tender Evaluation Committee (TEC) covering the proposed **concept, approach, theme and design of the exhibition based on the scope of work**. The quantity and details of various components, manpower teams may also be indicated during presentation. The soft copy of the presentation may also be given to NMDFC after the presentation. **The TEC**

shall recommend for opening of Financial Bid of only those Bidders, whose Bid(s) have been found to be Responsive and who score 80 marks or more out of 100 marks after Technical Evaluation.

c. Financial Score

30 Marks

The financial bid is to be quoted in the prescribed format as at **Annexure-2**.

c. NMDFC reserves all the rights related to the opening, evaluation and cancellation of Bids without assigning any reasons thereof. In case of any ambiguity while comparing the rates offered by the bidders, NMDFC reserves all the rights to decide on the issue of identifying selected bidder.

d. Special Conditions for Evaluation

The Preferred Bidder would be selected as per criteria mentioned. However, in the event that two or more Bidders secure exactly the same Composite Score, then NMDFC reserves the right to declare as Preferred Bidder whose, Presentation Score is highest among such Bidders who have secured exactly the same Composite Score.

GENERAL TERMS & CONDITIONS

I. OTHER CONDITIONS:-

- a). **Liquidated Damages:-** The entire work as listed in the scope of work is to be completed by 6.00 P.M on 4th April, 2025. The bare space will be handed over to the EMA in the morning of 1st April, 2025 and the entire work of setting up of exhibition as per the work order is to be completed accordingly by 6.00 P.M on 4th April, 2025. The above time schedule is required to be strictly adhered to and followed. Liquidated Damages will be applicable, on the entire value of the contract. In case of delay in completion of a specific job beyond the date/time of completion as indicated above. Penalty would be applicable at the rate of 25% of the contract value for delay of each day, subject to maximum of 50% of the contract value. The penalty shall be recoverable from the Performance Guarantee provided by the agency.

Further, in case of delay to deliver the work within stipulated program, NMDFC reserves the right to terminate the contract and get all the jobs or the delayed job completed through another agency of its choice. Any extra expenditure that NMDFC incurs for completion of the balance job/s through another agency on account of higher rates quoted by the new agency, will be recovered from the selected bidder's account or Performance Guarantee. Moreover, NMDFC shall also be entitled to all other legal proceedings as may be required for shortfalls in recovery.

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

- (i). In the light of directions issued by the Ministry of Finance Vide OM Nos-F.9/4/2020-PPD dated 12.11.2020, all the bidding agencies are exempt from submission of Earnest Money Deposit (EMD) for participation in the bidding process for branding, managing & setting up of Lok Samvardhan Parv Exhibition. The bidding Agencies shall however have to submit Bid Security Declaration on their Letter Head duly Signed and Stamped by the Authorised Signatory of the Company in the format enclosed as **Annexure-6**.
- (ii). The Bidder shall be debarred from participating in bidding process with NMDFC for a period of 2 years on account of one or more of the following reasons:-
- a) The Bidder withdraws their Bid during the period of Bid validity of 90 days.
 - b) Bidder does not respond to requests for clarification of their Bid.
 - c) Bidder fails to co-operate in the Bid evaluation process, and
 - d) In case of a successful Bidder, the said Bidder fails: to sign the Agreement in time; or fails to furnish Performance Guarantee.

c). **Performance Guarantee**

- (i). The selected bidder shall submit Performance Guarantee / Demand Draft equal to 3% of the contract price or as mentioned in the LOI to the Dy. Gen. Mgr.(Fin), NMDFC at the time of signing of Agreement, in the given format, issued from any Scheduled Bank.
- (ii). The performance guarantee shall be valid for the period of contract and which will be released after successful and satisfactory completion of the exhibition.
- (iii). If the selected bidder fails to remit the performance guarantee, the EMD remitted by him will be forfeited and his bid will be held void.
- (iv). Format of Performance Guarantee will be provided to shortlisted bidder along with the LOI.

d). **Payment Terms**

The stages of payment shall be as under:-

Instalment	Deliverables	Percentage
1st	• Issuance of Work Order • Acceptance of Work Order • Submission of Performance Bank Guarantee /FD/DD of Equal Amount in favour of NMDFC .	30%
2nd	• Completion of the entire work related to organization of the Lok Samvardhan Parv event • Successful Inauguration of Lok Samvardhan Parv.	30%
3rd	• After Successful Completion of the Lok Samvardhan Parv Event	20%
4th	• After Successful Completion of the Event and Submission of Utilization Certificate for 1st, 2nd & 3rd Installment along with all the supporting bills and invoices and scrutiny thereof.	20%

- e). NMDFC reserves the right to reject any or all the Bids without assigning any reason whatsoever.
- f). The bidder must comply with the terms and conditions of contract. No deviations shall be entertained.
- g). In case of any dispute, decision of competent authority will be final and binding.
- h). The bidder must furnish a declaration (**as per Annexure-5**) to the effect that it has not been blacklisted in the recent past by any Government Authority / Public Sector Organization etc.

II. Force Majeure

If at any time, during the continuance of this contract, the performance in whole or in part by either party of any obligations under this contract shall be prevented or delayed by reason of any war, or hostility, acts of the public enemy, civil commotion, sabotage, fires, floods, explosions quarantine restrictions, strikes, lockouts or act of God (herein after referred to as events) provided notice of happenings, of any such eventually is given by party either party to the other within 21 days from the date of occurrence thereof, neither party shall be reason of such event be entitled to terminate this contract nor shall either party have any such claim for damages against the other in respect of such non-performance, or relay in performance, and deliveries under the contract shall be resumed as soon as practicable after such event may come to an end or cease to exist, and the decision of the NMDFC will be final and conclusive.

III. Arbitration

- (a) If a dispute of any kind whatsoever arises between the NMDFC and the bidder in connection with, or arising out of, the Contract or the execution of the works or after their completion and whether before or after the repudiation or other termination of the contract, including any disagreement by either party with any action, in action, opinion, instruction, determination, the matter in dispute shall be settled by arbitration in accordance with the Indian Arbitration and Conciliation Act, 1996 or any statutory amendment thereof.
- (b) The reference to arbitration may proceed notwithstanding that the works shall not then be or be alleged to be completed, provide always that the obligations of the NMDFC and the bidder shall not be altered by reason of the arbitration being conducted during the progress of the works. Neither party shall be entitled to suspend the works, payments to the bidder shall be continued to be made as provided by the contract.
- (c) Arbitration proceedings shall be held at Delhi and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English. The jurisdiction of the court will be Delhi.
- (d) The decision of the majority of arbitrators shall be final and binding upon both parties. The expenses of the arbitrator as determined by the arbitrators shall be shared equally by the NMDFC and the bidder. However, the expenses incurred by each party in connection with the preparation, presentation, etc., of its case prior to, during and after the arbitration proceedings shall be borne by each party itself.
- (e) All arbitration awards shall be in writing and shall state the reasons for the award.
- (f) Penalty/Liquidated Damages shall not fall under the Arbitration clause.

IV) Cancellation / Postponement of Programme

In case the organising of the Lok Samvardhan Parv Exhibition is cancelled or postponed due to any reason, no claims shall be made by the bidder on NMDFC.

V). ANNEXURES (To be filled up and submitted by the bidders)

- a).Annexure-1 :-Technical Proposal Submission Letter
- b).Annexure-2 :- Financial Bid Format
- c).Annexure-3 :- Obligation / Compliance to be Ensured by Bidder
- d).Annexure-4 :- Indemnity Undertaking
- e).Annexure-5 :- Declaration for Non Blacklisted/Non Banned
- f). Annexure-6 :- Bid Security Declaration
- g).Annexure-7 :- Layout Plan of Convocation Ground, University of Kashmir, Srinagar.

ANNEXURE-1

**TECHNICAL PROPOSAL SUBMISSION LETTER
(On letter head of the Agency)**

To:
Dy. General Manager (Fin)
National Minorities Development & Finance Corporation
1st Floor, Core-1, Scope Minar,
Laxmi Nagar, Delhi – 110 092.

[Location, Date]

Dear Sir:
Dear Sir:

We / I, the undersigned, offer to provide the services to conceptualize, design, fabricate & branding of the Ministry Pavilion & Artisan/food stalls for organising Lok Samvardhan Parv exhibition from 5th April to 13th April, 2025 in open field at Kashmir University Grounds, Srinagar as per the Guidelines, Terms & Conditions mentioned in this Tender document. We / I are/am here by submitting our Proposal, which includes the Technical Proposal & Financial Bid.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it would lead to our disqualification.

Thanking You,

Yours Sincerely,

Authorized Signature [In full and initials]:
Name and Title of Signatory:
Name of Firm:
Address:

* Proposal should be submitted on the official letter head of the company

FINANCIAL BID FORMAT
(On letter head of the Agency)

Tender Document No. : _____

To:
Dy. General Manager (Fin)
National Minorities Development & Finance Corporation
1st Floor, Core-1, Scope Minar,
Laxmi Nagar, Delhi – 110 092.

[Location, Date]

Dear Sir:

We / I, the undersigned, offer to provide the services to conceptualize, design, fabricate & branding of the Ministry Pavilion & Artisan/Food stalls for organising Lok Samvardhan Parv exhibition from 5th April to 13th April, 2025 in open field at Kashmir University Grounds, Srinagar as per the Terms of Reference given in this Tender Document within the time specified and in accordance with the specifications, design and instructions as per “Instructions to Bidders and General Terms & Conditions”. The detail price bid in prescribed format is enclosed herewith.

Thanking you.

Yours faithfully,

Signature of the Bidder with Seal

FINANCIAL BID IN RESPECT OF SCOPE OF WORK FOR AGENCY BEING HIRED FOR DESIGNING, FABRICATING & BRANDING FOR ORGANISING LOK SAMVARDHAN PARV EXHIBITION AT KASHMIR UNIVERSITY GROUNDS, SRINAGAR FROM 5TH TO 13TH APRIL, 2025.

Sr.	Particulars	AMOUNT IN Rs
1.0	ARTISAN, FOOD & SWEET STALLS	
1.1	- Arts & Crafts Stalls - 100 No. of Octonorm stalls covered, waterproof roof in Pagoda with the minimum size of 10X10 Sq. Ft. for Artisans for showcasing/ selling of Handloom/ Handicraft Items on wooden platform. The size of 20 crafts stalls may increase as per the actual requirements. - Arts & Crafts stalls to be decorated using all the promotional collateral of Lok Samvardhan Parv on back walls, stall facia with logo, Lok Samvardhan Parv, Ministry of Minority Affairs, Name of Arts/ Crafts, Place of Artisans/ Craftsman. Small Story Boards of size 2 fts x 3 fts to be placed in each Craft Stall bringing out background of the artisan, product, process/method of production, etc. The story would be provided by NMDFC/Ministry in respect of each Artisan. 2 Tables(1 wooden table and 1 octanorm table),2 Chairs, 1 Electric Point, Focus LED white lights/LED Halogen Light, One Fan (if required), One dustbin, 2 Iron Racks with 3 shelves each, front cover for closing stall at night for safety, Carpet, etc. would be provided for 100 stalls. If required additional Tables and chairs will be provided to the artisans/ culinary experts. - Stall Facia, Table Facia will be as per actual size of the Stalls and tables with Lok Samvardhan Parv Logo.The same has to be approved by the NMDFC before installation. - Adequate space between stalls for free movement of visitors. Only new & clean material to be used for construction of Pagodas.	
1.2	- Food Stalls - 15 No. of stalls covered, waterproof roof under Pagoda with the minimum size of 20X15 Sq. Ft. on wooden platform. 3 Tables, 2 Chairs, 4 Electric Points (two points for use of freezers & heating ovens), 4 Focus LED white lights, 2 LED Halogen Light, One Fan (if required), One dustbin, branding on back wall with photo of food craft of that particular stall, front cover for closing stall at night for safety, Carpet, etc. If required additional Tables and chairs will be provided to the artisans/ culinary experts. - Theme based Fascia be created by using Lok Samvardhan Parv logo, Ministry of Minority Affairs, Name of Food Item, Place of Food/Culinary Expert. - Provision for cooking area behind every food stall has to be created. The cooking area behind the stalls would need to be covered from the Rear/Sides so that it is not visible to the visitors. Water facility is to be given for each Food Stall. Further, temporary sewage draining arrangement for draining waste water from the cooking area behind each food stall. Dustbins to be provided in the cooking area with frequent clearance for cleanliness & hygiene. Separate area for cleaning utensils with drainage facility to be provided. - Two Theme based covered Refreshment Zones with sufficient capacity to seat 50 persons each in each Refreshment Zone (Decorative Mudda, Table & Chairs, stools, Hand Knitted Wooden Cot, etc.) and rectangular long tables of 4 fts height having daily changeable plastic sheets on top & frills are to be provided in front of food stalls. The Refreshment Zones are to be covered on top to provide shade/protection to visitors from Sun/Rain. The area is to be further decorated using drop down, etc. Proper lighting with parkan lights. Proper decoration of the Food Court should be done by using different props and electrical bulbs. - Table Facia will be as per actual size of the Stalls and tables, the same has to be approved by the NMDFC before installation.	
2.0	AMBIENCE CREATION, STAGE, MINISTRY PAVILION & NMDFC OFFICE CUM CONTROL ROOM	
2.1	<u>Welcome Gate Theme Based</u> 1 Theme Based wooden/MDF Gates with Size of 75 Ft. width X 35 Ft. Height and 1 Box Gate with the size 30Ft. X 40Ft. Size of the gate may vary as per the actual requirement and	

Sr.	Particulars	AMOUNT IN Rs
	availability of space. Only Good Quality Paint to be used for the Gate. The Gate should be firmly fixed with truss support and inside of the gates should be the replica of outside the gate i.e., both sides of the gate should look alike. 2 backlit panels on each side of entrance gate of size 6 fts x 10 fts displaying the picture of Hon'ble Prime Minister and Hon'ble Minister of Minority Affairs, GOI., 1 backlit Lok Samvardhan Parv logo on top of entrance gate with "Ministry of Minority Affairs, Government of India" on MDF Cut Letters put up on top of the Gate of size 8 fts x 2 fts, LED parkans with T-stand to light up the gate on either sides, etc. A Second Smaller Box Gate of size 25 fts x 20fts with 15fts width being replica of the main gate is also to be fabricated as separate exit point. A fire exit is also required to be created for evacuation in case of any emergency in consultation with the Fire Brigade, Srinagar.	
2.2	<u>Flower Decoration</u> All Entrance and Exit Gates to be decorated with props and flowers for the Inaugural Function. Flora Design, One Big Floral Centre pieces.	
2.3	<u>Venue Decoration</u> Entire Exhibition area is to be decorated to provide ethnic, carnival, mela look in line with the theme, with cloth triangular Jhandis, Multi Colour flags of Lok Samvardhan Parv near Ministry Pavilion, ethnic dropdowns, (such as Balloon, Metal Lanterns, Streamer Banner, Large Paper Lanterns), Decorative Colourful Lights, Decorative Plants Colorful Drapes on trees with serial mirchi colorful lights on all trees and bush/shrubs inside & those nearby trees/bushes on either side outside the venue, Decorative Plants on pathways/corners/Ministry Pavilion/NMDFC office, Signages in English/Hindi/local language, buntings, Pathways and aisle should be decorated from all sides. Trees and Poles to be decorated by using serial lights, props, etc. Fencing on all sides with tin barricades (if venue does not have boundary wall) to secure the venue/open field, masking with ethnic material/hoarding of the venue wherever required or as directed by the NMDFC. At least 10 (Ten) Artistic theme corners/Selfi Points are to be created in the exhibition venue apart from this a separate Kid Zone is also required to be created on one side of the venue. All theme corners/Selfi Points should have coloured parkan lights on each side (if two sided/3D). Each Artistic Theme MUST have Lok Samvardhan Parv Logo & Min of Minority Affairs, GOI prominently placed on it. Red Carpet in the passage from the Gate to the Ministry Pavilion and from Gate to the Stage/dais for inauguration ceremony is to be covered. The entire pathway and the exposed ground inside the venue is to be covered by carpet properly taped/pasted/pegged to the ground for neatness and to avoid accident due to tripping of visitors. PA system with speakers in entire venue for public announcement and running of light instrumental music. Guidelines of local authority to be strictly followed by EMA. Whole venue to be lit up fully like a Stadium. (White Metal Lights; Tower LED lights; LED Parcan Lights, LED Serial Lights; White Sodium Lights, Dome white light, Sky Beam Lights, etc.) The lights are also to be deployed in adequate number outside the venue on footpath, trees, bushes, colorful mirchi lights, designer lights with different kind of figures, etc so that venue appears distinctly lit up from a distance to attract attention of passersby. The number of lights to be put up will be as per requirement to light-up the entire venue like a stadium with no dark spots. Acrylic Lok Samvardhan Parv Cut Out in Local Language with font size of 10X6Ft. (excluding platform height). Total Carpet area would be around 5,00,000 Sq. Ft. This may vary as per actual requirement of the venue. The PIA would provide the additional Floor Carpet if required. New Carpets to be used for covering entire Lok Samvardhan Parv pavilion, no stains, no stitching/patches/cut will be allowed, if found, PIA shall be liable for penalty as decided by the competent authority. • Following may be arranged as part of Dais on stage for Inaugural function:- 10-15 Good Quality Chairs of which Two Chairs for VVIPs/Dignitaries. - Matching Tables on Dais. - Podium with Lok Samvardhan Parv Logo, Ministry of Minority Affairs to be displayed prominently.	

Sr.	Particulars	AMOUNT IN Rs
	d). Mike on Podium, one Mike on Table and one Cordless Mike. e). Ethnic Cover on Dais on Stage for Inaugural function. f). Comparer for Inaugural Function. g). Flower pots on Dais Table. h). Flower Decoration on Stage/Dais. i). Cover in front of Stage/Dais for Guests/Press/Visitors with 10 two seater sofas, 10 single seater sofas, 10 center tables, 200 good quality banquet chairs with clean white covers. j). Side ramp with support railing, Red Carpet, Ethnic decoration for the VVIPs to move on dais during inaugural function. k). Good quality Shawls & bouquet for the felicitation of VVIPs and dignitaries (as per requirement). l). Traditional Welcome for the inaugural program.	
2.4	One working office is to be created in 1000 Sq. Ft. Area with Electrical Points, 2 Computer Table (HP, Dell Lenova) with 2 Laptops & One Multi functional Coloured Printer, High Back Chairs with proper Light Arrangements. Theme based VIP Lounge/ Pavilion is to be created in 5000 Sq. Ft. under German Hanger Area with Electrical Points, Office Table, High Back Traditional Chairs, Sofas, with proper Light Arrangements, 2 Tower Air Conditioners (if required), side tables, centre tables. Separate locked Pantry with storage facility having provision of CCD Tea/Coffee vending machine with two operators in proper uniform for Tea/coffee arrangement & 500 Number of Drinking water (200 ml bottles) on each day for guests for executing work of exhibition. 20-30 Lunch Packets for the office staff of NMDFC on daily basis. Tea/Snacks to be provided to NMDFC/Ministry office staff/guest once every evening. Arrangements for the Press Conference at the time of Inauguration of Lok Samvardhan Parv event and closing of the event. Backdrop, seating arrangements for media person. P2 LED wall of 6X8 Walls with Decorative Frame and 1 LED TV in VIP area. VIP Lounge/Pavilion is to be decorated with flowers/ props/Lanterns/ lamps on inauguration day. The scheme of the Ministry/NMDFC would be displayed properly by using 15 Acrylic Sandwich LED Panels. Catering services will be arranged for the inauguration day for VVIP/VIP Guests, Media/Press, etc. A branded Coffee vending machine to be installed in the VIP Pavilion for 9 days. A serving staff in proper uniform should also be deployed for 9 days. Number of serving staff will be as per the requirement and direction of the NMDFC on the day of inauguration. Two steel rack for placing brochures, One table & two bar chairs in the Reception area. "Ministry of Minority Affairs, Government of India" should be prominently written on backlit outside the Ministry Pavilion. One standing full size backlit photo of PM & Minister on the outside wall of the Ministry Pavilion. 15 Executive Class chairs/sofas and 10 glass centre table for VIP pavilion, if required PIA will make arrangements for more chair & table. This setup will be separate from the Stage Tables & Chairs. Separate Toilets for the VVIPs (bio toilets) & Dignitaries attached to the Ministry Pavilion. Dedicated house-keeping staff to be deployed for keeping the toilet clean and hygienic.	
2.5	<u>Stage & Green Room</u> One theme based stage size of 60ft. X 40ft. in waterproof German Hanger completely covered as per actual size of ground. PIA will arrange the Zimmy zip Camera setup for the stage during the Lok Samvardhan Parv event at Venue. Fabrication of separate Green Rooms (Ladies & Gents) with mirrors, hangers, Chairs/Sofas, Changing Room, Light and other necessary items/equipments as required. Proper Carpeting on the Floor to be maintained. A LED Backdrop (latest quality to avoid distortion of image) size of 30ft X 22ft (as per actual size) at the back stage. 5 LED Screens for live streaming of the event/film of Min, with the size of 8X10Ft. Seating Arrangements for visitors, hanging decorative items on truss, decorative items around the seating area. 500 Banquet Chairs to be used with sashes, 20 Two seater Sofas with centre tables, cooler/fans (as per requirement)	

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	Podium with proper branding of Lok Samvardhan Parv. Requisite lights on truss in front of the stage and both sides of stage (6 Parkan moving head on each of 3 truss with controller, 12 LED Par from back, 20 LED Parkan from front on stand, One smoke M/c, Light Control Board) ambience & JBL/Bose sound system (stand mikes, cordless mikes, Mapple Mike, P.A system, base, top, monitor, sound mixer, LED parcans, T-truss, sharpee, duel bass per side, duel tops per side, musicians monitor, side fills tower, 4 hand cordless mikes, D1 Box for Keyboard Guitar, Akg corded mike for musicians, etc as per requirement of performing artists), arrangement of mattress for live performances as per artist requirement, etc. Further, sound arrangement should be as per the requirement of the artists.	
2.6	Parking Space with Parking Supervisors The PIA will make necessary arrangement for parking along with parking staff and security around the venue. The Branding of Lok Samvardhan Parv should also be done in Parking Area.	
2.7	One Separate Enclosure of size 20 fts x 20 fts for Buyer Seller Meet/GEM Registration/Workshop by USTAD Knowledge Partners is to be set-up with Light, Electric points, Chairs, Table, Sofa, AC/Cooler/ Fan, Laptop, Internet, PPT Facility or facilities required to undertake training program in consultation with NMDFC.	
2.9	Levelling & cleaning of venue before and after the event.	
3.0	UTILITIES	
3.1	50 No of persons Housekeeping Staff from reputed Agency i.e., 35 Male / 15 Female (supervisors and housekeeping/sweepers from 8.00 AM to 10.00 PM and Sweepers in night for cleaning and washing) with House-keeping Material & adequate Garbage pickup arrangement. PIA will ensure the entire Pavilion is neat & clean at every point of time. Proper placement of Dustbins has to be done. Fogging for mosquito to be done on daily basis in the evening, after visiting hours. 4 Office Boys/ Multi Task Staff on the day of Inauguration and Two Office Boys/ Multi Task Staff for other days of the event.	
3.2	Security arrangements TO BE DEPLOYED FROM A VERY REPUTED AGENCY ONLY. 30 No. of Security Guards (25 Male & 5 Female or as per requirement on the instruction of NMDFC/Ministry), 1 Security Supervisors during visiting hours of Lok Samvardhan Parv and 25 Security Male Guards in nights in proper uniform, gear/required equipment. 2 No. of Door Frame Metal Doctors along with Frisking Cabin for Female at both gates. 2 Bouncers on each day during the Cultural Program. 1 Baggage X-Ray Machine at entry gate (Baggage Scanner). 50 No. of Walkie – Talkie 100 Nos. of CCTV Head Moving Cameras of HD Quality (or as required) with complete monitoring system and recording backup for entire Lok Samvardhan Parv Duration 24X7, with Control Room setup and responsible Monitoring Team. The PIA will make the arrangement of Wheel Chairs, E-Cycle at the all Entry Gates for the Dibyangs.	
3.3	Power Arrangement Silent Generators (of required capacity and number in consultation with officials of NMDFC) to meet emergent power requirement with operators and regular diesel supply for uninterrupted power, as per power requirement assessment. Further taking temporary electric connection of required load is the responsibility of the EMA. The security deposit for temporary electric connection is to be paid by the EMA.	
3.4	Fire Fighting Arrangement 100 Fire extinguishers, 25 Water Drums, Sand Buckets on stands, etc. (Exact number to be decided in consultation with local fire brigade authorities) One Fire Brigade from 10.00 A.M to 8.00 P.M daily. The EMA can approach Fire Brigade Office for requisitioning Fire Brigade Engine. NMDFC to extend assistance if required. Payment for requisitioning Fire Engine shall be borne by the EMA.	
3.5	10 Separate Good Quality Mobile Toilets for ladies & gents & one toilet for the differently abled person.	

Sr.	Particulars	AMOUNT IN Rs
	One Bio Toilet for the VIP should be installed as part of the Ministry Pavilion and must be properly maintained/cleaned regularly. Sanitation staff to be deployed for cleaning/sanitizing the toilets and must carry out cleaning every half an hour to ensure complete cleanliness and hygiene. Hand soap, paper napkin, Toilet tissue rolls, Toilet fragrance, etc in toilets for maintaining hygiene during the entire period of Lok Samvardhan Parv.	
3.6	5 number of water tankers (or as required university may also be contacted for water supply on payment basis) for each day to facilitate vendors for cooking & cleaning. Also tankers daily for drinking water separately. There should be piped connection for providing water to the Food/Sweet stalls.	
3.7	<u>Medical Arrangement</u> • One Separate First Aid enclosure under Pagoda at best suited place along with one qualified Doctor & Nurse and necessary medicines, equipments etc. • Provision of One Fully Equipped Ambulance with One Doctor, One Paramedic staff & necessary first aid/medicine.	
4.0	PROMOTION & PUBLICITY AT VENUE	
4.1	Uniform branding of flex on wooden frames of approx. 1000 running mtrs outside outside boundary wall on 3 sides (front, back & one side facing the road), on barricading facing the parking/utilities and inside portion exposed portion of boundary wall with Schemes of Ministry, NMDFC and Theme related pictures. Masking by white cloth/ with cloth having ethnic pictures/USTTAD logo on the inside of the exposed portion of the boundary wall, entrance gates, behind stage, toilet zone, other prominent places in consultation with NMDFC officials, etc.. Only New & Clean material to be used. The design & content for the same would be provided by NMDFC. The Flex to be used for branding must be of STAR QUALITY for Good Get-up of printing.	
4.2	Designing & fabrication of Welcome & Collage Standees (50 Nos of size 3 Ft. x 6 Ft.) on wooden frames. 500 number of Pole branding of size 4 X 2 Ft. for pulling on all electric poles leading to the venue. 25,000 Carry Bag with Lok Samvardhan Parv branding. Pole branding at the Venue, size of 4Ft X 3Ft (as per requirement) Publicity Panels of size 6 Ft X 8 Ft.(as per requirement) Bunting with PVC Pole with the size of 8Ft X 3Ft (as per requirement). Table Facia, Stall Facia (Food & Sweet and Craft) on neatly pasted sun board will be as per the actual size of the already constructed and Octonom stalls. The PIA will do the actual measurement of each stall and prepare the Facia accordingly in wooden frame. The designs, size and content will be finalized by NMDFC. Direction Panels (Nos. of size 3 Ft x 2 Ft as per requirement). All the flex used for branding must be of Star Quality for Good Get-up with fine quality printing. No faded/poor quality of printing on flex will be installed in and outside of the venue. 500 Invitation Cards and Parking stickers printed as per design. E-Invitation to be designed accordingly and circulated. Delivery of Invites to be ensured by PIA with delivery proof.	
4.3	<u>Social/Electronic / Print Media / Promotion</u> PIA will design creatives of newspaper coloured advertisement with due approval of NMDFC/Ministry. The approved advertisement to be released on three days of the event in prominent English/Hindi/Urdu/Local Language Newspapers. PIA to submit media plan for approval to NMDFC/Ministry. Size of the advertisement to be decided in consultation with NMDFC/Ministry. PIA will design, print and distribute Pamphlets through News paper insertions daily in prominent colonies. PIA will do the radio publicity before and during the event. Content & Media Plan to be approved by NMDFC/Ministry. The script, its recording to be done by PIA as per	

Sr.	Particulars	AMOUNT IN Rs
	directions/approval of NMDFC/Ministry. PIA will do the TV/audio visual advertisements/ publicity before and during the Lok Samvardhan Parv event. PIA will ensure and provide the edited videos. The content would be finalized by the NMDFC/the Ministry. Making arrangements & payment for the visits of the Bloggers, Youtubers to visit the Lok Samvardhan Parv and create publicity on social media platform. The PIA will have to start the social media activities one week prior to start of the Lok Samvardhan Parv event. The Social Media should be done very aggressively on all digital mediums like Facebook, X, Instagram, Google, YouTube, Whatsap, etc. The social media promotion should be monitored on regular basis and compliance report must be submitted to NMDFC on daily basis. Pre-launch activities 5-6 daily post on each social media platform one week before start of the events, key highlights of the Lok Samvardhan Parv, participation of traditional Arts & Crafts and Culture, etc. A dedicated manpower will be deployed at the venue for the entire duration of the Lok Samvardhan Parv for the Live Coverage on Social Media like Facebook, Instagram, X, YouTube, etc. The dedicated manpower will cover all the important events like inauguration of the event, cultural programme activities, daily visitor feedback, etc. A dedicated team will be deployed for above indicated activities for the social media by the PIA. The Social Media team will directly report to the NMDFC/ Ministry officials during the Lok Samvardhan Parv event. A paid promotion campaign will be carried out by the PIA for the promotion of Lok Samvardhan Parv website. A dedicated budget may be proposed/decided in consultation with NMDFC before start of the social media campaign. A utilization certificate would be furnished by the PIA in this regard. The cost being part of overall quoted cost of the event by the PIA. All the social media post would be promoted at national level, if required international level also.	
4.4	<u>Photography & Videography</u> 2 Photographer & 3 HD Video Camera for the inaugural function. One Photographer & 2 Videographer for other days of exhibition from 10.00 AM to 9.30 P.M. The live streaming of (Stalls/food Court and cultural programme) will be done through these video cameras with switcher console with operator with computer system. These cameras should be with HDMI port along with the cable as per actual requirement during the event. 1 Laptop with configuration of 8GB RAM, Corei5 8th Generation, Window 10 minimum or as required at the time for testing of live streaming and 2 Laptops for office use with same configuration. 4G/5G Internet Broadband with Wifi facilities of appropriate speed to be provided during the Lok Samvardhan Parv for Live streaming of the Lok Samvardhan Parv event. Photographer & Videographers to be deployed two days before start of the event for shooting of Lok Samvardhan Parv event for live streaming and virtual tour. The photographers/ videographers should be very professional and should have the experience of filming and portfolio and product shooting. Photo shoot of the products. Interview with the Artisans/visitors to be obtained about their experiences. Drone Cameras is also required on daily basis for recording and live streaming. Soft copy of video/photos to be given in Hard Disc on daily basis to NMDFC. Promo/ Teaser Videos/Posters will be created by the PIA for promotion on social media platform before start of the Lok Samvardhan Parv event. Post event videos/creatives to be created by the PIA and submitted within 3 days after successful completion of the Lok Samvardhan Parv event. Film on Lok Samvardhan Visit of 15 minute and 8 minute films covering the event, its inauguration, interview with artisans/visitors depicting their feedback/experiences, cultural programs, visit by dignitaries, etc. with voice over, graphics, etc is to be prepared and first cut submitted to NMDFC within 3 days of culmination of the event. Final film to be submitted within 7 days incorporating the changes/suggestions given by NMDFC.	
5.0	MISCELLANEOUS	

Sr.	Particulars	AMOUNT IN Rs
5.1	2 Ushers for the Ministry Pavilion. Two Extra Usher for the Inauguration day.	
5.2	200 number of Photo I-Card with Logo strip printing of Lok Samvardhan Parv, Stall Number, Name of Artisan, Type of Product, Place, etc with jacket and string. 50 Nos. of Id-Cards with logo of Lok Samvardhan Parv, Name of Officials, etc. for the officials with Lanyard and String. 50 Nos. of Id-Cards with logo of Lok Samvardhan Parv for the Media with Lanyard and String. 25 Nos. of Chef Caps, 75 Aprons, 100 hand gloves. 250 Nos. of Caps & 250 Nos. of T-Shirts (of different sizes – 36, 40, 42, 44). Caps, T- Shirts & Aprons will have Logo of Lok Samvardhan Parv. The design and material of the T-shirt, Cap and Aprons would be finalized with NMDFC. 50 Nos. of Caps & T-Shirts for the use of Staff/Officials. The same would be finalized with consultation of NMDFC.	
5.3	Insurance Cover of Rs.10.00 crs for the entire period of the exhibition.	
5.4	All permissions from local authorities. Expenditure incurred thereof is to be borne by the EMA.	
OUTDOOR PUBLICITY		
6	The EMA shall also be carrying out Outdoor Publicity of the event one week prior to start of the event. The outdoor publicity shall be carried out through DAVP empanelled agencies at DAVP rates and Sites. The EMA shall submit the Media Plan and the Creatives for approval of the competent authority. Payment to EMA shall be made separately for the outdoor publicity based on the approved media plan.	

Note:-The Price is to be quoted composite Head wise by the Bidding Agency.

The above cost is exclusive of GST. The taxes will be chargeable as per applicable rule. Payment to the Agency will be released after deduction of TDS as applicable.

Signature of the Bidder with Seal

OBLIGATION / COMPLIANCE TO BE ENSURED BY BIDDER
(On letter head of the Agency)

Sr.	Particular	To be complied by bidder	
		Yes	No
1	GST Registration Nos		
2	Compliance of Provision of child labor act, workman compensation act		
3	To ensure treatment in case of accident injuries suffered in performance of work including wages and compensation under WC Act		
4	Send accident report to Regional Labour Commissioner (RLC)		
5	PF registration number with detail of deployed staff		

Signature of the Bidder with seal

INDEMNITY UNDERTAKING
(On Letter head of the Agency)

I on behalf of M/s hereby agree and undertake that I have understood all the safety rules and procedures and all staff Technical & Non-Technical working on behalf of M/s will abide by all safety rules and procedures. I declare that I M/s will be responsible for any safety violations/ accident etc. The DGM (Fin), NMDFC will not be responsible in case of any accident / incident and will not compensate financially or otherwise. I assure the DGM (Fin), NMDFC that enlisted Manpower deployment will be done at Venue from Mobilization to Completion of Event at

I hereby declare that I am sole responsible on behalf of M/s. for giving such declaration.

Name of Indemnifier

Signature of Indemnifier

Stamp/Seal of the Indemnifier /Contractor

UNDERTAKING

(On letter head of the Agency)

NON BLACKLISTED / NON BANNED PARTY

It is hereby certified that M/s_____ is not blacklisted/debarred by Govt. of India or its undertakings /any State Govt. or its undertaking or any other Govt. of India & State Govt. funding agencies / regulatory authorities / Statutory Body / Autonomous Body as on date.

M/s_____ is not involved in any major litigation that may have an impact or affect that may compromise the delivery of services as required by National Minorities Development & Finance Corporation (NMDFC) for organizing Lok Samvardhan Parv under USTTAD Scheme of the Ministry of Minority Affairs.

M/s_____ would immediately inform NMDFC in case of any change in the situation any time hereinafter.

For and on behalf of:
Signature of Authorized
Representative/ Signatory:
Name:
Designation:
(Seal)
Date

**Bid Security Declaration
(On Letter Head of the Bidding Agency)**

This is to inform you that M/s. _____ (Agency Name) shall not withdraw or Modify its Bid till the validity period of 90 days as mentioned in the Tender Notice bearing no. _____.

We maybe barred from being considered/ to participate in future, for a period of 2 years from the last date of submission of this Bid, in any Tender Notice/Assignment to be issued by NMDFC during the said period, in following circumstances:-

- (a). Withdraw the Bid during the period of Bid validity of 90 days.
- (b). Do not respond to requests for clarification of the Bid submitted by us.
- (c). Fail to co-operate in the Bid evaluation process, and
- (d). In case of being a successful Bidder, fails to sign the Agreement in time or fail to furnish Performance Guarantee.

(Signature)

Name of Authorised Signatory:- _____

Designation:- _____

Office Seal:- _____

Date:- _____

Place:- _____

Layout Plan of Convocation Ground, University of Kashmir, Srinagar.

