

Details of activities for Submission of bids for designing and construction of APEDA-MOFPI PAVILLION AT AAHAR 2011 to be held from 10th – 14th March 2011

Eligibility for submission of Bids

Agencies having following minimum qualifications are hereby invited to bid for the events on turnkey basis.

- i) A minimum of 5 years experience in conceptualizing, designing and executing the projects on turnkey basis for setting up of pavilion/s in national/International events and
- ii) A turnover of minimum Rs.5,00,00,000/- (Rs.5 crores) during the preceding financial year i.e. 2009-10 for implementation of Event Management Business pertaining to Trade Fair Pavilion.

Requirement

Agricultural and Processed Food Products Export Development Authority (APEDA) in association with Ministry of Food Processing Industries (MOFPI) is participating in the forthcoming AAHAR, 2011 Exhibition to be held from 10th to 14th March 2011 at Pragati Maidan, New Delhi. The total area of the APEDA MOFPI Pavilion is 2366 Sq. Mtrs. (layout attached) in Hall No. 18

The theme of this year's exhibition is **“Moving Away From Commodities to Processing”**.

APEDA proposes to engage an agency to undertake the following activities for the event:-

1. The design of the pavilion should consist of a theme area, which would showcase APEDA/MOFPI's activities in the field of Processed foods.
2. The theme area should have space for theme product display. The graphics would have to be designed in consultation with APEDA-MOFPI.

3. The pavilion should have about 65 built-up booths for APEDA-MFPI constituents. Each booth would be of 9sqm. area, preferably 2 sides open.
4. Each built -up booth would have the following standard furniture:
 - > One round table
 - > 5 Chairs
 - > 6 Spot lights
 - > 4 Shelves
 - > One Power Point
 - > Carpet & Fascia
 - > One Waste Paper Basket
 - > One Lockable Counter

In addition, the agency should be able to provide additional furniture items as required by the exhibitors at reasonable extra cost, which would be paid by the concerned exporter.

- 7 The pavilion would have VIP lounge, 3 Buyer Seller Meet lounge (with the provision of 9 meeting tables and 27 chairs), office, store, pantry and open meeting areas.
- 8 There should be a provision for 3 audio-visual (plasma/projection) show one in the pavilion and 2 in the business lounge for APEDA & MOFPI separately.
- 9 The Business office should be equipped with computer with printer, telephone, fax, Internet and photocopier.
- 10 The pantry should have coffee/tea dispenser, water dispenser, and soup vending machine with attendants
- 11 The agency would provide daily 30 packed lunches, snacks and soft drinks on all the days.
- 12 6 no. Hostesses in the day shift and 6 no. Security guards in all shift would have to be provided by the agency.
- 13 The agency would have to undertake the landscaping along with maintenance cleaning and fire protection of the pavilion for the entire duration of the exhibition

- 14 The agency would be given the assignment on turnkey basis- from designing & fabrication, maintaining & managing the pavilion upto dismantling. The agency would also be required to coordinate with the APEDA-MFPI constituents with regard to setting up of individual stall and their additional requirements if needed.
- 15 The design so proposed, should be as per the norms of ITPO.

The concept should include the layout plan and 3D view of the same.

GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS

Sealed technical and financial bids in separate envelopes are required to be submitted mentioning the name of the event at the envelope within 15 days from the date of release of this advertisement. Bidders may notes that conditional bids are not allowed and would rejected summarily.

Technical Bid: Superscribe the name of the event and “Technical Bid” to include the following documents:

- a. Details of the Bidder:
 - i. Profile of the company/agency
 - ii. Track Record – previous experience of handling similar nature of work. The company must have 5 years work experience in event management (excluding advertising and printing).
 - iii. A CA certificate verifying the turnover of the applicant bidder for the last 5 financial years.
 - iv. Latest Income Tax Return and copy of the PAN Card.
 - v. Earnest Money Deposit “EMD” for Rs.1,00,000/- (Rs. One Lakh) in the form of draft / irrevocable and unconditional bank guarantee in favour of APEDA, New Delhi. EMD will be returned to the unsuccessful, bidder after the final selection. For the selected bidder, EMD amount would be adjusted in the final payment.
- b). Details pertaining to the pavilions of the Events.
 - i. Design of the APEDA pavilion in print and soft copy.
 - ii. Materials and their specifications to be used for the pavilion and displays/decoration in the pavilion.

The concept/design of the pavilion with layout, decoration plan etc. as indicated above **must be submitted in hard copy as well as on CD. The sample of the material to be used in decoration must be shown during presentation.**

Cover 2: Financial Bid: Superscribe the name of the event and “Financial Bid”

To include the following documents/details:

1. The **Financial Quotation**, duly dated, with detailed breakup of each component suggested separately in Indian Rupees only. No lumpsum amount shall be considered.
2. The applicable tax should be clearly mentioned separately in the estimates.

The outer sealed cover containing cover 1 and cover 2 as indicated above should be superscribed with “Technical and Financial Bid for Aahar 2011, and should have the full name, Postal Address, Fax, E-mail, Telephone number of the bidding agency.

SELECTION PROCEDURE

A Committee in APEDA will carry out a preliminary screening of the bidders and will shortlist the bidders fulfilling the prescribed requirements. The short listed bidders will be required to make technical presentation before the selection committee.

The presentation may bring out their suggestions on the following areas:

1. Functionality
2. Aesthetics
3. Significant portrayal of India as a powerful source of processed food products by combined use of photos, graphics, attractive colour scheme etc.
4. Use of innovative materials to lend the theme area a modern contemporary look.
5. Co-ordination with the show organizers.

The marking would be done on all the presentations. The vendors who secure minimum 70% marks (49 out of 70 marks) in technical presentations will be short listed and their financial bids shall then be

opened. Financial bid will carry a maximum of 30 marks. The calculation of marking will have the following method:

L1 = 30 marks

L2 = $30 \times L1$ (the cost quoted by L1) / L2 (the cost quoted by L2) and similarly L3, L4 ----- (depending on no. of parties)

After the financial marks are obtained the technical and financial marks will be added up and the bidder scoring highest aggregate marks will stand selected.

Selection Committee reserves the right to accept or reject any or all the bids at any time prior to award of contract/order, without assigning any reasons and without incurrance of any liability on APEDA. APEDA also reserves the right to negotiate the prices with the selected bidders to bring down the prices.

Terms of Payment :

Payments to the successful bidder will be made as per following schedule:

- An advance up to 50% of the total project cost, on submission of proof of expenses incurred.
- Balance amount would be released on completion of the event pursuant to receipt of satisfactory report of the officer deputed for the event.

The Bidder has to bear all the costs associated with the preparation and presentation.

The advertisement has been released on 20th Jan 2011 and the last date for receipt of bid is 15 days from the date of Advertisement i.e. 3rd Feb. 2011. The complete applications should be addressed to:

Mr. Pravin Gupta
General Manager
A P E D A
3rd Floor, NCUI Building, 3, Siri Institutional Area,
Opp. Asiad Village, August Kranti Marg,
New Delhi – 110 016
Telefax: 26526186