

DETAILS FOR SUBMISSION OF BIDS FOR ORGANISING CAMPAIGN FOR PROMOTION OF INDIAN WINE to be held in the 1ST/2ND week of February 2012

APEDA proposes to conduct an evening, for Wine tasting campaign to promote Indian wine keeping global prospective.

Only experienced event management companies are invited to submit their concept notes and major contours of the events to be organized by APEDA for promotion of Indian wines in the global markets.

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 organizing the events of national repute.
- ii) A turnover of minimum Rs.3,00,00,000/- (Rs.3 crores) during the preceding financial year i.e. 2010-11 for implementation of Event Management Business.

Requirement

A brief scope of work for the event management company is as following:

- To develop a format for the wine tasting evening (7 pm to 8.30 pm)
- Invite Diplomats from the target market Embassies / High Commissions
- Organize local media
- Concept for preparation of handouts, booklet and brochure.
- Gift bags 500 nos. for two wine bottles in each bag.
- A professional sommelier for wine tasting and commentary
- Indian Cultural evening with ethnic theme (Approximately 40 to 50 Minutes)
- To obtain permission from Department of Excise, Delhi.
- Ten Nos. of counters to be set up for brand promotion supported by usher for each counter.
- Approximately 200 participants to attend the tasting evening.
- Booking of an appropriate venue in a 5 star hotel in Central Business District with adequate snacks to complement wine tasting.

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 7 days from the date of release of this advertisement. Bidders may note that conditional bids are not allowed and would be 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 3 financial years for event management activities.
 - iv. Latest Income Tax Return and copy of the PAN Card.
 - v. Earnest Money Deposit “EMD” for Rs. 50,000/- (Rs. Fifty Thousand) in the form of draft 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 Event.
 - i. Design/Theme of the event print and soft copy.

The concept/design of the event layout, decoration plan etc. as indicated above **must be submitted in hard copy as well as on CD.**

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 CAMPAIGN FOR PROMOTION OF INDIAN WINE, 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 be done on the following areas:

1. Past Experience
2. Concept
3. Execution Strategy

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 withdraw the advertisement, 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.

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

The advertisement has been released on 18th Jan. 2012 and the last date for receipt of bid is 7 days from the date of Advertisement i.e. 24th Jan. 2012. The complete applications should be addressed to:

Secretary

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