

**Bids for Designer Agency for Design of APEDA Pavilion at Aahar-2016 from 15<sup>th</sup> to 19<sup>th</sup> March-2016**

1	<b>Activities</b>	<p>To achieve its objectives, APEDA undertakes various export promotion activities which includes participation in various National/International trade events by setting up of Indian pavilion (theme pavilion as well as stands for exporters) to display and to facilitate development and promotion of Agricultural and Processed Food Products of various exporters.</p> <p>APEDA proposes to invite agencies to submit their designs for Aahar-2016 scheduled to be held during the current financial year (2015-16).</p> <p>1. Aahar, Delhi from 15-19 March-2016 (Gross area – 2053 Sqm. Net area 1232 Sqm) in hall no. 18 (lower) ITPO, Pragati Maidan, New Delhi.</p> <ul style="list-style-type: none"> <li>- APEDA theme pavilion for 100 sqm. Three side open. The theme is '<b>FOOD SAFETY</b>'</li> <li>- Booth size multiple 09 sqm.</li> <li>- Lay out Plan of the Fair is enclosed.</li> </ul>
2	<b>Scope of Work</b>	<p>The scope of work for the above mentioned event shall include the following:</p> <ol style="list-style-type: none"> <li>1. Conceptualization of overall theme for Exhibition &amp; Theme Pavilion.</li> <li>2. Designing and Creativeness of APEDA Pavilion including built up stands of the exporters/participants of international quality standard for the above event.</li> <li>3. Preparation of floor plan with optimum utility of space allotted for each fair</li> <li>4. Preparation of Detailed BOQ (Bill of Quantity) for finalization of Construction /Fabrication Agency</li> <li>5. The selected vendor whose design is approved will also Prepare and develop a Tender Document for Construction /Fabrication with approved designs, layouts etc. and it will also include</li> </ol>

		<p>developing creative designing and preparation of POP materials for the proposed events such as panel, banner, brochure, leaflet, dangler, flyers, invitation cards, etc.</p> <p>6. Selected vendor may also Advice on publicity in India and aboard for promoting the respective events.</p> <p>7. Custom Modular exhibit as required.</p> <p>8. Please go through the details of the fair either through Website or by obtaining the manual of the fair from the fair organizers.</p>
3	<p><b>Eligibility for submission of Application for empanelment</b></p>	<p>Agencies having following minimum qualifications are hereby invited to apply for above mentioned activities.</p> <p>The Agency should be able to provide a qualified creative team for undertaking the project for APEDA and should demonstrate experience in handling large scale projects. Agencies need to have a strong design and aesthetic sense with comprehensive ability to conceive and execute design ideas.</p> <ul style="list-style-type: none"> <li>- Must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable may be quoted in the technical bids format and copy of the certificate/proof must be attached. These documents should be in the name of applicant organization only and not that of group/sister organizations. In other words, name of applicant organization should be same in all the documents submitted.</li> <li>- A minimum of 5 years experience in conceptualizing, designing and executing the projects on turnkey basis for setting up of pavilion(s) preferably in International events abroad. Attach Support Documents.</li> <li>- A turnover of minimum <u>Rs.2,00,00,000/- (Rupees Two Crores only)</u> during the last three financial years.</li> </ul>

		<p>Total of three year with break-up year-wise. Attach CA Certificate</p> <ul style="list-style-type: none"> <li>- Submission of EMD in the form of DD for the amount of Rs. 50,000/- (Rupees fifty Thousand only) in favour of "APEDA" payable at New Delhi is essential for the bid without which the bid offer will be rejected.</li> <li>- A self certified undertaking has to be submitted mentioning that they have never been black listed by any government organization and it so, the same is not applicable as on date.</li> </ul>
4	<b>Brief Requirement:</b>	<ol style="list-style-type: none"> <li>1. Common area to accommodate Meeting room with sofa sitting and open sitting with round table and chairs as the case may be.</li> <li>2. Top mounted hanging.</li> <li>3. Custom built area with adequate storage area, display counters, shelves, etc.</li> <li>4. The overall look of APEDA pavilion should be contemporary and reflect the colour and vibrancy of modern India. A suitable branding has to be done and shall be followed all over with optimal utilization of all dimensions (specifically top section).</li> </ol> <p><b>The Pavilion should:</b></p> <ol style="list-style-type: none"> <li>A. Represent a dynamic and vibrant showcase of Indian products;</li> <li>B. Include creative design structures</li> <li>C. Accommodate distinct spaces for projection and product display</li> <li>D. Optimum utilization of space.</li> <li>E. Pavilion shall be well lit and there shall be no dark corners.</li> <li>F. Primarily be executed using new media and technologies</li> <li>G. The lounge will be serviced with beverages and</li> </ol>

		<p>light snacks. Adequate space arrangements should be planned for the same in the layout;</p> <p>H. Adequate arrangements for storage should be planned;</p>
5	<b>Terms and Conditions</b>	<p>Application Form for the selection of the designing agency can be downloaded from APEDA's website <a href="http://www.apeda.gov.in">www.apeda.gov.in</a></p> <p>7.1 Relevant rules of GFR-2015 will be applicable.</p> <p>7.3 The application proforma will not be returned unless withdrawn before expiry of the last date.</p> <p>7.4 The applicants are advised in their own interest to ensure that all the points brought out in the checklist are complied in their application, failing which the offer is liable to be rejected. Incomplete applications will be summarily rejected.</p> <p>7.5 The applicant shall be deemed to have accepted all the terms and conditions as laid down in the bidding document.</p> <p>7.6 Any alterations, erasures or overwriting shall be deemed to have accepted be valid only if they are initialed/signed by the person or persons signing the application.</p> <p>7.7 Selection of Vendors will be finalized by Selection committee comprising of APEDA officers, trade bodies and other Govt. Organizations constituted for the purpose.</p> <p>7.8 Selected Vendor may participate in Construction and fabrication of pavilion and booths etc.</p>
6	<b>APEDA reserves the right to:</b>	<p>8.1 Copy right of design/Art work of products Brochures etc. where payment has been made by APEDA.</p>

		<p>8.2 Make changes in the Design plan, Art work and products, Brochures.</p> <p>8.3 Extend the deadline for the submission of applications at its discretion.</p> <p>8.4 Accept or reject any proposal at any time prior to selection, award of contract/order, without assigning any reasons and without any liability on APEDA.</p> <p>8.5 Modify terms and conditions of the selection procedure.</p> <p>8.6 APEDA has right to ask any relevant information/ documents from the applicants for deciding empanelment.</p> <p>8.7 The decision of the APEDA shall be final and binding in this regard.</p> <p>8.8 For interpretation of any clause of this document, the decision of Chairman APEDA would be final and binding on both the parties i.e., bidder and APEDA.</p>
7	<b>Pre-Bid Meeting</b>	Pre bid meeting will be held after 7 days of release of advertisement.
8	<b>Three level selection</b>	<p>1.Preliminary short listing</p> <p>2.Selection by the Selection Committee on the basis of presentation</p> <p>3.Selected agencies are eligible for participation in financial bids.</p>
9	<b>Selection Procedure</b>	<p>12.1 A Committee in APEDA will carry out a preliminary screening of the applicants and will shortlist the vendors fulfilling the prescribed requirements. The short listed applicants will be required to make presentation of their designs before the selection committee.</p> <p>12.2 The agency whose design will be shortlisted during technical presentation, will be required to submit necessary details including BOQ pertaining to the shortlisted design. In case the agency whose design is shortlisted and not selected in financial bid will be compensated by payment @ 1% of the total cost of select financial Bid on L-1 base.</p>

		12.3 The copyright of the design selected will be with APEADA
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S. No.	Areas	Score/Weightage						
1.	Overall concept creative and design	70						
2	Turnover of the Company: Breakup of marks is given below: <table border="1" data-bbox="456 701 1019 827" style="margin-left: auto; margin-right: auto;"> <tr> <td>2-5 crore</td> <td>6 marks</td> </tr> <tr> <td>More than 05-10 crore</td> <td>8 marks</td> </tr> <tr> <td>More than 10 crores</td> <td>10 marks</td> </tr> </table>	2-5 crore	6 marks	More than 05-10 crore	8 marks	More than 10 crores	10 marks	10
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More than 05-10 crore	8 marks							
More than 10 crores	10 marks							
3	Previous works of similar nature at National/ international level of the Government or reputed Private bodies. Breakup of marks is given below: <table border="1" data-bbox="331 1005 1015 1131" style="margin-left: auto; margin-right: auto;"> <tr> <td>5 years</td> <td>6 marks</td> </tr> <tr> <td>More than 5-10 years</td> <td>8 marks</td> </tr> <tr> <td>Above 10 years</td> <td>10 marks</td> </tr> </table>	5 years	6 marks	More than 5-10 years	8 marks	Above 10 years	10 marks	10
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More than 5-10 years	8 marks							
Above 10 years	10 marks							
4	Award winner design during the International and National events. <table border="1" data-bbox="331 1270 1015 1396" style="margin-left: auto; margin-right: auto;"> <tr> <td>5 -10</td> <td>6 marks</td> </tr> <tr> <td>More than 10-15</td> <td>8 marks</td> </tr> <tr> <td>Above 15 years</td> <td>10 marks</td> </tr> </table>	5 -10	6 marks	More than 10-15	8 marks	Above 15 years	10 marks	10
5 -10	6 marks							
More than 10-15	8 marks							
Above 15 years	10 marks							

		12.4 The marking would be done for all the presentations by the selection committee on the above parameters. The vendor who scores minimum 60% marks (60 out of 100 marks) in technical presentations, will be shortlisted.  12.5 <b>Selection of Vendor as per the guideline of GFR-2008 on the basis of L-1</b>
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**The advertisement has been released on 02.01.2016 and the last date for receipt of Technical bid within 15 days from the date of Advertisement i.e. 16.01.2016 by 5 PM positively. The complete applications should be addressed to:**

General Manager (Trade Fairs)

A P E D A

3<sup>rd</sup> Floor, NCUI Building, 3, Siri Institutional Area,

Opp. Asiad Village, August Kranti Marg,

New Delhi – 110 016 (Tel: 26514564 Fax: 26519259 Email: navneeshsharma@apeda.gov.in)

**Note: M/s. Trident Exhibitor Pvt. Ltd. and M/s. Seventy Seven Pvt. Ltd. are not permitted to apply for this tender**

**Annexure 1**

**APPLICATION FORM FOR DESIGNER AGENCY FOR DESIGN OF APEDA PAVILLION  
AT AAHAR 2016 FROM 15<sup>TH</sup> TO 19<sup>TH</sup> MARCH 2016**

1	Name of Organization	
2	Correspondence Address	
3	Contract Person	
4	Contract Details Telephone No. Cell No. Email:	
5	Profile of the agency including the staff strength on payroll	Staff strength _____
6	Details of work/ services being offered	
7	Experience (No. of Years)	Number of Years _____
8	Track Record – previous experience of handling similar nature of work (Please mention here). The company must have 5 years work experience (list with copy of Work order attached)	
9	A CA certificate certifying the turnover of the applicant bidder for the last 3 financial years including 2014-15. The turnover should be in the name of applicant organisation only and not that of group/ sister organisations. (Copy enclosed)	
10	Self attested photocopies of latest Income Tax Returns for the last 3 years. These documents should be in the name of applicant organisation only and not that of group/sister organisations. In other words, name of applicant organisation should be same in all the documents submitted.	
11	Permanent Account No. PAN (Self certified copy)	
12	Services Tax/VAT No. (Self certified copy)	
13	Tin No. (Self certified copy)	
14	Tan No. (Self certified copy)	
15	List of Clients	
16	A self certified undertaking has to be submitted mentioning that they have not been blacklisted by any government organization and the same is	



	not applicable as on date. (Copy enclosed)	
18	Other relevant details	
19	List of Enclosures	

I/We hereby certify that the information given above is true and nothing has been concealed therein. It is further certified that neither the organization nor any of the officials of the organization have resorted to unethical practices and no investigation/vigilance enquiry is pending by any agencies/courts.

\_\_\_\_\_  
 Authorised Signatory

\_\_\_\_\_  
 Name

\_\_\_\_\_  
 Designation With Company Seal

Date --/--/----  
 Place