

**Bids for Designer Agency for Design of India pavilion at International Trade Fairs  
scheduled during February/March-2016**

Date: 6/11/2015

1	Introduction	<p>Agricultural and Processed Food Products Export Development Authority (APEDA), under Ministry of Commerce &amp; Industry, Govt. of India is mandated with the responsibility of export promotion and development of the following scheduled products:</p> <ul style="list-style-type: none"> <li>• Fruits, Vegetables and their Products.</li> <li>• Meat and Meat Products.</li> <li>• Poultry and Poultry Products.</li> <li>• Dairy Products.</li> <li>• Confectionery, Biscuits and Bakery Products.</li> <li>• Honey, Jaggery and Sugar Products.</li> <li>• Cocoa and its products, chocolates of all kinds.</li> <li>• Alcoholic and Non-Alcoholic Beverages.</li> <li>• Cereal and Cereal Products.</li> <li>• Groundnuts, Peanuts and Walnuts.</li> <li>• Pickles, Papads and Chutneys.</li> <li>• Guar Gum.</li> <li>• Floriculture and Floriculture Products</li> <li>• Herbal and Medicinal Plants</li> </ul>
2	<b>Activities</b>	<p>To achieve its objectives, APEDA undertakes various export promotion activities which includes participation in various 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 the following Trade Fairs which are scheduled to be held during the current financial year (2015-16).</p> <ol style="list-style-type: none"> <li>1. Fruit Logistica-2015 from 3-5 February-2016 in Berlin, Germany. (200 Sqm.)</li> <li>2. Biofach-2015 from 10-13 February-2016 in</li> </ol>

		<p>Germany (400 Sqm.)</p> <ol style="list-style-type: none"> <li>3. Gulfood-2015 from 21-25 February-2016 in Dubai, UAE (504 Sqm.)</li> <li>4. Foodex Japan from 8-11 March-2016 (100 sqm) (To be provided later on)</li> <li>5. Aahar, Delhi from 14-18 March-2016 (2053qm)</li> <li>6. Natural Expo West, Anaheim, LA (USA) (150 Sqm)</li> </ol> <p>Lay out Plan of each Fair is enclosed.</p>
3	<b>Scope of Work</b>	<p>The scope of work for the above mentioned events 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 six events.</li> <li>3. Creating a suitable Indian brand for the focus products (Indian organic produce and fresh fruits and vegetables) for the events proposed above.</li> <li>4. Preparation of floor plan with optimum utility of space allotted for each fair</li> <li>5. Preparation of Detailed BOQ (Bill of Quantity) for finalization of Construction /Fabrication Agency</li> <li>6. 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 developing</li> </ol>

		<p>creative designing and preparation of POP materials for the proposed events such as panel, banner, brochure, leaflet, dangler, flyers, invitation cards, etc.</p> <p>7. Selected vendor may also Advice on publicity in India and aboard for promoting the respective events.</p> <p>8. Custom Modular exhibit as required.</p>
4	<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 at international level of comparable stature. 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/-</u></li> </ul>

		<p>(Rupees Two Crores only) during the last four financial years. Total of four 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. 10,000/- (Rupees Ten 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>
6	<b>Brief Requirement:</b>	<p>Common area (Excluding the exhibitor stalls) in an approx. area of 35-40 Sq. mtr. with adequate space for wet sampling will include:</p> <ol style="list-style-type: none"> <li>1. Common area to accommodate wet sampling.</li> <li>2. Meeting room with sofa sitting and open sitting with round table and chairs as the case may be.</li> <li>3. Top mounted hanging.</li> <li>4. Custom built wet sampling area with adequate storage area, display counters, shelves, microwave oven, chiller, freezer etc.</li> <li>5. The overall look of India 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>The Pavilion should:</p> <ol style="list-style-type: none"> <li>A. Represent a dynamic and vibrant showcase of</li> </ol>

		<p>India;</p> <p>B. Include creative design structures</p> <p>C. Accommodate distinct spaces for projection and product display</p> <p>D. Optimum utilization of space.</p> <p>E. Pavilion shall be well lit and there shall be no dark corners.</p> <p>F. Primarily be executed using new media and technologies</p> <p>G. The lounge will be serviced with beverages and 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> <p>I. Bulk structures and backlit forms are highly avoidable;</p>
7	<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 interlineations, erasures or overwriting shall be deemed to have accepted be valid only if they are initialed/signed by the person or persons signing</p>

		<p>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>
8	<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>
9	<b>Pre-Bid Meeting</b>	Pre bid meeting will be held after 7 days of release of advertisement.
10	<b>Three level selection</b>	<p>1.Preliminary short listing</p> <p>2.Selection by the Selection Committee on the basis of presentation</p>

		3. Selected agencies are eligible for participation in financial bids.
12	<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 un- selected in financial bid will be compensated by payment @ 1% of the total cost of select financial Bid on L-1 base.</p> <p>12.3 The copyright of the design selected will be with APEADA</p>

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 1215 1021 1339" 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
2-5 crore	6 marks							
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 1520 1016 1644" 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
5 years	6 marks							
More than 5-10 years	8 marks							
Above 10 years	10 marks							

4	Award winner design during the International and National events.	10						
<table border="1"> <tr> <td data-bbox="331 321 740 363">5 -10</td> <td data-bbox="740 321 1016 363">6 marks</td> </tr> <tr> <td data-bbox="331 363 740 405">More than 10-15</td> <td data-bbox="740 363 1016 405">8 marks</td> </tr> <tr> <td data-bbox="331 405 740 443">Above 15 years</td> <td data-bbox="740 405 1016 443">10 marks</td> </tr> </table>		5 -10	6 marks	More than 10-15	8 marks	Above 15 years	10 marks	
5 -10	6 marks							
More than 10-15	8 marks							
Above 15 years	10 marks							
		<p>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.</p> <p>12.5 <b>Selection of Vendor as per the guideline of GFR-2008 on the basis of L-1</b></p>						
<p><b>The advertisement has been released on 06/11/2015 and the last date for receipt of Technical bid within 21 days from the date of Advertisement i.e. 26/11/2015 by 5 PM positively. The complete applications should be addressed to:</b></p> <p>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</p>								



**Annexure 1****APPLICATION FORM FOR EMPANELMENT OF AGENCY FOR VARIOUS ACTIVITIES OF APEDA**

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 5 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 5 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

The proposed APEDA pavilion will be designed in the complete wooden material including the common area, sampling and participant's area. The scope of work for the Event shall include the following:

# ZA'ABEEL NEW HALLS

## Foodservice Equipment

Food & Drink

ZA'ABEEL PLAZA

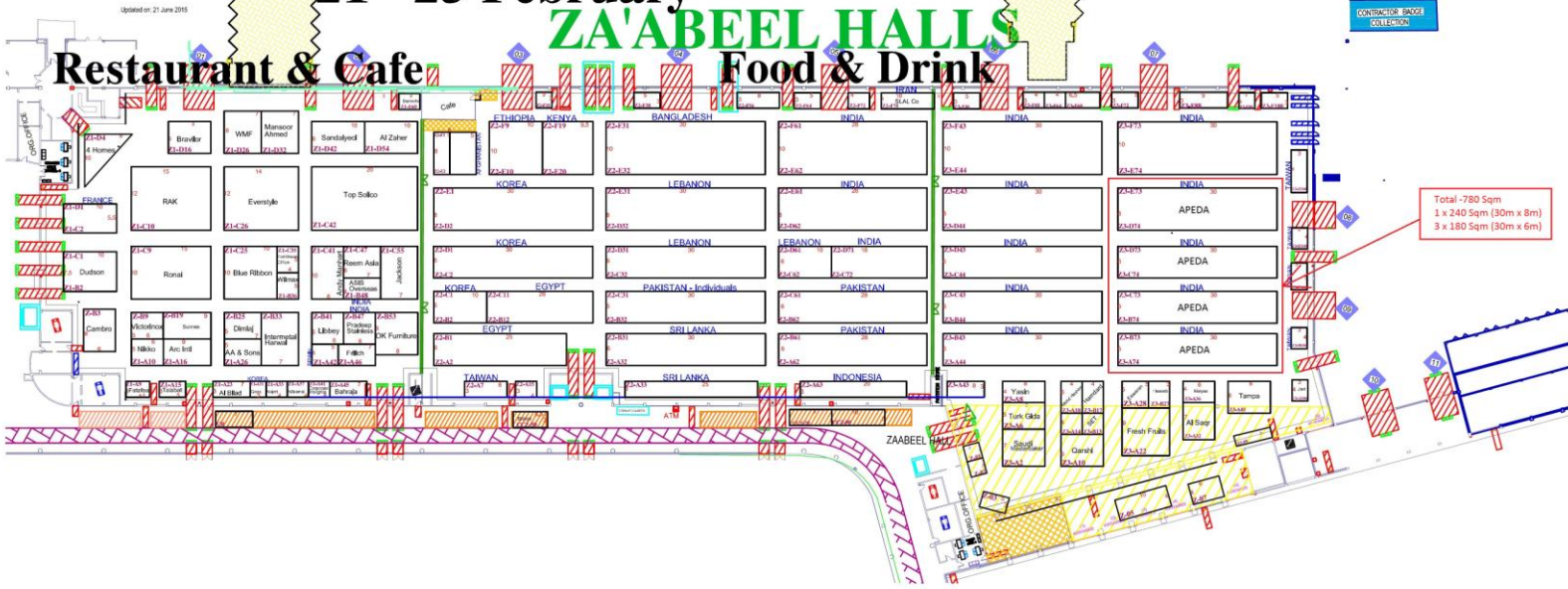
# GULFOOD 2016

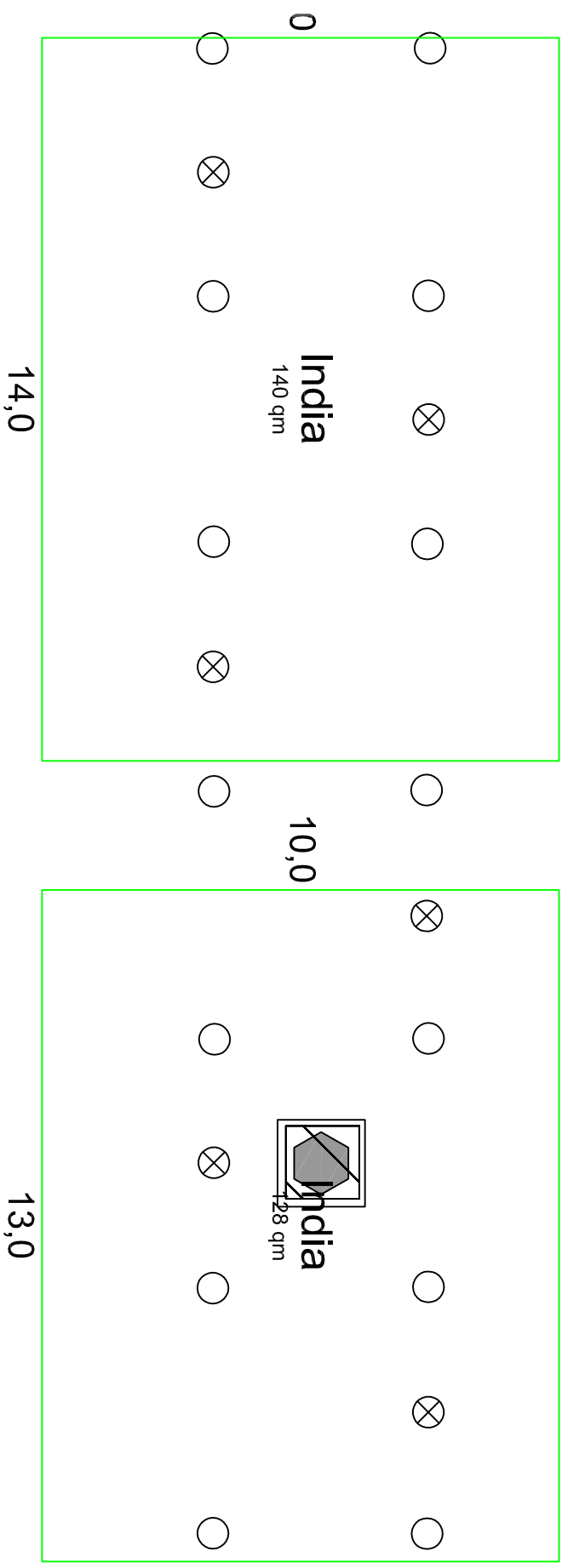
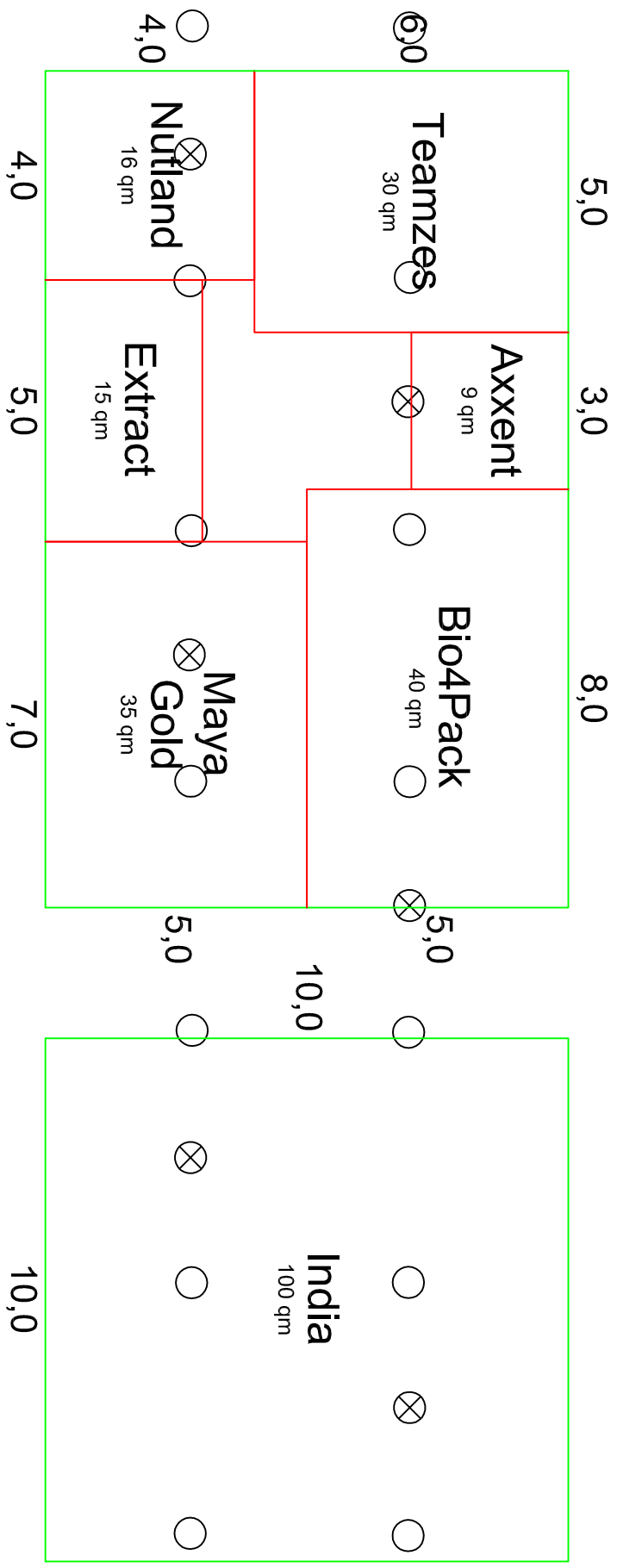
The 21st Gulf Food, Hotel and Equipment Exhibition and Salon Culinare  
Dubai World Trade Centre  
21 - 25 February

# ZA'ABEEL HALLS

## Restaurant & Cafe

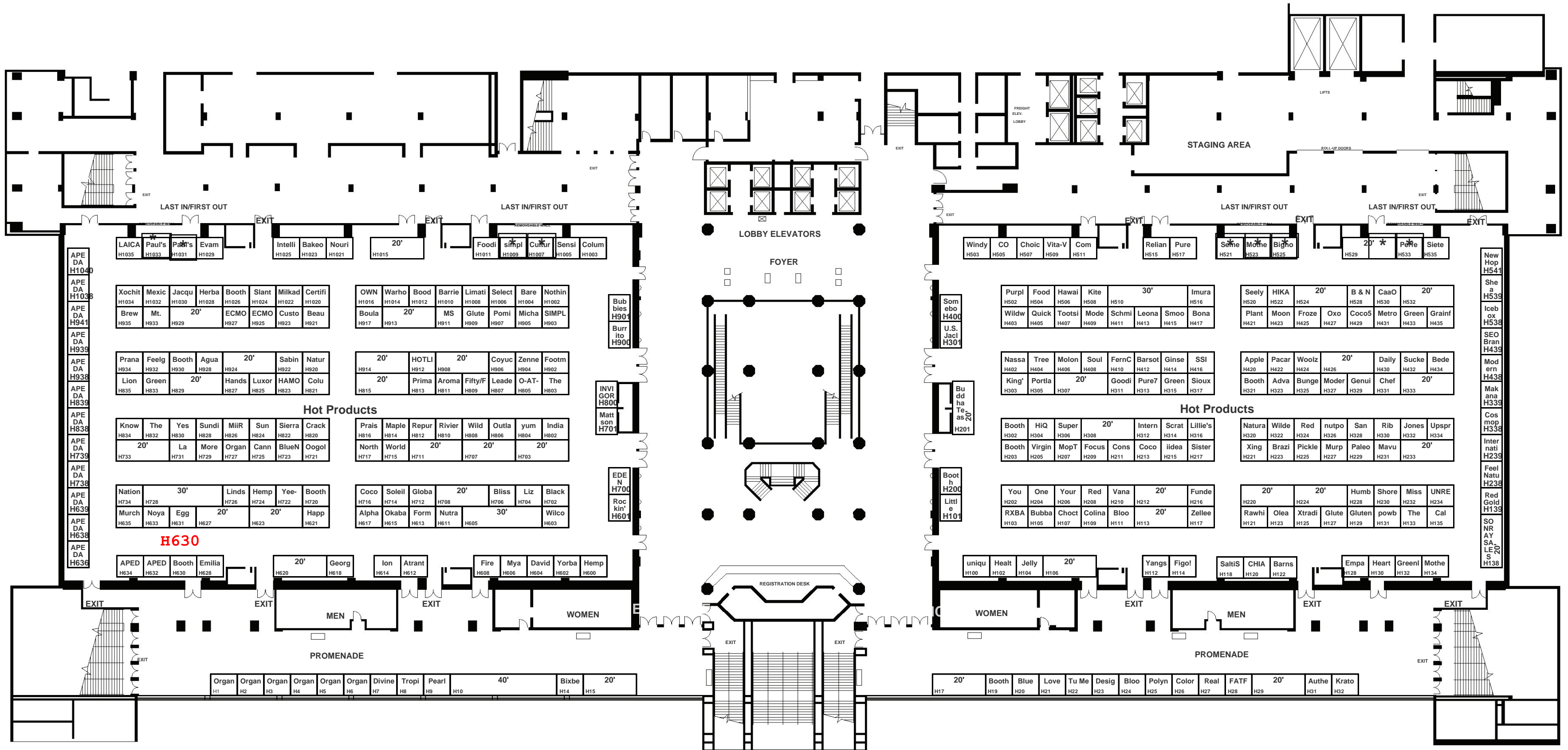
## Food & Drink



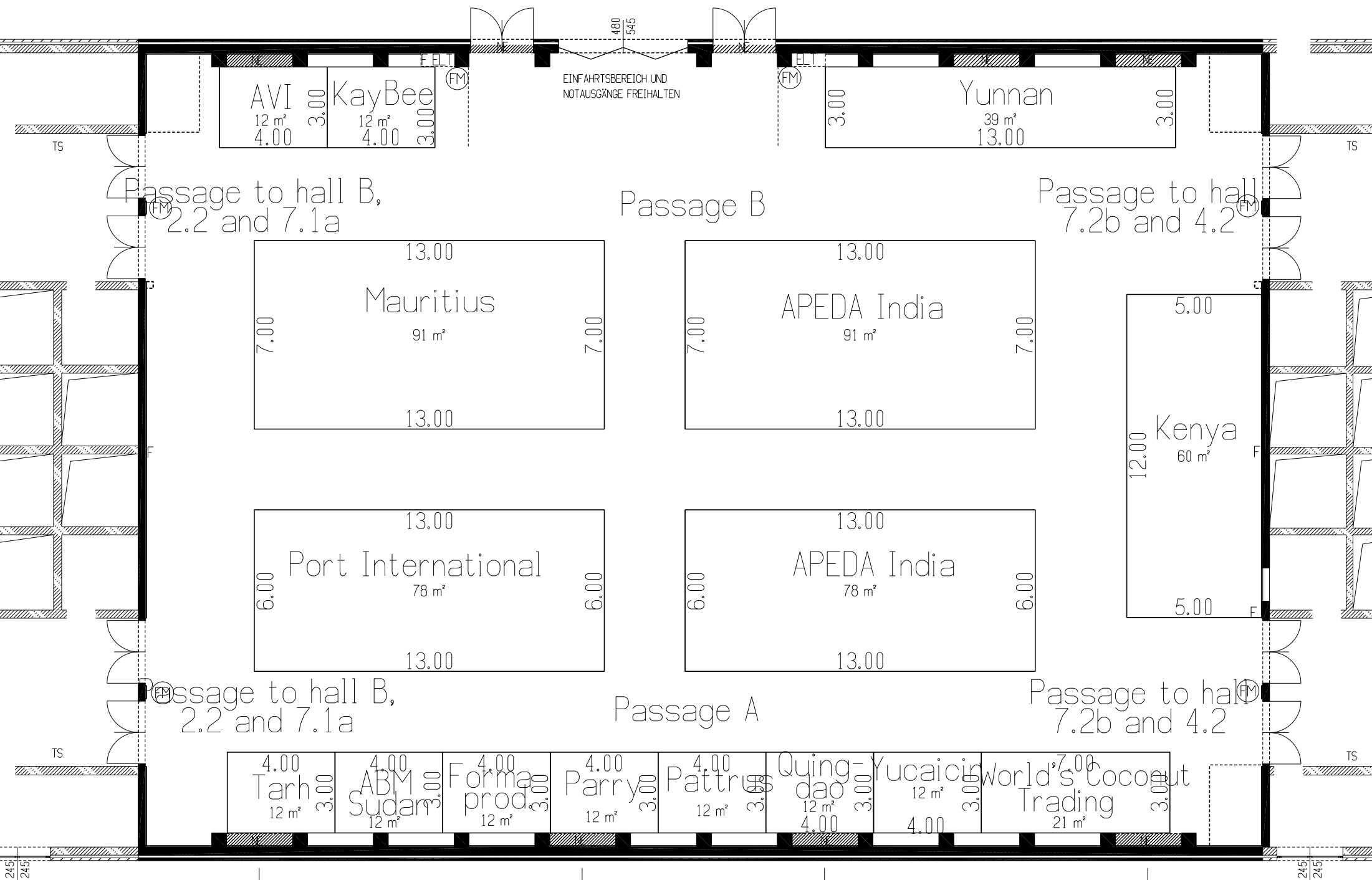


# Natural Products Expo 2016

Education: March 10-12, 2016, Expo: March 11-13, 2016  
Anaheim, California



# Hall 7.2a





# AAHAR - 2016

HALL NO. -18 (LOWER)

MARCH 15 - 19, 2016

FOOD, FOOD INGREDIENTS AND ADDITIVES

AREA DETAIL

	I.T.P.O.	ARCHII	APEDA	TOTAL



**LEGEND :**

- EMERGENCY LIGHT
- EMERGENCY EXIT
- MANUAL CALL POINT
- HOSE REEL
- TOUCH SCREEN
- COLUMN-0.2m x 1.6m
- COLUMN-2.1m x 2.1m

NOTE : GRID SIZE IS 1m x 1m.  
 NOTE : ALL STALLS ARE OF 12 SQ.M.,  
 EXCEPT OTHERWISE MENTIONED.

INDIA TRADE PROMOTION ORGANISATION  
 ARCHITECTURE DEPARTMENT  
 PRAGATI MAIDAN, N. DELHI.

S. NO.	REVISION	DATE

SAURABH SHARMA  
 S.D. MANAGER (ARCHITECTURE)

PARMINDER KAUR  
 MANAGER (ARCHITECTURE)

BRJ LAL  
 D.Y. GEN. MANAGER (ARCHITECTURE)

DATE: 30.09.2015

SCALE: FIT TO PAPER

DRAWING NO.: AAHAR-2016-H-18(L)

NORTH:

PROJECT TITLE & KEY PLAN :  
 AAHAR - 2016  
 LAYOUT PLAN - HALL - 18 (LOWER LEVEL)  
 PRAGATI MAIDAN, NEW DELHI.