TERMS OF REFERNCE FOR submission of bids for Designer Agency for design of India pavilion at International Fair scheduled during financial year 2016-17

04/07/2016

1	Introduction	Agricultural and Processed Food Products Export Development Authority (APEDA), under Ministry of Commerce & Industry, Govt. of India is mandated with the responsibility of export promotion and development of the following scheduled products: • Fruits, Vegetables and their Products. • Meat and Meat Products. • Poultry and Poultry Products. • Dairy Products. • Confectionery, Biscuits and Bakery Products. • Honey, Jaggery and Sugar Products. • Cocoa and its products, chocolates of all kinds. • Alcoholic and Non-Alcoholic Beverages. • Cereal and Cereal Products. • Groundnuts, Peanuts and Walnuts. • Pickles, Papads and Chutneys. • Guar Gum. • Floriculture and Floriculture Products • Herbal and Medicinal Plants In addition to this, APEDA has been entrusted with the	
2	Activities	In addition to this, APEDA has been entrusted with the responsibility to monitor import of sugar. To achieve its objectives, APEDA undertakes various export promotion activities which includes participation various International trade events and setting up in pavilion to display and to market the Indian Agricultur and Processed Food Products by various companies. The promoting exporters and APEDA Scheduled product during the following events during 2016-17 indicated along with Area of Pavilion and Cost of Designing and decoration are: 1. World Food Fair, Moscow, Russia from 12-3 September-2016. (100 sq m; Rs.26.40 lakh) 2. SIAL 2016, Paris, France from 16-20 October	

		2016. (750 sq m; Rs.132.00 lakh) participation through ITPO.	
		3. Fruit Logistrica, Berlin, Germany from 8-10 February-2017. (200 sq m; Rs.52.80 lakh)	
		4. BioFach, Nuremberg, Germany February-2017 in Nuremberg, Germany. (400 Sqm; Rs.99.00 lakh)	
		5. Gulfood, Dubai, UAE February-2017 (1000 Sq m; Rs.149.82 lakh)	
		6. Foodex Japan 2017, Tokyo, Japan March-2017 (100 sq m; Rs.49.50 lakh).	
		7. Natural Products Expo. Anaheim, CA, USA 12 March 2017 (150 sq m; Rs.66.00 lakh)	
		The vendor will be responsible for: 1. Designing and Creativeness of APEDA	
		 Designing and Creativeness of APEDA Pavilion on the standard of International Quality and looks for above events. 	
		Developing creative's, designing and preparing of POP materials for the events.	
3	Registration offer	APEDA intends to engage all reputed Agencies for undertaking the above activities or any of the activities mentioned above and accordingly invites applications in the prescribed format (Annexure I) from the eligible agencies.	
4	Eligibility for submission of Application for empanelment	Agencies having following minimum qualifications are hereby invited to apply for above mentioned activities.	
		The Agency should be able to provide a qualified creative team, for undertaking the project for APEDA and should have demonstrated experience in handling large scale projects at the international level of comparable stature. Agencies need to have a strong design and aesthetic sense with comprehensive ability to conceive and execute	

design ideas. The Agency team would need to work closely with APEDA.

- 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.
 - A minimum of 3 years experience in conceptualizing, designing and executing the projects on turnkey basis for setting up of pavilion(s) in International events abroad.
 - A turnover of minimum Rs.2,00,00,000/(Rupees Two Crore only) during the preceding 3 financial year i.e. 2013-14 to 2015-16 for implementation of Event Management Business pertaining to International Trade Fair Pavilion.
 - Submission of EMD in the form of DD for the amount of 2% of the Estimated cost in favour of "APEDA" payable at New Delhi is essential for the bid without which the bid offer will be rejected. The EMD of unsuccessful bidders will be returned within 30 days of awarding of bids. The EMD of successful bidders will be retained as Performance Guarantee which will be returned after completion of all obligations of the contract.

A self certified undertaking has to be submitted mentioning that they have never been black listed by any government organization and the same is not applicable as on date.

		The bidder must have thorough knowledge of each fair, the products to be promoted, visitors profile, number of countries participated in previous year etc.
5	Scope of Work	The proposed APEDA pavilion will be designed in all complete wooden material including the common area, sampling and participant's area except Foodex Japan 2017 and Natural Products Expo. Anaheim, USA (Modular Design is recommended). The scope of work for the Event shall include the following: 1. Conceptualization of overall theme for
		Exhibition & Theme Pavilion as per brief 2. Creating a suitable brand for APEDA and India during the show
		3. Preparation of floor plan for space optimization
		4. Allocation of space to exhibitors as per guidelines
		5. Coordination with concerned organizer of the events, supervision of stand construction agency and delivery of special requirements of the exhibitors
		6. Design of "APEDA" theme pavilion
		7. Management of on site help desk before & during the event
		8. Design and preparation of flyer/booklet in India and abroad
		9. Design of Invite if any
		10. Supervision of the function of business centers and other ancillary services provided to exhibitors including allotment
		11. Preparation of Detailed BOQ (Bill of Quantity)
		for finalization of Fabrication Agency 12. Preparation of Tender Document for
		Fabrication with approved designs, layouts etc.
		13. Design Creative posters to be displayed in APEDA Pavilion (8-10)

14. Preparation of detailed Exhibitor Manual for **Exhibitors** 15. Monitor the timely set up and ensure quality 16. Advice on publicity in India and aboard for promoting the respective events 17. To organize Buyer-Seller Meet by carrying out following activities: Identification and booking of venue Potential buyers of APEDA products to be invited and assure the participation of at least 25 buyers Making arrangement for high tea/coffee/ Dinner as the case. 6 **Brief Requirement:** 1. Common facilities: Common area (Excluding the exhibitor stalls) will include: Common area approx. 18/36/60 sq. mt. area for APEDA/ India branding and publicity should be distinguished with raised wooden floor and shall be wooden constructed. A reception with backdrop of backlit collage on glass, acrylic or lycra material. A meeting lounge for APEDA to be covered by glass/acrylic or equivalent material. Ten back lit Graphics panels in the common area shall be provided. Branding and visibility of India pavilion from the maximum height, as per the guidelines of the organisers. 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. The generic branding should be on stretchable lycra or flex so that there are no wrinkles in the final get up. The common branding banners should have bright - white lightings. For further conditions of construction of pavilion/stalls, heights of the stall etc. you may refer to the respective fair organiser exhibition site.

- The pavilion shall be brightly lit with sufficient white lights not to allow dark pockets in the complete pavilion.
- The products to be displayed are ready-to-eat food/curries, fresh and frozen fruits and vegetables and their preparations, chutneys, pickles, gherkins, wines and basmati rice etc.

Il Wet sampling area:

An area for wet sampling of basmati rice biryani, processed food and storage etc. shall have display counters, shelves, microwave oven, chiller, freezer etc.

III Exhibitor Stall:

Exhibitor stalls of 12 sq. m for Gulf Food and 9 sqm multiples for other exhibitions.

2. Scope

The selected bidder shall require to undertake the following activities:

- 1. All the Individual Booths should be in wooden, and the India Branding should be at least 4.5 mtrs all around the area and should give a modern contemporary look.
- 2. Construction for exporters to display their products for interaction with the buyers/visitors, including the requirement of furniture. Each individual stall shall be provided with bright lit individual facia, four chairs, one table, one waste paper basket, 6 display shelves, one lockable counter with storage and 6 lights of 100 watts each.
- 3. Preparation of 3 panel posters of size 3' * 6' ft.

for each 10 sq. mtrs. stall and 2 panel posters of size 3' * 6' ft. for each 5 sq. mtrs. stall as per the TPs/design to be arranged from the concerned exhibitors. The panels and the posters prepared by the agency shall be identical in dimension and printing quality should be of international level.

3. Miscellaneous:

- a) Provision of 2 hostesses cum interpreters attired in Indian costume and one male attendant for all the days during the show.
- For wet sampling of Basmati Rice Biryani, a b) local Indian restaurant has to be identified for preparation and serving of Birvani. The identified restaurant may be asked to prepare two types of biryani one vegetarian and other non vegetarian, transporting and delivering at exhibition site in their crockery, 2 attendants for serving and to supply the required serving material such as disposable plates, napkins and spoons etc. For preparation of biryani the rice will be provided by APEDA, which would be 40 kg. per day (20 kg for non vegetarian biryani and 20 kg for vegetarian biryani) However, charges for preparation and serving etc. to be included in the bid.
- c) Development and printing of Basmati Recipe book, exhibitors' directory and processed food fliers etc.
- d) Provision of one LCD/LED TV of 56 inches with DVD player.
- e) High resolution still photography for the entire event and submit photo albums containing at least 100 photographs at least of 5x7 size with mat finish.
- f) Necessary electricity charges would be paid by APEDA at actual upon submission of supporting documents.
- g) Proper and regular cleaning of the entire pavilion will also be the responsibility of the agency.
- h) The agency has to assess estimated electricity load and book in advance on behalf of APEDA.

Buyer-Seller i) To organize Meet. 4 General: The selected bidder will be responsible to ensure that suitable manpower is present at the site for construction and maintenance of the pavilion and coordination of the event till the end. The selected bidder would settle all the applicable bills of organizers by the end of the the Power supply and main electrical connections, water supply and other support system etc., shall be available the show as per organizers recommendations. Accordingly, aforesaid provisions need to be checked by the selected bidder. **Terms and Conditions** 7 Application Form and ToRs for empanelment of agency for Design of APEDA Pavilion participating Exporters under the APEDA Pavilion to APEDA's downloaded from website www.apeda.gov.in 7.1 Relevant rules of General Financial Rules-2005 will be applicable. application proforma will 7.2The returned unless withdrawn before expiry of the last date. 7.3 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. 7.4 The power of attorney or authorization or any other documents consisting of adequate proof of the ability of the signatory to bind the application, shall be annexed to the

application form. The Authority may reject outright any bid not supported by adequate proof of the signatory's authority. 7.5 The applicant shall be deemed to have accepted all the terms and conditions as laid down in the bidding document. 7.6 Any interlineations, erasures or overwriting shall be deemed to have accepted and valid only if they are initialed/signed by the person or persons signing the application. 7.7 Selection of Vendors will be finalized by Selection committee comprising of APEDA officers. bodies and other trade Govt. Organizations constituted for the purpose. 7.8 Pre-bid conference will be held 10 days before the closing date of submission of Technical bid, wherein the prospective bidders may seek any clarifications/information of tender requirement. If the day falls on Sunday or other Public Holiday the Pre-Bid Conference will be held on next working day. The time will be notified separately. 8.1 Copy right of design/Art work of products Brochures 8 **APEDA** reserves the right to: etc. where payment has been made by APEDA. 8.2 Make changes in the Design plan, Art work and products, Brochures. 8.3 Extend the deadline for the submission of applications at its discretion. 8.4 Accept or reject any proposal at any time prior to selection of award of contract/order, without assigning any reasons and without any liability on

		APEDA.
		8.5 APEDA has right to ask any relevant information documents from the applicants for deciding empanelment.
		8.6 The decision of the APEDA shall be final and binding in this regard.
		8.7 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.
		8.8 There will be no cost of rejection/ not selection of any art work etc.
9	Technical proposal	The Agencies are expected to provide the Technical Proposal as specified in this Document. The Technical Proposal shall contain the following: i. Letter of Technical Proposal Submission; ii. A concept note on the objective of the Pavilion and rationale for the design structure suggested for the complete Pavilion; iii. A complete space layout as per brief of the India Pavilion and its visual rendition; iv. Creative design structure of the India Pavilion and its visual rendition; v. Details of suggested prototypes for the India Pavilion and a creative representation of the same; vi. Specification of new media and technologies/material intended being used for the India Pavilion; vii. Comprehensive details and images on present clientele and projects of comparable stature; viii. The details of the creative team assigned for the project along with their CV's & Profile ix. Client testimonials supported by completion of works statements from clients; x. Rendered prints of all the suggested creative designs for specific elements of the India Pavilion and the complete India Pavilion;

xi. An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work and Deliverables detailed in the ToR document and at the cost submitted by the Agency in the financial proposal (the cost is not to be indicated in the undertaking). The above undertaking submitted by the agencies would be binding on the Agency; xii.The Technical Proposal shall not include any financial information. xiii. Technical Proposal shall be submitted by the bidder with supporting documents in a sealed envelope in the following manner: Envelope I: EMD- Containing Earnest money in the form of a DD in favor of APEDA, payable at New Delhi on following exhibitions/fair-wise demand: 1. World Food Moscow, EMD is Rs. 52,800/-2. Sial-2016, EMD is Rs. 2,64,000/-3. Fruit Logistrica 2017, EMD is Rs. 1,05,600/-4. Biofach 2017, EMD is Rs. 1,98,000/-5. Gulfood-2017, EMD is Rs. 2,99,640/-6. Foodex Japan-2017, EMD is Rs. 99,000/-7. Natural Products Expo 2017, EMD is Rs. 1,32,000/-Envelope II: Containing Annexure I (Technical Bid) duly filled in with supporting documents. The envelope should be sealed and marked as "Technical Bid for APEDA Pavilion at (Fair Details) scheduled from _____ AT ____. Envelope- III: Envelopes I & II should be kept inside the Envelope – IIII and sealed again. The name of the bidder should be clearly written with full address, Tel: nos., E-mail on the Envelopes (I, II, III & IV). This Master Envelope (Envelope – IV) should be marked as "Technical Bid for APEDA Pavilion at _ scheduled from _____ at __ and shall be submitted to General Manager (Trade Fairs) **Financial Proposal** 10 In preparing the Financial Proposal, Agencies

		are expected to take into account the requirements and conditions outlined in the Bill of Quantities (BoQ) to be provided to successful bidders as elaborated at item No.12 Selection Procedure. ii. Letter of Financial Proposal should include the item wise costing as per BoQ. The cost should be all inclusive of delivery, erection etc. iii. The bid value shall be in Indian Rupee including all taxes for the complete project of APEDA Pavilion as per layout plan and terms & condition of the Tender document. The envelop should be sealed and marked as for "Financial Bid APEDA Pavilion at scheduled from at within a 72 Hours.
11	Criteria for Selection	
S. No.	Eligibility Criteria	Supporting Documents Required
A	The company should have a fully-operational office in Delhi with preferably branches in metropolitan cities for ease of co-ordination. Companies having international tie up is desirable.	Authentic address proof, proof of event management activities like ATL-BTL, Advertising, Digital Media projects, brand launches like work orders/vouchers or any other supporting documents generated in the name of the company. Company must also submit its credentials clearly listing out the various services offered & its team strength.
В	The company should have been in the business of providing event management & Brand promotion services in India to the Government bodies and/or reputed private companies for at least 5 years from the date of opening of the tender.	Proof of incorporation of the firm/ company (Articles of Association); attested by the authorized signatory. Proof like work orders/ vouchers/ letters that mentions the name of government body or private company to which the event management service is rendered.
С	The company should have turnover of at least Rs. 2 Crore in each of the last five financial years from the event management in India. Experience of executing for last 3 years at least Rs. 75 lacs of projects in overseas markets	Attested copy of audited balance sheet for last 3 financial years and CA certificate certifying that the firm had made a turnover more than or equal to Rs. 2 Cr. In each of the last 3 financial years out of its event management activities in India or overseas market in original.

	each year.	
D	The company should be fully equipped with trained and skilled man power and PR professional and should have latest instruments like computers, scanners, high speed photocopy machine and design studio	giving a glimpse of its offices and staff, view of work in designing. Details of the creative team and other
12	Selection Procedure	 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 technical presentation before the selection committee. 12.2 Evaluation of the technical parameters will be on the following criteria. In order to test on the technical parameters they may be given assignments purely for the purpose of judging with no commercial values.

S. No.	Areas		Score/Weightage
1.	Overall concept creativity and	l design of assessments given	80
2	Turnover of the Company: Brea	akup of marks is given below:	10
	02-05 crore More than 05-10 cro More than 10 crores		
3	Previous works of similar nature National/ international level of the Government or reputed Private bodies. Breakup of marks is given below:		10
	5 years	6 marks	
	5 years More than 5-10 years	6 marks 8 marks	

12.3 The marking would be done for all the presentations by the selection committee on the parameters. The vendors who

		secure minimum 60% marks (60 out of 100 marks) in technical presentations will be shortlisted. 12.4 The bidder whose design is selected will provide Bill of Quantities(BOQ) to other shortlisted bidders who will be asked to submit price bid for implementing the selected	
		design.	
		12.5 Selection of Vendor out of shortlisted vendors (on basis of Technical Bids) will be based on Financial Bids as per the guideline of GFR-2005 i.e L-1	
		12.6 If financial bid of a bidder other than the one who created is L1, the creator of selected design will be paid 1% and the L1 will be paid 99% of the tendered cost.	
13	Terms of Payment	Payments to the successful bidder will be made as per following schedule:	
		• An advance up to 50% of the total cost, on submission against bank guarantee of equal amount.	
		• Balance amount would be released on completion of the event pursuant to receipt of satisfactory report of the officer(s) deputed for the event.	
		• The Bidder has to bear all the costs associated with the preparation and presentation.	
		The soft copy (in cdr format & PDF files) of final design of pavilion, panels prepared for APEDA & APEDA pavilion alongwith the report of APEDA's participation in APEDA before settlement of final payment.	
14.	Force-Majeure	If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided	

15.	Arbitration	notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of the CHAIRMAN, APEDA as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract. All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi only. Both the party shall make all effort to resolve any dispute by way of reconciliation. In the event of any question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to sole arbitration of the CHAIRMAN, APEDA and the decision given shall be binding on the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall apply on both the parties. The venue of the arbitration proceeding shall be the office of APEDA or such other place as the Chairman, APEDA may decide. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Chairman, APEDA.
16.	Performance	EMD amount of select bidder will be converted in
10.	Guarantee	performance guarantee against the overall vendor performance against the exhibition/fair.
17.	Penalty	If performance of the agency is not upto the mark or is less in any of the deliverances/the measurable output is less than

	envisaged as per scope of work, then the matter will be	
	referred to a committee constituted by the Chairman APEDA	
	and the penalty amount recommended by the committee will	
	be deducted from the final payment.	

The advertisement has been released on 04/07/2016 and the last date for receipt of Technical bid within 21 days from the date of Advertisement i.e. 24/07/2016 by 5 PM positively (If the day falls on Saturday/Sunday or other Public Holiday the Technical Bid will be held on next working day). The complete applications should be addressed to:

General Manager (Trade Fairs) A P E D A

3rd 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

Annexure 1
APPLICATION FORM FOR DESIGNER AGENCY FOR DESIGN OF INDIA PAVILION AT
INTERNTIONAL FAIR SCHEDULED DURING FINANCIAL YEAR 2016-17.

1	Name of Organization	
2	Correspondence Address	
3	Contact Person	
4	Contact Details	
	Telephone No.	
	Cell No.	
	Email:	
5	Profile of the agency including the staff strength	
	on payroll (Number of agency staff)	
6	Details of work	
7	Total Experience of Agency in this filed (No. of	
	Years)	
8	Track Record – previous experience of handling	
	similar nature of work (Please mention here).	
	The company must have 3 years work	
	experience (Copy of work order)	
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.	
10	Self attested photocopies of latest Income Tax	
	Returns for the last 3 years and self attested	
	photocopy of the PAN Card. 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	
44	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.	
18	Other relevant details	
19	List of Enclosures	
20	Design and Presentation in CD Rom with hard copy of Design	

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