

**Dated: 11.08.2023**

**ToRs for submission of bids for designing and construction of APEDA pavilion during 15<sup>th</sup> Edition of BIOFACH INDIA 2023 scheduled from 07 -09 September, 2023 at IEML, Greater Noida, UP.**

**1. Requirement**

**A.** Agricultural and Processed Food Products Export Development Authority "APEDA" is participating as joint organizer with NuenbergMess India Pvt. Ltd., New Delhi infollowing event to set up its pavilion to display and market the Indian Food Products:

**B.**

**BIOFACH India 2023 is scheduled from 7<sup>th</sup> – 9<sup>th</sup> September, 2023 at IEML, GreaterNoida, UP** (hereinafter referred to as the "Event").

**C.** The gross area of the APEDA Pavilion for the Event is approx. 1575 Sq.mtrs. (as per layout) in Hall No.3 IEML, Greater Noida (layout of the Event is attached as Annexure A).

**D. APEDA invites bids for:**

**E. Designing, construction and management of APEDA pavilion and other allied activities during the 3 days of Biofach India 2023.**

**2. ELIGIBILITY FOR SUBMISSION OF BIDS:**

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

- 2.1. 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.
- 2.2. 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 organized within or outside India.
- 2.3. A turnover of minimum **Rs. 5,00,00,000/-** (Rupees Five Crores only) during the last 3 financial year i.e. 2022-23, 2021-22 & 2020-21 for implementation of Event Management Business pertaining to international Trade Fair Pavilion.
- 2.4. Submission of EMD in the form of DD for the amount of Rs. 1,00,000/- (Rupees One lakh only) in favour of "APEDA" payable at New Delhi is essential for the bid without which the bid offer will be rejected.
- 2.5. A self certified undertaking has to be submitted mentioning that the applicant firm has never been blacklisted by any government organization and the same is not applicable as on date.

### **3. SCOPE OF WORK**

#### **The selected bidder shall be required to undertake the following activities:**

**A.** The proposed APEDA pavilion will be designed using environment friendly material including the common area, sampling and participants area/exhibition booths.

**B.** Total gross area of APEDA pavilion shall be approx 1575 sq.mtrs.

#### **C. The APEDA pavilion shall comprises of:-**

1. One APEDA theme area having office/store/pantry/VIP lounge and open meeting area.
2. Theme area shall be made in wood and/or environment friendly material.
3. Theme area would showcase APEDA's activities in the field of organic and GI organic food products exports.
4. Theme area will have sampling area for different organic products such as sampling of organic coffee from southern region etc.
5. Live demonstration of organic cuisine by celebrity chef.
6. Approximately 50 exhibitor stalls of 9 sqmtrs.
7. There may be bigger booths in multiple of 9 sqmtrs, depending upon the requirement of the exhibitors which will be communicated accordingly.
8. The theme area should have space to showcase the theme product along with brochure display stand.
9. Three lockable showcases of full size for display of Indian organic products.
10. The graphics to be designed in consultation with APEDA.
11. The theme area for APEDA brand publicity should be distinguished with raised wooden floor for branding and visibility of APEDA pavilion from the maximum height as per the guidelines of the organizers.
12. The VIP lounge will have sofa sets with seating capacity of at least 15 persons.
13. Four numbers of hostesses in the day shift shall be provided by the agency.
14. Designing and printing of exhibitor's directory along with APEDA corporate brochure and organic brochure (2000 copies).
15. APEDA theme area shall have backlit fascia and backlit posters in theme area.
16. A pantry with 30 breakfasts, 50 Lunch (Veg and Non veg) for each day along with tea/coffee, Juice, drinking water, snacks and refrigerator shall be provided during the event.
17. Proper and regular cleaning of entire pavilion will also be the responsibility of the agency.
18. 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) as per the guidelines of the organizers.
19. 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 concealed bright – white lightings.
20. Video wall of 3 x 2.5m for branding in common area.
21. Dark colour of carpet may be provided.
22. Partition walls in double side timber claded with MDF (minimum size 50mm) in paint finish.
23. 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

- concealed bright – white lightings.
24. The proposed pavilion will be custom design in completely wooden.
  25. All the common areas for APEDA use should be distinguished with raised wooden floor.
  26. For further conditions of construction of pavilion/stalls, heights of the stall etc. you may refer [www.biofach-india.com](http://www.biofach-india.com) the fascia and the branding which runs through the entire India pavilion will be above the basic structure.
  27. The pavilion shall be brightly lit with sufficient white lights not to allow dark pockets in the complete pavilion.
  28. 500 jute bags with APEDA and India organic logo printed on it.
  29. The posters/panel for the common area of India pavilion needs to be developed and placed as per design approved by APEDA.
  30. One additional hostess for applying organic Henna tattoo on visitor's hands
  31. To arrange to upload at least three minutes video on the YouTube after completion of the event and providing link on APEDA website.
  32. Cleaning and maintenance of entire APEDA Pavilion on each day.
  33. To arrange bouquets at least five numbers per day for the VIP's or as per requirement and arrange refreshments.
  34. The pavilion is to be set up with the maximum feasible openness all around.
  35. The material such as wall panels, furniture, display aids etc. to be used by the agency has to be of a very high quality. Chairs/Tables, counters, display aids etc provided in the stand area should be of same type and colour.
  36. The posters/panel for the common area of APEDA pavilion needs to be developed and placed as per design approved by APEDA.

### 3.1 EXHIBITOR STALL:

1. All the Individual Booths (**excluding theme pavilion area**) **should** be in octanorm model, **with common branding** above the booths clearly visible from distance.
2. Construction of stalls of 9 sqmtr or multiple of 9 sqmtr as per size mentioned in the drawing for exhibitors to display their products for interaction with the buyers/visitors, including the requirement of furniture.
3. Each built –up booth would have the following standard furniture:
  - i. One round table
  - ii. 4 Chairs
  - iii. 6 Spot lights
  - iv. 6 Shelves
  - v. One Power Point
  - vi. Carpet & backlit Fascia
  - vii. One Waste Paper Basket
  - viii. One Lockable Counter
  - ix. Proportional electricity load
  - x. Front name panel with name of displaying agency
  - xi. Electricity load to the exhibitors more than prescribed shall be strictly on payment.
  - xii. 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 directly by the concerned exhibitor. The

cost of extra furniture has to be intimated in advance to APEDA.

4. As far as possible maximum corner stands are preferred.
5. Preparation of 3 panel posters of size 3' \* 6' sq. ft. for each 9 sq. mtrs. stall and in multiple thereof as per the TPs/design to be arranged from the concerned exhibitors. The panels and the posters prepared & printed by the agency shall be identical in dimension and printing quality should be of international level.

#### **4. SPECIFIC FEATURES**

- i. The Business office in theme area should be equipped with computer/laptop with printer, Internet and photocopier.
- ii. The pantry should have coffee/tea/soup vending machine, microwave oven, chiller and water dispenser supported with attendants.
- iii. 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.
- iv. The agency would be given the assignment on turnkey basis-from designing & fabrication, maintaining & managing the pavilion up to dismantling. The agency would also be required to coordinate with the APEDA constituents with regard to setting up of individual stall and their additional requirements if needed. All structures need to be prefabricated and assembled at the venue, as the venue will be available just 2 days before the event. All structures need to be dismantled and removed in one day after the event
- v. High resolution still and video photography for the entire event and submit photo albums containing at least 150 photographs at least of 5x7 size need to be submitted
- vi. The concept should include the layout plan and 3D view of the same.
- vii. In addition vendor shall arrange at least 10 bouquets per day for VIP visits or as directed by APEDA.
- viii. The pavilion shall be brightly lit with sufficient white lights not to allow dark pockets in the complete pavilion.
- ix. Arrangement of good quality vegetarian/non-vegetarian packed breakfast and lunch for approximately 50 people every day for three days.
- x. To create ambience through standees and display panels of eco friendly material at multiple locations including conferences, seminars and workshops for APEDA's visibility.
- xi. Electricity bill shall be submitted separately on actual.

#### **5. PUBLICITY & PRESS CONFERENCE**

1. Bidder shall coordinate and identify reputed media agencies for providing publicity to APEDA activities in the form of press release, newspaper coverage, electronic media coverage, advertisement in social media in advance etc.
2. Every day during the event a 3-5 minute video capsule to be prepared and uploaded on the YouTube. Promotion of the event in twitter and face book everyday by preparation of brief of daily events.
3. Complete and continuous video coverage of the entire APEDA pavilion activities/B2B and B2S meets and conference proceedings

4. Each brochure shall be of A4 size both side printing in following dimensions:
  - a) Size of brochure: 8.5x11.5;
  - b) Quality of paper: Matt finish; Cover and back page: Matt laminated finish; Photographs: good quality with High resolution pictures to be arranged by the Agency; Copy writing: Basic information will be provided by APEDA but editing, proof reading & value addition will be done by the agency with the view to bring it to international level; font face: as per creative approved by APEDA; font size: as per creative approved by APEDA;
  - c) Cover page Quality: 250 GSM imported art paper; Inside page quality: 130 GSM imported Art Paper; Stitching: Centre Stitching; soft copy in CDR form required.

## **6. GENERAL:**

- I. 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.
- II. The selected bidder would settle all the applicable bills of the organizers by the end of the Event.
- III. Power supply and main electrical connections, water supply and other support system etc., shall be available as per the show organizers recommendations. Accordingly, aforesaid provisions need to be checked by the selected bidder.
- IV. 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.

## **7. TERMS AND CONDITIONS**

1. The approved bidder will work under the directions and guidance of APEDA. It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for APEDA are in accordance with the legal framework.
2. Bid value should be quoted in Indian Rupees only including all applicable taxes.
3. Interested eligible agencies may submit their bids as per Annex-I and II with supporting documents including earnest money (EMD) of Rs. 1,00,000/- (Rupees One lakh only) in the form of demand draft drawn in favour of APEDA payable at New Delhi. The EMD will be refunded to the unsuccessful bidder after the selection of the vendor. For the selected bidder, EMD amount would be adjusted in the final payment.
4. It shall be responsibility of the agency to ensure applicability of respective laws in respect of the manpower hired by them.
5. The agency is required to sign each page of the bid documents by the authorized signatory. Validity of the bid shall be at least for 30 days from last day of submission of bids.
6. APEDA requires that bidders under this contract observe the highest standard of ethics during the period of agreement and free from any vigilance enquiry. The bidders have to bear the cost associated with the

- preparation and submission of tender documents to APEDA.
7. APEDA will reject a proposal for award of work if it is determined that the agency recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
  8. APEDA will declare an Applicant/Bidder ineligible, either indefinitely or for a stated period of time, to be awarded a contract/contracts, if it at any time determines that the Applicant/Bidder has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.
  9. Agency will indemnify APEDA harmless against any claim, loss, suit, liability incurred.
  10. The agency will provide new & quality carpet inside the Pavilion as per the colour approved by APEDA.
  11. Eco friendly material is preferred to be used for the event. The material such as wall panels, wood material, furniture, display aids etc. To be used by the agency has to be of good quality and preferably eco friendly. Photographs of the furniture to be provided shall be shown and submitted at the time of presentation. Environment hazardous materials are not allowed in the event.
  12. 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.
  13. Logos/TP designs to be arranged from the concerned exhibitors for putting up at the counter/stall.
  14. Vendor has to submit the soft copy (in cdr format) of final design of pavilion, panels prepared for APEDA along with the report of APEDA's participation in APEDA before settlement of final payment. This will be treated as property of APEDA.

**8. APEDA reserves the right to:**

- a. Copy right of designing of Pavilion and graphics.
- b. Make changes in the Design plan.
- c. Extend the deadline for the submission of applications/bid documents at its discretion.
- d. Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on APEDA.
- e. Suspend the project, cancel the contract with the selected party in part or in the whole at any time if in the opinion of the APEDA it is necessary or expedient in the public interest. The decision of the APEDA shall be final and binding in this regard. APEDA shall also not be responsible for any damage or loss caused or arisen out of aforesaid action.
- f. Modify terms and conditions of the contract which shall be granted to the successful bidder after the bidding process, if in the opinion of the APEDA, it is necessary or expedient to do so in public interest or for proper implementation of the project.
- g. The decision of the APEDA shall be final and binding in this regard.
- h. For interpretation of any clause of this document, the decision of Chairman APEDA would be final and binding on the bidder.

## **9. GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS**

**9.1.** Sealed technical and financial bids in separate envelopes are required to be submitted mentioning the name of the event i.e., BIOFACH INDIA 2023 scheduled from 7<sup>th</sup> – 9<sup>th</sup> September, 2023 at IEML, Greater Noida, India at the envelope by **25<sup>th</sup> August 2023** .Bidders may please note that conditional bids are not allowed and would be rejected summarily.

**9.2. Cover 1: Technical Bid: Superscribe the name of the event and “Technical Bid” to include the following documents:**

### **(Annexure I)**

#### **Mandatory details to be submitted by the Bidder:**

- a. Name of agency with address
- b. Name and Designation of Chief Executive
- c. Profile of the agency including the staff strength on payroll
- d. Track Record – previous experience of handling similar nature of work (Please mention here).
- e. The company must have 3 years work experience in event management in international trade fairs pavilion (excluding advertising and printing) with copies of work orders for last two years.
- f. A CA certificate certifying the turnover of the applicant bidder for the last 3 financial years. The turnover should be in the name of applicant organization only and not that of group/ sister organizations.
- g. Self attested photocopies of latest Income Tax Returns for the last 3 financial years and self attested photocopy of the PAN Card.
- h. These documents should be in the name of applicant organization only and not that of group/sister organizations.
- i. In other words, name of applicant organisation should be same in all the documents submitted.
- j. An interest free Earnest Money Deposit “EMD” for Rs.1,00,000/- (Rupees One lakh only) in the form of draft/ irrevocable and unconditional bank guarantee in favour of APEDA, New Delhi.
- k. 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.
- l. 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.

**9.3.** 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 agency should provide 3D images/presentation of APEDA pavilion (both hard and soft copy) clearly showing the complete projection of APEDA pavilion from different angles. It must also show the complete 3D look of standard booth of 9 sq mtrs with complete display aids and furniture. The 3D presentation should also graphics etc. in detail.

**9.4.Cover 2: Financial Bid: Superscribe the name of the event and “Financial Bid” (Annexure II)**

To include the following documents/details:

**9.5.The Financial Quotation**, duly dated, with break-up of major components separately in Indian Rupees only as per the following format. No lump sum amount shall be considered.

**(Annexure II)**

<b>S. No.</b>	<b>Particular of work</b>	<b>Amt. (inRs.)</b>
1	<b>Construction of Theme Pavilion – One Job</b> APEDA Theme pavilion construction as per the requirements specified in tender document at Point 3.1 and 3.2 (excluding exhibitor stalls, booth etc. Indicated at 3.3 c, d,e) and specific feature specified in point no. 5	
2	<b>Exhibitor AREA/Exhibitor Stalls – One Job</b> Construction of Exhibitor stalls as per the requirement specified at Point No. 3.2 and point No. 3.3 in tender document in tender documents	
3	<b>Publicity and Press conference – One Job</b> As per the requirement specified at Point No. 3.4 and 4 in tender documents and as per the clarification issued subsequent to pre-bidmeeting	
<b>Total Amount (Inclusive of taxes)</b>		

**10. 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:

<b>S. No.</b>	<b>Areas</b>	<b>Score weightage</b>
1	Overall concept and design	<b>30</b>
2	Significant portrayal of theme area as a powerful source of organic food products from India.	<b>20</b>
3	Appropriate dimension of the structure, according to floor area allocated to APEDA and best use of the space.	<b>10</b>
4	Turnover of the Company for the year 2022-23: Breakup of marks is given below: a) Rs. 5 crore : 2 marks b) Rs. 5-10 crore : 3 marks c) Above Rs.10 crore : 5 marks	<b>5</b>



5	Previous works of similar nature National/ International level. Breakup of marks is given below: a) 5 years : 2 marks b) 5-10 years : 3 marks c) Above 10 years : 5 marks	5
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## 10. OPENING OF FINANCIAL BIDS

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 only 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 in similar fashion for L3, L4 etc. (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 announcement, 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 or add more facilities.

## 11. 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 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.

## **12. ARBITRATION**

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 to be appointed by 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.

## **13. TERMS OF PAYMENT**

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

- a) An advance up to 50% of the total cost, on submission of proof of expenses incurred or against bank guarantee of equal amount
- b) Balance amount would be released on completion of the event pursuant to receipt of satisfactory report of the officer(s) deputed for the event.
- c) The Bidder has to bear all the costs associated with the preparation and presentation.

## **14. SUBMISSION OF BIDS**

Bids 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 of Rs.1,00,000/- (Rupees One lakh only) in favour of APEDA, payable at New Delhi.

**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 Biofach India 2023 scheduled from 7<sup>th</sup> to 9<sup>th</sup> September, 2023 at IEML, Greater Noida.

**Envelope III :** Containing Annexure – II (Financial Bid) duly filled in for the bid value 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 envelope should be sealed and marked as for "Financial Bid APEDA Pavilion at Biofach India 2023 scheduled from 7<sup>th</sup> to 9<sup>th</sup> September, 2023 at IEML, Greater Noida.

**Envelope- IV :** Envelopes I, II & III should be kept inside the Envelope – IV and again sealed. 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 and Financial Bid for APEDA Pavilion at Biofach India 2023 scheduled from 7<sup>th</sup> to 9<sup>th</sup> September, 2023 at IEML, Greater Noida.” and shall be submitted to Director, APEDA at the address mentioned below.

## **15. PERFORMANCE ASSURANCE**

If performance of the agency is not up to the mark or is less in any of the deliverances/the measurable output is less than envisaged as per scope of work, then a part of the total bid value will be retained by APEDA at the time of final payment. Decision of APEDA shall be final in this regard.

**Last date for submission of bid is 25<sup>th</sup> August 2023**

The complete applications should be addressed to:

**Director  
APEDA  
3rd Floor, NCUI Building, 3, Siri Institutional Area,  
Opp. Asiad Village, August Kranti Marg,  
New Delhi – 110 016**