

**Details for submission of bids for designing and construction of APEDA Pavilion at FRUIT Attraction 2022 scheduled from 4<sup>th</sup> to 6<sup>th</sup> October 2022 at Madrid, Spain**

**1 Requirement**

Agricultural and Processed Food Products Export Development Authority “APEDA” is participating in Fruit Attraction 2022 international event and will set up its pavilion to showcase and market the fresh horticulture products. Fruit Attraction 2022 event is scheduled to be held from 4<sup>th</sup> to 6<sup>th</sup> October 2022 at Madrid, Spain (hereinafter referred to as the “Event”).

The total area of the India Pavilion for the Event is approx. **100 Sq. mtrs.** (layout of the Event is attached as **Annexure- A**).

**2 Eligibility for submission of Bids**

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

- i) 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.
- ii) A minimum of 5 years experience in conceptualizing, designing and executing the projects on turnkey basis for setting up of pavilion/s in International events organized outside India.
- iii) A turnover of minimum Rs.2,00,00,000/- (Rs. Two crores) during the preceding financial year i.e. 2021-22 for implementation of Event Management Business pertaining to organizing international Trade Fairs Pavilion.
- iv) Submission of EMD in the form of DD for the amount of Rs. 1,00,000/ (RS. One lakh only)- in favour of “APEDA” payable at New Delhi is essential for the bid without which the bid offer will be rejected.
- v) 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.

**3 SCOPE OF WORK**

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

**I. Theme /Common area (Excluding the exhibitor stalls) will include:**

- 1) **Theme area- common approx. 20 sq. mtrs. area out of 100 sq. mtrs. for APEDA. The area should be distinguished with raised wooden floor.**
- 2) A reception with backdrop of backlit collage on glass, acrylic or lycra material.
- 3) A meeting lounge for APEDA not to be fully covered by glass/acrylic or equivalent material.
- 4) A storage area including pantry with provision for tea/coffee, drinking water, refrigerator etc to be provided.
- 5) Ten back lit graphic panels in the common area shall be provided of at least 6"X3"ft. Size.
- 6) For further conditions of construction of pavilion/stalls, heights of the stall etc. you may refer ifema.es/fruit-attraction.
- 7) The pavilion shall be brightly lit with sufficient white lights not to allow dark pockets in the complete pavilion.
- 8) To prepare video clips of the events for hosting at APEDA website and other media.
- 9) Vendor shall arrange 5-6 bouquets on inauguration day for VIP visits and arrange refreshments for them as directed by APEDA during the 3 days of event.
- 10) The products to be displayed are fresh fruits and Vegetables etc.
- 11) The pavilion is to be set up with the maximum feasible openness all around.
- 12) APEDA pavilion shall be available as per fair authorities guidelines as given on their website and the work must be completed latest by 08.00 p.m. on 3<sup>rd</sup> October 2022. The premises must be handed over to the Fair organizer one day after the conclusion of the event as per the guidelines of the Show Organizer/Venue Owner Guidelines/Regulations of Fruit Attraction 2022. The Agency will submit all necessary documentation and application forms to concerned authorities for use of the venue and approval of plans etc. The selected agency will undertake the Construction/Decoration work for India Pavilion at the event on turnkey basis and on hire purchase.
- 13) 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.

**I (a) Branding**

- 1) Backlit branding and visibility of APEDA India pavilion from the maximum height, as per the guidelines of the organisers.
- 2) The overall look of APEDA pavilion should be contemporary and reflect the colour and vibrancy of modern India. A suitable backlit branding of **INDIA** in separate alphabets has to be done in number of minimum 3 Mtr. length and shall be followed all over.
- 3) 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.

## **II Wet Sampling and area**

- 1) A wet sampling area for serving fruit, pomegranate arils & salads, etc. and to have display counters, shelves, etc.

## **III Exhibitor Stalls:**

The selected bidder shall require to undertake the following activities:

- 1) All the Individual Booths/stall should be in wooden, and the India Branding should be atleast 4.5 mtrs or upto the height permitted by the organisers all around the area and should give a modern contemporary look.
- 2) Construction of approximately 8 stalls in APEDA pavilion for exporters to display their products and area for interaction with the buyers/visitors. While these are indicative figures, layout may be planned in such a way that there are maximum size of of allotted space is utilized optimally.
- 3) Every individual stall of for exporter would be provided following furniture and multiple to bigger stalls according to their size:
  - a. backlit individual facia,
  - b. one round table with three chairs,
  - c. one waste paper basket,
  - d. 6 display shelves,
  - e. one Power Point
  - f. Carpet in the stall
  - g. One lockable counter with storage with front lit poster
  - h. 6 lights of 100 watts or need based sufficient luminous each.
  - i. Stall area may be changed also.
- 4) Preparation of 3 panel posters of size 3' \* 6' sq. ft. for each 9 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.

## **IV Other activities:**

- a. Provision of 2 hostesses cum interpreter attired in Indian costume for all the days during the show.
- b. Provision of one LCD/LED TV of 56 inches with DVD player/pen drive.
- c. Development and Preparation of APEDA electronic Brochure on Potential Fruits and Vegetables and exhibitor directory in pen drives (150 pen drives of 2 GB) for free distribution
- d. High resolution still photography for the entire event and submit photo albums containing at least 150 photographs of 5x7 sizes with mat finish and soft copy in Pen drive.
- e. The vendor shall arrange to upload at least three minutes video on the YouTube after completion of the event and providing link

to APEDA website.

- f. The agency shall supervise dispatch of samples/publicity material and in this regard identify appropriate vendor or the authorized vendor of the event for which payment will be made to the said vendor directly as per their invoice on actual. However, the amount charges by the vendor should be reasonable and as per market rates.
- g. The agency has to assess estimated electricity load and book in advance on behalf of APEDA. Charges for the same and electricity consumption shall be paid on actual on submission of supporting documents by the vendor. Documents should be in the name of APEDA.
- h. Undertaking landscaping along with maintenance, proper and regular cleaning of the entire pavilion before start of each day and fire protection of APEDA pavilion in both blocks in the same hall.
- i. Arrangements for tea/coffee & snacks for visitors from Embassy etc.

#### **4 General:**

- a. 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 the organizers by the end of the Event.
- b. 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.

#### **5 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/- (Rs. One lakh) only in the form of a 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 local 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 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 against any claim, loss, suit, liability incurred.
10. The agency will provide new carpet inside the Pavilion as per the colour approved by APEDA.
11. The material such as wall panels, wood material, furniture, display aids etc. to be used by the agency has to be of good quality. As mentioned earlier, photographs of the furniture to be provided shall be shown and submitted at the time of presentation.
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. As per the TPs/designs to be arranged from the concerned exhibitors. The panels and the posters prepared by the agency shall be identical in dimensions to maintain symmetry.
14. Vendor has to submit the soft copy (in cdr format and pdf 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.
15. APEDA reserves the right to :
  - Copy right of designing of Pavilion and graphics.
  - Make minor changes in the Design plan.
  - Extend the deadline for the submission of applications/bid documents at its discretion.
  - Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on APEDA.
  - 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 arise out of aforesaid action.

- 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. The decision of the APEDA shall be final and binding in this regard.
- For interpretation of any clause of this document, the decision of Chairman APEDA would be final and binding on the bidder.

## **6 GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS**

6.1 Sealed technical and financial bids in separate envelopes are required to be submitted mentioning the name of the event i.e., FRUIT Attraction scheduled from 4<sup>th</sup> to 6<sup>th</sup> October 2022 at Madrid, Spain at the envelope by **20<sup>th</sup> September 2022 till 4 PM**. Bidders may note that conditional bids are not allowed and would be rejected summarily.

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

### **ANNEXURE-C**

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

Sr. No.	Particulars	
1	Name of agency with address	
2	Name and Designation of Chief Executive	
3	Profile of the agency including the staff strength on payroll	
4	Track Record – previous experience of handling similar nature of work (Please mention here). The company must have 5 years work experience in event management in international trade fairs pavilion (excluding advertising and printing). with copies of work order.	
5	A CA certificate certifying the turnover of the applicant bidder for the last 3 financial years (2019-20, 2020-21 & 2021-22). The turnover should be in the name of applicant organisation only and not that of group/ sister organisations.	
6	Self attested photocopies of latest Income Tax Returns for the last 5 years and self attested photocopy of the PAN Card, GST and related tax documents. 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.	
7	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. 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. 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.	

6.3 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 mages/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 with complete display aids and furniture. The 3D presentation should also graphics etc. in detail.

**6.4 Cover 2: Financial Bid: Super scribe the name of the event and “Financial Bid” (Annexure)**

6.4.1 To include the following documents/details:

6.4.2 The **Financial Quotation**, duly dated, with of major components separately

in Indian Rupees only. No lump sum amount shall be considered.

6.4.3 APEDA proposes to engage an agency to undertake the following activities

for the event:-

Sr. No.	Particular of Work	Rate per sq. mt. for activities at Sr. No. 1, 2 and below	Total in Rs.
1	Construction and furnishing of		

	theme/common area as per plan submitted covering details mentioned in 3 (I) above other than branding mentioned in 3 (I) (a).		
2	Construction and furnishing of stalls as per plan submitted covering details mentioned in (Branding) 3 (I) (a)		
3	Wet sampling and area as per 3 (II) above		
4	Exhibitor Stalls as per 3 (III) above		
5	Other activities as mentioned in 3 (IV) above		
6	The lounge will have sofa sets with seating capacity of persons of at least 8 persons, centre table, store and open meeting area with two round table with 4 chairs.		
7	Applicable taxes		
	Total		

## 7. SELECTION PROCEDURE

7.1 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.

7.2 The presentation may bring out their suggestions on the following areas:

S.No.	Areas	Score/Weightage						
1.	Overall concept and design	30						
2.	Significant portrayal of theme area as a powerful source of food products by combined use of photos, graphics, attractive colour scheme etc.	20						
3	Appropriate dimension of the structure, according to floor area allocated to APEDA and best use of the space.	10						
4	Turnover of the Company: Breakup of marks is given below: <table border="1" data-bbox="478 1758 1117 1915"> <tr> <td>Upto Rs. 2 Crore</td> <td></td> </tr> <tr> <td>Rs. 2-5 crore</td> <td>3 marks</td> </tr> <tr> <td>Rs. 5 Core &amp; above</td> <td>5 marks</td> </tr> </table>	Upto Rs. 2 Crore		Rs. 2-5 crore	3 marks	Rs. 5 Core & above	5 marks	5
Upto Rs. 2 Crore								
Rs. 2-5 crore	3 marks							
Rs. 5 Core & above	5 marks							
5	Previous works of similar nature National/ Int'l level. Breakup of marks is given below:	5						

	Minimum 5 years	--	
	5-10 years	3 marks	
	Above 10 years	5 marks	

## **8. OPENING OF FINANCIAL BIDS**

8.1 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

$L2 = 30 \times L1(\text{the cost quoted by L1})/L2$  (the cost quoted by L2) and in similar fashion for L3, L4 etc. (depending on no. of parties).

8.2 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.

8.3 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.

## **9. 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 the 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.

## **10. 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 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.

## **11. 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 of proof of expenses incurred or 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.

## **12. SUBMISSION OF BIDS**

12.1 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 favor of APEDA, payable at New Delhi.

### **Envelope II:**

Containing Annexure I (Technical Bid) duly filled in with supportin documents. The envelope should be sealed and marked as "Technical Bid for APEDA Pavilion at **FRUIT Attraction 2022 scheduled from 4<sup>th</sup> to 06<sup>th</sup> October 2022 at Madrid, Spain**".

**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 envelop should be sealed and marked as for “Financial Bid APEDA Pavilion at **FRUIT Attraction 2022 scheduled from 4<sup>th</sup> to 06<sup>th</sup> October 2022 at Madrid, Spain**”.

**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 **FRUIT Attraction 2022 scheduled from 4<sup>th</sup> to 06<sup>th</sup> October 2022 at Madrid, Spain**” and shall be submitted to General Manager (FFV) at the address mentioned below.

**13. Performance Assurance**

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 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.

General Manager (FFV)

A P E D A

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