

**Agricultural and Processed Food Products
Export Development Authority (APEDA)
Ministry of Commerce & Industry
Government of India**

Bids (technical and financial) are invited separately in sealed cover for designing and construction of APEDA –MOFPI pavilion in Aahar 2013 event scheduled to be held from 14th -18th March 2013 at Pragati Maidan, New Delhi. The details of the activity and terms of reference may be accessed from APEDA website www.apeda.gov.in under icon “Tenders” in the General information section.



Ministry of Commerce & Industry

**Details of activities for Submission of bids for designing and construction of
APEDA-MOFPI PAVILLION AT AAHAR 2013
to be held from 14th – 18th March 2013**

[Layout Plan](#)

Eligibility for submission of Bids

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

- i) A minimum of 5 years experience in conceptualizing, designing and executing the projects on turnkey basis for setting up of pavilion/s in national/International events and
- ii) A turnover of minimum Rs.5,00,00,000/- (Rupees 5 crores) during the preceding financial year i.e. 2011-12 for implementation of Event Management Business pertaining to Trade Fair Pavilion.

Requirement

Agricultural and Processed Food Products Export Development Authority (APEDA) in association with Ministry of Food Processing Industries (MOFPI) is participating in the forthcoming AAHAR, 2013 Exhibition to be held from 14th-18th March 2013 at Pragati Maidan, New Delhi. The total area of the APEDA MOFPI Pavilion is 1500 (gross) Sq. Mtrs. (layout attached) in Hall No. 6

The theme of this year's exhibition is Process Food: From Farm to Fork

APEDA proposes to engage an agency to undertake the following activities for the event:-

1. Customized pavilion using complete wooden material including the common area and the participant's area.
2. The design of the pavilion should consist of a theme area, which would showcase APEDA/MoFPI's activities.
3. The theme area should also have space for theme related to products display.
4. The pavilion should have about 90 built-up booths for APEDA-MFPI constituents. Each booth would be of 9 sq. mt. area preferably 2 sides open.
5. Each built –up booth would have the following standard furniture:
 - > One round table

- > 5 Chairs
- > 6 Spotlights
- > 4 Shelves
- > One Power Point
- > Carpet & Fascia
- > One Waste Paper Basket
- > One Lockable Counter

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 by the concerned exporter.

6. The pavilion would have Buyer Seller Meet lounge with two sofa sets and centre table, business lounge/office, store, pantry and open meeting areas.
7. There should be a provision for 2 audio-visual (plasma/projection) show one in the theme area and one in the business lounge.
8. The business lounge should be equipped with computer with printer, telephone, fax, internet and photocopier.
9. The pantry should have coffee/tea dispenser, water dispenser, and soup vending machine with attendants.
10. The agency would provide daily 30 packed lunches, snacks and soft drinks on all the days.
11. 5 nos. of hostesses in the day shift and 6 nos. of security guards in all shift would have to be provided by the agency.
12. 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
13. The agency would be given the assignment on turnkey basis-from designing & fabrication, maintaining & managing the pavilion upto dismantling. The agency would also be required to coordinate with the APEDA-MFPI constituents with regard to setting up of individual stall and their additional requirements if needed.
14. The design so proposed, should be as per the norms of ITPO.
15. Exhibitors' directory of APEDA constituents shall also be prepared.
16. The concept should include the layout plan and 3D view of the same.

GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS

Sealed technical and financial bids in separate envelopes are required to be submitted mentioning the name of the event at the envelope within 10 days from the date of release of this advertisement. Bidders may note that conditional bids are not allowed and would be rejected summarily.

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

- a. Details of the Bidder:
 - i. Profile of the company/agency
 - ii. Track Record – previous experience of handling similar nature of work. The company must have 5 years work experience in event management (excluding advertising and printing).
 - iii. A CA certificate verifying the turnover of the applicant bidder for the last 5 financial years.
 - iv. Latest Income Tax Return and copy of the PAN Card.
 - v. 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.
- b). Details pertaining to the pavilions of the Events.
 - i. Design of the APEDA pavilion in print and soft copy.
 - ii. Materials and their specifications to be used for the pavilion and displays/decoration in the pavilion.

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 sample of the material to be used in decoration must be shown during presentation.**

Cover 2: Financial Bid: Should be sealed and superscribe the name of the event and “Financial Bid”

To include the following documents/details:

1. The **Financial Quotation**, duly dated, with detailed breakup of each component suggested separately in Indian Rupees only. No lumpsum amount shall be considered.
2. The financial bid should be inclusive of all applicable taxes. The selected vendor will be asked to submit the invoice mentioning applicable taxes separately.

The outer sealed cover containing cover 1 and cover 2 as indicated above should be superscribed with "Technical and Financial Bid for AAHAR 2013, and should have the full name, Postal Address, Fax, E-mail, Telephone number of the bidding agency.

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:

S. No.	Areas	Score/Weight age
1.	Overall concept and design	30
2.	Significant portrayal of theme area	20
3.	Use of innovative materials to lend the common area a modern contemporary look	10
4.	Co-ordination with the show organizers	10

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 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 similarly L3, L4 ----- (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 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.

Terms of Payment:

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

- An advance up to 50% of the total project 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 deputed for the event.

The Bidder has to bear all the costs associated with the preparation and presentation.

The advertisement has been released on 20.02.2013 and the last date for receipt of bid is 10 days from the date of Advertisement i.e. 01.03.2013 upto 5:00 pm. The complete applications should be addressed to:

LAYOUT PLAN: Enclosed

Short listed applicants will be invited for the technical presentation on 5th March 2013 at Conference Room, APEDA, New Delhi.

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
Telefax: 26526186

