

Tender Inviting Bids for Organizing Buyer Seller Meet during World Food India, 3rd -5th Nov, 2023 at Pragati Maidan, New Delhi

1. INTRODUCTION

The Agricultural and Processed Food Products Export Development Authority (APEDA) was established by the Government of India under the Agricultural and Processed Food Products Export Development Authority Act passed by the Parliament in December, 1985.

APEDA 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.
- De-oiled rice bran.
- Green pepper in brine.
- Cashew Nuts and Its Products.
- Basmati Rice has been included in the Second Schedule of APEDA Act.

2. REQUIREMENT

Agricultural and Processed Food Products Export Development Authority “APEDA” is participating in World Food India 2023, scheduled from 3rd - 5th Nov 2023 at Pragati Maidan New Delhi (hereinafter referred to as the “Event”). APEDA proposes to invite buyers, dignitaries, policy makers from international market to showcase and facilitate development and promotion of its scheduled products.

3. ELIGIBILITY

- 3.1 Eligibility for submission of Bids Agencies having following eligibility, hereby, invited to bid for the event on turnkey basis.

- 3.2 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 shall be in the name of applicant organisation only and not that of group/sister organisations. In other words, name of applicant organisation shall be same in all the documents submitted.
- 3.3 The Company should be in existence for the last three financial years in Buyer management and arranging RBSM / Buyer Seller meets in India.
- 3.4 The Company should have managed at least 5 (five) BSM in last five financial years.
- 3.5 Average turnover of minimum Rs.5,00,00,000/- (Rupees Five Crores only) during the last three financial years, i.e., 2020-21, 2021-22 & 2022-23 for implementation of Event Management Business. A CA certificate certifying the turnover of the applicant organisation for the above mentioned period. The turnover shall be in the name of applicant organisation only and not that of group/ sister organisations.
- 3.6 Submission of EMD in the form of DD for an amount of Rs. 2,00,000/- (Rupees Two Lakhs only) in favour of "APEDA" payable at New Delhi is essential for the bid without which the bid offer will be rejected.
- 3.7 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.

4. **SCOPE OF WORK**

About 500 foreign buyers are to be invited from all over the world having interest in sourcing agro-products and processed food items from India. The agency will be coordinating with the buyers through email & calls and maintain record of buyers invited. APEDA Screening Committee will approve the registered foreign buyers. However, mere registration will not guarantee approval of buyers. The decision of the Screening Committee will be final. Approved foreign buyers will be hosted by APEDA as per approved Hosted Buyer Programme.

- 4.1 To execute a comprehensive campaign to acquire 500 foreign buyers across all regions, duly approved by the APEDA Screening Committee.
- 4.2 Agency to ensure registration of sufficient number of foreign buyers to achieve 500 approved foreign buyers.
- 4.3 Forwarding list of registered foreign buyers to APEDA Screening Committee time to time for approval.

- 4.4 Intimation to foreign buyers/dignitaries about their approval and obtaining their written consent and other necessary details for booking tickets and hotel as needed.
- 4.5 Issuance of Visa recommendation letter with MEA Support for hosting foreign buyers.
- 4.6 Communicating to Indian Missions (on behalf of APEDA) in various countries in order to help the approved buyers in getting their Visa and booking airline tickets.
- 4.7 Prior to the issuing of tickets for each sector, the agency must determine the lowest available economy class air fares and submit a proposal for approval along with supporting documents.
- 4.8 The charges for ticket booking shall also be paid by APEDA as per actual after submission of consolidated bills along with statement at the end of the event. The reimbursement will be restricted to actual airfare subject to best available cheapest economy fare for non-stop direct flight between the sectors in a given slot at the time of booking.
- 4.9 Managing regular correspondences with approved buyers for resolving queries and addressing any special requirement, organize their smooth travel, hotel stay, local transportation for meeting with the exporters.
- 4.10 Keeping real time information about foreign buyers boarding their respective flights to India.
- 4.11 Coordinate airport pick up / drop and hotel check-in / checkout with APEDA appointed hotels. To organise airport pickup and local transportation from the airport to the hotel and the venue, a travel agency will be appointed.
- 4.12 The hotels are to be identified by APEDA and all venue costs and for hotel stay for buyers will be borne by APEDA as per actual bills.
- 4.13 The manpower should be deployed for receiving of buyers along with placard/ standee with shuttle airport/bus/car/taxi and welcome buyers with Entry Badge and Kit distribution. The agency has to obtain requires permission for setting up help desk at Delhi Airport.
- 4.14 A help desk with enough staff members must be established at each hotel where the customers are staying, as well as at the venue.

- 4.15 Development, preparation and printing of the Buyers Directory (500 copies – Size 7”x9.5”).
- 4.16 Further, selected agency has to develop the content based on the information to be provided by APEDA along with editing, proof reading & value addition.
- 4.17 High resolution still photography for the entire event and to submit two photo albums containing at least 100 photographs at least of 5x7 size and video coverage (Two days) as well as 3 minutes video for uploading on YouTube & providing link on APEDA's website for the activity, services of a professional photographer should be taken.
- 4.18 Bringing Buyers to venue and manage onsite activities such as group tours, b2b meetings, delegation meets, F&B etc.
- 4.19 APEDA Souvenir for Country Leaders (approximate 50 and range Rs. 5000/- each approx)to be approved by APEDA.
- 4.20 The agency will be given the assignment on turnkey basis. The agency will also be required to coordinate with the APEDA officials and buyers exhibitors with regard their additional requirements, if needed.
- 4.21 Organising onsite B2Bmeetings with exhibitors during the show. The agency should specify their modus-operandi for B2B meetings preferably app based.
- 4.22 Any other activity required for efficient execution of the RBSM shall be organized by the agency.

5. GENERAL

- 5.1 The selected bidder will be responsible to ensure that suitable manpower is present at the site for co-ordination The selected bidder will settle all the applicable bills of the organizers by the end of the Event.

6 TERMS AND CONDITIONS

- 6.1 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.
- 6.2 Bid value shall be quoted in Indian Rupees only including all applicable taxes.

- 6.3 Interested eligible agencies may submit their bids as per Annex-I and II with supporting documents including earnest money (EMD) of Rs. 2,00,000/- (Rupees Two 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 bidders after the selection of the vendor. For the selected bidder, EMD amount will be adjusted in the final payment.
- 6.4 It shall be responsibility of the agency to ensure applicability of local laws in respect of the manpower hired by them and tax related matters.
- 6.5 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.
- 6.6 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.
- 6.7 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.
- 6.8 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.
- 6.9 Agency will indemnify APEDA against any claim, loss, suit, liability incurred.
- 6.10 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.
- 6.11 APEDA reserves the right to:
- 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 both the parties i.e., bidder and APEDA.

7 GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS

7.1 Sealed technical and financial bids in separate envelopes are required to be submitted mentioning the name of the event i.e., World Food India 2023 scheduled from 3rd -5th Nov, 2023 at New Delhi at the envelope by 4th September 2023 till 5.30 P.M. Agencies may please note that conditional bids are not allowed and would be rejected summarily. **The Pre Bid meeting will be held on 29th August 2023 at 1600 hrs at APEDA, New Delhi.**

7.2 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:
Name of agency with address
Name, designation and contact details of contact person
Profile of the agency including the staff strength on payroll
A minimum of 3 years experience in in Buyer management and arranging RBSM / Buyer Seller meets in India..(Copies of work orders to be attached).
Average turnover of minimum Rs.5,00,00,000/- (Rupees Five Crores only) during the last three financial years, i.e., 2020-21, 2021-22 & 2022-23 for implementation of Event Management Business. A CA certificate certifying the turnover of the applicant organisation for the above mentioned period. The turnover shall be in the name of applicant organisation only and not that of group/ sister organisations.
Self-attested photocopies of latest Income Tax Returns for the last 3 years and self-attested photocopy of the PAN Card with GST Number These documents shall be in the name of applicant organisation only and not that of group/sister organisations. In other words, name of applicant organisation shall be same in all the documents submitted.
Submission of Interest free Earnest Money Deposit “EMD” in the form of DD for an amount of Rs. 2,00,000/- (Rupees Two Lakhs only) in

favour of “APEDA” payable at New Delhi is essential for the bid without which the bid offer will be rejected

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.

Date:

Place:

Authorized Signatory:

Name of Signatory:

Designation with company seal:

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

To include the following documents/details. The Financial Quotation, duly dated, with break-up of major components separately in Indian Rupees only. No lump sum amount shall be considered. It shall be in a separate envelope duly sealed.

Annexure II (Financial bid)

S. No	Particular of work	Amount in Rs.
1	Buyer Acquisition & Administration Cost for 500 Buyers	
2	Onsite Management & B2B meetings	
3	Applicable taxes	
4	Total Amount (inclusive of taxes)	
5.	Breakup of manpower deployed activity wise	

Note

- All venue related costs, rental, built-up, wi-fi, LED screens, F&B are not scope of this contract and will be reimbursed, if required.
- Hotel Bookings, Air Ticketing, FOREX reimbursement, Transportation, Translators & Interpretors not scope of this contract and will be reimbursed, if required.
- A variation in numbers of buyers upto 5% ± shall be considered within the prices quoted. In case of variation in numbers of buyers visited is >5 % the charges shall be considered on pre- rate basis.

8. SELECTION PROCEDURE

8.1 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.

Breakup of marks is given below:

S.No.	Area	Score/Weightage
1	Overall concept	20
2	On site venue execution strategy a. Detail of manpower deployment. b. Methodology for local transportation. c. Management strategies for B2B meetings.	30
4	Average Turnover of the Company in the last Three Financial Years (2020-21, 2021-22, 2022-23), Breakup of marks is given below: Less than 5 Crore: Disqualified 5 - 7.5 Crore 5 marks 7.51 - 10 Crore 10 marks	10
5	Previous works of similar nature in the last three Financial Years 2020-21, 2021-22 and 2022-23. Breakup of marks is given below: 1 contract 2 marks 2 - 3 contracts 6 marks Above 3 contracts. 10 marks	10

9. OPENING OF FINANCIAL BIDS

9.1 The marking will 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

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

9.2 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.

9.3 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.

10. 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.

11. 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 parties shall make all efforts 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.

12. TERMS OF PAYMENT:

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

- i. An advance up to 50% of the total cost, on submission of proof of expenses incurred or against bank guarantee of equal amount..
- ii. Balance amount will be released on completion of the event pursuant to receipt of satisfactory report of the officer(s) deputed for the event.

- iii. The Bidder has to bear all the costs associated with the preparation and presentation of Tender.

13. SUBMISSION OF BIDS

- 13.1 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.2,00,000/- (Rupees Two lakhs only) in favor of APEDA, payable at New Delhi.

Envelope II : Containing Annexure I (Technical Bid) duly filled in with supporting documents. The envelope shall be sealed and marked as "Technical Bid for Specialist Overseas Buyer Management during World Food , 3rd -5th Nov, 2023 at Pragati Maidan, New Delhi

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 shall be sealed and marked as for "Financial Bid for Specialist Overseas Buyer Management during World Food , 3rd -5th Nov, 2023 at Pragati Maidan, New Delhi

Envelope- IV : Envelopes I, II & III shall be kept inside the Envelope – IV and again sealed. The name of the bidder shall be clearly written with full address, Tel: nos., E-mail on the Envelopes (I, II, III & IV). This Master Envelope (Envelope – IV) shall be marked as "Technical Bid and Financial Bid Specialist Overseas Buyer Management during World Food , 3rd -5th Nov, 2023 at Pragati Maidan, New Delhi

The bid shall be submitted to Director at the address mentioned below:

Director
Agricultural and Processed Food Products
Export Development Authority (APEDA)
3rd Floor, NCUI Building, 3, Siri Institutional Area,
Opp. Asiad Village, August Kranti Marg, New Delhi – 110 016

- ⇒ The Pre Bid meeting will be held on 29th August 2023 at 1600 hrs at APEDA, New Delhi.
- ⇒ The last date for submission of bids is 4th September 2023 till 5.30 P.M.

14. 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.
