

**File No.:P-37022/17/2023-IC**

**Department For Promotion Of Industry And Internal Trade  
(DPIIT)**

**Ministry Of Commerce And Industry, Government Of India**

**Expression of Interest**

**For Selection of an Event Management Agency(EMA) for  
Inauguration of India International Convention Centre( IICC)  
Dwaraka, New Delhi**

**Dated: 19th August 2023**

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## SECTION-1: LETTER OF INVITATION

Dear Sir/Madam,

Department for Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce and industry, Govt of India invites Expression of Interest (EOI) from reputed Event Management Agency (EMA) for Inauguration of India International Convention Centre( IICC) Dwarka, New Delhi as specified in this EOI document.

1. This EOI is not an offer but an invitation to receive formal interest from bidders. No contractual obligation whatsoever shall arise from the EOI process unless and until a formal contract is signed and executed by duly authorized concern person from DPIIT with the bidder.
2. Bidders need to submit the relevant documents related to pre-qualification criteria against the EOI, in order to be eligible for evaluation as per the terms of EOI. DPIIT may seek an additional documents at any stage during the tendering process. Non-compliance of the relevant documents may result rejection of bids.
3. EOI proposal should contain the suggestions/ modifications as mentioned in section-6 of EOI document.
4. Entire tendering process shall be carried in following phases:

### **Phase-1**

Stage I: Submission of Expression of Interest

Stage II: Preliminary scrutiny of Proposal documents as per criteria of EOI and suggested modifications.

Stage III: Shortlisting of bidders based on Pre-qualification criteria prescribed in EOI.

### **Phase-2**

Stage IV: Technical Assessment by calling limited RFP from shortlisted bidders in stage-III

Stage V: Financial bid opening of the qualified bidders as per Stage-IV

Bidders are required to sign and submit all the pages of this EOI document along with all supporting documents, through online mode only.

5. Bidder/s are advised to submit the EOI on or before **25th August 2023 15:00 Hrs.** Late bids shall not be accepted.
6. Thee-file of EOI may be submitted at the following address to:

Director (Industrial Corridor Section),  
email –[id1-dipp@nic.in](mailto:id1-dipp@nic.in)

cc to :- [bk.sharma@nic.in](mailto:bk.sharma@nic.in)

Department for Promotion of Industry and Internal Trade

Ministry of Commerce & Industry, Government of India

Vaniya

Bhawan,

New

Delhi-110011

## SECTION-2: IMPORTANT DATES

<b>EOI Issue Date</b>	19th August 2023
<b>Pre Bid meeting and Site Visit</b>	21st August 2023, 11:00Hrs
<b>Last Date for EOI Submission</b>	25th August 2023, 15:00Hrs
<b>Date of declaration of Pre-qualification Results</b>	To be decided later
<b>Date of issuance of limited RFP</b>	To be decided later
<b>Date of submission of limited RFP</b>	To be decided later
<b>Date of Technical Presentation</b>	To be decided later
<b>Date of Financial bid opening</b>	To be decided later
<b>Declaration of combined results</b>	To be decided later

### SECTION-3:SCOPE OF WORK

The indicative Scope of work for event are as follows;

<b>EventName</b>	Inauguration of India International Convention Centre-Dwarka Sector-25
<b>EventDate</b>	17- September
<b>Event Venue</b>	India International Convention Centre-Dwarka Sector-25
<b>TargetedFootfall</b>	~6,000+
<b>On-SiteEventElements</b>	<ul style="list-style-type: none"><li>➤ InauguralSession</li><li>➤ CulturalFunction</li><li>➤ Registration&amp;Helpdesk</li><li>➤ Visitor Management</li><li>➤ Miscellaneous activity</li></ul>

The bidders are advised to visit the event venue (India International Convention Centre-Dwarka sector-25) and formulate a detailed plan of event execution in the technical presentation which should cover all the aspects of the scope of work. The selected bidder will have to provide requisite decoration, structures, competent manpower and services, in consultation with the ministry.

The scope of work for the Event Management Agency (EMA) to include, but not limited to:

- The EMA will be responsible for the master planning of the event venue (India International Convention Centre-Dwarka sector-25) formulate a detailed site plan and layout highlighting areas for each element of the event.
- The site plan must have clear area demarcation for each element for halls, exhibition area, meeting rooms, food court, entry & exit point, parking area, registration area, helpdesk area, media center, ambience décor, emergency exit plan, emergency services area, passage connecting each element, walkways, toilet blocks, etc.
- More than 6,000 high profile delegates and visitors are estimated to visit the event and thousands of personnel will be working at any given point of time. Therefore, it is expected to factor these considerations while planning the detailed layout.

- EMA shall make a provision of control room for fire, disaster management, healthcare services etc. Walkie-talkie charging station and Golf-Cart charging stations to be part of the set-up.
- EMA shall be responsible for installation of LED screens to be placed at various locations inside and the venue premises with provision for live telecast of events with sound facility.
- EMA shall be responsible for construction of frisking booth at each entry points, separate for male and females to be created, with 2 sides covered & top other side making curtains with 1 table, 1 chair, 1 light & plug point as per the high-level security protocol. EMA shall deploy adequate security manpower in the venue premises.
- EMA shall make the necessary arrangement for the commuting via shuttle services within the event premises, all transfers from parking area to the venue and back to parking slots shall be undertaken by battery operated shuttle or Golf Carts and with driver, keeping in mind the footfall of around 6000 invitees.
- EMA shall make the arrangements for the High-Tea, High Tea shall be divided into 3-4 categories rendering the services for, VVIP's, VIP's and Senior Executives and other officials from various govt, statutory and other bodies.
- EMA shall be responsible for the proper parking designated zones as per site layout with proper markings, entry & exit gates, and manpower to control the traffic movement.
- EMA shall make the arrangement of drinking water/ mobile toilet facilities during the entire event for the all the invitees.
- EMA shall provide the EMCEE who should be proficient in Hindi and English, at least 5-7 options for emcees need to be given by the EMA to Ministry to choose from.
- EMA shall be responsible to setup a safe room for VVIP, which will include sofas, chairs, Tepoy table, Flower decorations, water bottles, carpeting etc.
- EMA shall develop conceptual plan, layout plan, working drawings / 3D views/3D walkthrough and specifications for Event. The specifications and design of the event may require to be modified as per the local needs, VVIP protocols and directions of ministry. In Addition to this, EMA shall co-ordinate with NID (National Institute Design) officials to execute and curate the design, theme suggested by the NID team and EMA shall be sharing the themes and suggestions.
- EMA shall place the standee/ hoardings/banners/ flex walls (iron mounted)/etc/Balloons throughout the designated pathways for movement of dignitaries/ officials as directed by the ministry.
- EMA shall make the necessary arrangements for the set-up of lounge & Safe House for PM, VVIP lounge, as directed by the ministry and adequate protocols.
- EMA shall arrange all facilities, amenities, and other required support infrastructure for execution of the project, post completion of the project, EMA shall dismantle and remove all temporary infrastructure for the site.

- EMA shall execute the project maintaining the locational aesthetics, safety, and a consistent theme, under approved terms as specified in this RFP.
- EMA shall obtain and comply with all statutory approvals, apply for No Objection Certificates as necessary for Conceptualising, Curating & Executing the event.
- EMA shall adhere to all relevant guidelines and SOPs issued by Government from time to time in facility design, management, and execution.
- EMA shall accept and implement the changes suggested by authority.
- EMA shall be responsible for the artist management, emcee, hospitality, and handling all the logistics activity to execute the event in the successful manner.
- EMA shall be responsible for such other responsibilities which are not covered in scope of work mentioned in this RFP, but found essential for successful operation of the project, without any extra cost to authority.
- EMA shall be responsible for arranging all the material (Hawan /Puja Samagri, Priest and etc) involved in successful executing **Hawan/Puja** at the venue.
- EMA shall be responsible for making a creative video which shall cover the entire event flow post completion of the event.
- EMA to provide support for implementation, logistics, branding, citizen connect campaigns, documentation of these themed events in a holistic manner at global scale.
- EMA shall be responsible for Inter-department and inter-agency co-ordination to ensure a seamless organisation of the proposed launch event.
- EMA shall be responsible to make adequate arrangements for lights/sound/AV required for the main stage area.
- EMA shall be responsible for construction of main LED wall on the stage auditorium.
- EMA shall make the design for look and feel of the event, suggest a theme, and decorate the area to give it a relevant feel look alike.
- EMA shall be responsible to fabricate and produce the decoration/sets/stages etc required at the event in tandem with the design presented maintain sanitation and hygiene during the event.
- EMA shall comply with the applicable standards of fire safety and install adequate fire handling equipment. The EMA shall obtain Fire Safety Certificate from the competent authority and share a copy of the same with authority.
- EMA shall be responsible for the adequate numbers of fire tender and ambulance keeping in mind of the number of invitees.
- EMA shall setup and manage temporary structures (Stage, reception area etc.) as applicable for interior and exterior furnishing, as necessary and in conformity & approval of the authority as specified in this RFP.

- EMA shall execute the project maintaining the locational aesthetics, safety, and a consistent theme, under approved terms as specified in this RFP and in consultation with the Authority.
- EMA shall be responsible for all logistic requirements of artists from receiving the artists from arrival to departure which includes all travel costs, accommodation, food, local travel, and other incidental expenses etc.
- EMA to keep a note that more than 6,000 high-profile delegates and visitors are estimated to visit the event and thousands of personnel will be working at any given point of time. Therefore, it is expected to factor these considerations while planning the detailed layout.
- EMA shall be responsible to print banners, volunteer badges etc. in conjunction with the approved theme.
- Stage design and fabrication in line with the function's theme.
- LED Backdrop with 3D Mapping with watch out connectivity.
- Multi-Camera Videography (minimum three) with Zip Crane and photography
- Coordination with the broadcast partner to ensure that all parameters for the broadcast of event.
- EMA shall be responsible to prepare print and install directional signages (Flex on frame mounted) inside the venue indicating halls, auditorium area, High Tea area, etc. Entry- Exit signs at all the gates. Signs for no smoking. Event map inside the venue at most opportune locations as per requirements
- EMA shall make necessary efforts for branding of the event into the enroute to the VVIP officials till the venue.
- EMA shall design and print 6000 Invitation cards with envelop with QR codes in A-5 size. The QR code shall contain the map of the event along with GPS location and any other details. The QR code shall be designed in such a way that it will redirect to the visitor registration portal through the QR.
- Digital Entry Tunnel with High Quality Fresh Flowers (Cosmos Flower, Gaillardia Flower, Zinnia Flower, Dahlias Flower, Peonies Flower, Fox Brush Orchids Flower, Tulips Flower, Gloriosa Lily Flower, Pineapple Lily Flower, Rain Lily Flower, Flower, Roses- different colour, Carnations Flower, Birds of paradise).
- Branding/Welcome Boards, Reserved Stands, Branding scroll, Stage Panels, selfie booths, etc.
- EMA shall be responsible for making the coordination with the authority and other state departments for the successful execution of the event.
- EMA shall be responsible to assist the authority in verification & validation of various deliverables of the scope of work. Coordination and management of various vendors working simultaneously on the event.

- EMA shall be responsible to provide 50 uniformed and well-dressed ushers on the days of the event, Provide manpower support for all technical and non-technical services per the scope of work.
- EMA shall be responsible to provide dedicated manpower, to the satisfaction of authority for manning F&B area, technical support (lounges, organizer's office, etc). The list of such manpower with their identity and contact details to be provided to the authority, seven days prior to the event.
- EMA shall be responsible to deploy additional 25 manpower with event management competence for smooth execution of the event, deploy at least 75 manpower for handling onsite registration and manning helpdesks at venue.
- EMA shall be responsible media lounge (500 sqft each) to be constructed with air- conditioning, platform, new carpet, lighting, electrical outlets, The lounges to have acoustic walls, ceiling, pantry with serving facility, storeroom, and toilet Facility.
- Products and services not specifically mentioned in this RFP, but which are necessary to provide the functional capabilities described by the selected bidder shall be deemed to be included in this requirement.
- In addition to the above scope of work, the EMA will be responsible for delivering any and every delivery of the event under the ambit of event management, end-to-end management, on-ground support, and facilitation for each element of event.

**Site Visit/ Venue Walkthrough:** It is proposed to have a detailed walk through/ reccee of the proposed venue. Details are as follows;

**Name of the Venue:** India International Convention Centre (IICC)

**Address:** Dwarka Sector-25 New Delhi

**Date & time of Visit:** 21st August 2023, 11:00 Hrs

**Disclaimer:** *The above scope of work is indicative in nature and may subject to amend based on the suggestions/ modifications received in EOI*



e)	PAN and GST registration	Bidding company shall hold valid GST and PAN certifications.	Copies of relevant certificates of registration to be attached.
g)	Blacklisting	Bidding company shall not have been blacklisted by any central or state government company, PSU etc.	Self- Undertaking to be submitted.
h)	Earnest Money Deposit	EMD of Rs. 25 Lakhs (Twenty Five only)  EMD of non- successful bidders shall be refunded within 60 days	Copy of Cheque/ Demand Draft/ NEFT transfer:
i)	Bid Processing Fees	Non Refundable Bid processing Fees of INR 50000/- (Fifty Thousand)  Bid processing fees shall not be refunded under any circumstances	Copy of Cheque/ Demand Draft/ NEFT transfer:

***Documentary proof for pre-qualification criteria is essential without which the proposal will be rejected***

***Note: The Bidders who qualified in Pre-qualification assessment shall be called for Technical presentation by way of limited RFP.***

## SECTION-5: TECHNICAL EVALUATION CRITERIA

Technical Evaluation shall be applicable in the Stage-IV, as above of the selection process. The shortlisted bidders in the stage of EOI evaluation shall be invited for Technical Evaluation.

Sl. No	Criteria	Marks	Documents
1	<p><b>Turnover</b> Average annual turnover in any of three Financial Years viz. FY 2017-18, FY 2018-19 FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23</p> <p>(i) More than 50Cr but less than or equals to 70 Cr: 5 Marks (ii) More than 70Cr but less than or equals to 100 Cr: 10 Marks (iii) More than 100 Cr: 15 Marks</p>	15	<p>Certificate from the chartered accountant. The turnover details must be provided as per the format given in this RFP at Annexure-10.</p>
2	<p><b>Work Experience</b> Experience of the agencies in successfully executing large events each of value more than INR 4 Cr. for Government of India/State Govt/PSU/ Large Corporates having employee strength more than 500 in the last 6 years as on 31st July 2023;</p> <p>i) 4-5 events: 10 Marks ii) 6-7 events: 15 Marks iii) More than 7 events: 20 Marks</p>	20	<p>Completion certificates from the Client  OR  Work order and Self- certificate of completion by the agency</p>
3	<p><b>Specific Experience</b> Experience of the agencies in successfully executing Hon'ble PM level events in last 6 years having value not less than 4 Cr as on 31st July 2023;</p> <p>4 or more events: 20 marks  (Proportionate marking shall be awarded in case of less number of events)</p>	20	<p>Completion certificates from the Client  OR  Work order and Self- certificate of completion by the agency  Relevant Proofs to be attached</p>

4	Experience in executing the large-scale events having footfall not less than 4000 persons	5	Undertaking along with substantiative proofs to be submitted
5	<b>Technical Presentation**</b> Understanding of Scope and requirements- 7 marks Approach and methodology- 7marks Demonstration/ walkthrough video of the event-20 marks Team Size and experience-6 marks	40	PDF copy of the presentation to be submitted

\*\* The shortlisted bidders in EOI stage shall be called for technical presentation before the Tender Evaluation Committee (TEC) . Based on the presentation, TEC will award the Marks.

**Qualifying marks:** 70 Marks

**Method of selection:** Quality cum Cost Based selection ( QCBS),

**Combined Evaluation:** Technical: Financial ( 70:30)

**Disclaimer:** *The above Technical Evaluation Criteria is indicative in nature and may subject to amend based on the suggestions/ modifications received in EOI*

## **SECTION-6:PAYMENT TERMS**

Payment terms shall be made available in the Phase-2 of the Limited RFP

## SECTION-7:SUGGESTIONS AND MODIFICATIONS

<b>Particulars</b>	<b>Suggestions/Modifications</b> <i>(The same shall be incorporated in Limited RFP, if deem fit)</i>
Scope of Work	
Technical Evaluation Criteria	
Detailed Bill of Quantity	
Any other Suggestions	

***Bidders may use extra sheet if required.***

**Note:** With reference to the EOI document, DPIIT wishes to seek suggestions and modifications on the below mentioned points. The same shall be thoroughly examined by the DPIIT and based on that, the above sections shall be amended, if required.

*Limited RFP shall be issued to all eligible bidders who qualified in pre-qualification criteria as mentioned in the EOI document after incorporation/amendments of above sections.*