

# **REQUEST FOR PROPOSAL**

**(Ref No: NBS/3/2016/9/EM/2017)**

**For**

**Selection of an Event Management Agency for Namami Brahmaputra  
2017**

**in**

**Guwahati, Assam**

**Issued on: 25<sup>th</sup> January 2017**

**Employer: Transport Department, Government of Assam**

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**Reference No.:** NBS/3/2016/EM/9

**Project Name:** Namami Brahmaputra 2017

**Name Of The Department:** Transport Department, Government Of Assam

**Title Of Consulting Services:** Event Management Agency for Namami Brahmapura, 2017 in Guwahati, Assam.

## **Section 1. Letter of Invitation**

1. The Transport Department, Government of Assam (hereinafter called “Employer”) is executing Namami Brahmaputra 2017 In Guwahati, Assam.
2. The employer has invited EOI to provide the following consulting services: Event Management Services. More details on the services are provided in the Terms of Reference in this RFP document. As your firm was short-listed based on your EOI, you are now invited to submit your proposal as per the attached RFP document.
3. A firm will be selected under “Combined Quality Cum Cost Based System (CQCCBS)” and procedures described in this RFP.
4. The RFP includes the following documents:  
 Section 1 - Letter of Invitation  
 Section 2 - Information to Agencies (including Data Sheet)  
 Section 3 - Technical Proposal - Standard Forms  
 Section 4 - Financial Proposal - Standard Forms  
 Section 5 - Terms of Reference  
 Section 6 – Information on Contract Agreement
5. Request for Proposals (RFP) have been addressed to the following shortlisted Agencies:

<b>Sl. No.</b>	<b>Name of the Firm</b>
1	M/s Ahana ads and outdoors
2	M/s Pamm Advertising & Marketing
3	M/s Square Brand Communication Group
4	M/s Salt Experiences & Management Pvt Ltd
5	M/s Encompass Events Pvt Ltd
6	M/s Percept
7	M/s Prodigy Communications and Marketing Pvt Ltd
8	M/s S. M. Set Designers
9	M/s Exponext (Division of CIM Global India Pvt Ltd)
10	M/s Tattva Creations Pvt Ltd
11	M/s Wizcraft
12	M/s Jagran
13	M/s Futurewiz Advertising Pvt Ltd
14	M/s Media Unlimited
15	M/s 9PM Picture and More
16	M/s We the working element

6 Please intimate us in writing at the following address:- Namami Brahmaputra Secretariat, D Block, 4<sup>th</sup> Floor, Transport Department, Assam Secretariat, Dispur, Guwahati-06 upon:

(a) Receipt of the Letter of Invitation and RFP document and

(b) Submission of the proposal at the date and time indicated in part II of the information called project specific information.

Yours sincerely

Sd/-  
Ashutosh Agnihotri, IAS  
Commissioner & Secretary  
Transport Department  
Assam Secretariat, Dispur  
Ph no: 0361-2237236

Email: [namamibrahmaputra1216@gmail.com](mailto:namamibrahmaputra1216@gmail.com)

## **Section 2: Instructions to Agencies**

### **Part I**

#### **Standard**

##### **1. Definitions**

- (a) “Employer” means Transport Department who has invited the bids for Event Management Services and/ or with which the selected Agency signs the Contract for the Services and to which the selected Agency shall provide services as per the terms and conditions and TOR of the contract.
- (b) “Event Management Company/Agency/House” hereinafter referred to as Agencies meaning any entity or person or associations of person who have been requested to submit their proposals that may provide or provides the Services to the Employer under the Contract.
- (c) “Contract” means the Contract signed by the Parties and all the attached documents listed in its Clause 1, that is the General Conditions (GC), the project Specific Conditions (SC), and the Appendices.
- (d) “Project specific information” means such part of the Instructions to Agencies used to reflect specific project and assignment conditions.
- (e) “Day” means calendar day.
- (f) “Government” means the Government of Assam.
- (g) “Instructions to Agencies” (Section 2 of the RFP) means the document which provides Agencies with all information needed to prepare their proposals.
- (h) “LOI” (Section 1 of the RFP) means the Letter of Invitation being sent by the Employer to the Agencies.
- (i) “Personnel” means professionals and support staff provided by the Agencies assigned to perform the Services or any part thereof; “Foreign Personnel” means such professionals and support staff who at the time of being so provided had their domicile outside the Government’s country; “Domestic Personnel” means such professionals and support staff who at the time of being so provided had their domicile in India.
- (j) “Proposal” means the Technical Proposal and the Financial Proposal.
- (k) “RFP” means the Request for Proposal prepared by the Employer for the selection of Agencies, based on the SRFP.
- (l) “SRFP” means the Standard Request for Proposals, which must be used by the Employer as a guide for the preparation of the RFP.
- (n) “Assignment / job” means the work to be performed by the Agencies pursuant to the Contract.
- (o) “Terms of Reference” (TOR) means the document included in the RFP as Section 5 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Employer and the Agencies, and expected results and deliverables of the Assignment/job.

##### **2. Introduction**

- 2.1 The Employer named in the Part II Data Sheet will select an Agency meeting basic eligibility criteria as mentioned in Part II Data Sheet and in accordance with the method of

selection specified in the Part II Data Sheet.

- 2.2 The name of the assignment/Job has been mentioned in Part II Data Sheet. Detailed scope of the assignment/ job has been described in the Terms of Reference in Section 5.
- 2.3 The date, time and address for submission of the proposals is given in Part II Data Sheet.
- 2.4 The Agencies are invited to submit their Proposal, for consulting Assignment/job named in the Part II Data Sheet. The Proposal will be the basis for contract negotiations and ultimately for a signed Contract with the selected Agency.
- 2.5 Agencies should familiarize themselves with local conditions and take them into account in preparing their Proposals. To obtain first-hand information on the Assignment/job and Local conditions, Agencies are encouraged to meet the Employer's representative named in part II Data Sheet before submitting a proposal. Agencies should contact the Employer's representative to obtain additional information, if any.
- 2.6 Agencies shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Employer is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Agencies.

### **3. Clarification and Amendment of RFP Documents**

- 3.1 Agencies may request a clarification on any clause of the RFP documents up to the number of days indicated in the Part II Data Sheet before the proposal submission date. Should the Employer deem it necessary to amend the RFP as a result of a clarification, it shall do so following the procedure under para. 4.2 Below.
- 3.2 At any time before the submission of Proposals, the Employer may amend the RFP by issuing an addendum in writing or by standard electronic means. The addendum shall be sent to all Agencies and will be binding on them. Agencies shall acknowledge receipt of all amendments. To give Agencies reasonable time in which to take an amendment into account in their Proposals the Employer may, if the amendment is substantial, extend the deadline for the submission of Proposals.

### **4. Conflict of Interest**

4.1 Employer requires that Agencies provide professional, objective, and impartial advice and at all times hold the Employer's interests paramount, strictly avoid conflicts with other Assignment/jobs or their own corporate interests and act without any consideration for future work.

4.2 Without limitation on the generality of the foregoing, Agencies and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited under any of the circumstances set forth below:

- **Conflicting activities:** (i) a firm that has been engaged by the Employer to provide goods, works or Assignment/job other than consulting Assignment/job for a project, and any of its affiliates, shall be disqualified from providing consulting Assignment/job related to those goods, works or Assignment/job. Conversely, a firm hired to provide consulting Assignment/job for the preparation or implementation of a project, and any of its affiliates, shall be disqualified from subsequently providing goods or works or Assignment/job other than consulting Assignment/job resulting from or directly related to the firm's consulting Assignment/job for such preparation or implementation. For the purpose of this paragraph, Assignment/job other than consulting Assignment/job are defined as those leading to a measurable physical output, for example surveys, exploratory drilling, aerial photography, and satellite imagery.

- **Conflicting Assignment/job;** (ii) Agencies (including its Personnel and Sub-Agencies) or any of its affiliates shall not be hired for any Assignment/job that, by its nature, may be in conflict with another Assignment/job of the Agencies to be executed for the same or for another Employer.
- **Conflicting relationships** (iii) Agencies (including its Personnel and Sub-Agencies) that has a business or family relationship with a member of the Employer's staff who is directly or indirectly involved in any part of (i) the preparation of the Terms of Reference of the Assignment/job, (ii) the selection process for such Assignment/job, or (iii) supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Employer throughout the selection process and the execution of the Contract.

4.3 Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Employer, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the Standard forms of technical proposal provided herewith. If the Agencies fails to disclose said situations and if the Employer comes to know about any such situation at any time, it may lead to the disqualification of the Agencies during bidding process or the termination of its Contract during execution of assignment.

4.4 No agency or current employees of the Employer shall work as Agencies under their own ministries, departments or agencies.

## **5. Unfair Advantage**

If a Agencies could derive a competitive advantage from having provided consulting Assignment/job related to the Assignment/job in question and which is not defined as conflict of interest as per para 5 above, the Employer shall make available together with this RFP all information that would in that respect give such Agencies any competitive advantage over competing Agencies.

## **6. Proposal**

Agencies may only submit one proposal. If a Agencies submits or participates in more than one proposal, such proposals shall be disqualified.

## **7. Proposal Validity**

The Part II Data Sheet to Agencies indicates how long Agencies' Proposals must remain valid after the submission date. During this period, Agencies shall maintain the availability of Professional staff nominated in the Proposal and also the financial proposal unchanged. The Employer will make its best effort to complete negotiations within this period. Should the need arise, however, the Employer may request Agencies to extend the validity period of their proposals. Agencies who agree to such extension shall confirm that they maintain the availability of the Professional staff nominated in the Proposal and their financial proposal remain unchanged, or in their confirmation of extension of validity of the Proposal, Agencies could submit new staff in replacement, who would be considered in the final evaluation for contract award. Agencies who do not agree have the right to refuse to extend the validity of their Proposals, under such circumstance the Employer shall not consider such proposal for further evaluation.

## **8. Preparation of Proposals**

8.1 The Proposal as well as all related correspondence exchanged by the Agencies and the Employer, shall be written in English language, unless specified otherwise.

8.2 In preparing their Proposal, Agencies are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a Proposal.

8.3 While preparing the Technical Proposal, Agencies must give particular attention to the details of professionals to be involved.

8.4 Depending on the nature of the Assignment/job, Agencies are required to submit a Technical Proposal (TP) in forms provided in Section-III. The Part II Data sheet in Section-II indicates the formats of the Technical Proposal to be submitted. **Submission of the wrong type of Technical Proposal will result in the Proposal being deemed non-responsive.** The Technical Proposal shall provide the information indicated in the following paras from (a) to (g) using the attached Standard Forms (Section 3). Form Tech – I in Section-III is a sample letter of technical proposal which is to be submitted along with the technical proposal.

- (a) A brief description of the Agency's organization and in the case of a consortium/ joint venture, of each partner, will be provided in Form Tech-2. In the same Form, the Agencies and in the case of a consortium/ joint venture, each partner will provide details of experience of assignments which are similar to the proposed assignment/ job as per the terms of reference. Assignment/jobs completed by individual Professional staff working privately or through other consulting firms cannot be claimed as the experience of the Agencies, or that of the Agencies's associates, but can be claimed by the Professional staff themselves in their CVs. Agencies should be prepared to substantiate the claimed experience along with the proposal and must submit letter of award / copy of contract for all the assignments mentioned in the proposal.
- (b) A description of the approach, methodology and work plan for performing the Assignment/job covering the following subjects: technical approach and methodology, work plan, and organization and staffing schedule. Guidance on the content of this section of the Technical Proposals is provided under Form TECH-4 of Section 3. The work plan should be consistent with the Work Schedule (Form TECH-8 of Section 3) which will show in the form of a bar chart the timing proposed for each activity.
- (c) The list of the proposed Professional staff team by area of expertise, the position that would be assigned to each staff/ team member, and their tasks is to be provided in Form TECH-5 of Section 3.
- (d) Estimates of the staff input needed to carry out the Assignment/job needs to be given in Form TECH-7 of Section 3. The staff-months input should be indicated separately for each location where the Agencies have to work and / or provide their key staff.
- (e) CVs of the Professional staff as mentioned in para 9.4 (d) above signed by the staff themselves or by the authorized representative of the Professional Staff (Form TECH-6 of Section 3).

8.5 The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared non responsive.

8.6 **Financial Proposals:** It should cover all costs. The financial proposal shall not include any conditions attached to it and any such conditional financial proposal shall be rejected.



## **9. Taxes**

The Agencies shall fully familiarize themselves about the applicable to Domestic taxes (such as: value added or sales tax, service tax or income taxes, duties, fees, levies) on amounts payable by the Employer under the Contract. All such taxes must be included by the Agencies in the financial proposal.

## **10. Currency**

Agencies shall express the price of their Assignment/job in India Rupees

## **11. Earnest Money Deposit (EMD) and Bid processing Fees**

### **11.1 Earnest Money Deposit**

- I. An EMD of amount as mentioned in data sheet, in the form of DD/bank guarantee drawn in favour of Director, Inland Water Transport payable at Guwahati as mentioned in data sheet, must be submitted along with the Proposal.
- II. Proposals not accompanied by EMD shall be rejected as non-responsive.
- III. No interest shall be payable by the Employer for the sum deposited as earnest money deposit.
- IV. The EMD of the unsuccessful bidders would be returned back within one month of signing of the contract.

### **11.2 The EMD shall be forfeited by the Employer in the following events:**

- I. If the Proposal is varied or modified in a manner not acceptable to the Employer after opening of Proposal during the validity period or any extension thereof.
- II. If the Agencies tries to influence the evaluation process.
- III. If the Agency is found to be blacklisted by any Central Govt/ State Govt/ foreign nation/ MNCs/PSUs

## **12 Bid Processing Fees**

All Agencies are required to pay as mentioned in data sheet towards Bid Processing Fees in the form of Demand Draft drawn in favour of Managing Director, Assam State Transport Corporation payable at Guwahati. The Bid Processing Fee is Non-Refundable. Non submission of Bid Processing fee along with the Technical Proposal will be treated as non-responsive bid.

## **13 Submission, Receipt, and Opening of Proposal**

13.1 The original proposal, both technical and Financial Proposals shall contain no interlineations or overwriting, except as necessary to correct errors made by the Agencies themselves. The person who signed the proposal must initial such corrections. Submission letters for both Technical and Financial Proposals should respectively be in the format of TECH-1 of Section 3, and FIN-1 of Section 4.

13.2 An authorized representative of the Agencies shall initial all pages of the original Technical and Financial Proposals. The authorization shall be in the form of a written power of attorney accompanying the Proposal or in any other form demonstrating that the representative has been duly authorized to sign. The signed Technical and Financial Proposals shall be marked "ORIGINAL".

13.3 The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "TECHNICAL PROPOSAL" Similarly, the original Financial Proposal

shall be placed in a sealed envelope clearly marked “FINANCIAL PROPOSAL” followed by the name of the Assignment/job. The envelopes containing the Technical Proposals, Financial Proposals, EMD and bid processing fees shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, reference number be clearly marked “DO NOT OPEN BEFORE 1<sup>st</sup> February, 2017 at 1 PM”. The Employer shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may be case for Proposal rejection. **If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive.**

13.4 The Proposals must be sent to the address/addresses indicated in the Data sheet and received by the Employer no later than the time and the date indicated in the Data sheet, or any extension to this date in accordance with para 4.2 above. Any proposal received by the Employer after the deadline for submission shall be returned unopened.

## 14 Proposal Evaluation

14.1 From the time the Proposals are opened to the time the Contract is awarded, the Agencies should not contact the Employer on any matter related to its Technical and/or Financial Proposal. Any effort by Agencies to influence the Employer in the examination, evaluation, ranking of Proposals, and recommendation for award of Contract may result in the rejection of the Agencies’ Proposal.

14.2 The employer has constituted a Bid Evaluation Committee (BEC) which will carry out the entire evaluation process.

### 14.3 Evaluation of Technical Proposals:

The Bid Evaluation Committee, while evaluating the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded and the competent authority accepts the recommendation.

14.4 The BEC shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and by applying the evaluation criteria, sub-criteria specified in the Data sheet. In the first stage of evaluation, a Proposal shall be rejected if it is found deficient as per the requirement indicated in the Data sheet for responsiveness of the proposal. Only responsive proposals shall be further taken up for evaluation. Evaluation of the technical proposal will start first and at this stage the financial bid (proposal) will remain **unopened**. The qualification of the Agencies and the evaluation criteria for the technical proposal shall be as defined in the Data sheet.

### 14.5 Public opening & evaluation of the Financial Proposals

Financial proposals of only those firms who are technically qualified shall be opened publicly on the date & time specified the Data sheet, in the presence of the Agencies’ representatives who choose to attend. The name of the Agencies, their technical score (if required) and their financial proposal shall be read aloud.

14.6 The BEC will correct any computational errors. While correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between word and figures, the former will prevail. In addition to the above corrections the items described in the Technical Proposal but not priced, shall be assumed to be included in the prices of other activities or items. Normally, the date will be the date of opening of the tender unless specified otherwise in the Data sheet.

14.6 After opening of financial proposals, appropriate selection method shall be applied to determine the Agencies who will be declared winner and be eligible for award of the contract. The methods of selections are described in the Data Sheet.

## **15 Award of Contract**

15.1 The Employer shall issue a Letter of Intent to the selected Agency and promptly notify all other Agencies who have submitted proposals about the decision taken.

15.2 The Agencies will sign the contract after fulfilling all the formalities/pre-conditions including Performance Guarantee as mentioned in the standard form of contract in Section-6, within 7 days of issuance of the letter of intent.

15.3 The Agencies is expected to commence the Assignment/job on the date and at the location specified in the Part II Data Sheet with work program/ calendar of activities and function from a local office.

## **16 Confidentiality**

Information relating to evaluation of Proposals and recommendations concerning awards shall not be disclosed to the Agencies who submitted the Proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Agencies of confidential information related to the process may result in the rejection of its Proposal and may be subject to the provisions of the Employer's antifraud and corruption policy.

## INSTRUCTIONS TO AGENCIES

### Part-II

### DATA SHEET

<u>Clause No. of Data Sheet</u>	<u>Ref of ITC</u>	<u>Particulars</u>	
1.	1.1	Name of the Employer:	Transport Department, Government of Assam
2.	2.1	Name of the Assignment/job is:	Agencies for Event Management for Namami Brahmaputra 2017
3	3.1	The Employer's representative is:	Shri Anand Prakash Tiwari, IPS
		Address:	Managing Director, Assam State transport Corporation
		E-mail:	anandips04@gmail.com
4	4.1	Proposals must remain valid days after the submission date, i.e. until:	Upto 4 <sup>th</sup> April, 2017
5.	5.1	Clarifications may be requested not later than days before the submission date.	27 <sup>th</sup> January, 2017
		The address for requesting clarifications is:	The Commissioner & Secretary Transport Department Government of Assam Guwahati
		E-mail:	namamibrahmaputra1216@gmail.in
6	6.1	The estimated number of Professional staff required for the Assignment/job is:	Bidder should estimate the number of Professional staff
7	7.1	Proposal Combination	In addition to technical proposal, Agencies are required to submit financial proposal (as per forms prescribed in Section 4). Submission of the technical and financial proposal in improper form will render the proposal liable to be rejected.
8	8.1	The formats of the Technical Proposal to be submitted are:	
		Form Tech 1	Letter of Proposal submission
		Form Tech 2	Agency's organization & experience
		Form Tech 3	Format for Financial Capability of the Agencies
		Form Tech 4 :	DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT/JOB
		Form Tech 5	TEAM COMPOSITION AND TASK ASSIGNMENT/JOBS
		Form Tech 6	CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

		Form Tech 7	STAFFING SCHEDULE
		Form Tech 8	WORK SCHEDULE
		Form Tech 9	COMMENTS / MODIFICATIONS SUGGESTED ON DRAFT CONTRACT
		Form Tech 10	INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION THEREOF
9.	9.1	Agencies to state the cost in	Indian Rupees
10	10.1	Earnest Money Deposit	Rs. 500,000/- (Rupee Five Lakhs only) in the form of Demand Draft/Banker's cheque/ bank guarantee in favour of Managing Director, Assam State Transport Corporation payable at Guwahati
11.	11.1	Bid Processing Fees	Rs. 10,000/- (Rupees Ten Thousand Only) in the form of Demand Draft/Banker's cheque in favour of Managing Director, Assam State Transport Corporation payable at Guwahati
12.	12.1	Agencies must submit the original and <b>one</b> copy of the Technical Proposal and the original of the Financial Proposal.	As given
13	13.1	Last date of submission of RfP	01.02.2017 till 1 PM
14	14.1	Date & time and address for opening of Technical proposal/ bid:	
		Date	01.02.2017
		Time	1 PM
		Address	The Commissioner & Secretary Transport Department Government of Assam Guwahati
15	15.1	Date of final presentation	02.02.2017 at Conference Hall, Circuit House, Guwahati. Presentation starts from 11 AM. Every bidder shall be allotted 15 minutes
16	16.1	Date & time and address for opening of Financial proposal/ bid:	
		Date	03.02.2017
		Time	3 PM
		Address	The Commissioner & Secretary Transport Department Government of Assam Guwahati
17	17.1	Evaluation Criteria : Criteria, sub-criteria, for evaluation of Technical Proposals have been prescribed:	<b>Procedure for Detailed evaluation of technical qualifications</b> Criteria, sub-criteria and point system for evaluation to be followed under this procedure is as under: <b>C-1. Agencies's Experience – 30 marks</b>

			<p>a. Experience in the field of Event Management assignments and organizing event/s of similar nature (at least 2 projects) in last 5 years – (10 marks)</p> <p>If average yearly total value of project is 5Cr to 10Cr = 5 Marks  If average yearly total value of project is 10Cr-20Cr =7 Marks  If average yearly total value of project more than 20Cr = 10 Marks</p> <p>b. Prior experience in planning, organizing and conducting events involving Central/ State Govt/ large Corporate Houses ( 10 Marks)</p> <p>If two events = 5 marks  If 3 to 5 events = 7 marks  If more than 5 events = 10 marks</p> <p>c. Prior experience in planning, organizing and conducting events involving Hon'ble PM or President of India - 10 Marks</p> <p>If 1 event = 5 marks  If 2 to 3 events = 7 marks  If more than 3 events = 10 marks</p> <p><b>C-2 Bidders annual average turnover (10 Marks)</b>  Annual Turnover of more than 20 crores - 4 Marks  Annual Turnover of more than 40 crores - 6 Marks  Annual Turnover of more than 60 crores - 8 Marks  Annual Turnover of more than 80 crores - 10 Marks</p> <p><b>C-3 Description of Approach and methodology and work plan (30 marks)</b></p> <p>a. Understanding the requirements of the proposed Event and concept / theme for the project - 10 marks  b. Presentation to the committee – 20 marks</p> <p><b>C-4 Team Composition and task assignment– 30 marks</b></p> <p>CVs of best 5 Key professionals like Team Leader, Event Manager, Stage Manager, Anchor, Technical Crew etc.</p> <p><b>(bidder shall propose 5 key professional's CVs for evaluation)</b></p> <p>Total : 100 marks</p>
18	18.1	Method of Selection	<p>Quality (80%) cum Cost (20%) Based Selection  <b>QCBS - 80:20</b></p> <p><b>The technical quality of the proposal will be given weight of 80%, the method of evaluation of technical qualification will follow the procedure given in para 14 above. The price bids of only those Agencies who</b></p>

			<p>qualify technically (<b>Minimum Qualifying Marks: 70%</b>) will be opened. The proposal with the lowest cost may be given a financial score of 100 and the other proposal will be given financial score that are inversely proportional to their prices. <b>The financial proposal shall be allotted weight of 20%.</b> For working out the combined score, the employer will use the following formula:</p> <p>Total points = T (w) x T (s) + F (w) x F(s), where</p> <p><math>F(s) = \{(LEC / EC)*100\}</math>  T (w) stands for weight of the technical score.  T (s) stands for technical score  F (w) stands for weight of the financial proposal  EC stands for Evaluated Cost of the financial proposal  LEC stands for Lowest Evaluated Cost of the financial proposal.  F(s) stands for Financial score of the financial proposal</p> <p>The proposals will be ranked in terms of total points scored. The proposal with the highest total points (H-1) will be considered for award of contract and will be called for negotiations, if required.</p>
19	19.1	Expected date for commencement of consulting Assignment/job	Immediately upon award of contract

**Section 3: Technical Proposal - Standard Forms**



# FORM TECH-1

## LETTER OF PROPOSAL SUBMISSION

*[Location,  
Date]*

To: *[Name and address of Employer]*

Dear Sirs:

We, the undersigned, offer to provide the consulting Assignment/job for *[Insert title of Assignment/job]* in accordance with your Request for Proposal dated *[Insert Date]* and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope and requisite EMD and bid processing fees.

We are submitting our Proposal in association with: *[Insert a list with full name and address of each associated Agencies]*

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, i.e., before the date indicated in Paragraph 4 of the Part II Data Sheet, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature *[In full and initials]:*

Name and Title of Signatory:

Name of Firm:

Address:

## FORM TECH 2

### Agency's organization & experience

*(Please lay emphasis and customise information pertaining to the criteria C-1(a), C-1(b) and C-1(c) while using the following template of this Form TECH 2)*

#### A - Agencies's Organization

[Provide here a brief description of the background and organization of your firm/entity and each associate for this Assignment/job. The brief description should include ownership details, date and place of incorporation of the firm, objectives of the firm etc. Also if the Agencies has formed a consortium, details of each of the member of the consortium, name of lead members etc shall be provided]

#### B – Agency's Experience

[Using the format below, provide information on each Assignment/job for which your firm, and each partner in the case of consortium or joint venture, was legally contracted either individually as a corporate entity or as one of the major partners within an association, for carrying out consulting Assignment/job similar to the ones requested under this Assignment/job (If possible, the employer shall specify exact assignment / job for which experience details may be submitted). In case of consortium, association of Agencies, the Agencies must furnish the following information for each of the consortium member separately]

##### 1. Agency's name:

1	Assignment/job name:	:	
a.	Description of Project	:	
b.	Approx. value of the contract (in Rupees):	:	
c.	Country:	:	
d.	Location within country:	:	
e.	Duration of Assignment/job (months) :	:	
f.	Name of Employer:	:	
g.	Address:	:	
h.	Total No of staff of the Assignment/job:	:	
i.	Approx. value of the Assignment/job provided by firm under the contract (in Rupees):	:	

j.	Start date (month/year):	:	
k.	Completion date (month/year):		
l.	Name of associated Agencies, if any:		
m.	No of professional staff provided by associated Agencies:		
n.	Name of senior professional staff of your firm involved and functions performed.		
o.	Description of actual Assignment/job provided by your staff within the Assignment/job:		

Note: Please provide documentary evidence form the client i.e copy of work order, contract for each of above mentioned assignment. The experience shall not be considered for evaluation if such requisite support documents are not provided with the proposal.

**FORM TECH 3**  
Format for Financial Capability of the Agencies

(Equivalent in Rs. crores)

<b>Agencies*</b>	-----( <i>Name of Agencies</i> )				
<b>FY</b>	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>Total</b>	<b>Average</b>
<b>Annual Turnover</b>					
<b>Certificate from the Statutory Auditor</b>					
<p>This is to certify that ..... (<i>name of the Agencies</i>) has received the payments and annual turnover as shown above against the respective years.</p> <p>Name of the audit firm:</p> <p>Seal of the audit firm</p> <p>Date:</p> <p style="color: blue;"><i>(Signature, name and designation of the authorised signatory)</i></p>					

- # The Agencies should provide the Financial Capability based on its own financial statements. Financial Capability of the Agencies' parent company or its subsidiary or any associate company will not be considered for computation of the Financial Capability of the Agencies.
- \* Agencies should fill in details as per the row titled Annual turnover in the row below. In case the Agency is a Consortium, for the purpose of evaluation on financial parameters, financial parameters of all the members shall be furnished in separate sheet for consideration.

## FORM TECH 4

### DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT/JOB

*[Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal divided into the following three chapters:*

*Technical Approach and Methodology,  
Work Plan, and  
Organization and Staffing,*

*a) Technical Approach and Methodology. In this chapter you should explain your understanding of the objectives of the Assignment/job, approach to the Assignment/job, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.*

*b) Work Plan. The Agencies should propose and justify the main activities of the Assignment/job, their content and duration, phasing and interrelations, milestones (including interim approvals by the Employer), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here. The work plan should be consistent with the Work Schedule of Form TECH-8.*

*c) Organization and Staffing. The Agencies should propose and justify the structure and composition of your team. You should list the main disciplines of the Assignment/job, the key expert responsible, and proposed technical and support staff.].*

## FORM TECH 5

### TEAM COMPOSITION AND TASK ASSIGNMENT/JOBS

Professional Staff

<b>Sr. No.</b>	<b>Name of Staff</b>	<b>Name of Agency</b>	<b>Area of Expertise</b>	<b>Position / Task assigned for this job</b>

## FORM TECH 6

### CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

1. Proposed Position:

*[For each position of key professional separate form Tech-6 will be prepared]:*

2. Name of Firm:

*[Insert name of firm proposing the staff]:*

3. Name of Staff:

*[Insert full name]:*

4. Date of Birth:

5. Nationality:

6. Education:

*[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:*

7. Membership of Professional Associations:

8. Other Training:

9. Countries of Work Experience:

*[List countries where staff has worked in the last ten years]:*

10. Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:

11. Employment Record:

*[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]:*

From [Year]:

To Year]:

Employer:

Positions held:

12. Detailed Tasks Assigned

*[List all tasks to be performed under this Assignment/job]*

13. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

*[Among the Assignment/jobs in which the staff has been involved, indicate the following information for those Assignment/jobs that best illustrate staff capability to handle the tasks listed under point 12.]*

Name of Assignment/job or

project: Year:

Location:

Employer:

Main project

features:

Positions held:

Activities performed:

14. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Date:

*[Signature of staff member or authorized*

Place:

*representative of the staff]*

*[Full name of authorized representative]:*



## FORM TECH 7

### STAFFING SCHEDULE

S.N o.	Name Staff	of	Staff input (in the form of a bar chart)											
			1	2	3	4	5	6	-	--	-	--	n	

1.

2.

3.

Note:

- 1 For Professional Staff the input should be indicated individually; for Support Staff it should be indicated by category (e.g.: draftsmen, clerical staff, etc.).
  
- 2 Days are counted from the start of the Assignment/job. For each staff indicate separately staff input for home and field work.

**FORM TECH 8**  
**WORK SCHEDULE**

- 1 Indicate all main activities of the Assignment/job, including delivery of reports (e.g.: inception, interim, draft and final reports), and other benchmarks such as Employer approvals. For phased Assignment/jobs indicate activities, delivery of reports, and benchmarks separately for each phase.
  
- 2 Duration of activities shall be indicated in the form of a bar chart.

## FORM TECH 9

### COMMENTS / MODIFICATIONS SUGGESTED ON DRAFT CONTRACT

*[Here the Agencies shall mention any suggestion / views on the draft contract attached with the RFP document. The Agencies may also mention here any modifications sought by him in the provisions of the draft contract. This information shall be used at the time of the negotiations. However, the Employer is not bound to accept any/all modifications sought and may reject any such request of modification.]*

## FORM TECH-10

### INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION THEREOF

Are there any activities carried out by your firm or group company or any member of the consortium which are of conflicting nature as mentioned in para 5 of section 2. If yes, please furnish details of any such activities.

If no, please certify,

We hereby declare that our firm, our associate / group firm or any of the member of the consortium are not indulged in any such activities which can be termed as the conflicting activities under para 5 of the section 2. We also acknowledge that in case of misrepresentation of the information, our proposals / contract shall be rejected / terminated by the Employer which shall be binding on us.

Authorized Signature *[In full and initials]*:

*Name and Title of Signatory:*

*Name of Firm:*

*Address:*

## **Section 4: Financial Proposal - Standard Forms**

# FORM FIN-1

## FINANCIAL PROPOSAL SUBMISSION FORM

*[Location, Date]*

To: *[Name and address of Employer]*

Dear Sirs:

We, the undersigned, offer to provide the consulting Assignment/job for *[Insert title of Assignment/job]* in accordance with your Request for Proposal dated *[Insert Date]* and our Technical Proposal. Our attached Financial Proposal is for the sum of *[Insert amount(s) in words and figures1]*. This amount is inclusive of the Domestic taxes. We hereby confirm that the financial proposal is unconditional and we acknowledge that any condition attached to financial proposal shall result in reject of our financial proposal.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e. before the date indicated in Paragraph 4 of the Part II Data Sheet.

Commissions and gratuities paid or to be paid by us to agents relating to this Proposal and Contract execution, if we are awarded the Contract, are listed below:

Name and Address of Agents	Amount and Purpose of Commission	Gratuity
-------------------------------	----------------------------------	----------

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,  
Authorized Signature *[In full and initials]*:  
Name and Title of Signatory:  
Name of Firm:  
Address:

---

## **Section 5: Terms of Reference**

## **Terms of Reference**

### **1. Background**

Hon'ble Chief Minister of Assam, announced that the Namami Brahmaputra Festival will be celebrated/organized from 31st March to 4th April, 2017. Namami Brahmaputra, which means "Obeisance to the Brahmaputra", will showcase the beauty and glory of the mighty river and the prodigious business potential of the river in terms of river tourism and portray the rich and diversified socio-cultural heritage of the land it flows through. It will also help in highlighting Assam's potential in the global platform, particularly the scope of connectivity with ASEAN Nations, thus synergizing economic opportunities and development. Apart from attracting tourists, the event is also an initiative to establish Assam as a tourism and investment destination in the national as well as international arena.

### **2. Objective of the Assignment**

The objective of the assignment is to procure the services of Event Management Agency for proper planning, structuring and execution / implementation of the Namami Brahmaputra Festival, 2017 to attract tourists both Domestic and Foreign who would be exposed to the best of Assam's Rich Culture and Heritage and also explore the immense river tourism potential of the Brahmaputra. Namami Brahmaputra – 2017 is scheduled from 31st March, 2017 to 4th April, 2017 with the Opening and Closing Ceremonies on the said dates in Guwahati apart from series of activities during the period.

### **3. Scope of Services**

1. For the said Festival, the services of the Event Management Agency will be required on a turn-key basis from date of signing of the Agreement till the conclusion of the events.
2. The task would begin forthwith with the execution of the Agreement and the Event Management Agency will assist in all matters of the Festival Planning including but not limited to contracting artists & performers, licenses, infrastructure development, permissions, warranties and undertakings required to be obtained from various agencies and vendors / players at various stages. The entire range of activities given hereinafter is required to be carried out by the Event Management Agency, will include but is not limited to concept development, financial modeling, project structuring, management, project monitoring, contracting with artists / performers, overall implementation, artist and guest management, floor management, safety & security, etc. The entire range of activities specified in Para 'Detailed Scope of Work' of this RFP is required to be carried out by the Selected Company.
3. The methodology will vary for each component of the contract. However, the following cardinal principals would be followed:
  - a. Technical Capability of the Agency to deliver the Event Management to International Level
  - b. Concept
  - c. Project Cost and Feasibility
4. The Event Management Agency will work in close association with the Authority which is the implementing agency to take this work forward. Close collaboration will be required with other Agencies, vendors and implementing partners working on other components in the project.
5. This will involve tasks as mentioned under. But it should be noted that the list is indicative only. Further additions are required.
  - a. Opening and Closing Ceremony of Namami Brahmaputra Festival 2017 on 31st March 2017 & 04th April 2017 in Guwahati. The opening and closing ceremony



- should include the renowned artists and also showcase the rich cultural heritage of Assam.
- b. Brahmaputra Aarti/Laser shows/ firework/ Cultural evenings by renowned artists etc during Opening and Closing Ceremony.
  - c. Cultural performances including Satriya Dance-Drama, folk dance, local tribal dance, light and sound shows, fashion show highlighting ethnic wear, parasailing, hot air balloons, indigenous sports, ethnic cuisine, contemporary water sports etc to be organized. The Event Manager will give adequate priority to the local artists and sufficient local numbers have to be included in the performance.
  - d. All artist/performers management including refreshments, accommodation and travel costs, food and beverages costs would be paid by the Event Management Agency.

#### **4. Detailed Scope of Work:**

The detailed scope of services shall include but is not limited to the following:

- Preparation and presentation of a detailed plan on various products, services and areas of the Project including Concept, Layout, Thematic understanding, Quality of Visual Appeal, Quality of Artists, Blend of Cultural Experiences, Overall Project Management Capabilities, Development & Execution
- Management of the event logistics pertaining to overall deliverability in the areas of Setup of Stage & Green Rooms with all required elements (Truss, Lights, AV, Set & Décor, Infrastructure, LED screens at all venues) for the Management of Entertainment Activities – Opening & Closing ceremony, Fire Works Display, water curtains, 3D mapping, sky tracker beams, daily activity & entertainment programme at Guwahati provide manpower and support staff for the management of activities.
- Preparation and Presentation of Complete Event Calendar with special emphasis on Opening & Closing Ceremony. Special events and performances with list of artists / performers should be indicated. On other days, general activities, shows and performances including but not limited to cultural programs focusing on local taste and culture like folk music & dance, drama, yoga which should also be of significant value.
- The date of the festival is as per this RFP, subject to minor modifications. Certain items will be required in functioning condition as mentioned herein like AV equipment should be working and tested before the event. Bidder's plans / presentations / nos. are always subject to modification by the Authority keeping in mind the changing needs of the event.
- Duplication / Repetition of any performance(s) will not be allowed.
- Development of infrastructure, main stage, exhibition stalls, food stalls, offices, watch tower, sitting arena, foyer for theatre performance, VIP and VVIPs enclosures and view cutters at Venue. The layout at the main venue has to be planned in discussion with the Authority. Wherever possible the Event Management Agency will hire the local materials such as bamboos and local items from the local sources.
- The Event Management Agency will supply, control and manage the manpower including temporary manpower wherever necessary to discharge various event related works like setup of stage, transportation, artists' management, floor management, ushers, hosts/hostesses etc. and should provide a list of manpower that will be deployed for the complete event.
- The Event Management Agency will present a plan on the management of the various areas and get it approved from the authority.

- The Event Management Agency will also make arrangements for Inaugural activities like lamp, oil and flowers for Festival at the location.
- The Event Management Agency shall be responsible for arranging photography, videographer and internet streaming on website and projecting the function on multiple LED screens across the venues. The Event Management Agency shall also provide and handover to the Authority, DVD and albums of all the events and performances at both venues.
- All equipments should be of reputed brands as specified in excellent working condition with technical manpower support and also a qualified engineer to certify. All bidders are required to provide a detailed list of all equipment with brands and technical specification which should be of highest quality to the Authority.
- All equipments should be in perfect working condition.
- The transportation installation & dismantling of materials would be done by the Event Management Agency.
- Adequate manpower for all the areas as advised by the Authority to be deployed and kept as back-up. All bidders are required to provide a detailed list of manpower that will be deployed for the complete event.
- Teleprompter for the Inaugural Function, and Emcees / Anchor for all events on all days at all locations and at all venues wherever programs are being proposed by the Bidder. The Event Management Agency to give 3-4 options for Emcees / Anchor to select as per the profile of the event.
- Manpower Deployment Plan including Maintenance Team, Project Team including Engineers', Designers', Technical & Event Agencies, which will be dedicated to this Project. This also includes supply, control and management of the temporary manpower required to discharge various project related works.
- Arrangement of Seating of VIPs, other officers and officials, public functionaries and representatives, media persons and General Public as per Protocol and arrangement and Service of Refreshments to all artists on demand.
- Laser show/Light and Sound show on the opening and closing Nights.
- Conduct of activities such as Yoga, Boat Racing, Indigenous Sports/Games, Showcasing of Local Cuisine, Seminars & Symposium and Business Meets
- Exhibition of Traditional Handloom & Handicrafts
- Maintenance, Safety and Security
- Environment Compliance Plan
- The Scope of Services specified in this Clause are not exhaustive and the Event Management Agency shall undertake such other tasks as may be necessary to successfully implement the event.

## 5. Team Composition & Qualification Requirements

-The Selected Company will be required to provide required experienced personnel including experts in the relevant fields as per requirement. The Selected Company shall have sufficient personnel and resources to accomplish all the tasks specified in this RFP. This will require a high degree of management and technical expertise directly related to the implementation of the proposed festival events. The Selected Company is expected to bring together a team of professionals capable of completing all aspects of the assignment. The team may be composed of an event Manager, an anchor, Stage manager, Production Manager, Back Stage Crew Leader, Lighting Desk operator, Master Electrician etc.

-CVs may be provided for top 5 key experts, whom the Agencies should propose to be deployed full time on-site.

-The duration of the contract is 2 months (4<sup>th</sup> February to 4<sup>th</sup> April 2017).

-Client's Input and Counterpart Services and Facilities

a) The agency will be responsible to:

- Arrange for fully equipped office and office operation related facilities for project team.
- Arrange for communication related to contract, data processing, computers, printing equipment and necessary stationeries.
- Arrange for all transportation and travelling including local travel required for the assignments to perform the consultancy services/job.
- The equipments / furniture purchased by the agency shall be the property of the agency
- 

## 6 Payment Schedule

The Bidder who successfully qualifies and is selected to work on the Project would be paid as per the terms agreed with the successful bidder.

Milestone		Payment (% of contract amount)
1	After commencement of work	10%
2	After 20% commencement of work	10%
3	After 50% commencement of work	30%
4	After 75% commencement of work	25%
5	After 90 days from the closing of work	25%

## CONTRACT AGREEMENT

The Selected Agency shall be furnished a draft copy of the agreement to be signed with the employer on the day of award of contract. Signing of agreement shall take place within 5 days of award of contract.





