

NATIONAL DESIGN CENTRE

Hall No.1 (3rd Fl.), Rajiv Gandhi Handicrafts Bhawan,
Baba Kharak Singh Marg, Connaught Place, New Delhi-110001

Email: ndc@nationaldesigncentre.org Website:

www.nationaldesigncentre.org

EXPRESSION OF INTEREST

NDC invites EOI from the reputed & experienced agencies / firms / companies to execute the work of publicity and promotion of Indian Tea.

Interested agencies having experience for the similar job may submit their EOI. The detailed TOR for the same can be obtained from this office or download from www.nationaldesigncentre.org. The last date for submission of EOI shall be within 5 days from this publication.

A: INTRODUCTION

National Design Centre is going to execute the work of Road Show at Varanasi, Uttar Pradesh for publicity and promotion of Indian Tea. The activity shall be organized in the month of February / March,2024 at Varanasi, Uttar Pradesh which will start from Mirzapur.

B: INDICATIVE SCOPE OF WORK

SL. No.	Particulars
1.	Inauguration Setup with Floral Decoration in Mirzapur day 1 (one day only)
2.	Moving Van throughout the city (2 locations per day) for 7 days with serving samples of Tea as per proposed venues:
	i. Assi Ghat
	ii. Dasaswamedh Ghat
	iii. Orderly bazar
	iv. Godowlia varanasi market
	v. Cantonment Nadesar
	vi. Cantt Varanasi Junction
	vii. Lanka
	viii. BHU Main Gate
	ix. Bhojubeer
	x. Sarnath
	xi. Sigra chauraha
	xii. PDR Mall

3.	Moving Mascot – 7 days
4.	Security - 3 People for 7 days
5.	Outdoor LED TV for 7 days
6.	Waste Management Staff for 7 days
7.	Specialized Tea Maker for 7 days
8.	Sound Set-Up with P.A. system for 7 days
9.	Lighting and other decoration at venue of demonstration for 7 days at 14 places (2 venues per day)
10.	To & Fro travel arrangement with Accommodation for participants
11.	Serving of Tea to public during demonstration for approximately 5000 people per day at Two venues
12.	Miscellaneous work which shall also be done: <ul style="list-style-type: none"> - Arrangement of locations - Moving Van Permissions - Mirzapur Permissions - Crowd management - And other related works - Mascot permissions - Venue Crowd management - Etc.

C: ELIGIBILITY CRITERIA FOR THE APPLICANT

- The applicant must be a registered company / entity of repute with sound experience in performing the above mentioned services.
- Joint Venture / Consortiums are not allowed
- The applicant must have at least 5 years of experience of doing similar works of Road shows, Buyer Seller Meets, Conference, pavilions, exhibition etc. Documentary proof must be enclosed with photographs and work orders.
- Average Financial turnover of applicant must be Rs. 5 Cr. or above during last 3 financial years 2020-21,2021-22 & 2022-23.
- The applicant must comply with all government and regulatory norms viz. Pan No.,GST. Copies to be furnished with technical bid.
- The applicant must not been blacklisted / banned / debarred / under investigation by any State Government or Central Government entity / PSU.

D: SUBMISSION OF EOI

1) TECHNICAL

EOI should be submitted in two sealed envelope, **TECHNICAL BID** (Envelope –I) shall contain following documents:

- i) Details of the EOI

- a) Profile of the Agency / Company
 - b) Details of Technical Manpower and Staff available in – house
 - c) Track record – details of involvement in similar events (Provide list of works executed in last 5 years)
 - d) Specific experience relating to the event of such nature (Documentary evidence of all needs to be provided)
- ii) All applicants should submit a self-undertaking that they have never been blacklisted by any Government of India Ministry / Department / Authority / Organization / Agency.
 - iii) Statement signed by a statutory auditor / Chartered Accountant, indicating turnover of the company.
 - iv) EMD for Rs.50,000/-(Rupees Fifty Thousands only), in the form of Demand Draft / Cheque drawing in favor of National Design Centre. EMD will be returned to the unsuccessful applicants at the earliest.
- 2) **FINANCIALS** (Envelope – II) shall contain the financial offer. The offer should include the cost of fabrication, installation at site (including transportation) and Govt. taxes as applicable.
- The applicants should quote in figures as well as in the words the rates and amount offered by them in the financials. The rates quoted in the financials shall be inclusive of all taxes, levies etc. Nothing extra shall be payable in addition to the accepted rate as per the Price Schedule. Separate rates to be submitted for each design.
 - EOI placed in sealed covers (in two envelopes duly marked as TECHNICAL (Envelope-I) and Financials (Envelope-II) with the name of the project written on each envelope should be placed in the outer envelope and marked on top as “EOI for execution of IBSM at Srinagar”

E) EVALUATION / SELECTION PROCESS

- The evaluation would be on both Technical and Financial Bids
- The technical bids shall be scrutinized by the committee constituted for the purpose. The Committee will assess the ability of the agencies to carry out the requisite work and quality of profile and experience of the agency in the field. The bid would be evaluated as per the Eligibility Criteria in Para-C & technically as specified in Para-D.
- The applicants who will be shortlisted as per above evaluation, if necessary shall be called for presentation.

- The Criteria for Technical Evaluation is as below:-

SL. NO.	CRITERIA	SCORING
1.	Organizational strength of the company	30 Marks
2.	Experience of executing such works nationally and internationally (Road Shows BSM, Exhibitions, Conferences, Pavilion etc.)	50 Marks
3.	Experience and expertise of key personnel handling the project	20 Marks

- Previous Works done by the applicant as indicated above must be submitted in hard copy as well as in CD.
- Minimum marks required to qualify technically is 70. Financial quotation of only those who qualified technically would be opened.

Evaluation of Financials

- The Financial Bids of the technically qualified bidders will be opened by the committee.
- The bidder with the lowest financial bid (L1) will be awarded 100 score.
- Financial Scores for other than L1 bidders will be evaluated using the following formula:
Financial Score of a Bidder = $\left[\frac{\text{Financial Bid of L1}}{\text{Financial Bid of the Bidder}} \times 100 \right]$
(Adjusted to two decimal places)
- Only fixed price financial bids indicating total price for all the work / services specified in this bid document will be considered. Attach separate financial quotes for individual locations.
- Details of the taxes and duties on the basic cost of the work to be indicated clearly in the financial bid.
- Errors & Rectification: Arithmetical errors will be rectified on the following basis: "If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail".

The final evaluation would be done on the basis of Composite score. 70% weightage will be assigned to technical aspects and 30% to financial bid. The applicant who has secured the highest Composite Score shall be declared the preferred applicant.

F: Payment Terms

1. No advance payment to be made.
2. Running payment to be made as per work progress as assessed.

G: RIGHTS

NDC reserves the right to accept or reject any offer based on technical / financial evaluation without assigning any reason.

H: LAST DATE FOR SUBMISSION OF EOI

The last date for submission of EOI is 30th January,2024 (12 p.m.). The EOI received after due date shall not be accepted. The EOI should be addressed to Secretary, National Design Centre, Hall No.1 (3rd Fl.), Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, Connaught Place, New Delhi-110001 www.nationaldesigncentre.org
