

National Backward Classes Finance & Development Corporation
(A Govt of India Undertaking, Ministry of Social Justice and Empowerment)

No : NBCFDC/SHILP SMAGAM/AHMEDABAD/2025 Date : 30 October, 2025

NOTICE INVITING TENDER

The National Backward Classes Finance and Development Corporation (NBCFDC), under Ministry of Social Justice & Empowerment, Government of India is organising “Shilp Samagam Mela” at Ahmedabad, Gujarat w.e.f. 12.12.2025 to 18.12.2025 and wishes to appoint Programme Implementing Agencies (PIA) for the same.

The Tender document and details of the tender are available on GeM Portal and NBCFDC website (www.nbcfdc.gov.in). Interested Bidders need to **apply on GeM Portal only**. The last date of submission of the tender is 13.11.2025 (Time as per GeM portal).

Chief General Manager (HR/Admn)

NATIONAL BACKWARD CLASSES FINANCE AND DEVELOPMENT CORPORATION
(A Govt of India Undertaking, Ministry of Social Justice and Empowerment,)

Tender for Selection of Programme Implementing Agency (PIA) to Organize:

Shilp Samagam Mela at Ahmedabad, Gujarat w.e.f. 12.12.2025 to 18.12.2025.

Published on 30.10.2025

Last Date of Submission December of Bid: 13.11.2025 (Time as per GeM)

Name of Bid Publishing Organization	National Backward Classes Finance and Development Corporation (NBCFDC)
Address & Contact Number	CGM (HR/Admn), National Backward Classes Finance and Development Corporation (NBCFDC), 5th Floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg, New Delhi-110 016.Tel. 011-45854400
Name of Work	Engagement of Programme Implementing Agency (PIA) to Conceptualize, Design, Plan, Coordinate, Manage and Execute the “Shilp Samagam Mela” at Ahmedabad, Gujarat under Ministry of Social Justice & Empowerment, Government of India and promotion of Traditional Artisans' Upliftment Livelihood Programme (TULIP) Brand
Tender Fee	Bidders shall submit non-refundable Tender fee of INR 8,260/-[(7,000+1,260 (GST@18%)] Rupees Eight Thousand Two Hundred Sixty Only) via RTGS/NEFT/electronic mode to NBCFDC Account No. 1445101026928 Branch Hauz Khas Market, New Delhi –110016, Branch Code 1445 with IFSC Code CNRB0001445. The Cost of Tender shall not be entertained in any other form and shall be denominated in Indian Rupees only. Proof of payment/UTR shall be submitted as part of the bid. (Tender Fee is 0.1% of Estimated work Cost).

Earnest Money Deposit (EMD)	<p>Rs 3,50,000/- (Rupees Four Lakh Only) [5% of estimated work cost] by way of DD/Pay Order in favour of “National Backward Classes Finance and Development Corporation (NBCFDC)” or through NEFT in following account:</p> <p>National Backward Classes Finance and Development Corporation (NBCFDC) SB A/c No- 1445101026928 IFSC Code- CNRB0001445 Canara Bank , A-27, Hauz Khas Market Branch New Delhi- 110016</p>
Estimated Cost of the Work:	Rs 70,00,000/- (Rupees Seventy Lakh Only) inclusive tax
Bid Published Dates	30.10.2025
Bid Document Download Start Date	30.10.2025
Bid Document Download End Date	13.11.2025
Pre Bid meeting	03.11.2025 (14:30 Hrs)
Last Date & Time for Submission of Technical Bid & Financial Bid.	13.11.2025 (Time as per GeM portal)
Date of opening of Technical Bid/Pre-qualification/eligibility qualification	14.11.2025 (11:00 Hr)
Presentation on proposed concept and design development	17.11.2025 (11:00 Hrs)
Date of opening of Financial Bid	Date & Time as per GeM portal)
Bid validity period	180 days from opening of Financial Bid
Bid Addressed to:	CGM(HR/Admn), National Backward Classes Finance and Development Corporation (NBCFDC), 5th Floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg, New Delhi-110 016.
Bid Component	<ol style="list-style-type: none"> 1. Technical Bid - with all the Annexures and Supporting Documents 2. Financial Bid – as per the prescribed format. 3. Proof of Earnest Money Deposit 4. Proof of Tender fee

Bid Summary

Introduction:

The National Backward Classes Finance and Development Corporation (NBCFDC), under Ministry of Social Justice & Empowerment, Government of India is organising the “**Shilp Samagam Mela**” at Ahmedabad, Gujarat w.e.f. 12.12.2025 to 18.12.2025 and wishes to appoint Programme Implementing Agencies (PIA) for the same:

The event is to be hosted by erection of 75 Nos. of Octanorm structure stalls covered with Pagoda water proof roof with the size of approx. 9ft X 9ft on wooden platform. Each stall may house two artisans/groups/organisations based on the response from the participants. The event timings will be from 11:00 AM to 09:00 PM every day for the duration of the exhibition.

I. Submission of Bid:

The selection of the bidders for the tender will be through Quality & Cost Base Selection (QCBS) in the ratio of 70:30 for the technical and financial parts of the bids respectively and through GeM Portal. The Tender should be submitted in the following manner: -

Technical Bid should be complete with Concept and Design of the Proposed Mela site with Stalls, Branding and Design of all material to be put up as per Scope of Work including Gates, Artisan Stalls, Layout of the Mela area, Food Stalls, Ministry Pavilion, etc.

There is a basic design, logos, colour pattern, etc. for Shilp Samagam Mela and the same can be obtained from the official website/social media handles of the Corporation.

The technical bids will be evaluated on the Six parameters of past experience as detailed in Annexure-G; the facilities offered for the comfortable shop floor for the sellers; the scope of media management (pre-event, during the event and post event including social media, local media, etc.); the quality of the artists for the cultural events; the scale and quality of the food courts, as while the space will be made available the infrastructure cost will be borne by the bidder for the food courts; the man force projections for sanitation, Ushers, security etc. ;

The PIA will ensure that for **food stalls**, there is no Cost component mentioned in Bid as they are to be allotted and operated by the PIA.

Financial Bid should be given strictly as per the format attached (mentioning Break-up Cost and Total Cost mandatory).

All pages of the offer must be signed and uploaded on GeM portal. **The bids complete in all respect must be submitted on GeM portal.**

Technical Bid will be opened on GeM portal on 13.11.2025 **at 11:00AM**, will be evaluated broadly across 06 set of parameters including presentation before the Tender Evaluation Committee (TEC)

on 17.11.2025 at **11:00 AM** in the office of National Backward Classes Finance and Development Corporation (NBCFDC) 5th Floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg, New Delhi-110 016.. However, in case of any change, final date and time for presentation will be intimated by NBCFDC separately.

The Financial Bids will be opened on the **Date and Time as per the GeM portal.**

The Proposed venue would be handed over to the PIA 02 days before start of the Mela for preparation. The PIA will furnish the Undertaking for completion of the work latest by **12:00 Hrs of the previous day from the start of the Mela** and hand over the venue to NBCFDC.

II. Scope of Work:

The “**Shilp Samagam Mela**” would showcase the products for display and sale at Ahmedabad, Gujarat w.e.f. 12.12.2025 to 18.12.2025.

The event is to be hosted majorly utilizing the 75 nos. of stalls of Octanorm structure to be erected by PIA covered with Pagoda water proof roof with the size of approx. 9ft X 9ft for on wooden platform. The scope of work is mentioned below:

S.N.	Particulars	
1	Theme Based Pavilion	
1.1	Welcome Gate Theme Based.	<ul style="list-style-type: none"> - Theme Based wooden/MDF Gates with Size of 30 Ft width x 25Ft.Height. 1Box Gate with 25Ft width x 20Ft Height. Cut- out (Hindi, English and Local Language) of Shilp Samagam Mela Logo, Logos of Apex Corporations under Dept. of Social Justice and Empowerment and Ministry of SJ&E, Government of India and TULIP to be also placed on each gate. LED par can with T-Stand to light up the gates. TULIP logo standee 5x5 ft to be placed on each gate.
1.2	Flower Decoration	<ul style="list-style-type: none"> - All Entrance and Exit Gates to be decorated with props and flowers for the Inaugural and Closing Functions. - 25 Nos. of Rose properly wrapped and 10 No. of additional bouquet of fresh flowers separately for Inauguration and Closing day. - 10 Nos. of Bouquet of Fresh Flowers be arranged daily
1.3	Venue Decoration	<ul style="list-style-type: none"> - A theme-based Decoration for entire venue/ area of Mela like Carnival, Retro, Mela Theme, Nature, Culture etc. by using the following indicative items in sufficient quantity– - Balloons, Lanterns/LEDs, Streamer Banner, Decorative Colourful Lights, Decorative Plants, Multi Colour Flags & buntings of Shilp Samagam Mela and TULIP in and around venue, Decorative Hanging etc.

1.4	Attraction Points and visitor's engagement Area	<ul style="list-style-type: none"> - 05 Selfie Points with different themes. Additional TULIP selfie point (01 no.) with acrylic back lit - 2 big size LEDs for publicity - 1 Digital Selfie Booth with Printer for instant printing of the photographs of the Visitors (nominal cost be charged from visitor). - Acrylic Shilp Samagam Mela Cut Out in Hindi, English and local language with size of 12 ft X 6Ft. - One India Map cut-out at the entrance, size would be 8 Ft. height with clear demarcation of Upcoming Shilp Samagam Mela Venues and already Organized Venues' of Shilp Samagam Mela event by using different colours. - Kids Playing Zone . - Visitors entertainment area has to be created - one with Virtual Reality Games.
1.5	Floor Decoration	<ul style="list-style-type: none"> - Entire venue/area of Shilp Samagam Mela event shall be covered by the New Neat & Clean Dark Grey Colour Carpet. New Red Carpet Shall be used from Entry Gate to VIP Pavilion/lounge. - New Carpets to be used for covering entire Shilp Samagam Mela venue, no stains, no stitching/patches/cut will be allowed, if found, PIA shall be liable for penalty as decided by the competent authority. Leveling of the Ground will be done by the PIA, if required. - Total Carpet area is estimated to be around 30,000 Sq.Ft. This may vary as per actual design/layout of the Mela and requirement of the venue. The PIA would provide the additional Floor Carpet if required. -
1.6	Light	<ul style="list-style-type: none"> - White Metal Lights- 150 Nos. - LED Par Can Light with Multiple Colour - 50 Nos. - LED Halogen Light-100 Nos. - LED Serial Light-5,000 Nos. - LED Spot Light-20 Nos. - Box Truss-with 40 LED Par, 10 Moving Head, 6 Blinder, 6 Boom White, 1 Profile. - Tri Colour LED Serial Lighted raping on 50 Poles in and around Venue. - Whole venue to be lit up properly, it should look like Stadium in night, if required the PIA would install more light as per requirement of the Venue.
1.7	Music & Sound	<ul style="list-style-type: none"> - PA System with ample amount of Speakers to be installed for Public Announcement and playing Music during/Cultural Programme by following the General Guidelines for Music/sound of the Local Authority

		<p>Appropriate Music & Sound System for Cultural Programme at Venue</p> <ul style="list-style-type: none"> - JBL/Other Renowned Brand Top –10 - JBL/Other Renowned Brand Base –6 Amplifier–4 Mixer–2 - 6 Stage Monitor - 5 No.of Cordless Mike for inauguration function. - If required, PIA would provide Sound System as per requirement of the Performing Artist during the Cultural Event.
1.8	ElectricityCharges	<ul style="list-style-type: none"> - Electricity Charges to be paid to Electricity Authority/Provider by the bidder. <p><u>(Payment for the Electricity would be as per actuals, on submission of bill from the provider/ receipt of payment)</u></p>
	Other arrangements	<ul style="list-style-type: none"> - Sarswati/Ganesh Vandana for Inauguration of Shilp Samagam Mela - Folk Dance Groups like Ghoomar, Kachhi Ghor, Punjabi Bhangra, Local State Folk Dance etc. during the Shilp Samagam Mela, by different performing artists from different states. - 50 Shawls for Welcome of Hon’ble Minister and VIP Guests visiting the exhibition. - All necessary arrangements and required items for OpeningCeremony like decorative tray, scissor, ribbon, flower decoration,lamp etc. - 100 Helium Gas Shilp Samagam Mela and TULIP Printed Balloons at the time of inauguration.
2	Stalls, Open Area, Office cum Control Room,VIP Lounge/Pavilion and Stage.	
2.1	Stalls for Arts & Crafts	<ul style="list-style-type: none"> - Erecting 75 Nos. of Octanorm structure stalls covered with Pagoda water proof roof with the size of approx. 9ft X 9ft for on wooden platform. - 2 Tables, 2 Chairs, 2 Electric Points, 2 Focus LED white lights, One Fan, one dustbin, two racks, three side wall of Flex on frames, front cover for closing stall at night for safety, Carpet, etc. would be provided for per stall. - Theme based Fascia be created by using logo name of TULIP, Shilp Samagam Mela, Apex Corpn. Deptt. of Social Justice and Empowerment, Ministry of Social Justice & Empowerment 1ft X 8ft on 3 mm Sunboard per stall. - Logo (2x2)and name of TULIP to be clearly visible on each stall - Nameplates per stall for Name of artisan, Name of Art/Craft, Place of Artisan/ Craftsman on 1.5ft X 2ft Board

		<ul style="list-style-type: none"> - Agency will keep provision for rain covers to close the stalls in case of rain during the mela period - Tin barricading running feet approx. 4000, if required (payment will be as per actual)
2.2	Food Court	<ul style="list-style-type: none"> - The PIA will be required to establish a high quality food court as per the rules and regulations of Admn. The number of stalls for the same should be enough to cater to the expected footfall and in any case should not be less than 10 such stalls. The maintenance of hygiene, fire safety measures and any permissions required from the local authorities will be responsibility of the PIA - Different cultural Theme based Food Courts, are to be created with sitting arrangements (Decorative Mudda, Table & Chairs, stools, etc.) for Minimum of 100 person at a time and 10 Bar Height Tables.
2.3	Id & Uniform	<ul style="list-style-type: none"> - 200 Nos. of Photo I-Cards with Logo string printing of TULIP. Shilp Samagam Mela, , Stall Number, Name of Artisan, Type of Product, Place, etc. with Lanyard and String. - 50 Nos. of Id-Cards with logo of TULIP, Shilp Samagam Mela, Name of Officials, etc. for the Officials with String. I-Card for Officials would be different from Artisan's in terms of size and colour. - 30 Nos. of Chef Caps and 200 Nos. of buffet caps for Food stall vendors - 200 Nos. of Caps & T-Shirts (with TULIP logo and complete name clearly visible along with Shilp Samagam Mela, Logo) - 100 Nos. of Aprons & 100 Nos. of Hand gloves for the culinary experts. The Caps, T- Shirts & Aprons will have Logo of TULIP, Shilp Samagam Mela. The design and material of the T-shirt, Cap and Aprons would be finalized by organiser. - 50 Nos. of Caps & T-Shirts with TULIP logo and complete name clearly visible along with for the use of Staff/Officials. The same would be finalized with consultation of organiser.
2.4	Working Office& VIP Lounge/ Pavilion	<ul style="list-style-type: none"> - One working office/control room is to be created in 200 Sq.Ft. Area with wooden flooring, Electrical Points, 2 Computer Table, High Back Chairs, with proper Light Arrangements, Air Conditioning. - Theme based VIP Lounge/Pavilion is to be created in 600 Sq. Ft. Area with wooden flooring, Electrical Points, Office Table, High Back Traditional Chairs, Sofas with proper Light Arrangements, adequate Air Conditioning, side tables, center tables and arrangement of Tea/ Coffee with snacks and Cookies,

		<p>Drinking Water arrangement with at least 2 suitable persons for hospitality in VIP lounge</p> <ul style="list-style-type: none"> - The VIP Lounge/Pavilion is to be decorated with flowers/props/Lanterns/ lamps on inauguration day and closing day - The schemes of Apex Corporations of Dept. of Social Justice and Empowerment, Ministry of Social Justice & Empowerment, would be displayed properly by using 10 Acrylic Sandwich LED Panels - TULIP information desk to be set up with proper branding - 02 Nos. of extra stalls with LEDs for publicity of Deptt. activities/schemes
2.5	Lunch/Dinner /High-Tea/ Snacks	<ul style="list-style-type: none"> - High tea for 500 persons, Lunch & Dinner for 100 persons on Inauguration Day. - High tea for 100 persons on all other days of Mela. - High tea For 500 persons, Lunch & Dinner for 100 persons on Closing Day, if required. - High Tea Menu (Sandwich, cheese Pakora, Samosa, Sweet, dry fruits, Lassi, Juices, Tea, Coffee, Nariyal pani/Cold Drinks, Bisleri Water Bottles/Glasses etc.) - Lunch/Dinner Menu (One dry Vegetable, One Dal, One Paneer dish, Rice, Nan/Parantha/Roti Salad, Papad, Pickle etc.) (above to be served neatly including VIP serving arrangement) - <u>50 Media kits and 50 food packets [opening & closing/other days as per need]</u>
2.6	Stage & Green Room	<ul style="list-style-type: none"> - One theme-based stage size of 32 ft X 24 ft (or as per the availability of space) - 2 separate Green Rooms for Ladies & Gents Separate mobile toilets to be installed for ladies and gents. Green rooms to be provided with mirrors, hangers, Chairs, Changing Room, Light and other necessary items/equipment's as required. Proper Carpeting on the Floor is also required at both locations. - A LED Backdrop size of 20ft. X 12ft. at the back stage. Side LED panels with light frame with the size of 10 ft. height X 10Ft. width for live streaming. Masking of both side of Stage wherever required. - One LED Screen for live streaming of the event with the size of 20X12ft at the main gate. - Seating Arrangements for minimum of 500 visitors on Inauguration and Closing day. On other days Seating arrangement of 300 visitors(Extra may be arranged/available as per requirement). - Two Seater Sofas 16 Nos. for front row along with 08 centre table. Hanging Decorative items on truss,

		<p>decorative items around the seating area. Banquet Chairs to be used with sashes.</p> <ul style="list-style-type: none"> - Two Podium with proper branding of Shilp Samagam Mela, Apex Corporation, Dept. of Social Justice and Empowerment, Ministry of SJE.
2.7	Parking Space	<ul style="list-style-type: none"> - PIA will make necessary arrangement for parking along with parking staff and security around the venue. The Branding of Shilp Samagam Mela should also be done in Parking Area.
3	Ushers & Housekeeping /Sanitation Staff	<ul style="list-style-type: none"> - 04 Ushers (Two Girls in Saree & Two Boys in Corporate Attire) for entire duration of the Mela including Inaugural Function/closing and having Good Communication Skills. At any point of time 10 Sanitation Staff (5 Male & 5 Female) would be present for cleaning of Washroom/ Restrooms/ Toilets. The Washrooms have to be cleaned properly every half an hour from 9:00AM to 10:00 PM. All the washroom would be cleaned after day closing. PIA will ensure that all the Toilets/ Washroom are neat & clean every time during the event. - 4 Office Boys/ Multi Task Staff on the day of Inauguration and Two Office Boys/ Multi Task Staff for other days of 'Shilp Samagam Mela' - 10 No. of House keeping Staff with Supervisors (Male & Female) from 9:00 AM to 10:00 PM with House Keeping Material, Garbage Disposal Arrangements and other cleaning and sanitation items. PIA will ensure the entire Pavilion is neat & clean at every point of time. Proper placement of Dustbins has to be done. - Fogging for mosquitos to be done on daily basis in the evening, after visiting hours. If required, PIA will provide the additional manpower for above mentioned activities during the event.
4	Security and Fire & Medical Arrangements	
4.1	Security Arrangements	<ul style="list-style-type: none"> - 10 No. of Security Guards (08 Male & 02 Female), 01 Security Supervisors in three Shifts (8 Hours each shift) in proper uniform and required equipments during the entire duration of the exhibition. - 02 Nos. of Door Frame Metal Detectors along with Frisking Cabin for Female separately. - 04 Nos. of Hand Held Frisking Devices (HHFDs). - 01 Baggage X-Ray Machine at entry gate (Baggage Scanner). - 06 Nos. of Walkie-Talkie - 08 Nos. of Good Quality CCTV Head Moving Cameras of HD Quality with complete monitoring system and

		recording backup for entire Shilp Samagam Mela duration 24X7, with Control Room setup and responsible Monitoring Team
4.2	Wheel Chairs for Senior Citizens/ Divyangjans	<ul style="list-style-type: none"> - PIA will make the arrangement of 02-02 Wheel Chairs with Escorts/Volunteers at all the Entry Gates for the Senior Citizens/Divyangjans. Ramp on both side of the stage for the Senior Citizens/Divyangjans
4.3	Fire & Medical Arrangements	<ul style="list-style-type: none"> - 50 Nos. of Fire Extinguishers(extra as per requirement) and other fire fights required arrangements as per the specification and guidelines issued by the concerned authorities. - One Fire Brigade Van from 10:00 AM to 11:00 PM daily. PIA can approach Fire Brigade office for requisitioning Fire Tender with crew. - One Separate First Aid Canopy near at best suited place along with qualified one Doctor and one Nurse and necessary medicines etc. - Tie up with the nearby Government Hospital for emergency.
5	Power Backup	<ul style="list-style-type: none"> - 1 No. of Silent Generators with capacity of 125 KW with operator and diesel. Arrangement for uninterrupted power supply either through Generator or through temporary electric connection (with security deposit to electricity company) is the responsibility of the PIA.
6	Water Arrangements	<ul style="list-style-type: none"> - PIA will ensure uninterrupted water supply by providing water tanker(s) for each day to facilitate the vendor for cooking and cleaning. - PIA will provide the drinking water facility with sufficient Water Dispenser made available for the visitors at 10 places in the Mela. - PIA has to arrange the adequate Bisleri Water Bottles and separate Drinking Water Dispenser at the VIP Lounge/ Pavilion/ office.
7	Sanitation Arrangements	<ul style="list-style-type: none"> - All the required Items like Hand Soap, Cleaner, Toilet Tissue Rolls, Hand Tissue Paper, Toilet Cleaners, Toilet Fragrance items etc. shall be made available by the PIA during entire Shilp Samagam Mela. - If required, additional Portable Toilets to be installed for visitors during the event.
8	Photography & Videography	<ul style="list-style-type: none"> - 2 Photographers & 2 Videographers for the inaugural function. One Photographer & One Videographer for other days from 12:00 AM to 10:00 PM. - Drone Camera is also required on daily basis for

		<p>recording and Regular live streaming on Social Media (Youtube, Instagram, Facebook etc).</p> <ul style="list-style-type: none"> - Soft copy of photos/videos to be given on daily basis to NBCFDC (Photos and Videos in Hard Disc of the event be given after completion).. - Promo videos/photographs will be created by the PIA and handed over to NBCFDC in Hard Disc.
9	Publicity & Awareness	
9.1	Publicity & Awareness	<ul style="list-style-type: none"> - Designing & fabrication of Welcome & Collage Standees (40 Nos of size 3 Ft. x 6 Ft.) frames. - 400 number of Pole branding of size 5 Ft X 3 Ft for pulling on allelectric poles leading to the venue. - 150 number of Publicity panels of size 6 Ft x 8 Ft 10 number of Publicity Panels of size 10 Ft x 8 Ft Table Facia (Total 100 Nos) - Facia on craft stall (100 Nos of size 8 Ft x 1 Ft to be placed). Facia on food stall (15 Nos of size 10 Ft x 1.5 Ft) - 10 number of Publicity Panels of size 16 Ft x 8 Ft - Direction Panels (20 Nos of size 3 Ft x 2 Ft). - 5000 Schemes/products leaflets. - 100 Double Mistral pole mounted flags 2 X 4 Ft. each with Shilp Samagam Mela, Branding. - Flex Banners for Food stalls (15 Nos of size 3 Ft x 4 Ft) in the Mela area, etc. Pole buntings etc. - The Flex to be used for branding must be of Star Quality for Good Get-up of Digital/Eco-solvent printing to be done on flex. - Publicity material to be placed at strategic prominent places such as malls, squares, colleges/universities, residential societies, other common places etc. (Ahmedabad & Gandhinagar) to increase the footfall. - 500 Invitation Cards printed as per design for Inaugural and closing ceremonies each.
10	Media Promotion	<ul style="list-style-type: none"> - The PIA would engage atleast 5 influencers with minimum 50,000 followers for promotion of the ongoing Shilp Samagam Mela event. - PIA will release the newspaper advertisement for cultural events on each day of the Shilp Samagam Mela event in Local News paper(s) and on alternate days in leading national news paper(s). - PIA will do the FM radio publicity through Jingle mode with approval of NBCDC before and during the event. - The content and dates would be finalized by the organizer. - PIA will do social media promotion like Facebook, YouTube, Google, Instagram, Twitter etc. - Social media person to be deployed on site for Shilp

		<p>Samagam Mela event. Creatives/Original pictures of the Shilp SamagamMela to be posted daily during the Shilp Samagam Mela.</p> <ul style="list-style-type: none"> - Live Streaming of the Shilp Samagam Mela on the Facebook/Youtube/Website of Ministry of Social Justice and Empowerment, Govt. of India and Apex Corporations on daily basis. - Arrangement of Press Meet on the day of Inauguration/Closing(other days if required). - Publicity of the event should start atleast 7 days before starting of the event which will continue till closing of the event.
11	Cultural Programme	
11.1	Artists	<ul style="list-style-type: none"> - The PIA would propose the list of Artists for cultural Programme who would be performing on each evening from 6:00 PM to 09:00 PM for the entire duration of the exhibition. The CulturalProgrammes like Saraswati /Ganesh Vandana by Local Children to be included on Inauguration day - Other programmes may include Quwali, Bollywood/Punjabi Playback / Rap Singers dance, folk Dance and songs, etc. (these are just indicative), - Cultural Programmes by Local Children may also be considered.
11.2		<ul style="list-style-type: none"> - The Cultural Programme and Name of Artists would be finalizedby the organizer after submission of the List of Artists by PIA. - The PIA will organize different cultural activities like Bhangra, local Folk Dance etc. on each evening of Shilp Samagam Mela - The PIA will make all necessary arrangements i.e. travel & stay arrangements etc. of all the artists.
12	Stay Arrangements	<ul style="list-style-type: none"> - Stay arrangements for officials (Corporations, MoSJE) considering room rent approx. Rs. 4000-5000 – 10 rooms for 4 nights (Actual requirements will be informed before starting of mela-payment will be as per actual)
13	Transport	<ul style="list-style-type: none"> - Arrangement of local transport for officials at Bhubaneswar - 5 Innova/sedan taxis/cars (Actual requirements will be informed before starting of mela-payment will be as per actual).
14	Insurance coverage	<ul style="list-style-type: none"> - The PIA would be required to obtain Insurance Coverage for Accident, Fire and Burglary upto Rs 7.50 lakh per participant/artisans for all

		participating artisans/individuals for the entire period of the exhibition i.e. Tentatively 75 artisans. <u>(Payment for the Insurance of Scope of Work would be as per actuals, on submission of Insurance Policy/document and receipt of payment.)</u>
15	Traditional Artisans' Upliftment Livelihood Programme (TULIP) Brand Promotion.	<ul style="list-style-type: none"> - Activities for TULIP brand promotion and exhibition in the city to enhance footfall in the exhibition - Resource person and Logistic Support expenses - Dedicated photographer for clicking pictures of product and artisans/stalls during the exhibition
15.1	Billing	<ul style="list-style-type: none"> - The PIA will ensure/support for implementation central billing system under TULIP - The PIA will set up 10 billing desks for common billing of all the products sold by Artisans during Shilp Samagam Mela for implementation of central billing system under TULIP - The PIA will provide 20 personnel (2 each billing desk) for billing of product sold during the exhibition(with knowledge of MS Office and billing software) - The PIA will provide necessary material, bill books, laptop, pen, register, stationery, cash collection box, stamps, stamp pads, Artisan's slip pads etc. on each billing desk for facilitation of billing process and artisan-wise daily sale data. - The PIA will provide necessary packaging material like bags, butter paper, tags, stickers etc.
15.2	Product Branding	<ul style="list-style-type: none"> - The PIA will provide tags and stickers of TULIP (300 each artisan) to be placed on each product sold during Shilp Samagam Mela - The PIA will provide Carry Bags with TULIP (50 each artisan) for carrying of products sold to customers - The PIA will provide caps(200 nos.) and T-shirts (50 nos.), Half Jackets-good quality (150 nos.) to each artisan with TULIP name, logo and Shilp Samagam branding - Meal (2 times) to artisans/helpers (150 nos. approx.. each day)

The estimated cost of organizing the **Shilp Samagam Mela at Ahmedabad, Gujarat** w.e.f. 12.12.2025 to 18.12.2025 would be Rs. 70.00 lakh (Rupees Seventy Lakh only) inclusive of tax.

III. Scope of work/obligation of NBCFDC

- i) NBCFDC shall hire the venue/ground at its own cost for organizing “Shilp Samagam Mela” and handover to PIA three days before start of mela.
- ii) Samples for creatives, logos etc will be provided by the NBCFDC while creatives will be developed by the PIA. NBCFDC shall provide timely approval for the same.
- iii) The payment shall be released by NBCFDC as per terms of tender.

IV. Rejection of Bids

The bid will be considered Non-Responsive & Summarily Rejected in case it does not fulfill any one or more of the following conditions: -

- a. If tender fee is not provided by the bidder.
- b. If EMD is not provided by the bidder.
- c. If the bidder tries to put any influence.
- d. If the bidder furnished false information.
- e. If the Authorized Signatory has not signed with official seal on all pages of the bid document.
- f. Any bid received by NBCFDC after the stipulated time and date in the Tender Document.
- g. Any bid indicating conditions beyond those indicated in this Tender Document i.e. conditional bid shall be rejected.
- h. A Bid valid for a shorter period shall be rejected as non-responsive, Bid shall remain valid for 180 days after the date of Bid opening.
- i. If undertaking regarding liquidation/bankruptcy is not provided by the bidder as per **Annexure-‘H’**

V. Criteria for Selection of Bidders

Eligibility Criteria (To form part of the Technical Bid):

The following are the essential requirements for the technical bid. If the bidder does not meet the following eligibility criteria, their bid will not be considered for technical evaluation.

1. The agency/firm should have experience of successfully managing events in India or Abroad in the past 5 years. The scope of work of these events should include complying to all requirements and managing all clearances from authorities that may be required for such events.
2. The agency/firm should be registered under Companies Act or any other Act/Association. The copy of certificate of incorporation with registration numbers should be enclosed.
3. The agency/bidder should have completed a minimum of **03 (Three)** Events/Conferences/Similar nature of events for Government of India/State Govts/PSUs/Autonomous Bodies/Federations of Industries etc. during the past **05 (Five)** financial years. Details of events organized along with documentary proof to be enclosed in proforma given at **Annexure-E**.
4. The firm/agency should have a **minimum average annual turnover of Rs. 1.5 Crore during the last three financial years**. Copies of the audited Balance Sheet, Income & Expenditure accounts/Profit & Loss and Receipts & Payments of last three financial years and Income Tax Returns of the same period and Certification from Chartered Accountant be attached in support of this qualification. Details may be enclosed and furnished along with documentary

proof for the same as per **Annexure-F**.

5. The agency/firm must be registered with Trade and Taxes/Sales Tax and Service Tax Department. Copies of certificates of Incorporation, VAT/Sales Tax, Service Tax/GSTN and PAN must be enclosed.
6. The firm should furnish undertaking regarding liquidation/bankruptcy as per **Annexure-‘H’**
7. Selection of bidder will be based on the Combined Quality-cum-Cost Based System with 70:30 weightage i.e. 70% weightage to the Technical proposal and 30% weightage to the Financial proposal. Bidders shall submit **non-refundable Tender fee** Rs. 8,260/-[(7,000+1,260 (GST@18%)] (Rupees Eight Thousand Two Hundred Sixty Only) via RTGS/NEFT/electronic mode to NBCFDC Account No. 1445101026928 Branch Hauz Khas Market, New Delhi – 110016, Branch Code 0126 with IFSC Code CNRB0001445. The Cost of Tender shall not be entertained in any other form and shall be denominated in Indian Rupees only. Proof of payment/UTR shall be submitted as part of the bid at the time of Pre-Qualification/Eligibility Evaluation. In case the Event/tender is canceled the tender fee will not be refunded.
8. The agency/firm should submit/deposit fee of **Rs. 3,50,000/- (Rupees Four Lakh only)** for the event in favour of NBCFDC payable at New Delhi as EMD along with technical bid (EMD Value 5% of the estimated cost of work). Attach the details.
9. As per Government of India Guidelines for Startup/Micro & Small Enterprises, the bidders may claim exemption from deposit of EMD, should furnish documentary proof/certificate in support of the claim for EMD exemption issued by the appropriate authority of Government of India Agencies which fall under the purview of MSME/NSIC exemption are required to submit the relevant documents/ proofs of exemption for waiver.

10. **Technical Evaluation (100 marks):**

The technical proposals of the Bidders who fulfill the eligibility criteria will be evaluated as per the parameter indicated at **Annexure-G**. The agencies scoring 70 marks and above will be declared as technically qualified.

The financial bid of only those agencies will be considered, who have qualified technically/eligible.

Technical and commercial scores obtained by all the bidders would be summed and the vendor with highest score would be awarded the bid.

Total scores of the vendors would be calculated as per the following formulas:

Combined and final evaluation

- a. Proposals of the post qualified bidder(s) during the process of evaluation of the technical bid will finally be ranked according to the total score (Technical Score + Financial Score).
- b. The successful bidder shall be the first ranked bidder (whose total score is the highest). The second ranked bidder shall be kept in reserve and may be invited for negotiations in case the first ranked bidder withdraws or fails to comply with the requirements specified hereinabove.
- c. Formula for determining the financial scores:

$S_f = 100 \times F_m / F$ Where:
 S_f is the financial score.
 F_m is the lowest price.
 F is the price quoted by the respective bidders

The weight age given to the technical and financial proposals are: $T = 0.70$ and $P = 0.30$
 $S = (S_t \times 0.7) + (S_f \times 0.3)$

Where:
 S is the combined total score
 S_t is the technical score of the Bidder.

Party should not be in dispute with NBCFDC, either directly or indirectly through any other agency.

11. **Financial Score: 30 Marks**

The financial bid is to be quoted in the prescribed format attached (**Financial quote be submitted separately**).

Payment for the Insurance of Scope of Work would be as per actual, on submission of Insurance Policy/document and receipt of payment.

NBCFDC reserves all the rights related to the opening, evaluation and cancellation of Bids without assigning any reasons thereof. NBCFDC can accept OR reject the financial bids without assigning any reason and decision of the NBCFDC will be final & binding in this regard. In case of any ambiguity while comparing the rates offered by the bidders, NBCFDC reserves all the rights to decide on the issue of identifying selected bidder.

12. **Special Conditions for Evaluation:** The preferred Bidder would be selected as per criteria mentioned above. However, in the event of two or more Bidders secure exactly the same Composite Score, then NBCFDC reserves the right to declare as Preferred Bidder whose, Presentation Score is highest among such Bidders who have secured exactly the same Composite Score.

VI. Other Conditions:

a. Liquidated Damages:

The entire work as listed in the scope of work is to be completed by 12.00 Noon on the previous day from start of the exhibition. The bare space will be handed over to the PIA on three days before start of the Mela and the entire work of setting up of Mela as per the work order is to be completed accordingly latest by 12.00 Noon on the previous day to start of the exhibition.

The above time schedule is required to be strictly adhered to and followed. Liquidated Damage will be applicable, on the entire value of the contract. In case of delay in completion of a specific job beyond the date/time of completion as indicated above. Penalty would be applicable at the rate of 0.5% of the contract value for delay of each week, subject to maximum of 10% of the contract value. The penalty shall be recoverable from the

Performance Bank Guarantee provided by the PIA.

Further, in case of delay to deliver the work within stipulated schedule, NBCFDC reserves the right to terminate the contract and get all the jobs or the delayed job completed through another agency of its choice. Any extra expenditure that NBCFDC incurs for completion of the balance job/s through another agency on account of higher rates quoted by the new agency, will be recovered from the selected bidder's account of Performance Bank Guarantee. Moreover, NBCFDC shall also be entitled to all other legal proceedings as may be required for shortfalls in recovery

b. Tender Fee and EMD

Tender Fee :

Bidders shall submit **non-refundable** Tender fee of **INR 8260/-**[(7000+1260 (GST@18%)] **(Rupees Eight Thousand Two Hundred Sixty Only)** via RTGS/NEFT/electronic mode to NBCFDC Account No. 1445101026928 Branch Hauz Khas Market, New Delhi – 110016, Branch Code 0126 with IFSC Code CNRB0001445. The Cost of Tender shall not be entertained in any other form and shall be denominated in Indian Rupees only. Proof of payment/UTR shall be submitted as part of the bid. (Tender Fee 0.1% of the estimated cost of work).

As per Government of India Guidelines for Startup/Micro & Small Enterprises, the bidders may claim exemption from deposit of Cost of Tender should furnish documentary proof / certificate in support of the claim for Cost of Tender exemption issued by the appropriate authority of Government of India.

In case of cancellation of the event or tender, Tender Fee will not be refunded.

Earnest Money Deposit (EMD):

- i. The Bidder shall furnish refundable EMD of **Rs. 3,50,000/- (Rupees Three Lakh Fifty Thousand only)** in favour of “NBCFDC” payable at Delhi or Bank Guarantee in prescribed format with validity of 180 days of opening of bid. (EMD 5% of Estimated cost of work)
- ii. No interest shall be paid on EMD.
- iii. The bidder should submit his Complete Bank Account detail for refund of EMD.
- iv. As per Government of India Guidelines for Startup/Micro & Small Enterprises, the bidders may claim exemption from deposit of EMD should furnish documentary proof / certificate in support of the claim for EMD exemption issued by the appropriate authority of Government of India.
- v. EMD of unsuccessful bidders will be refunded within 30 days from the date of finalization of Bidder to undertake the **Shilp Samagam Mela** work.
- vi. The Successful Bidder's EMD will be discharged upon the Bidder signing the LOI/Agreement, and furnishing Performance Bank Guarantee.
- vii. The EMD may be forfeited either in full or in a part, at the discretion of NBCFDC, on account of one or more of the following:
 1. The Bidder withdraws their Bid during the period of Bid Validity of 180 days.
 2. Bidder does not respond to request for clarification of their Bid.
 3. Bidder fails to co-operate in the Bid evaluation process, and
 4. In case of a successful Bidder, the said Bidder fails: to sign the Agreement in time; or fails to furnish Performance Guarantee.

c. Performance Bank Guarantee

- a. The successful bidder will be required to submit a refundable Performance Bank Guarantee issued by any scheduled commercial bank for 5% of the contract value valid for a period of three(3) months after the completion of the contract.
- b. The Bank Guarantee may be invoked by NBCFDC in case of failure of vendor to adhere to the terms & conditions of the contract.
- c. In case of delays in execution of project, NBCFDC may seek extension of the Performance Bank Guarantee for common rate period which will require to be acceded to by the vendor.
- d. Performance security should be valid for 90 days after completion of services.

d. Payment Terms:

The Fund would be released to the PIA in Three following installments:

Instalment	Deliverables	Percentage
1 st	Issue of Work Order (on submission of Performance Bank Guarantee/FD of Equal Amount)	20%
2 nd	After Successful Inauguration of ShilpSamagam Mela	30%
3 rd	After Successful Completion of the Event and Submission of Utilization Certificate for 1 st & 2 nd Installment.	50%

- a) NBCFDC reserves the right to reject any or all the Bids without assigning any reason whatsoever.
- b) The bidder must comply with the terms and conditions of contract. No deviations shall be entertained.
- c) In case of any dispute, decision of competent authority of NBCFDC will be final and binding on each Bidder
- d) Financial Bid should give the detailed cost break-up or per piece cost of article or service provided
- e) NBCFDC reserves the right to increase or decrease scope of work as per requirement. NBCFDC can withdraw any activity/article/service cost/payment with be accordingly proportionately increased or reduced

e. Service Level Agreement.

The successful bidder shall enter in a Contract/Service Level Agreement with NBCFDC.

VII. Force Majeure:

If at any time, during the continuance of this contract, the performance in whole or in part by either party of any obligations under this contract shall be prevented or delayed by reason of any war, or hostility, acts of the public enemy, civil commotion, sabotage, fires, floods,

explosions quarantine restrictions, of any such eventually is given by party to the other within 21 days from the date of occurrence thereof, neither party shall be reason of such event be entitled to terminate this contract nor shall either party have any such claim for damages against the other in respect of such non-performance, or delay in performance, and deliveries under the contract shall be resumed as soon as practicable after such event may come to an end or cease to exist, and the decision of the NBCFDC will be final and conclusive.

VIII. Arbitration

- a) If a dispute of any kind whatsoever arises between the NBCFDC and the bidder in connection with, or arising out of, the Contract or the execution of the works or after their completion and whether before or after the repudiation or other termination of the contract, including any disagreement by either party with any action, in action, opinion, instruction, determination, the matter in dispute shall be settled by arbitration in accordance with the Indian Arbitration and Conciliation Act, 1996 or any statutory amendment thereof.
- b) The reference to arbitration may proceed notwithstanding that the works shall not then or be alleged to be completed, provide always that the obligations of the NBCFDC and the bidder shall not be altered by reason of the arbitration being conducted during the progress of the works. Neither party shall be entitled to suspend the works, payments to the bidder shall be continued to be made as provided by the contract.
- c) Arbitration proceeding shall be held at Delhi and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English. The jurisdiction of the court will be Delhi.
- d) The decision of the majority of arbitrators shall be final and binding upon both parties. The expenses of the arbitrator shall be shared equally by the NBCFDC and the bidder. However, the expenses incurred by each party in connection with the preparation, presentation, etc., of its case prior to, during and after the arbitration proceedings shall be borne by each party itself.
- e) All arbitration awards shall be in writing and shall state the reasons for the award.
- f) Penalty/Liquidated Damages shall not fall under the Arbitration clause.

IX. Cancellation/Postponement of Programme:

In case the organising of the **Shilp Samagam Mela** is cancelled or postponed due to any reason, no claims shall be made by the bidder on NBCFDC. In case of addition/deletion of any job/activity, payment will be on proportion basis.

Note : (i) Addendum/Corrigendum, if any, will be issued at NBCFDC website(www.nbcfdc.gov.in)
(ii) For further announcement(s), if any, please visit NBCFDC website regularly.

Annexure – A

Covering Letter on Letter Head of PIA

To

The Managing Director,
National Backward Classes Finance and Development Corporation (NBCFDC)
5th Floor, NCUI Building,
3, Siri Institutional Area,
August Kranti Marg, New Delhi-110 016.

Sub: Selection of Programme Implementing Agency (PIA) to Conceptualize, Design, Plan, Coordinate, Manage. “Shilp Samagam Mela” under Ministry of Social Justice & Empowerment, Government of India at Ahmedabad, Gujarat.

Sir,

We/I, the undersigned, offer to provide the services to conceptualize, design, fabricate & branding of the Pavilion & artisan/food stalls for “Shilp Samagam Mela” Ahmedabad, Gujarat w.e.f. 12.12.2025 to 18.12.2025 under Ministry of Social Justice & Empowerment, Government of India as per the Guidelines, Terms & Conditions mentioned in this RFP document.

The Technical & Financial Bid is enclosed herewith as per the Terms and Conditions of the Bid and RFP documents.

All information provided in the Bid and in the appendices is true and correct and all documents accompanying such Bid are true copies of their respective originals.

I acknowledge the rights of the NBCFDC to reject our bid without assigning any reason or otherwise any hereby waive our right to challenge the same on any account whatsoever.

I agree to keep our bid valid for acceptance for 180 days or for subsequently extended period, if any, agreed to by us.

It is to certify that we have not directly/indirectly engaged or indulged in any kind of fraudulent, corrupt or undesirable practices.

Yours sincerely

Signature
Name of Authorized Person
Designation
Date & Seal

Annexure – B
Technical Bid Format

To

The Managing Director,
National Backward Classes Finance and Development Corporation (NBCFDC)
5th Floor, NCUI Building,
3, Siri Institutional Area,
August Kranti Marg, New Delhi-110 016.

Sir,

We/I, the undersigned, offer to provide the services to conceptualize, design, fabricate & branding of the Ministry Pavilion & artisan and food stalls for organizing **Shilp Samagam Mela** at Ahmedabad, Gujarat w.e.f. 12.12.2025 to 18.12.2025, under **Ministry of Social Justice & Empowerment, Government of India** as per the Terms of Reference given in this Bid Document within the time specified and in accordance with the specifications, design and instructions as per General Terms and Conditions. The detailed Technical bid is enclosed herewith on the indicative points mentioned below:

1. Theme based Entry Gates as per Venue Requirement – 3 options of each Gate to be given by PIA.
2. Theme of **Shilp Samagam Mela** Pavilion Decoration, Flooring etc. – 3 options to be given by the PIA.
3. Food Stalls designs and Quality – 3 options of food stalls to be given by the PIA.
4. Light & Sound
5. Food Stalls to be arranged and run by PIA with no cost to NBCFDC basis
6. Initiation Cards – 3 options to be given by PIA.
7. Promotional & Awareness Materials
8. Preparedness of the PIA to undertake the work. A detailed description to be given by the PIA on the availability of resources and timelines for the completion of work, if allocated to the PIA.
9. Media Management – Special Focus on Social Media and promotion
10. Cultural Programme Management – List of Artists who would be performing during the event. The artist should have the ability to gather people and engage them.
11. Fire, Health & Security Arrangements
12. All other arrangements as indicated in Scope of Work.
13. Detailed list of permissions to be arranged.
14. Any other special effects/ activities/ arrangements.

Yours sincerely,

Signature
Name of Authorized Person
Designation
Date & Seal

Annexure – C

Obligation/Compliance to be ensured by Bidder

S. No.	Particular	To be complied by bidder	
		Yes	No
1	GST Registration Nos		
2	Compliance of Provision of child labour act, workman compensation act		
3	To ensure treatment in case of accident injuries suffered in performance of work including wages and compensation under WC Act		
4	Send accident report to Regional Labour Commissioner (RLC)		
5	PF Registration number with detail of deployed staff		

Yours sincerely,

Signature Name of Authorized Person
Designation Date & Seal

Annexure – D

Indemnity

Undertaking

I on behalf of M/s.....hereby agree and undertake that I have understood all the safety rules and procedures and all staff Technical & No-Technical working on **Shilp Samagam** at Ahmedabad, Gujarat on behalf of M/swill abide by all safety rules and procedures.

I declare that hereby that I M/s.....will be responsible for any safety violations/accident etc.at **Shilp Samagam** at Ahmedabad, Gujarat. NBCFDC will not be responsible in case of any accident/incident and will not compensate financially or otherwise. I assure the NBCFDC that enlisted Manpower deployment will be done at Venue from Mobilization to Completion of Event at **Shilp Samagam**, Ahmedabad, Gujarat.

We here agree to defend, indemnify, keep indemnified and hold harmless, NBCFDC, against all and any claims, loss, damage, demands or cost including but not limited to taxes/duties damages, expenses, penalties, liabilities, legal cost and any claims of whatever nature, arising from but not limited to any action, omission, willful conduct, negligence and/or breach of any terms or conditions under this tender. We shall always abide by laws of the State and Central Government as applicable/in force from time to time. NBCFDC shall not be responsible for any repercussion on this tender on account of any change in Government Acts, Rules and Regulations, or for any failure on the part of the PIA.

I hereby declare that I am sole responsible on behalf of M/s. for giving such declaration.

Name of Indemnifier Signature of Indemnifier

Stamp/Seal of the Indemnifier/Contractor

ANNEXURE -E

DETAILS OF COMPLETED WORKS OF SIMILAR NATURE

(During last three financial years ending March 31st 2024)

S.No.	Name of the Event	Name of the Client	Brief Description of the Event including area/number of participants	Date/Duration of Event	Value (Rs.)

Note: Please attach supporting documents with work-order/Completion Certificate/photographs for the above furnished information.

Seal and Signature of bidder (Name and Designation of
The authorized signatory)

ANNEXURE –F.

ANNUAL TURN OVER

The firm/agency should have a minimum average annual turnover of Rs. 1.5 Crore during the last three financial years

FINANCIAL YEAR	ANNUAL TURNOVER AS PER AUDITED BALANCE SHEET (in Rupees)
2022-2023	
2023-2024	
2024-2025	
Total	

Note: The above data is to be supported by copies of the audited balance sheets, income & expenditure accounts and receipts and payments accounts of last three financial years and Certificate from a Chartered Accountant.

Seal and Signature of bidder (Name and Designation of
the authorized signatory)

Criteria for Evaluation of Technical bids

The evaluation of technical bids will be on the following parameters:

Sl.	Details	Max Marks	Mark Scored
1.	Number of events organized for Government of India / PSUs / Autonomous Bodies etc. during the past 5 years. The firm should provide credible evidence of the same.	10	
	<i>01 - 03 events :</i>	05	
	<i>01 marks for each additional event more than 03 event, upto max 05 points to be allotted</i>	05	
2.	Total Turnover of the agency: (Average annual turnover during last three financial years)	10	
	<i>Average Annual Turnover between 1.5 Crore to 2 Crore</i>	05	
	<i>Average Annual Turnover more than 2 Crore</i>	10	
3	Familiarity with the venue and had organized similar exhibition(s) in last 5 years	10	
4.	Qualifications and Experience and numbers of Core team of Technical/Professional Manpower that will be Deployed.	10	
5	The capacity to prepare and execute Media Plan including Physical material like brochures, Pamphlets, handbills, Audio Media Messages, Jingles etc, as well as Digital Media Publicity.	20	
6.	Methodology and Approach. Bidders to share their Methodology and Approach based on the requirements of the RFP. The Presentation should include emphasizing the following: <ul style="list-style-type: none"> Detailed plan from inception to closure of assignment; Role of each deployed staff and backend leadership and support staff inputs; Component wise plan and outputs (Clearances, 	40	

	<p>Media and Outreach, Branding and related outputs, Security, Food Management, etc.</p> <ul style="list-style-type: none"> • Insurance covers and other risk mitigation plan. • Presentation of layout needs to be with 3-Ddrawings. • The presentation should substantiate a complete understanding of the event, its profile, requirements, execution strategy, imperatives for ensuring a safe & secure event exercising economy etc. • (A complete power point presentation of 10 minutes to be made before the evaluation Committee) 		
--	--	--	--

Total Marks

100

Note: The Core team of Technical/Professional Manpower indicated in the bids should not be changed during the mela/exhibition.

**NATIONAL BACKWARD CLASSES FINANCE AND DEVELOPMENT CORPORATION
(NBCFDC)**

Format of undertaking to be submitted along with Technical-Bid Undertaking

(To be stamped and signed by the authorized signatory on letterhead of bidder and be attached with Technical Bid.)

We hereby confirm that all the documents submitted in this tender are authentic, genuine, copies of their originals and have been issued by the issuing authority mentioned above and no part of the document(s) / information is false, forged or fabricated.

We hereby confirm that our Bid complies with the total technical-commercial requirements/terms and conditions of the Bidding Document and subsequent addendum/corrigendum (if any), issued by NBCFDC, without any deviation/exception/comments/ assumptions.

We hereby confirm that we are not under any liquidation', any 'court receivership' or similar proceedings and bankruptcy'. We hereby confirm that any partner/Director of the entity have not been convicted in any disciplinary proceedings/criminal case by regulatory authority (ies)/ court in connection with professional work. We further confirm that, we have not been in negative list / blacklisted by any Public Sector Undertaking/Government Organization/NBCFDC. We also confirm that the contents of this Tender have not been modified or altered by us. We agree that if any noticed in future, our Bid may be rejected/terminated.

We hereby confirm that we have gone through and understood the Bidding Document and that our Bid has been prepared accordingly in compliance with the requirement stipulated in the said documents.

Date:

Signature with seal of the firm

Place:

Name & Full address :

NBCFDC				
FINANCIAL BID				
S.N.	Particulars		Detailed breakup/per piece cost	Total Cost (Including GST)
			(Rs.)	(Rs.)
1	Theme Based Pavilion			
1.1	Welcome Gate Theme Based.	Theme Based wooden/MDF Gates with Size of 30 Ft width x 25Ft.Height. 1Box Gate with 25Ft width x 20Ft Height. Cut- out (Hindi, English and Local Language) of Shilp Samagam Mela Logo, Logos of Apex Corporations under Dept. of Social Justice and Empowerment and Ministry of SJ&E, Government of India and TULIP to be also placed on each gate. LED par can with T-Stand to light up the gates. TULIP logo standee 5x5 ft to be placed on each gate.		
1.2	Flower Decoration	All Entrance and Exit Gates to be decorated with props and flowers for the Inaugural and Closing Functions.		
		25 Nos. of Rose properly wrapped and 10 No. of additional bouquet of fresh flowers separately for Inauguration and Closing day.		
		10 Nos. of Bouquet of Fresh Flowers be arranged daily		
1.3	Venue Decoration	A theme-based Decoration for entire venue/ area of Mela like Carnival, Retro, Mela Theme, Nature, Culture etc. by using the following indicative items in sufficient quantity		
		Balloons, Lanterns/LEDs, Streamer Banner, Decorative Colourful Lights, Decorative Plants, Multi Colour Flags & buntings of Shilp Samagam Mela and TULIP in and around venue, Decorative Hanging etc.		
1.4	Attraction Points and visitor's engagement Area	05 Selfie Points with different themes. Additional TULIP selfie point (01 no.) with acrylic back lit		
		2 big size LEDs for publicity		
		1 Digital Selfie Booth with Printer for instant printing of the photographs of the Visitors (nominal cost be charged from visitor).		
		Acrylic Shilp Samagam Mela Cut Out in Hindi, English and local language with size of 12 ft X 6Ft.		
		One India Map cut-out at the entrance, size would be 8 Ft. height with clear demarcation of Upcoming Shilp Samagam Mela Venues and already Organized Venues' of Shilp Samagam Mela event by using different colours.		
		Kids Playing Zone .		
		Visitors entertainment area has to be created - one with Virtual Reality Games.		
1.5	Floor Decoration	Entire venue/area of Shilp Samagam Mela event shall be covered by the New Neat & Clean Dark Grey Colour Carpet. New Red Carpet Shall be used from Entry Gate to VIP Pavilion/lounge.		
		New Carpets to be used for covering entire Shilp Samagam Mela venue, no stains, no stitching/patches/cut will be allowed, if found, PIA shall be liable for penalty as decided by the competent authority. Leveling of the Ground will be done by the PIA, if required.		
		Total Carpet area is estimated to be around 30,000 Sq.Ft. This may vary as per actual design/layout of the Mela and requirement of the venue. The PIA would provide the additional Floor Carpet if required.		
1.6	Light	White Metal Lights- 150 Nos.		
		LED Par Can Light with Multiple Colour - 50 Nos.		
		LED Halogen Light-100 Nos.		
		LED Serial Light-5,000 Nos.		
		LED Spot Light-20 Nos.		
		Box Truss-with 40 LED Par, 10 Moving Head, 6 Blinder, 6 Boom White, 1 Profile.		
		Tri Colour LED Serial Lighted raping on 50 Poles in and around Venue.		
		Whole venue to be lit up properly, it should look like Stadium in night, if required the PIA would install more light as per requirement of the Venue.		
1.7	Music &Sound	PA System with ample amount of Speakers to be installed for Public Announcement and playing Music during/Cultural Programme by following the General Guidelines for Music/sound of the Local Authority Appropriate Music & Sound System for Cultural Programme at Venue		
		JBL/Other Renowned Brand Top -10		
		JBL/Other Renowned Brand Base -6 Amplifier-4 Mixer-2		
		6 Stage Monitor		

		5 No.of Cordless Mike for inauguration function.		
		If required, PIA would provide Sound System as per requirement of the Performing Artist during the Cultural Event.		
1.8	Electricity Charges	Electricity Charges to be paid to Electricity Authority/Provider by the bidder.		
		(Payment for the Electricity would be as per actuals, on submission of bill from the provider and receipt of payment)		
1.9	Other arrangements	Sarswati/Ganesh Vandana for Inauguration of Shilp Samagam Mela		
		Folk Dance Groups like Ghoomar, Kachhi Ghori, Punjabi Bhangra, Local State Folk Dance etc. during the Shilp Samagam Mela , by different performing artists from different states.		
		50 Shawls for Welcome of Hon'ble Minister and VIP Guests visiting the exhibition.		
		All necessary arrangements and required items for Opening Ceremony like decorative tray, scissor, ribbon, flower decoration, lamp etc.		
		100 Helium Gas Shilp Samagam Mela and TULIP Printed Balloons at the time of inauguration.		
2	Stalls, Open Area, Office cum Control Room,VIP Lounge/Pavilion and Stage.			
2.1	Stalls for Arts & Crafts	Erecting 75 Nos. of Octanorm structure stalls covered with Pagoda water proof roof with the size of approx. 9ft X 9ft for on wooden platform.		
		2 Tables, 2 Chairs, 2 Electric Points, 2 Focus LED white lights, One Fan, one dustbin, two racks, three side wall of Flex on frames, front cover for closing stall at night for safety, Carpet, etc. would be provided for per stall		
		Theme based Fascia be created by using logo name of TULIP, Shilp Samagam Mela , Apex Corpn. Deptt. of Social Justice and Empowerment, Ministry of Social Justice & Empowerment 1ft X 8ft on 3 mm Sunboard per stall.		
		Logo (2x2)and name of TULIP to be clearly visible on each stall		
		Nameplates per stall for Name of artisan, Name of Art/Craft, Place of Artisan/ Craftsman on 1.5ft X 2ft Board		
		Agency will keep provision for rain covers to close the stalls in case of rain during the mela period		
2.2	Food Court	The PIA will be required to establish a high quality food court as per the rules and regulations of Admn. The number of stalls for the same should be enough to cater to the expected footfall and in any case should not be less than 10 such stalls. The maintenance of hygiene, fire safety measures and any permissions required from the local authorities will be responsibility of the PIA		
		Different cultural Theme based Food Courts, are to be created with sitting arrangements (Decorative Mudda, Table & Chairs, stools, etc.) for Minimum of 100 person at a time and 10 Bar Height Tables.		
2.3	Id & Uniform	200 Nos. of Photo I-Cards with Logo string printing of TULIP, Shilp Samagam Mela , , Stall Number, Name of Artisan, Type of Product, Place, etc. with Lanyard and String.		
		50 Nos.of Id-Cards with logo of TULIP, Shilp Samagam Mela , Name of Officials, etc. for the Officials with String. I-Card for Officials would be different from Artisan's in terms of size and colour.		
		30 Nos. of Chef Caps and 200 Nos. of buffet caps for Food stall vendors		
		200 Nos. of Caps & T-Shirts (with TULIP logo and complete name clearly visible along with Shilp Samagam Mela , Logo)		
		100 Nos. of Aprons & 100 Nos. of Hand gloves for the culinary experts. The Caps, T- Shirts & Aprons will have Logo of TULIP, Shilp Samagam Mela . The design and material of the T-shirt, Cap and Aprons would be finalized by organiser.		
		50 Nos. of Caps & T-Shirts with TULIP logo and complete name clearly visible along with for the use of Staff/Officials. The same would be finalized with consultation of organiser.		
2.4	Working Office & VIP Lounge/ Pavilion	One working office/control room is to be created in 200 Sq.Ft. Area with wooden flooring, Electrical Points, 2 Computer Table, High Back Chairs, with proper Light Arrangements, Air Conditioning.		
		Theme based VIP Lounge/Pavilion is to be created in 600 Sq. Ft. Area with wooden flooring, Electrical Points, Office Table, High Back Traditional Chairs, Sofas with proper Light Arrangements, adequate Air Conditioning, side tables, center tables and arrangement of Tea/ Coffee with snacks and Cookies, Drinking Water arrangement with at least 2 suitable persons for hospitality in VIP lounge		

		The VIP Lounge/Pavilion is to be decorated with flowers/ props/Lanterns/ lamps on inauguration day and closing day		
		The schemes of Apex Corporations of Dept. of Social Justice and Empowerment, Ministry of Social Justice & Empowerment, would be displayed properly by using 10 Acrylic Sandwich LED Panels		
		TULIP information desk to be set up with proper branding		
		02 Nos. of extra stalls with LEDs for publicity of Deptt. activities/schemes		
2.5	Lunch/Dinner / High-Tea/ Snacks	High tea for 500 persons, Lunch & Dinner for 100 persons on Inauguration Day.		
		High tea for 100 persons on all other days of Mela.		
		High tea For 500 persons, Lunch & Dinner for 100 persons on Closing Day, if required.		
		High Tea Menu (Sandwich, cheese Pakora, Samosa, Sweet, dry fruits, Lassi, Juices, Tea, Coffee, Nariyal pani/Cold Drinks, Bisleri Water Bottles/Glasses etc.)		
		Lunch/Dinner Menu (One dry Vegetable, One Dal, One Paneer dish, Rice, Nan/Parantha/Roti Salad, Papad, Pickle etc.)		
		(above to be served neatly including VIP serving arrangement)		
		50 Media kits and 50 food packets [opening & closing/other days as per need]		
2.6	Stage & Green Room	One theme-based stage size of 32 ft X 24 ft (or as per the availability of space)		
		2 separate Green Rooms for Ladies & Gents Separate mobile toilets to be installed for ladies and gents. Green rooms to be provided with mirrors, hangers, Chairs, Changing Room, Light and other necessary items/equipment's as required. Proper Carpeting on the Floor is also required at both locations.		
		A LED Backdrop size of 20ft. X 12ft. at the back stage. Side LED panels with light frame with the size of 10 ft. height X 10Ft. width for live streaming. Masking of both side of Stage wherever required.		
		One LED Screen for live streaming of the event with the size of 20X12ft at the main gate.		
		Seating Arrangements for minimum of 500 visitors on Inauguration and Closing day. On other days Seating arrangement of 300 visitors(Extra may be arranged/available as per requirement).		
		Two Seater Sofas 16 Nos. for front row along with 08 centre table. Hanging Decorative items on truss, decorative items around the seating area. Banquet Chairs to be used with sashes.		
		Two Podium with proper branding of Shilp Samagam Mela , Apex Corporation, Dept. of Social Justice and Empowerment, Ministry of SJE.		
2.7	Parking Space	PIA will make necessary arrangement for parking along with parking staff and security around the venue. The Branding of Shilp Samagam Mela should also be done in Parking Area.		
3	Ushers & Housekeeping/ Sanitation Staff	04 Ushers (Two Girls in Saree & Two Boys in Corporate Attire) for entire duration of the Mela including Inaugural Function/closing and having Good Communication Skills. At any point of time 10 Sanitation Staff (5 Male & 5 Female) would be present for cleaning of Washroom/ Restrooms/ Toilets. The Washrooms have to be cleaned properly every half an hour from 9:00AM to 10:00 PM. All the washroom would be cleaned after day closing. PIA will ensure that all the Toilets/ Washroom are neat & clean every time during the event.		
		4 Office Boys/ Multi Task Staff on the day of Inauguration and Two Office Boys/ Multi Task Staff for other days of ' Shilp Samagam Mela '		
		10 No. of House keeping Staff with Supervisors (Male & Female) from 9:00 AM to 10:00 PM with House Keeping Material, Garbage Disposal Arrangements and other cleaning and sanitations items. PIA will ensure the entire Pavilion is neat & clean at every point of time. Proper placement of Dustbins has to be done.		
		Fogging for mosquitos to be done on daily basis in the evening, after visiting hours. If required, PIA will provide the additional manpower for above mentioned activates during the event.		
4	Security and Fire & Medical Arrangements			
4.1	Security Arrangements	10 No. of Security Guards (08 Male & 02 Female), 01 Security Supervisors in three Shifts (8 Hours each shift) in proper uniform and required equipments during the entire duration of the exhibition.		

		02 Nos. of Door Frame Metal Detectors along with Frisking Cabin for Female separately.		
		04 Nos. of Hand Held Frisking Devices (HHFDs).		
		01 Baggage X-Ray Machine at entry gate (Baggage Scanner).		
		06 Nos. of Walkie-Talkie		
		08 Nos. of Good Quality CCTV Head Moving Cameras of HD Quality with complete monitoring system and recording backup for entire Shilp Samagam Mela duration 24X7, with Control Room setup and responsible Monitoring Team		
4.2	Wheel Chairs for Senior Citizens/ Divyangjans	PIA will make the arrangement of 02-02 Wheel Chairs with Escorts/Volunteers at all the Entry Gates for the Senior Citizens/Divyangjans. Ramp on both side of the stage for the Senior Citizens/Divyangjans		
4.3	Fire & Medical Arrangements	50 Nos. of Fire Extinguishers(extra as per requirement) and other fire fights required arrangements as per the specification and guidelines issued by the concerned authorities.		
		One Fire Brigade Van from 10:00 AM to 11:00 PM daily. PIA can approach Fire Brigade office for requisitioning Fire Tender with crew.		
		One Separate First Aid Canopy near at best suited place along with qualified one Doctor and one Nurse and necessary medicines etc.		
		Tie up with the nearby Government Hospital for emergency.		
5	Power Backup	1 No. of Silent Generators with capacity of 125 KW with operator and diesel. Arrangement for uninterrupted power supply either through Generator or through temporary electric connection (with security deposit to electricity company) is the responsibility of the PIA.		
6	Water Arrangements	PIA will ensure uninterrupted water supply by providing water tanker(s) for each day to facilitate the vendor for cooking and cleaning.		
		PIA will provide the drinking water facility with sufficient Water Dispenser made available for the visitors at 10 places in the Mela.		
		PIA has to arrange the adequate Bisleri Water Bottles and separate Drinking Water Dispenser at the VIP Lounge/ Pavilion/ office.		
7	Sanitation Arrangements	All the required Items like Hand Soap, Cleaner, Toilet Tissue Rolls, Hand Tissue Paper, Toilet Cleaners, Toilet Fragrance items etc. shall be made available by the PIA during entire Shilp Samagam Mela.		
		If required, additional Portable Toilets to be installed for visitors during the event.		
8	Photography & Videography	2 Photographers & 2 Videographers for the inaugural function. One Photographer & One Videographer for other days from 12:00 AM to 10:00 PM.		
		Drone Camera is also required on daily basis for recording and Regular live streaming on Social Media (Youtube, Instagram, Facebook etc).		
		Soft copy of photos/videos to be given on daily basis to NBCFDC (Photos and Videos in Hard Disc of the event be given after completion).		
		Promo videos/photographs will be created by the PIA and handed over to NBCFDC in Hard Disc.		
9	Publicity & Awareness			
9.1	Media & Awareness	Designing & fabrication of Welcome & Collage Standees (40 Nos of size 3 Ft. x 6 Ft.) frames.		
		400 number of Pole branding of size 5 Ft X 3 Ft for pulling on all electric poles leading to the venue.		
		150 number of Publicity panels of size 6 Ft x 8 Ft 10 number of Publicity Panels of size 10 Ft x 8 Ft Table Facia (Total 100 Nos)		
		Facia on craft stall (100 Nos of size 8 Ft x 1 Ft to be placed). Facia on food stall (15 Nos of size 10 Ft x 1.5 Ft)		
		10 number of Publicity Panels of size 16 Ft x 8 Ft		
		Direction Panels (20 Nos of size 3 Ft x 2 Ft).		
		5000 Schemes/products leaflets.		
		100 Double Mistral pole mounted flags 2 X 4 Ft. each with Shilp Samagam Mela Branding.		
		Flex Banners for Food stalls (15Nos of size 3 Ft x 4 Ft) in the Mela area, etc. Pole buntings etc.		
		The Flex to be used for branding must be of Star Quality for Good Get-up of Digital/Eco-solvent printing to be done on flex.		
		Publicity material to be placed at strategic prominent places such as malls, squares, colleges/universities, residential societies, other common places etc. (Ahmedabad & Gandhinagar) to increase the footfall		

		500 Invitation Cards printed as per design for Inaugural and closing ceremonies each.		
10	Media Promotion	<p>The PIA would engage atleast 5 influencers with minimum 50,000 followers for promotion of the ongoing Shilp Samagam Mela event</p> <p>PIA will release the newspaper advertisement for cultural events on each day of the Shilp Samagam Mela event in Local News paper(s) and on alternate days in leading national news paper(s)</p> <p>PIA will do the FM radio publicity through Jingle mode with approval of NBCDC before and during the event.</p> <p>The content and dates would be finalized by the organizer.</p> <p>PIA will do social media promotion like Facebook, YouTube, Google, Instagram, Twitter etc.</p> <p>Social media person to be deployed on site for Shilp Samagam Mela event. Creatives/Original pictures of the Shilp Samagam Mela to be posted daily during the Shilp Samagam Mela. The PIA would also make the provision for paid promotion of the ongoing Shilp Samagam Mela event with influencer(s).</p> <p>Live Streaming of the Shilp Samagam Mela on the Facebook/Youtube/Website of Ministry of Social Justice and Empowerment, Govt. of India and Apex Corporations on daily basis.</p> <p>Arrangement of Press Meet on the day of Inauguration/Closing(other days if required).</p>		
		Publicity of the event should start atleast 7 days before starting of the event which will continue till closing of the event		
11	Cultural Programme			
	Artists	<p>The PIA would propose the list of Artists for cultural Programme who would be performing on each evening from 6:00 PM to 09:00 PM for the entire duration of the exhibition. The Cultural Programmes like Saraswati /Ganesh Vandana by Local Children to be included on Inauguration day</p> <p>Other programmes may include Quwali, Bollywood/Punjabi Playback / Rap Singers dance, folk Dance and songs, etc. (these are just indicative),</p> <p>Cultural Programmes by Local Children may also be considered</p> <p>The Cultural Programme and Name of Artists would be finalized by the organizer after submission of the List of Artists by PIA.</p> <p>The PIA will organize different cultural activities like Bhangra, local Folk Dance etc. on each evening of Shilp Samagam Mela</p> <p>The PIA will make all necessary arrangements i.e. travel & stay arrangements etc. of all the artists.</p>		
12	Stay Arrangements	Stay arrangements for officials(Apex Corporations/MoSJE) considering room rent approx. Rs. 4000-5000 (payment will be as per actual)		
13	Transport	Arrangement of local transport for officials at Bhubaneswar (payment will be as per actual).		
14	Insurance coverage	<p>The PIA would be required to obtain Insurance Coverage for Accident, Fire and Burglary upto Rs 7.50 lakh per participant/ artisans for all participating artisans/individuals for the entire period of the exhibition i.e. Tentatively 75 artisans. <u>(Payment for the Insurance of Scope of Work would be as per actuals, on submission of Insurance Policy/document and receipt of payment.)</u></p>		
15	Traditional Artisans' Upliftment Livelihood Programme (TULIP) Brand Promotion	<p>Activities for TULIP brand promotion and exhibition in the city to enhance footfall in the exhibition</p> <p>Resource person and Logistic Support expenses</p> <p>Dedicated photographer for clicking pictures of product and artisans/stalls during the exhibition</p>		
15.1	Billing	<p>The PIA will ensure/support for implementation central billing system under TULIP</p> <p>The PIA will set up 10 billing desks for common billing of all the products sold by Artisans during Shilp Samagam Mela for implementation of central billing system under TULIP</p> <p>The PIA will provide 20 personnel (2 each billing desk) for billing of product sold during the exhibition(with knowledge of MS Office and billing software)</p>		

		The PIA will provide necessary material, bill books, laptop, pen, register, stationery, cash collection box, stamps, stamp pads, Artisan's slip pads etc. on each billing desk for facilitation of billing process and artisan-wise daily sale data		
		The PIA will provide necessary packaging material like bags, butter paper, tags, stickers etc.		
15.2	Product Branding	The PIA will provide tags and stickers of TULIP (300 each artisan) to be placed on each product sold during Shilp Samagam Mela		
		The PIA will provide Carry Bags with TULIP (50 each artisan) for carrying of products sold to customers		
		The PIA will provide caps(200 nos.) and T-shirts (50 nos.), Half Jackets-good quality (150 nos.) to each artisan with TULIP name, logo and Shilp Samagam branding		
		Meal (2 times) to artisans/helpers (150 nos. approx. each day)		

Note : Detailed breakup/per piece cost and Total cost filling is mandatory