

**REQUEST for EXPRESSION OF INTEREST for
EMPANELMENT OF EVENT MANAGEMENT AGENCY FOR
UJJAIN SMART CITY**

For



NIT No.: USCL/18

August, 2017
Ujjain Smart City Limited
Mela Office, Kothi Road
Ujjain- 456010

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1 Conditions of Eligibility of Applicants

1. Applicants must read carefully the minimum conditions of eligibility (the “Conditions of Eligibility”) provided herein. Proposals of only those Applicants who satisfy the Conditions of Eligibility will be considered for technical evaluation.
2. To be eligible for evaluation of its Proposal, the Applicant shall fulfil the following:

A. **Basic Eligibility criteria**

- a. An entity registered under Indian Companies Act 1956 / 2013 or Limited Liability Partnership Act 2008 or equivalent law or proprietorship.
- b. Valid PAN card and service tax registration in India.
- c. Registered office in India, which is operational for at least last three years.
- d. Number of registered office and branches PAN India with detailed address.

B. **Technical Eligibility**

- a. The Agency shall have successfully completed at least three eligible assignment of event management in India. The Agency should provide the work experience in the following table.

S. No	Name of Firm	Client	Date/Year	Location	Contract value	Work Order/award certificate
1						
2						
3						

Note: News coverage and photographs of the events will be given extra weightage. The company shall furnish the work orders in the same sequence as mentioned in the table. Failing to produce work order/Award certificate will result in unaccounted project in Evaluation.

- b. Marriage parties, birthdays and other private social function will not be accounted in the experience.
- c. The Agency shall have at least 10 full-time employees on payroll as on date 1 year prior to proposal submission due date.
- d. The Agency shall furnish a list of all the employees with date of joining and existing post in the company.

C. **Financial Eligibility**

- a. Average annual turnover of Rs. 50 lakhs in last 3 (three) Financial Years.

Eligible Assignment: Experience of Event Management / Social Events / cultural event management / concerts / public meetings/gatherings / Events involving local and national celebrities / Event Management for government bodies / publicly listed company with single contract value of at least Rs. 10 lacs in last 3 years. Client Agreement as proof of contract value along with work order/completion certificate must be enclosed.

- D. **Availability of Key Personnel:** The Applicant shall offer and make available all Key Personnel meeting the requirements specified in Sub-clause (E) below.

E. Brief profile of key full time staffs:

S. No	Name of the Staff	Designation	Location	Educational Qualification	Years of Experience	Key Clients handled
1						
2						
3						

2 Bid Security

The Applicant shall furnish as part of its Proposal, a bid security of Rs. 50,000 (Rupees fifty thousand only) payable online only through respective e-procurement payment gateway, returnable not later than 60 (sixty) days from PDD except in case of the two highest ranked Applicants as required.

3 Criteria for Evaluation

In the first stage, the Technical Proposal will be evaluated on the basis of Applicant's experience, its understanding of TOR, proposed methodology and Work Plan, and the experience of Key Personnel. Only the top five ranked bidders will be selected for Empanelment.

- The empanelment will be done for one year. However the client may cancel the empanelment in case of unsatisfactory performance.
- Empanelment agencies would be asked to submit detailed technical and financial proposal for end-to-end solute on for specific events as required by the client.

Criteria for Evaluation is as per the table 1 below: -

1	Capacity of the Applicant		
1.1	Experience of the firm – 3 to 5 years	10 marks	15 marks
	Experience of the firm - more than 5 years	15 marks	
1.2	Average Annual Turnover – up to Rs. 0.5 crore	10 marks	15 marks
	Turnover – more than Rs. 0.5 crores	15 marks	
1.3	Experience of Eligible Assignments (maximum 5 eligible assignments required)		
	Eligible assignment of value Rs 10-20 Lakhs	3	25 marks
	Eligible Assignment of value Rs 20-30 Lakhs	4	
	Eligible Assignment of value above RS. 30 Lakhs	5	
2	Experience of Team		
2.1	Event Manager cum Leader	10 marks	20 marks
2.2	Even Co-ordinator (2 No.)	5 marks each	
3	Approach and Methodology along with presentation by the Applicant team (Proposed Event manager cum leader)	25 marks	25 marks

4		Total	100 marks
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4 Scope of Services

The Scope of work for the Agency shall broadly include but not limited to following:

1. **Conceptualization of Event-** The Agency will be responsible for conceptualization and assessment of type and magnitude of the event in consultation with the PR and Branding Agency of USCL. This task will include
 - a. Finalization of event with all the sub activities of the events.
 - b. Preparation of detail activity plans and schedule, finalization of appropriate dates, venue and logistics.
 - c. VIP protocols, safety and security measures
2. **Complete solution to the various aspects of the event**

This task will include various arrangements for events i.e. providing all the necessary arrangements for events and sub parts of events in terms of man power, services and equipment's. The Agency will all assess all such requirement and also provide the assessed items for the events. The agency should also seek for approval on such decisions with USCL officials.

3. Designing, Layout, performance & Sitting plans

The Agency will design, plan and execute all the physical attributes of the events such as sitting arrangement, stage, ramps, performance areas, sitting areas, circulation, event halls/ parks/ gardens etc. The agency will arrange (not limited to) the following:

- a. Electrical arrangements for the events and performances
- b. Audio Visual Arrangements
- c. Sitting Arrangements
- d. Breakfast, Lunch, Dinner, beverages etc.
- e. Decorations
- f. Lightings
- g. Gifts
- h. Delegation Kits

4. Arrangement of various logistics

The Agency will do all the arrangements for logistics and hospitality of the invites and also will make all the bookings. The logistics will include but not limited to the following.

- a. Ticketing for all the delegates invitees. (Air railways etc.)
- b. Pick up and drop facilities of attendees, chief guests, celebrities and others when and as required.

- c. Provide bookings for hotels/lodge/guest rooms to delegates as and when required.
- d. Provide bookings for local travels such as from hotels to event sites etc.

5. Hire of Equipment etc.

The agency will hire all the equipment's s and when required for successful conduction of the events.

6. Engaging Celebrities / Ambassadors

The Agency shall be responsible for suggesting, finalizing and contracting any celebrities/ ambassadors or performers for events. The agency will also arrange all logistics and hospitality for the same.

7. Issue of Invitations

The agency shall co-ordinate with the PR & Branding Agency for Design of Invitations and finalizes the same with approval of the client. The agency will also be responsible preparing the list of for issuing all the invitation.

8. Videography and photography.

The agency will arrange for photography and videography of the event. Use of high quality cameras drones and other technologies shall be provided by the agency as per requirements of the specifics events.

9. Management & Monitoring

The Agency shall also be responsible for management of all the parts and sub parts of the event. The Agency will monitor and inform the client on all the proceedings and updates on the events to the client as and when required by the client.

10. Any other items required by the Corporation

The client can ask the event management company to arrange for items for meetings and gatherings whenever required. The agency shall be responsible for providing such services and all the arrangements for such proceedings should be furnished by the agency.

11. Any other related services on mutually agreed terms

The Agency shall provide hosts/anchors for events for relevant events and as required.

The scope of work shall not be limited to the above mentioned scope and any services required shall be furnished by the agency on mutually agreed terms with the client.

5 Teaming Arrangement

The Agency shall constitute following as the team members:

S. No.	Key Personnel	Minimum Qualification	Minimum Experience in Years
1	Project Leader cum Manager	MBA or equivalent	7
2	Event Co-coordinators (2)	Graduate in relevant field	5

Note:

1. Under normal circumstances, the manager and event coordinators are to be deployed at project office location during event in progress (or any other location specified by the Authority from time-to-time) as per Authority requirements. The other personnel may operate from home office location, if deemed suitable. However, the decision of the Authority in such regard shall be final and binding upon the Agency.
2. All approvals have to be taken from the Executive Director or a person appointed by the Executive Director.

6 Project duration

The duration of Empanelment is 1 (one) year. The client with the consent of the Agency may further extend the duration of the empanelment.

7 Project Award

The project will be awarded as per the requirement of client to carryout various events as and when required.

- a) The client will call for quotations from all the empaneled agencies.
- b) The quotations must be submitted to the client within three days or as directed by the client.
- c) The selection of the agency will be done on least cost method (LCS).

8 Potential type of Events

Following are the indicative and non-exhaustive potential activities for Ujjain city:

- Seminars
- Trainings
- Workshop
- Roadshows
- Exhibitions
- Performing Arts
- Kshipra Aarti
- Traditional sports – naturopathy/dangal/malkham/etc.

- **Campaigning**
- **Public meeting**
- **Rahagiri**
- **Outdoor events**
- **Summits**
- **Promotional events**
- **Social Events**
- **Cultural Events**

The list is non-exhaustive and indicative. The events can be of different nature as per requirement of the city.