



**REQUEST FOR PROPOSAL (RFP) FOR
SELECTION OF AN AGENCY FOR UNDERTAKING THE BRANDING,
PROMOTION AND COMMUNICATION WORK AND/OR
CONDUCTING VARIOUS EVENTS & LOGISTICS RELATED ACTIVITIES
FOR GRAND EXPO-CUM-CONFERENCE AND OTHER EVENTS
OF GLOBAL HOUSING TECHNOLOGY CHALLENGE-INDIA (GHTC-INDIA)**

Issued on: **16/01/2019**

Reference No. **N-11019/28/2018-HFA-V-UD/ Computer No: 9057118**

Organization: **Ministry of Housing and Urban Affairs (MoHUA),
Government of India.**

Represented by:

**Joint Secretary and Mission Director (HFA), MoHUA, Room No 116 G, Nirman
Bhawan, Maulana Azad Road, New Delhi -110011**

SECTION 1: LETTER OF INVITATION

RFP No.: N-11019/28/2018-HFA-V-UD/ Computer No.: 9057118

Date: 16 January, 2019.

Dear Sir,

1. MINISTRY OF HOUSING AND URBAN AFFAIRS, GOVERNMENT OF INDIA (hereinafter called "MoHUA") is organizing a global challenge namely "**Global Housing Technology Challenge-India (GHTC-India)**". It aims to identify and mainstream a basket of innovative technologies from across the globe that are sustainable, green and disaster-resilient, cost effective, speedier and quality construction of houses, meeting diverse geo-climatic conditions and desired functional needs. GHTC- India aspires to develop an eco-system to deliver on the technological challenges of the housing construction sector in a holistic manner. MoHUA is planning a **Grand Expo-Cum-Conference on New Construction Technologies along with other events** for conduct of GHTC-India.

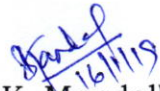
2. MoHUA hereby invites the technical and financial proposals from the eligible National/International agencies for undertaking the branding, promotion and communication work and/or conducting various event & logistics related activities for Grand Expo-cum-Conference and other events of GHTC-India. The details are provided in the Terms of Reference (ToR) (Section 3).

3. The RFP includes the following sections:

- Section 1 - Letter of Invitation
- Section 2 - Instructions to Agency
- Section 3 - Terms of Reference (ToR)
- Section 4 - Technical Proposal - Standard Forms
- Section 5 - Financial Proposal - Standard Forms

4. In case any holiday is declared by the Government on the day of opening, the tenders will be opened on the next working day at the same time. This RFP is being issued with no financial commitment and MoHUA reserves the right to change or vary any part thereof at any stage. MoHUA also reserves the right to withdraw the RFP, should it be so necessary at any stage.

5. It is not permissible to transfer this invitation to any other agency.


(B.K. Mandal)

Under Secretary to the Govt. of India

SECTION 2: INSTRUCTIONS TO THE AGENCY

PART I: STANDARD

1. DEFINITIONS

- (a) “MoHUA” means Ministry of Housing and Urban Affairs (MoHUA), Government of India who have invited the technical and financial bids for undertaking the branding, promotion and communication work and/ or conducting various event & logistics related activities for Grand Expo-cum-Conference and other events of GHTC-India.
- (b) The selected Agency/agencies will sign the Contract for the above mentioned Services and to which the selected Agency shall provide services as per the terms and conditions and TOR of the contract.
- (c) “Agency” means the implementing agency (service provider) that signs the Contract for the Services with MoHUA.
- (d) “Contract” means the agreement signed by the Parties and all the attached documents listed in that is the General Conditions (GC) and the Appendices.
- (e) “Project specific information” means such part of the Instructions to Agency used to reflect specific project and assignment conditions.
- (f) “Day” means calendar day.
- (g) “Government” means the Government of India.
- (h) “Instructions to Agency” (Section 2 of the RFP) means the document which provides Agency with all information needed to prepare their proposals.
- (i) “LOI” (Section 1 of the RFP) means the Letter of Invitation being sent by MoHUA to the Agency.
- (j) “Personnel” means professionals and support staff provided by the Agency and assigned to perform the Services or any part thereof;
- (k) “Proposal” means the Technical Proposal and the Financial Proposal.
- (l) “RFP” means the Request for Proposal prepared by MoHUA for the selection of Agency, based on the SRFP.
- (m) “SRFP” means the Standard Request for Proposals, which must be used by MoHUA as a guide for the preparation of the RFP.

(n) “Assignment” means the work to be performed by the Agency pursuant to the Contract.

(o) “Terms of Reference” (TOR) means the document included in the RFP as Section-3 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of MoHUA and the Agency, and expected results and deliverables of the Assignment.

2. INSTRUCTIONS TO THE AGENCY

- a) MoHUA named in the Part II Data Sheet will select an Agency/ agencies (in accordance with the method of selection specified in the Part II Data Sheet.
- b) Name of the assignment has been mentioned in Part II Data Sheet. Detailed scope of the assignment/ job has been described in the Terms of Reference.
- c) The date, time and address for submission of the proposals have been given in Part II Data Sheet.
- d) The Agency is invited to submit the Proposal, for the assignment named in Part II Data Sheet. The Proposal will be the basis for contract negotiations and ultimately for a signed contract with the selected “AGENCY”.
- e) Agency should familiarize themselves with the local conditions and take them into account in preparing their Proposals. To obtain first-hand information on the Assignment and local conditions, Agency/ agencies are encouraged to meet MoHUA’s representative named in part II Data Sheet before submitting a proposal and to attend a pre-bid meeting if such a meeting is specified in the Part II Data Sheet. Attending the pre-bid meeting is optional. Agency should contact MoHUA’s representative to arrange for their visit or to obtain additional information on the pre-bid meeting. Agency/ agencies should ensure that these representatives are advised of the visit in adequate time to allow them to make appropriate arrangements.
- f) MoHUA will provide to the Agency the inputs and facilities specified in the Part II Data Sheet, assist the Agency in obtaining licenses and permits needed to carry out the Assignment, and make available relevant data and reports. The cost of licenses and permits for executing the event of GHTC-India will be borne by the agency and it will be added in the financial bid.

- g) Agency shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. MoHUA is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Agency.
- h) **Transfer and Sub-letting:** The selected Agency has no right to give, bargain, sell, assign or sublet or otherwise dispose of the Contract or any part thereof, as well as to give or to let a third party take benefit or advantage of the present Contract or any part thereof.
- i) **Authorized Representatives:** Any action required or permitted to be taken, and any document required or permitted to be executed under this Contract by MoHUA or the Agency may be taken or executed by the officials.

3. CLARIFICATION AND AMENDMENT OF RFP DOCUMENTS

- 3.1 Agency may request a clarification on any clause of the RFP documents up to the number of days indicated in the Part II Data Sheet before the proposal submission date. Any request for clarification must be sent in writing, or by standard electronic means to MoHUA's address indicated in the Part II Data Sheet. MoHUA will respond in writing, or by standard electronic means and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all Agencies.
- 3.2 At any time before the submission of Proposals, MoHUA may amend the RFP by issuing an addendum in writing or by standard electronic means. The addendum shall be uploaded on the www.eprocure.gov. To give Agency reasonable time in which to take an amendment into account in their Proposals MoHUA may, if the amendment is substantial, extend the deadline for the submission of Proposals.
- 3.3. A bidder may modify or withdraw his bid after submission provided that the written notice of modification or withdrawal is received by MoHUA prior to deadline prescribed for submission of bids. A withdrawal notice may be sent by fax but it should be followed by signed confirmation copy to be sent by post and such signed confirmation should reach MoHUA not later than the deadline for submission of bids. No bid shall be modified after the deadline for submission of bids. No bid may be withdrawn in the interval between the deadline for submission of bids and expiration of the period of bid validity specified. Withdrawal of a bid during this period will result in Bidder's forfeiture of bid security.
- 3.4. **Clarification regarding contents of the Bids:** During evaluation and comparison of bids, MoHUA may, at its discretion, ask the bidder for

clarification of his bid. The request for clarification will be given in writing and no change in prices or substance of the bid will be sought, offered or permitted. No post-bid clarification on the initiative of the bidder will be entertained.

- 3.5. **Rejection of Bids:** Canvassing by the Bidder in any form, unsolicited letter and post-tender correction may invoke summarily rejection with forfeit of EMD. Conditional tenders will be rejected.

4. CONFLICT OF INTEREST

- 4.1 Employer requires that Agency provide professional, objective, and impartial advice and at all times hold MoHUA's interest paramount, strictly avoid conflicts with other Assignment or their own corporate interest and act without any consideration for future work.
- 4.2 Without limitation on the generality of the foregoing, Agency, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:
- a) **Conflicting Assignment;** (i) An Agency or any of its affiliates shall not be hired for any Assignment that, by its nature, may be in conflict with another Assignment of the Agency to be executed for the same or for another Employer.
 - b) **Conflicting relationships** (i) An Agency that has a business or family relationship with a member of MoHUA's staff who is directly or indirectly involved in any part of (ii) the preparation of the Terms of Reference of the Assignment, (iii) the selection process for such Assignment, or (iv) supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to MoHUA throughout the selection process and execution of the Contract.
- 4.3 Agency have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of MoHUA, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the Standard forms of technical proposal provided herewith. If the Agency fails to disclose said situations and if MoHUA comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its Contract during execution of assignment.
- 4.4 The personnel of the selected Agency which will form part of this project will not undertake any consultancy or other assignment from any other Employer other than MoHUA.

5. UNFAIR ADVANTAGE

- 5.1 **Penalty for use of Undue influence:** -The Agency undertakes that it has not given, offered or promised to give, directly or indirectly, any gift, consideration, reward, commission, fees, brokerage or inducement to any person in service of MoHUA or otherwise in procuring the Contracts or forbearing to do or for having done or forborne to do any act in relation to the obtaining or execution of the present Contract or any other Contract with the Government of India for showing or forbearing to show favor or disfavor to any person in relation to the present Contract or any other Contract with the Government of India. Any breach of the aforesaid undertaking by the Agency or any one employed by him or acting on his behalf (whether with or without the knowledge of the Agency) or the commission of any offers by the Agency or anyone employed by him or acting on his behalf, as defined in Chapter IX of the Indian Penal Code, 1860 or the Prevention of Corruption Act, 1986 or any other Act enacted for the prevention of corruption shall entitle MoHUA to cancel the contract and all or any other contracts with the Agency and recover from the Agency the amount of any loss arising from such cancellation. A decision of MoHUA or it's representative to the effect that a breach of the undertaking had been committed shall be final and binding on the Agency. Giving or offering of any gift, bribe or inducement or any attempt at any such act on behalf of the Agency towards any officer/employee of MoHUA or to any other person in a position to influence any officer/employee of MoHUA for showing any favour in relation to this or any other contract, shall render the Agency to such liability/ penalty as MoHUA may deem proper, including but not limited to termination of the contract, imposition of penal damages, forfeiture of the Bank Guarantee and refund of the amounts paid by MoHUA.
- 5.2 If an Agency could derive a competitive advantage from having provided consulting Assignment related to the Assignment in question and which is not defined as conflict of interest as per para 4 above, MoHUA shall make available to all Agency together with this RFP all information that would in that respect give such Agency any competitive advantage over competing Agency.
- 5.3 From the time the Proposals are opened to the time the Contract is awarded, the Agency should not contact MoHUA on any matter related to its Technical and/or Financial Proposal. Any effort by Agency to influence MoHUA in the examination, evaluation, ranking of Proposals, and recommendation for award of Contract may result in the rejection of the Agency.
- 5.4 A pre-bid meeting with all the Agencies will be held at Conference hall at Nirman Bhawan, New Delhi. This office will answer all queries which have been raised in writing to Director (HFA-V). The meeting may not be held in case no clarifications are sought by the agencies.

6. ELIGIBILITY CONDITIONS

6.1 Eligible participating agency should follow the eligibility conditions otherwise bids will be considered as non-responsive

- a) The Participating Agency eligible for participating in the qualification process shall be any one of the following two categories otherwise bids will be considered as non-responsive:
 - i. Category 1: Single Business Entity
Category 2: A consortium of Business Entities (hereinafter referred to as "Consortium")
 - ii. The term Participating Agency would hereinafter apply to both the above-mentioned categories.
- b) For the purpose of this RFP, the participating Agency shall mean a business Entity incorporated under the Indian Companies Act 1956/2013 or limited liability partnership Agency incorporated under LLP Act, 2008 and should submit registration Certificates & GST Registration /incorporation under the governing legislation.
- c) A Consortium of a maximum of **three (3) members** of above such entities comprising one Lead Member with two other members shall be allowed and shall hereinafter be referred as "Consortium".
- d) The Bidder should submit a Power of Attorney authorizing the signatory of the Application to commit the Bidder.
- e) Bids submitted by a Consortium should comply with the following additional requirements:
 1. The number of members in the Consortium would be limited to three (3);
 2. The Application should contain the information required from each member;
 3. The Application should include a description of the roles and responsibilities of all the members;
 4. Members of the Consortium shall nominate one member as the Lead Member and that member must be an entity as defined above;
 5. An Participating Agency who has participated in this tender in its individual capacity or as part of a Consortium cannot participate as a separate Agency of any other Consortium participating in this tender;
 6. The members of the Consortium shall execute a **Power of Attorney** for Lead Member of Consortium.
 7. Participating agencies may participate for Part A or Part B or Part A and B of the scope of work as explained in the RFP.

8. The members of the Consortium shall enter into a **Memorandum of Understanding (MoU)**, for the purpose of submission of the Application. The MoU should, inter alia,
- i. Clearly outline the proposed roles and responsibilities of each member of the Consortium; and
 - ii. Include a statement to the effect that all members of the Consortium shall be liable jointly and severally for the assignments arising out of the States, Union Territories and million plus cities, as the case may be and in accordance with the terms of the contract agreement therefore;
 - iii. A copy of the MoU signed by all members should be submitted along with the technical bids. The MoU entered into between the members of the Consortium should contain the above requirements, failing which the Application shall be considered non-responsive.
- f) A Participating Agency or Consortium which has earlier been barred by MoHUA or blacklisted by any State /UT Government or Central Government / department / Agency in India from participating in Bidding Process shall not be eligible to submit bids, either individually or as member of a Consortium, if such bar subsists as on the submission Due Date. The Participating Agency or Consortium shall be required to furnish an **affidavit** that there is no such bar imposed and existing as on date.
- g) A Bidder declared ineligible by multilateral firms or Government of India or State Governments and debarred from providing any/ such services in India shall be ineligible to submit bids. In case the Participating Agency or any member of Consortium is declared ineligible by multilateral firms or Government of India or State Governments during the evaluation period then such bids shall be excluded from the evaluation process with MoHUA.
- h) A Participating Agency or member of Consortium should have, during the last three years, neither failed to perform on any agreement, as evidenced by imposition of a penalty or a judicial pronouncement or arbitration award against the Bidder or member of Consortium, nor been expelled from any project or agreement nor have had any agreement terminated for breach by such Bidder or member of Consortium. In case the Bidder or member of Consortium during period of bidding process, fails to perform on any agreement, as evidenced by imposition of a penalty or a judicial pronouncement or arbitration award against the Bidder or member of Consortium, or been expelled from any project or agreement or have had any agreement terminated for breach by such Bidder or member of Consortium, such Bidder shall cease to be empaneled with MoHUA.
- i) Each participating Agency or member of consortium shall submit only one proposal for the Project. Any participating agency, who submits or participates in more than one tender, will be disqualified.

- j) The Application and all related correspondence and documents should be furnished by the participating Bidders with the Application may be in any other language provided that these are accompanied by appropriate translations of the pertinent passages in the English language by approved/authorized/licensed translator. Supporting material, which are not translated into English, may not be considered. For the purpose of interpretation and evaluation of the Application, the English language translation shall prevail.
- k) Participating agency /consortium should be profit making organisation. The audited balance sheet for the last three years may be attached with the technical bids, otherwise bids will be rejected.
- l) There is no restriction on Countries. All International and National Firm's meeting the minimum eligibility criteria are eligible to bid.

6.2 Changes in Consortium Composition

Any change in the composition of a Consortium after submission of bids, during the term of evaluation process, and during the contract period shall not be permitted.

7. SUBMISSION AND OPENING OF BIDS

- 7.1 E-tenders are invited under **two bid system i.e. Technical Bid and Financial Bid**. Interested agencies are advised to submit their bids "by visiting the Govt. of India, Central Public e-Procurement (CPP) Portal i.e. www.eprocure.gov.in. The bids will be accepted as e-tender only i.e. the bidders will submit their bids on the e-Procurement Portal (module of NIC), in an encrypted format. Possession of valid Digital Signature Certificate (DSC), valid e-mail address and registration of the Agency on the Government of India, Central Public e-Procurement (CPP) Portal i.e. www.eprocure.gov.in are **pre-requisite** for e-tendering. The Agency may only submit one proposal. If an Agency submits or participates in more than one proposal, such proposals shall be disqualified.
- 7.2 Bid along with all the copies of documents should be submitted in the electronic form only through MoHUA e-tendering system. Before the bid is uploaded, the bid comprising of all attached documents should be digitally signed using digital signatures issued by an acceptable Certifying Authority (CA) in accordance with the Indian IT Act 2000.
- 7.3 The bid shall be opened on-line on the date & time mentioned in the website/Data Sheet.
- 7.4 The Price Bids of only those bidders shall be considered for electronic opening & evaluation whose bid is determined to be technically acceptable to MoHUA.

- 7.5 Instructions for online Submission of Bids are at **Annexure-I**.
- 7.6 All the pages of the proposals to be signed and stamped by the Authorized signatory of the agency.
- 7.7 Technical bid shall be as per format given in **Section-4**
- 7.8 Financial bid preparation shall take into account the requirements as detailed in the scope of work and provide the same in the Proforma given at **Section-5**.
- 7.9 The Financial Proposal shall be stated in the INR currency.

8. PROPOSAL VALIDITY

- 8.1 The Part II Data Sheet indicates how long Agency's Proposals must remain valid after the submission date. During this period, Agency shall maintain the availability of Professional/Technical staff nominated in the Proposal and also the financial proposal unchanged. MoHUA will make its best effort to complete negotiations within this period. Should the need arise, however, MoHUA may request Agency to extend the validity period of their proposals. Agency who agrees to such extension shall confirm that they maintain the availability of the Professional staff nominated in the Proposal and their financial proposal remain unchanged, or in their confirmation of extension of validity of the Proposal, Agency could submit new staff in replacement, who would be considered in the final evaluation for contract award. Agency who do not agree have the right to refuse to extend the validity of their Proposals, under such circumstance MoHUA shall not consider such proposal for further evaluation. The submitted bids will be valid minimum 120 days from the date of submission.

9. PREPARATION OF PROPOSALS

- 9.1 The Proposal as well as all related correspondence exchanged by the Firms and MoHUA shall be written in English language, unless specified otherwise.
- 9.2 While preparing their proposal, the Agencies are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a Proposal.
- 9.3 While preparing the Technical Proposal, Agency should give particular attention to the following:
 - i. The shortlisted Agency **shall not be permitted to associate with other Agencies**.

- ii. The participating Agency **should deploy the Professionals** for planning, design, undertaking the branding, promotion and communication work and/or conducting various event & logistics related activities for Grand Expo-cum-Conference and other events of GHTC-India as per the scope of work.
- iii. While preparing the proposal, the Agency must ensure that it **possess the requisite number and variety of experts as sought by MoHUA**, failing which the proposal shall be considered as non-responsive.
- iv. Alternative professional staff shall not be proposed, and **only one curriculum vita (CV) may be submitted** for each position mentioned for maintenance as per plan proposed by the agency.

9.4 Depending on the nature of the Assignment Branding, Promotion, Communication and Event Management Agency are required to submit a Technical Proposal (TP) as per the forms provided in **Section-4**. Submission of the wrong Technical Proposal will result in the Proposal being deemed non-responsive. The Technical Proposal shall provide the information indicated in the following paras from (a) to (e) using the attached Standard Forms (Section 4).

- (a) A brief description of the Agency will be provided in **Form Tech-2** in the same Form, the Agency and in the case of a consortium/ joint venture, each partner will provide details of experience of assignments which are similar to the proposed assignment/ job as per the ToR. For each Assignment, the outline should indicate the names of Sub-Agency/ Professional staff who participated, duration of the Assignment, contract amount, and Agency involvement. Information should be provided only for that Assignment for which the Agency has participated as a corporation or as one of the major Agency within a joint venture. Assignment completed by individual professional staff working privately or through other consulting Agency cannot be claimed as the experience of the agency, or that of the Agency associates, but can be claimed by the Professional staff themselves in their CVs. Agency should be prepared to substantiate the claimed experience along with the proposal and must submit letter of award/copy of contract for all the assignments mentioned in the proposal.
- (b) Comments and suggestions on the Terms of Reference including workable suggestions that could improve the quality/effectiveness of the Assignment; (**Form Tech-3** of Section 4).
- (c) Description of approach, methodologies and work plan in responding to the Terms of Reference is to be provided in TECH- 4 of Section 4. The TECH 5, will also include the technical document form to be filled by the

bidder. The list of the proposed Professional staff team by area of expertise, the position that would be assigned to each staff team member and their tasks is to be provided in **Form Tech-4** of Section 4.

- (d) CVs of the Professional staff as mentioned in para 9.3 above should be signed by the staff themselves or by the authorized representative of the Professional Staff (**Form Tech-5** of Section 4).
- (e) The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared non responsive.

10. FINANCIAL PROPOSAL

The Financial Proposal shall be prepared using the attached Standard Forms (**Section 5**). The list shall include rates for all items indicated in Form FIN 2.

11. TERMS OF PAYMENT

Payment will be made to the successful bidder as per the following schedule:

- a) Payment will be made to Agency/Agencies only after successful completion of the required work and submission of statement of work having been executed. The bills in respect of Fixed Fee will be submitted every month for settlement and should accompany a brief of jobs undertaken during the month including applicable taxes.
- b) Payment to the Agency shall be made by MoHUA through cheque/bank draft/electronic transfer on a quarterly basis. Payments shall be inclusive of all applicable taxes and Cess as applicable under the existing Indian Law.
- c) Any payment under this Contract shall be made in INR currency.
- d) The Ministry will issue the TDS certificate at the end of the financial year. In case, any excess payment is done to the agency, it shall be adjusted against future payments, if required.

12. PERFORMANCE BANK GUARANTEE

The Agency will be required to furnish a Performance Guarantee for a sum equal to 10% of the contract value within 30 days of receipt of the confirmed order as per format by way of Bank Guarantee through a Public Sector bank or a Private Sector bank authorized to conduct government business. Performance Bank Guarantee should be valid up to 60 days beyond the date of warranty.

13. TOLERANCE

To take care of any change in the requirement of MoHUA during the

contract period, MoHUA reserves the right to increase or decrease number of professionals without any change in the terms & conditions and prices quoted by the agency. While awarding the contract, the number of personnel ordered can be increased or decreased by MoHUA within this tolerance limit.

14. LIQUIDATED DAMAGES

In the event of the agency's failure to submit the Bonds, Guarantees and Documents, software development etc. as specified in this contract, MoHUA may, at his discretion, withhold any payment until the completion of the contract. MoHUA may also deduct from the Agency as agreed, liquidated damages to the sum of 0.5% of the contract price of the delayed/uncompleted software/services mentioned above for every week of delay or part of a week, subject to the maximum value of the Liquidated Damages being not higher than 10% of the value of delayed stores.

15. TAXES

The Agency shall fully familiarize themselves about the applicable Domestic taxes (such as: GST & others) on amounts payable by MoHUA under the Contract. All such taxes must be included by the Agency in the financial proposal.

16. EARNEST MONEY DEPOSIT (EMD)

16.1 Earnest Money Deposit

- i. An EMD of Rs. 10,00,000/- (Indian Rupees ten Lakh only), in the form of DD drawn in favor of **"PAO (Sectt.), Ministry of Housing and Urban Affairs"** payable at New Delhi, must be submitted along with each Proposal by the Agency/ Agencies.
- ii. EMD should be placed in a separate envelope clearly marked as 'BID SECURITY' on top side and with the name of the bidder on the bottom side. This envelope should be submitted along with the Technical Bid.
- iii. Proposals not accompanied by EMD shall be rejected as non-responsive.
- iv. No interest shall be payable by the Employer for the sum deposited as EMD.
- v. No bank guarantee will be accepted in lieu of the earnest money deposit.
- vi. The EMD of the unsuccessful bidders would be returned back within one month of signing of the contract.

16.2 The EMD shall be forfeited by MoHUA in the following events:

- i. If Proposal is withdrawn during the validity period or any extension agreed by the Agency thereof.
- ii. If the Proposal is varied or modified in a manner not acceptable to MoHUA after opening of Proposal during the validity period or any extension thereof.
- iii. If the Agency tries to influence the evaluation process.
- iv. If the First ranked Agency withdraws his proposal during negotiations (failure to arrive at consensus by both the parties shall not be construed as withdrawal of proposal by the Agency).

17 BID PROCESSING FEE

All participating Agency/ Agencies are required to pay Rs. 5,000 (Indian Rupees Ten Thousand Only) for each proposals towards Bid Processing Fees in the form of Demand Draft drawn in favor of "**PAO (Sectt.), Ministry of Housing and Urban Affairs**" payable at New Delhi. The Bid Processing Fee is Non-Refundable. **Please note that the Proposal, which does not include the bid processing fees, would be rejected as non-responsive.**

18. PROPOSAL EVALUATION

The technical and financial Proposal will be evaluated by the Technical Evaluation Committee (TEC) constituted by MoHUA. The technical proposals will be evaluated and date of opening of financial/price bid will be intimated after evaluation and acceptance of technical bids by TEC. Financial/price bids of only those Agency will be opened, whose technical bids are found compliant/suitable after technical evaluation is done by TEC.

19. EVALUATION OF TECHNICAL PROPOSALS

19.1 Stage 1: Prequalification

The bidder will be required to satisfy following criteria:

For part A

- a) The Agency should be eligible as per eligible conditions in this RFP for participating the bid.
- b) The Agency should have achieved a minimum average annual turnover of Rs. 1 Cr during the last three years in field of concept creations, communication design, communication strategy, advertising, media and related activities. A certificate from the Chartered Accountant / Auditor of the Agency in this regard needs to be submitted.

- c) The Bidder should have been in the business of providing media strategy & brand promotion, multimedia design services to State/ Central Government/ PSUs/ trade bodies/ private organizations in India for at least 3 years or more, from the date of submission of the tender.
- d) The Agency should have adequate technically qualified and well-experienced in-house resources including a team composition of least 10 Professional personnel having at least 3 years or more years of experience. A self-declaration on the company's letter head shall be furnished.
- e) The participating agency should not be black listed by any Ministry/ Dept. of GOI / State Governments/ Organizations. A certificate on the company's letter head indicating the same, signed by the Authorized Signatory of the company shall be submitted by the bidder.
- f) The Agency should deploy one Project Manager to monitor the activities under the assignment on behalf of the Agency and to regularly update about Event on daily basis to the Joint Secretary & Mission Director (Housing for All), MoHUA. The **Project Manager** along with Media expert and design Expert should be Placed in the office of MoHUA and should possess the minimum qualification as described in evaluation criteria.

For Part B

- a) The Agency should be eligible as per eligible conditions in this RFP for participating the bid.
- b) The Agency should have achieved a minimum average annual turnover of Rs. 10 Cr during the last three years in field of organizing events and related activities. A certificate from the Chartered Accountant / Auditor of the Agency in this regard needs to be submitted.
- c) The Bidder should have been in the business of organizing and providing logistics support and have handled events of international repute for similar events of more than 2000 delegates to State/ Central Government/ PSUs/ trade bodies/ private organizations in India for at least 3 years or more, from the date of submission of the tender.
- d) The Agency should have adequate technically qualified and well-experienced in-house resources including a team composition of at least 30 Professional personnel having at least 3 years or more years of experience. A self-declaration on the company's letter head shall be furnished.
- e) The participating agency should not be black listed by any Ministry/ Dept. of GOI / State Governments/ Organizations. A certificate on the

company's letter head indicating the same, signed by the Authorized Signatory of the company shall be submitted by the bidder.

- f) The Agency should deploy one Project Manager to monitor the activities under the assignment on behalf of the Agency and to regularly update about Event on daily basis to the Joint Secretary & Mission Director (Housing for All), MoHUA. The **Project Manager** along with Media expert and design Expert should be Placed in the office of MoHUA and should possess the minimum qualification as described in evaluation criteria:

19.2 Stage 2: Evaluation Criteria

(i) TEC while evaluating the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded and the competent authority accepts the recommendation.

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

(iii) The Technical Proposals shall be evaluated on following technical criteria for the parts: -

19.2.1 For Part A:

| S. No. | Particular | Marks |
|--------|--|-------|
| 1. | <p>Past experience Last (three years) events of similar nature and scale - International events (more than one day)</p> <p>1. Three project – 15 Marks 2. More than 3 but less than 5 projects – 20 Marks 3. More than 5 projects – 30 Marks</p> | 30 |
| 2. | <p>Team Strength On roll resources with mix skill sets- advertisement (creative, graphic designers, operations management, mass media, social, technical experts, procurement, international protocol, artist etc.)</p> <p>1. 10 to 15 – 6 Marks 2. 15 to 20 – 8 Marks 3. More than 20 – 10 Marks Certificate from HR certifying the list</p> | 10 |

| | | |
|----|---|------------|
| 3. | <p>CVs of Key Professionals Involved</p> <p>I. Project Manager Post Graduate in Management or similar field with 10 years of experience of organizing and management of at least 2 similar International events. (3 marks for minimum qualification and experience, 5 marks for more than minimum)</p> <p>II. Strategy/ Media Expert Post Graduate in Media Management or similar field with 6 years of experience of organizing and management of at least 2 similar International events. (3 marks for minimum qualification and experience, 5 marks for more than minimum)</p> <p>III. Creative /Design Expert Post Graduate/Graduate in Visual Communications/ or similar field with 5 years of experience of organizing and management of at least 2 similar International events. (8 marks for minimum qualification and experience, 10 marks for more than minimum)</p> | 20 |
| 4. | <p>Annual Turnover Last three years (highest turnover in any year)</p> <p>1. Rs. 1 to 2 cr – 12 Marks 2. Rs. 2 to 5 cr – 16 Marks 3. More than Rs. 5 cr – 20 Marks</p> | 20 |
| 4. | <p>Approach / methodology and clarity of task</p> <p>1. Understanding of work 2. Strategy and communication planning all design elements for activities such as creatives, films, coffee table books, outdoor creatives, prints and digital creatives etc. 2. Plan for branding and advertisement – social, portal, mass media etc 3. Innovative ideas for the branding and advertisement 4. Manpower planning & proposed team composition</p> | 20 |
| | TOTAL (Technical Score – ST) | 100 |

19.2.2 For Part B

| S. No. | Particular | Marks |
|---------------|--|--------------|
| 1. | <p>Past experience Last (three years) events of similar nature and scale - International events (more than one day)</p> <p>1. Three project – 15 Marks 2. More than 3 but less than 5 projects – 20 Marks 3. More than 5 projects – 30 Marks</p> | 30 |
| 2. | <p>Team Strength On roll resources with mix skill sets – event management and celebrity management etc.)</p> <p>1. 30 to 40 – 6 Marks 2. 50 to 60 – 8 Marks 3. More than 60 – 10 Marks Certificate from HR certifying the list</p> | 10 |
| 3. | <p>CVs of Key Professionals Involved Project Manager Post Graduate in Management or similar field with 10 years of experience of organizing and management of at least 2 similar International events. (8 marks for minimum qualification and experience, 20 marks for more than minimum)</p> | 20 |
| 4. | <p>Turnover Last three years (highest turnover in any year)</p> <p>1. Rs. 10 to 15 cr – 12 Marks 2. Rs. 15 to 20 cr – 16 Marks 3. More than Rs. 20 cr – 20 Marks</p> | 20 |
| 4. | <p>Approach / methodology and clarity of task</p> <p>3. Understanding of work 2. Plan for the event management 3. Ideas for cultural events and/or excursion 4. Innovative ideas for the event planning and execution 5. Manpower planning & proposed team composition</p> | 20 |
| | TOTAL (Technical Score – ST) | 100 |

Note: Technical Qualifying Agencies: Agencies securing more than 80% marks in Technical Evaluation will be shortlisted by TEC. Financial Bids will be considered only of those agencies who secure a qualifying Technical Score of minimum 80%. Date of opening of Financial Bids will be intimated after evaluation and acceptance of Technical Bids by MoHUA.

20. PUBLIC OPENING & EVALUATION OF THE FINANCIAL PROPOSALS

- 20.1 The Agencies are required to provide one financial proposal (in INR) (along with Technical Bids in separate envelopes) for each of the jobs listed and in the format given in this RFP. Financial Proposal should include the cost per product/ item wise cost being proposed in the agency's respective Technical Proposal and also overall cost for all the proposed activities. The total cost will be the determining factor of the Financial Proposal.
- 20.2 Financial proposals of only that Agency who are technically qualified shall be opened publicly on the date & time specified the Data sheet, in the presence of the Agency representatives who choose to attend. The name of the Agency and their financial proposal shall be read aloud. All concerned will be informed individually. After opening of financial bids for Part A and Part B, the bids will be evaluated separately in a comprehensive manner. The contract will be awarded for Part A and Part B after deciding comprehensive Lowest 1 for both parts.
- 20.3 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 will prevail and the total price will be corrected. If there is a discrepancy between words and figures, the amount in words will prevail for calculation of price.
- 20.4 The Agency shall fully familiarize themselves about the applicable Domestic taxes (such as: GST) on amounts payable by MoHUA under the Contract. All such taxes must be included by the Agency in the financial proposal.
- 20.5 Only those offers shall be evaluated which are found to be fulfilling all the eligibility and qualifying requirements of the tender, both technically and commercially.
- 20.6 After opening of financial proposals selected Agency will then be invited for negotiations, if considered necessary.
- 20.7 The quoted prices should be abided by Agency and fixed during the period of the contact.

21. AWARD OF CONTRACT

- 21.1 After completing the evaluation process, MoHUA shall issue a Letter of Intent (LOI) to the selected bidding Agency and promptly notify all other Agency who have submitted proposals about the decision taken.
- 21.2 The selected Agency will sign the contract after fulfilling all the formalities/pre-conditions within 03 days of issuance of the letter of

intent.

- 21.3 The Agency is expected to commence the Assignment on the date and at the location.

22. CONFIDENTIALITY

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

23 TIMELINES

- 23.1. The Agency will have to work on strict timelines for brand promotion and events planning as approved by MoHUA. The initial budget and planning report must be submitted within 15 days of signing of the Agreement, for all the events in consultation with MoHUA. The agency will act promptly on the requirements of the event, prior, during course and post event to the satisfaction of MoHUA.
- 23.2. The selected Agency shall begin work from the day of Work Order signing till the completion of project.
- 23.3. The selected Agency shall furnish all work as stated in the Scope of Work, in a timely manner.
- 23.4. Bi-Weekly Progress Reports are to be submitted indicating the activities remaining/ completed as against the scheduled tasks and timelines.

24. TERMINATION OF WORK ORDER

- 24.1 In cases of delays and deficiency of services and in case of violations of terms and conditions of this RFP, the MoHUA reserves the right to terminate the Contract in a shorter period than the one specified in this Tender Document.
- 24.2 If the services are not up to satisfaction, Agreement can be terminated at any time by MoHUA. Agency will be given hearing opportunity in such cases. Given the nature of the project and its strict and short timeline, notice period will be of maximum 7days.
- 24.3 MoHUA also reserves the right to terminate the contract of Agency in case of change in the Government procedures.

25. FRAUD AND CORRUPT PRACTICES

- 25.1 The bidder and their respective officers, employees and agents shall observe the highest standard of ethics during the Selection Process.
- 25.2 Notwithstanding anything to the contrary contained in this RFP, MoHUA shall reject a Proposal without being liable in any manner whatsoever to the bidder, if it determines that the bidder has, directly or indirectly or through an Agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the "Prohibited Practices") in the Selection Process. In such an event, MoHUA shall without prejudice to any other rights or remedies, penalize the bidder through forfeiture of the Bid Security or Performance Security, as the case may be.
- 25.3 Further, such bidder or agency shall not be eligible to participate in any tender or RFP issued by MoHUA during the period of two years from the date, such bidder or agency, as the case may be, if found by the MoHUA to have indulged in prohibited practices.
- 25.4 For the purpose of this section, the following terms shall be the meaning herein after respectively assigned to them:
- i) "**Corrupt Practice**": means the offering, giving, receiving or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process.
 - ii) "**Fraudulent Practice**": means misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process.
 - iii) "**Coercive Practice**": means impairing or harming or threatening to impair or harm, directly or indirectly, any person(s) or property to influence any person(s) participation or action in the Selection Process;
 - iv) "**Undesirable Practice**": means (i) establishing contact with any person connected with or employed or engaged by MoHUA with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a "Conflict of Interest"; and
 - v) "**Restrictive Practice**": means forming a cartel or arriving at any understanding or arrangement among Applicants with the objective of restricting or manipulating a full length fair competition in the Selection Process.

26. MISCELLANEOUS

- 26.1 The Selection Process shall be governed by, and construed in accordance with, the Laws of India and Delhi/New Delhi Courts shall have exclusive jurisdiction over all disputes arising under, pursuant to and/ or in connection with the Selection Process.

- 26.2 MoHUA, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time to:
- i) Suspend and/ or cancel the Selection Process and/ or amend and/ or supplement the Selection Process or modify the dates or other Terms and Conditions relating thereto;
 - ii) Consult with any bidder in order to receive clarification or further information;
 - iii) Retain any information and/ or evidence submitted to MoHUA on behalf of, and/or in relation to any bidder; and/ or
 - iv) Independently verify, disqualify, reject and/ or accept any or all submission or other information and/ or evidence submitted by or on behalf of any Applicant.
- 26.3 All documents and other information supplied by MoHUA or submitted by bidder shall remain or become, as the case may be, the property of MoHUA. MoHUA will not return any submissions made hereunder.
- 26.4 MoHUA reserves the right to make in queries from any of the Clients listed by the Applicants in their previous experience records.
- 26.5 Notwithstanding anything contain in this RFP, MoHUA reserves the right to accept or reject any proposal and to annul the selection process and reject any proposal at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assignment any reason thereof.

27. AMICABLE SETTLEMENT OF DISPUTE

Performance of the contract is governed by the terms & conditions of the contract, in case of dispute arises between the parties regarding any matter under the contract, either Party of the contract may send a written Notice of Dispute to the other party. The Party receiving the Notice of Dispute will consider the Notice and respond to it in writing within 30 days after receipt. If that party fails to respond within 30 days, or the dispute cannot be amicably settled within 60 days following the response of that party, clause GC 8.2 shall become applicable.

28. ARBITRATION

In the case of dispute arising upon or in relation to or in connection with the contract between MoHUA and the Agency which has not been settled amicably, any party can refer the dispute for Arbitration under (Indian) Arbitration and Conciliation Act, 1996. Such disputes shall be referred to an Arbitral Tribunal consisting of 3 (three) arbitrators, one each to be appointed by MoHUA and the Agency the third arbitrator shall be chosen by the two arbitrators so appointed by the parties and shall act as Presiding Arbitrator. In case of failure of the two arbitrators, appointed by

the parties to reach a consensus regarding the appointment of the third arbitrator within a period of 30 days from the date of appointment of the two arbitrators, the Presiding arbitrator shall be appointed by the Secretary of the Ministry/Department. The Arbitration and Conciliation Act, 1996 and any statutory modification or re-enactment thereof, shall apply to these arbitration proceedings.

- 28.1 Arbitration proceedings shall be held in India at the place indicated in SC and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English.
- 28.2 The decision of the majority of arbitrators shall be final and binding upon both parties. The expenses of the arbitrators as determined by the arbitrators shall be shared equally by MoHUA and the Agency. However, the expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself. All arbitration awards shall be in writing and shall state the reasons for the award.
- 28.3 Performance during Dispute Resolution
Pending the submission of and/or decision on a dispute and until the arbitral award is published, the Parties shall continue to perform their respective obligations under this Agreement, without prejudice to a final adjustment in accordance with such award

29. FORCE MAJEURE

Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country.

- 29.1 If there is a delay in performance or other failures by the service provider to perform its obligation under its contract due to event of a Force Majeure, the service provider shall not be held responsible for such delays/failures.
- 29.2 If a Force Majeure situation arises, the service provider shall promptly notify MoHUA in writing of such conditions and the cause there of providing sufficient and satisfactory evidence immediately on occurrence of such event.
- 29.3 Unless otherwise directed by MOHUA in writing, the service provider shall continue to perform its obligations under the contract as far as reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

30. OTHER OBLIGATIONS OF THE AGENCY

- 30.1 **Documents prepared by the Agency to be the Property of “MoHUA”:** All documents, reports prepared by the Agency for MoHUA shall become and

remain the property of MoHUA, and the Agency shall, not later than upon termination or completion of the work, deliver all such documents to MoHUA, together with a detailed inventory thereof. The Agency may retain a copy of such documents, but shall not use anywhere, without taking permission, in writing, from MoHUA and MoHUA reserves right to grant or deny any such request. If license agreements are necessary or appropriate between the Agency and third parties for purposes of development of any computer programs, hiring vendors, the Agency shall obtain MoHUA's prior written approval to such agreements, and MoHUA shall be entitled at its discretion to require recovering the expenses related to the development of the program(s) concerned.

30.2 **Materials Furnished by MoHUA:** Materials made available to the Agency by MoHUA, or purchased by the Agency wholly or partly with funds provided by MoHUA, shall be the property of MoHUA and shall be marked accordingly. The Agency shall declare to MoHUA an inventory of such materials and shall dispose of such materials in accordance with MoHUA's instructions. Any such material if salvaged in market on competitive rates, the amount incurred from salvage of rates of such material has to be conveyed to MoHUA.

30.2 **Equipment and Materials provided by the Agency:** Equipment or materials brought by the Agency used either for the Project or personal use shall remain the property of the Agency.

31. For effective organising of the GHTC_India, the experts will be required to travel to oversee the progress of the organising the event i.e. GHTC_India. All such travel cost will be borne by the Firm, which will be paid by the Organisation on actual basis without taxes (on production of tickets/bills) as per existing rules and regulations of Government of India applicable to the employees of level 11(Pre-revised Grade Pay of Rs. 6600/-) of pay matrix (as per 7th CPC). It may however be noted that all travel needs to be pre-approved specifically by the Mission Directorate through the concerned Directors and Deputy Secretaries. The eligible amount will be decided as per tour allowance norms for Group-A Officers placed at level 11 (Pre-revised Grade Pay of Rs. 6600/-) of pay matrix (as per 7th CPC) of Government of India:

- a) Travel entitlement within the country - Economy class by Air or AC-II by train.
- b) Reimbursement for hotel accommodation/guest house of up to Rs. 2250/- per day.
- c) Reimbursement of non-AC taxi charges of up to Rs. 338/- per day for travel within the city.
- d) Reimbursement of food bills not exceeding Rs. 900/- per day.

32. COMMUNICATION

All communications including the submission of proposal should be addressed to:

Joint Secretary and Mission Director (HFA),
Mo HUA, Room No 116 G, Nirman Bhawan,
Maulana Azad Road, New Delhi -110011
011-23061419, jshfa-mhupa@gov.in

PART II DATA SHEET

INSTRUCTIONS TO AGENCY

| | |
|---|--|
| Mode of Bid Submission | Online |
| Tendering Authority / Purchaser | Ministry of Housing and Urban Affairs, Govt. of India |
| Name of Assignment | BRANDING, PROMOTION AND COMMUNICATION AND/OR EVENT MANAGEMENT OF EVENTS FOR GHTC-INDIA |
| MoHUA's representative and Address | Joint Secretary & Mission Director (HFA), Government of India, Ministry of Housing and Urban Affairs, Room No. 116-G Wing, NBO Building, Nirman Bhawan, Maulana Azad Road, New Delhi 011-23061419, jshfa-mhupa@gov.in |
| The address for requesting clarifications is: | Director(HFA-V), Government of India, Ministry of Housing and Urban Affairs, Room No. 118-G Wing, NBO Building, Nirman Bhawan, Maulana Azad Road, New Delhi 011-23063266, dirhfa5-mhupa@gov.in , |
| Date & Time for receiving clarification | 21 January, 2019 |
| Date & Place of Pre-Bid Meeting | Date: 22 January, 2019 Time: 11:00 hrs Venue: Conference Room No 123, G-wing, NBO Building, Nirman Bhawan, New Delhi |
| Date of Issue of RFP | 16 January 2019 |
| Last Date for Submission of Bid | 29 January 2019 |
| Date & Time of Opening of Technical Bid | 29 January 2019 |
| Technical Bid Presentation | To be Intimated later |
| Date & Time of Opening of Financial Bid | To be Intimated later |
| Method of Selection | Least Cost Selection (LCS) for both part |
| Cost of Tender Document | Rs. 5,000/- (Rupees five Thousand Only) |

The RFP document is available online at www.eprocure.gov.in

Instructions for Online Bid Submission

1. All interested bidders are requested to register themselves with the portal <http://eprocure.gov.in> and enroll their digital certificate with the user id for participation in the tender.
2. Bidders are requested to read following conditions in conjunction with various conditions, wherever applicable appearing with this bid invitation for e-Tendering. The conditions mentioned here in under shall supersede and shall prevail over the conditions enumerated elsewhere in the tender document.

3. How to submit On-line Bids / Offers electronically against e-Tendering?

Bidders are advised to read the following instructions for participating in the electronic tenders directly through internet:

- i) Late and delayed Bids/ Offers after due date / time shall not be permitted in e-Tendering system. No bid can be submitted after the last date and time of submission is over. (However if bidder intends to revise the bid already submitted, they may change / revise the same on or before the last date and time of submission of bid). The Indian Standard Time (IST) that will be displayed on e-tendering web page shall be the time and no other time shall be taken into cognizance.
- ii) Bidders are advised in their own interest to ensure that bids are uploaded in e-tendering system well before the closing date and time of bid.
- iii) No bid can be modified after the dead line for submission of bids.
- iv) No manual bids/ offers along with electronic bids / offers shall be permitted.

4. What is a Digital Signature?

This is a unique digital code which can be transmitted electronically and primarily identifies a unique sender. The objective of digital signature is to guarantee that the individual sending the message is who he or she really claims to be just like the written signature. The Controller of Certifying Authorities of India (CCA) has authorized certain trusted Certifying Authorities (CA) who in turn allots on a regular basis Digital Signature Certificates.

5. Documents which are signed digitally are legally valid documents as per Indian IT Act (2000).

6. Why is a Digital Signature required?

In order to bid for MoHUA e-tenders all the vendors are required to obtain a legally valid Digital Certificate as per Indian IT Act from the licensed Certifying

Authorities (CA) operating under the Root Certifying Authority of India (RCAI), Controller of Certifying Authorities (CCA) of India. The Digital Certificates is issued by CA in the name of a person authorized for filing Bids / Offers on behalf of his Company. A Vendor / Bidder can submit their Bids / Offers on-line only after digitally signing the bid / documents with the above allotted Digital Signatures.

7. Bidders have to procure Digital Signature Certificate (Class 3 or 2 with signing key uses) from any of the certifying Authorities in India.

8. Submission of Documents

i) Bidders must submit on line offers by the date and time mentioned in the website address stated therein.

ii) Each E-Tender will provide access to Commercial as well as Price part of tender. Along with the Commercial part, Bidders can attach the required documents with the bid in line with the Tender.

iii) The successful bid submission can be ascertained once acknowledgement is given by the system through bid submission number after completing all the process and steps.

iv) The bid have to be submitted online only. However, documents which necessarily have to be submitted in originals like EMD if applicable and any other documents mentioned in the tender documents have to be submitted offline. Prices should not be submitted in a sealed envelope. MoHUA shall not be responsible in any way for failure on the part of the bidder to follow the instructions. Physical Bids will not be accepted. All such physical Bids shall be considered as invalid offers and shall be rejected summarily without any consideration.

v) Price Bid shall contain only price as per Schedule of Rates (in form of an excel sheet) without any condition. The lump sum rate along with tax and other components shall be filled up in figures and the total amount shall be automatically calculated and rounded off to the nearest rupee. It is to be noted that the Price Bid shall contain only PRICES and no conditions whatsoever.

vi) The bid shall be upload through Digital signatures by someone legally authorized to enter into commitment on behalf of the Bidder. Bidder shall upload among other documents, power of Attorney in favour of the person who is authorized to enter into commitments on behalf of the Bidder.

vii) It is advised that the bidder upload small sized documents (preferably upto 5 MB) at a time to facilitate in easy uploading into e-tendering site. MoHUA does not take any responsibility in case of failure of the bidder to upload the documents within specified time of tender submission.

Physical Submission: EMD, Power of Authority, cost of bid documents.

SECTION 3: TERMS OF REFERENCE

3.1 ABOUT GHTC-INDIA

3.1.1 BACKGROUND AND INTRODUCTION

Ministry of Housing and Urban Affairs (MoHUA) has been implementing Pradhan Mantri Awas Yojana, Urban (PMAY-U) Mission to provide all weather pucca houses to eligible beneficiaries by the year 2022.

In order to address housing shortage in a time-bound manner, the conventional system of housing construction is not sufficient to achieve the target by 2022. Hence, there is a need to look for new emerging, disaster-resilient, environment friendly, cost effective and speedy construction technologies which would form the basis of housing construction in India.

Hon'ble Prime Minister has envisaged a paradigm shift in technology transition using large scale construction under PMAY (U) as an opportunity to get the best available construction technologies across the globe. It has been envisioned to source technologies from all over the world and identify such technologies which would be suitable for adoption in India, given its unique geo-climatic conditions and user preferences based on diverse cultures. The shift in technology transition will also address the large-scale housing construction in minimum time and cost with optimum use of resources and environment friendly practices

In this regard, the MoHUA is organizing **GHTC-India**. It aims to identify and mainstream a basket of innovative technologies from across the globe that are sustainable, green and disaster-resilient, cost effective, speedier and quality construction of houses, meeting diverse geo-climatic conditions and desired functional needs. GHTC- India aspires to develop an eco-system to deliver on the technological challenges of the housing construction sector in a holistic manner. The challenge has three components viz. i) Conduct of **Grand Expo-cum-Conference**, ii) **Identifying Proven Demonstrable Technologies** from across the world and iii) Promoting Potential Technologies through the establishment of **Affordable Sustainable Housing Accelerators- India (ASHA-India)** for incubation support.

The Grand Expo-cum-Conference will be conducted biennially. The Expo will provide a platform to all stakeholders associated with innovative and alternative housing technologies, for the exchange of knowledge and business opportunities through networking events and workshops.

3.2 DETAILED SCOPE OF WORK

These requirements are tentative and may change during design and development stages and awarded agency has to complete all the required work for successful of the GHTC-India on mutually agreed terms and conditions.

Preparing plan for events with regards to GHTC-India along with necessary details of branding, Promotion and PR Strategy for its successful implementation. Event Planning for various events to be held during implementation of GHTC-India. Overall management of all branding, promotion and event activities through required manpower who will work on continuous and intermittent basis for the events of GHTC-India. All works related to supply and printing of promotional contents, creatives, etc. shall be carried out by the agency. Logistics, protocol and visa & liason support for Indian and International delegates (including non-financial administrative assistance for visa support etc. where required). Coordinate with MoHUA, Knowledge Partners and other vendors for any other supporting task related to the implementation of events under GHTC-India.

PART A - BRANDING, PROMOTION & COMMUNICATION STRATEGY

1 Preparation of Detailed Branding, Promotion & Communication Strategy

The selected agency will be required to plan and design a detailed promotion strategy for MoHUA to carryout different promotional activities covering all mediums so as to achieve the intended objective. The selected agency will be required to suggest a blend of all promotional mediums for effective and sustainable marketing campaigns in this strategy. This strategy document will be a live- document, which may get updated post each campaign basis the impact assessment results. The selected agency will be required to seek approval from MoHUA before executing the propositions made as part of this strategy document. The selected agency will also coordinate the implementation of the proposed strategy with the GHTC-India Team.

The selected agency need to prepare a weekly, monthly Communication strategy for Media and work on National and Local Media relationship. The agency will need to develop marketing campaigns (conception, information architecture, creative design, copywriting, graphical design and resizing, and final mechanicals). Communication and public relation strategy will incorporate:

2 Communication and Public Relations Plan

- a. Develop a communication plan that conceptualizes and develops positive storyboards of the GHTC- India and showcases them at the appropriate platforms to potential audiences

- b. Organizing the pre and post publicity for various workshops/ conferences/ seminars.
- c. Organizing interviews with Officials with leading business publications and News channels in consultation with the Knowledge Partner
- d. Coordinating features and advertorials in leading national and business publications
- e. Release advertisements in regional and national newspapers
- f. Organize press conferences, preparation of press releases, press reports, press kit and co-ordination with print and electronic media
- g. Disseminate and release news articles and columns on behalf of the government through national media in coordination with Knowledge Partners
- h. Facilitate national media partnerships/alliances and manage crisis situations around the event
- i. Distribute promotional material on the GHTC- India website as well as through other channels both nationally and internationally
- j. Communicate with the target audience and stakeholders on behalf of the authority, on a continuous basis.
- k. Manage PR & media activities around grand expo and other domestic workshops/ conferences/ stakeholder meetings
- l. Maximize publicity for the GHTC- India in national and international media
- m. Establish a 24X7 press office, 30 days before the grand expo to be conducted in Delhi.
- n. Support the Authority in the finalization of the Brand Ambassador for the program
- o. Development of Campaigning Plan for the event with the Brand Ambassador.
- p. Assist with the setup of displays and sets of the event.
- q. Make sure - in close cooperation with MoHUA- that interpreters are ready and set up before the event.
- r. Distribute invitations and collect confirmation of participation;
- s. Provide staffing and support of all associated conference workshops.
- t. Help design and collate participant feedback after the event has ended.
- u. Other ad hoc duties.

Coordinating with MoHUA, Knowledge Partners, and other vendors for any other supporting task relating to the implementation of events under GHTC-India.

The agency would be required to co-ordinate with the printer designated/approved by the MoHUA for the production of the promotional and other material as covered under the Agreement. All the costs related with printing would be borne by the MoHUA.

3 To conduct Advertisement through various media

A. Print

To raise awareness about GHTC-India amongst diverse stakeholders, it is planned to publish advertisements in leading dailies (All India) in English and Hindi. The selected agency will be required to conceptualize and develop creative for print medium. The creative's prepared by the agency should be ready to release version for publishing in newspapers/magazines.

The selected agency will be required to carry out the digital art work/ infographic designing/ graphic designing/ image work (high resolution images) in the required sizes as per the agreed print media plan. However, agency is not required to procure third party images for this work, MoHUA may either provide the images from its image bank or may go for specific photoshoot. The selected agency would be required to provide all required support in the art and design work required for create the creatives. The creative output from selected agency for print medium would include but not limiting to the following:

- a. **Newspaper Ads:** Strip Ads (32.9 cm width x 6 cm height), Quarter Page Ads, Half Page Ads. The agency need to resize edit materials as per media plan.
- b. **Magazines Articles:** Distinguished personalities and experts from different domains such as media, politics, science & technology, Industry, health, social welfare etc. may be invited to write articles regarding on-going discussions/activities on the portal, emerging themes and new activities that may be added etc. Personalities from various fields may be identified and summary of comments of 3-5 relevant discussion threads/contests of national importance or specific topics may be sent to domain experts along with invite letter from MoHUA. Alternatively, experts may suggest topics for writing, as they deem fit. The selected agency will be required to support in the international (Australia, Europe, US) magazines/ news/ wire copied articles (such as Reuters/AP). The bidder is required to quote for total 6 number International articles equally divided amongst magazines, news and wire copied articles in 24 months.

- c. **Magazine Advertorials:** Advertorials may be published in leading magazines for promoting GHTC-India.
- d. **Press Event:** The selected agency need to organize media events (press conferences, media briefings), write press releases, announcements of the events.
The selected agency need to undertake daily media monitoring and analysis and provide a monthly progress report to MoHUA.

B. Radio

To enhance visibility of GHTC- India, Radio Campaigns are planned to be undertaken on AIR, community Radio, and private FM Channels. The selected agency will be responsible for conceptualizing, creating and media planning and spot buying support in the release of radio jingles and theme songs. The agency will be required to create and deliver the final script, negotiations with radio channels for spot buying, monitor its production by external agency and further its release in radio channels. MoHUA will approve the creative and the media plan plus buying proposed by the selected agency. The agency will undertake management of all talent and music contracts, including licensing, holding fees and residual payments. The Radio campaigns will be in form as under, but not limiting to:

Radio Spot: The selected agency will be required to make creative for the Radio spot in the form of Script, Messages, Lyrics, Jingle, etc. The agency shall prepare a comprehensive media plan which shall be approved by MoHUA for Radio covering of radio spots in English & Hindi (40 seconds).

RJ Mentions: Radio Jockeys may add value to the Radio spot and make it more meaningful for the listener by giving additional details about various ongoing and upcoming activities of GHTC-India, how Ministries/Departments have taken action etc. The selected agency will be responsible for creating creatives for RJ mentions of GHTC-India either promoting the platform for participative governance or for specific agenda. Selected agency shall be end to end responsible for this scope of activity including creatives for scripts, media planning, discussions with radio channels and radio shows for RJ mentions, etc. in pursuant to the approval provided by MoHUA on the media plan.

Radio sponsored program: The sponsored program is dedicated to the Event .The production of program will be based on expert panel discussion, bytes etc based on the event.

C. Television

The selected agency will be responsible for conceptualizing, testing, research, creating, and media planning in the production cum release the components of TV campaign as given below. All TV campaign creative must be developed through fresh shoot. The selected agency will be required to deliver the script ready to be shot by production house and shall monitor the production of TVC. The selected agency shall be

responsible to provide support in releasing the TVC as per media plan. The TV campaign creative will be in the form as under, but not limiting to:

- a. **TV Spot:** The selected agency will be required to create comprehensive creative for TV Spot (60 seconds, 40 seconds and 30 seconds) in form of Story board/ Script, Messages, Lyrics, Jingle, Graphics, Animation etc. The agency shall prepare a comprehensive media plan which shall be approved by MoHUA for TV.
- b. **Talk Shows/ Half Hour Specials:** The selected agency will be required to conceptualize a series of sponsored talk shows on GHTC-India. Selected agency shall be end to end responsible for this scope of activity including creatives for scripts, media planning, discussions with TV channels, etc. The selected agency will be required to support MoHUA in buying media basis their relationship with TV Channels as per the approved media plan.
- c. **TV sponsored program on Real-estate.** Production of dedicated program on real-estate segment in the form of News, Debate, discussion. Mascot display and Ticker run down on various news channel.

D. **Digital Films**

Promotional Campaign film (5-7 minute duration), User experience film (5-7 minute duration), and 3D/ 2D animation films (both 2-3 minute duration) can be extremely effectual for raising awareness, informing and educating the masses about various activities on GHTC-India. The selected agency will be responsible for conceptualizing, creating and producing the films under this engagement. All Films will be freshly shot for this engagement using professional photographers and further edited to make it ready for release. All graphics/animations/art work used must be developed ab initio by the selected agency for this scope activity.

Cinema Ads

Cinema Advertising is a very effective way of campaigning as it offers targeting of specific audience, based on geography. Cinema Advertisements have the potential to generate response from the public, as it is a model of campaigning wherein the audience is captive and compelled to watch the advertisement. Cinema advertisement on GHTC-India would be an adaptable version of the TV commercials. The selected agency will be responsible for creating adaptations of TV commercials for Cinema Ads and further supporting MoHUA for media planning for the release of such Cinema Ads. As the dubbing of TV spot shall be carried out by production agency, the selected agency shall be responsible for creating regional adaptations as well for Cinema Ads.

E. **Social Media**

The selected agency will be required to undertake a comprehensive social media campaign for events or campaigns whenever assigned to on social media including but not limiting to on Twitter, Facebook, YouTube, Instagram etc. The campaign would essentially involve creation of creatives

for films, advertisements, trending, web posts, blog bursting, etc. Indicative list of activities for Twitter, Facebook and YouTube are listed as under for reference, however final list of activities shall be designed based on the requirement of MoHUA on selected social media platforms, from time to time.

- a. **Twitter:** Creating graphical and video creatives for GHTC-India Twitter account for at least 1 tweet daily on important ongoing/upcoming activities on the platform. Required creatives for new tasks/contests/discussions/groups/rewards to be tweeted about on a daily basis. The selected agency will be required to create creatives for the twitter handle and help in trending topics of interest; however MoHUA would manage its twitter handle with its own team.
- b. **Facebook:** MoHUA may launch GHTC-India Facebook page in the near future to attract the users from this widely used social media and communication platform. The selected agency will be required to create response for Facebook page comments, create interesting posts about new tasks/contests/discussions/groups/rewards/ other topics of interest, etc. and make the same trending; however MoHUA would manage its Facebook page with its own team.
- c. **YouTube:-** Upload the daily updates of the event on the regular interval and gain the maximum subscriber for the Events.
- d. **LIVE Broadcast:** - The Event should get the LIVE coverage on the entire social media platform to gain the maximum audiences.
- e. **Sponsored program for social media** platform such as facebook post boost, Content marketing etc.
- f. **Search Engine Optimization:** Promoting website, articles in the form of Ad words and pay per click advertisement.

F. Internet

Web Banner ads are powerful tools for building brand recognition. The selected agency will be responsible for conceptualizing the entire creative for web banners for the required campaign, or as the case may be. The Ad could be in the form of a static image, animations, slideshows and streaming media to make it eye catching advertisement for Web- page visitors. The banner may be displayed prominently on all Government websites and for certain time period on important and highest rated Indian websites such as Times of India, NDTV, Yahoo India, Facebook etc. The selected agency will be required to design the graphics, undertake required graphic designing/ infographic designing/ art/ studio work for creating the web ads of different sizes to be placed on various websites on internet. For the purpose of creating internet banners, the selected agency is not required to purchase images, as MoHUA may provide images from its image bank or go for specific photoshoot. However, the selected agency will be responsible for all the image work (high resolution images) to be ready for the release as web ads on internet.

G. Mobile Phone Marketing & E-mail marketing

- a. Bulk SMS may be sent out regularly to inform people regarding existing and upcoming activities on the portal and important events. The selected agency will be responsible for identifying the event on which bulk SMS is required to be sent out. Further the agency will be responsible for creating content of SMS and coordinate for the successful dissemination of SMSs through NIC SMS Gateway.
- b. The selected agency will be responsible for creating the script for GHTC-India (PMAY) jingle ring tones and further getting it produced from the external agency. The selected agency will monitor the production of jingle ring tone and also its release for Mobile downloads from different stores (Android/ Apple/Windows/ etc.). The selected agency would be creating phone/desktop/laptop screensavers for download from MoHUA portal. The agency shall be carrying out all the required graphic designing/ infographic designing/ digital art work for delivering such screensavers. Selected agency is not required to procure images for this scope activity.
- c. The selected agency will be responsible for creating mobile ads which shall be posted on various important mobile applications as live banner ads. Further selected agency will be responsible for identification of such mobile applications for the posting of ads, supporting in buying space for such ads and also updating the ads from time to time.
- d. The selected agency may be required to purchase email databases such that emailers on various activities of GHTC-India can be send to the selected database to acquire new users and increase participation on various activities

H. Outdoor Media

The selected agency will be responsible for conceptualizing, creating and designing creative material for outdoor IEC activities like Posters, Hoardings, bus/train panels, bus shelters, illuminated LED screens/digital signage, wall paintings, display panels/boards, or any other materials which may be displayed at prominent places such as Airports, Metro Stations, Railway Stations, Bus stops, corporate office campuses and other public places. Further, the selected agency will be required to identify such prominent places for the outdoor media which may include but not limiting to the aforementioned places. The selected agency will support in media planning and monitor the upkeep of outdoor media as per the approved media plan. Selected agency will not be required to procure images for this scope, however all the digital image and art work required for getting the right adaptations for all sizes of Out of Home (OOH) advertisement in high resolution images would be the responsibility of selected agency. MoHUA may go for specific photoshoot for this scope activity and may provide high resolution images from its bank for the digital image and art work by selected agency.

Podcast

The selected agency will be responsible for creating podcast (audio only) to be streamed through NIC portal. The podcast will facilitate user to self-update about the weekly activities pertaining to each discussion/ task/ contest/ event on portal. The selected agency will required to create creatives for script of podcast, selection of speaker for voice, recording the podcast in two languages, studio editing for the final release. The selected agency would be required to quote all-inclusive for weekly podcast in two languages including cost of speaker.

Strategic Communication.

- Finalize and branding of the Mascot for the event.
- Celebrity endorsement.
- Content Dissemination in the newspaper, Magazines and website for the pre and post event.
- Preparation of Media list for the event coverage, Interviews, Articles publications etc.
- Finalize the exclusive Media Partner for website, TV, Magazines, Print media for the regional, National and International coverage.

I. Merchandise- Development of Promotional Material

The selected agency will be responsible for suggesting, designing creative for non-traditional, attractive and aspirational merchandise (which makes identification with GHTC-India an aspirational value, like badges, bands, etc.) tailored for different audiences/ different campaigns and events, collaterals as rewards for contests etc. It is also crucial that the type and look of the collaterals especially the low cost items such as pens, mugs, notepads, T-Shirts, Bags, Caps, Pen Holders, Visiting Card Holders, Paper Weights, Pen Drives, Brochures, Booklets, etc. be changed regularly to maintain interest and pride of ownership in such items. The selected agency would be required to create creatives for aspirational merchandise which are specifically designed for individuals contributing on GHTC-India on various topics. Further, the selected agency will be responsible for carrying our digital image work, graphic designing for creatives and further coordinating with the merchandise developer before and after the important events. It may be possible that merchandise will be developed without any event, in such case also, the selected agency will be responsible for the final output (merchandise items such as pens, mugs, notepads, etc. will not be the responsibility of selected agency).

PART B – EVENT PLANNING

The **role and responsibilities** of the Agency for Event Management are expected to cover the following items:

1. To support the identification on-boarding of sponsors for various thematic sessions and workshops.
2. Deploy equipment's including computers, with proportionate heavy duty printers/photocopiers, scanners, laptops for PowerPoint presentations, screens in the halls, plasma screen in the Plenary Hall, Public Address system in the Pre-Function areas, meeting display system (like in airports), fax machines, telephones, VHF transmitters to main officers inside venue (if mobile phone use is to be restricted).
3. Participants' Invitations, Travel and Visas Management.
4. Send out Invitations to all participants (local and international), including meeting
5. Chair, speakers, facilitators, etc. and collect confirmation of participation.
6. Follow up on invitations - via telephone, email, fax, and Compile confirmed registration list –participants, speakers, support staff, ushers, etc.
7. Identify and secure accommodation block booking for self-paying participants at alternate hotels.
8. Send out Information/logistic Note to all participants (arrival details, hotels, and visa requirements, general city info; etc.);
9. Facilitate - in close collaboration with Ministry arrangements for visas for all participants, as needed
10. Protocol arrangements for VIPs, including arrival and departure at airport with the relevant stakeholders.
11. Coordinate arrival and departure of delegates.
12. Liaise with the Hotels selected by MoHUA and manage all requirements.
13. Provide staffing/hostesses of event reception/registration desk.

A. Planning and designing the Grand Expo-cum-Conference in a holistic manner:

1. Prepare a comprehensive event management plan encompassing various procedures and action plan for managing an event with more than 5000

delegates participation at the selected location. This plan would be ideated and finalized in consultation with MoHUA.

2. Preparation of initial budget to serve as a guideline for approval from the Government, to be modified as per specific requirements.
3. In discussion with the identified official from the MoHUA, Government of India collate all the information about the dignitaries attending the event including:
 - a. VIP's and VVIP's
 - b. State and Central Government officials from India Representing Government officials from Foreign Countries
 - c. Key Delegates from Foreign Countries (Industry, Practioners, Academia, Corporate Houses)
 - d. Key Delegates from India (Industry, Practioners, Academia, Corporate Houses, Investors)
4. End to end invitee management including printing of cards, inviting the participants for various events and workshops, follow-up, maintaining the invitee database

B. Undertake preparatory activities for the Grand Expo-cum-Conference, such as:

1. Obtaining information and facilitating the visa process for participants. The agency shall deploy a qualified and dedicated team for this work, with both online and offline support to the delegates.
2. Printing of invitation cards for various functions and social occasions, conference note pads, information booklets about the Summit/Conference, telephone directories, parking labels for various venues, mini booklets for programs, files/folder covers, letter heads, delegate's bags/folders etc.
3. Updating and maintenance of Expo information and registration system on GHTC-India website, in conjunction with vendor.
4. Delegate-kits/bags for delegates/participants comprising notepad, conference labelled pen, conference labelled pen drive, booklets on tourism, souvenirs, embossed business card holder, conference booklets in consultation with MoHUA. The agency shall be responsible for co-ordination, production and dissemination all publicity material and collaterals.
5. Facilitating the creation, administration and processing (preferably ICT based) of feedback forms from the conference participants

6. Creating backdrops and signage at Conference venue, airports, various points in the city, flags, welcome arches on approach roads
7. Mechanism of accreditation/access control/categorization of delegates/providing badges, provision of self-registration automated machines
8. In order to create a sense of inclusivity and participation along with buzz about the scheduled event in the months leading up to the actual event in 2018, the Event Manager to suggest the tentative plan for the pre-launch activities.
9. Complete responsibility of booking the venue for the event and block booking of rooms in different segment Hotels.
10. Arranging for other facilities at the venue like separate conference rooms for parallel sessions, auditorium, lounges, catering facilities, restrooms, etc.
11. Allotment of rooms for delegates, guests, VIPs, sponsors etc.
12. Arranging for necessary permissions and NOCs, approvals for organizing the conference.
13. Assist with the setup of displays and sets of the event
14. Make sure - in close cooperation with MoHUA - that interpreters are ready and set up before the event
15. Distribute invitations and collect confirmation of participation;
16. Coordinate arrival and departure of delegates
17. Liaise with the Hotels selected by MoHUA and manage all requirements
18. Provide staffing/hostesses of event reception/registration desk
19. Provide staffing and support of all associated conference workshops
20. Help design and collate participant feedback after the event has ended
21. Other ad hoc duties.

C. Airport reception and pick up: In close cooperation with MoHUA's Focal person for this item,

1. Dispatch participants into the various buses hired by MoHUA and distribute conference kits with discharge of participants, accordingly Dispatch participants based on the hotel distribution list.
2. Prepare hotel registration form to be filled at the airport to facilitate quick room.
3. Arranging transport and logistics for delegates with provision of cars, mini bus and buses, as the case may be. The quality of vehicles and staff should be commensurate with the international stature of the event

4. Occupancy by participants at their arrival in the hotels, Install participants into the various hotels.
5. Ensure staffing at the Airport, in the buses and also in the hotels to facilitate participant's registration.
6. Reconfirm flight tickets with MoHUA's travel agents (if needed).

D. Conference Venue arrangements: In close cooperation with MoHUA's Focal person for this item.

1. Conceptualization, designing and execution of inaugural event.
2. Designing, layout and erection of halls, conference rooms, auditorium, exhibition stalls and other facilities, in case, event is organized at an open place.
3. Liaise with the MoHUA to confirm the desired set up at the venue Ensure the venue is clean and well prepared/ decorated;
4. Arrange and ensure all Meeting rooms (Main room and Break away rooms) are arranged according to specifications and ready for the Meetings as required (as per specified meetings' schedule). This also includes seating name plates at the main table.
5. Ensure all required audio-visual equipment is available/ acquired in all the rooms as required;
6. Cross-check possibilities for seating arrangements and all related meeting facilities;
7. Arrange and manage appropriate VIP lounge;
8. Ensure service maintenance is promptly available as would be required for all equipment/services and facilities in and around the meeting rooms.
9. Liaise with Ministry officials for details.
10. Liaise with conference venue for space and necessary equipment etc.
11. Liaise for the Stage Decoration and overall management.

E. Participants Registration and information support.

1. Arrange and manage participants' registration;
2. Prepare and maintain participants register (with relevant contact details)
3. Manage a one-stop general information support service for Participants (including general tourism info);
4. Design and make up name tags for all participants, speakers, Media, VIPs, etc.
5. Help Desks with English speaking trained receptionists, registration desk with laptops, country-wise mailboxes. Provision of Graduate, English

speaking Liaison Officers. Provision for ushers, escorts, qualified laptop operators, car hailers, messenger boys, office boys, photocopy coordinators, etc. An advance help-desk (for handling email, phone, and postal queries/ assistance sought) should be set up as one of the very first deliverables and at the earliest in the months up to actual event. Help-desk at event location should be an extension of this. The same team can also seek political clearance; provide visa assistance etc. for international delegates. This team can also take up aspects related to registration of international and/or Indian delegates, if and as and how directed by MoHUA including aspects of management of registration fee as well, if so required by MoHUA.

6. Arranging interpreters, as necessary

F. Transportation: In close cooperation with MoHUA Focal person for this item

1. Receiving the VIP's, dignitaries, CEO's, Directors & other eminent personalities at the airport / railway station, taking them to the designated hotel and ensuring their arrival at venue as per their schedule, taking back to hotel and helping them in their departure.
2. Facilitate accessibility in the services provided (especially transport), and also keep accessibility in mind for event as a whole, and to coordinate/ manage accessibility within hotel premises with the hotel management for all the delegates including differently- abled participants.
3. Transportation from/to hotels to/from the conference venue, 2 times a day
4. Transportation to evening and social events --
5. Participation in these evening and social events will be optional and the details of transportation requirements will (1) depend on the number of participants taking part in these events and (2) done in close collaboration with the MINISTRY focal person for this item.
6. Airport/train/bus station transfers for participants who request so in their registration forms.
7. Co-ordination with Police Dept., RTO, fire & emergency services, BMP, Telephones, electricity, for suitable permission / arrangements.
8. The contracted agency will not bear the costs of airport transfers of participants (these costs are paid by participants themselves).

SECTION 4- TECHNICAL PROPOSAL- STANDARD FORMS

FORM TECH-1

**Name of Work: BRANDING, PROMOTION AND COMMUNICATION AND/ OR
EVENT MANAGEMENT OF EVENTS FOR GHTC-INDIA**

To,

The -----
New Delhi.

We, the undersigned, declare that:

1. We have examined the Bidding Document.
2. If our Bid is accepted, we commit to provide 10% of quoted amount as performance guarantee.
3. We have not been blacklisted by the Government of India, State governments or any and other Public Sector Units/ Organizations.
4. We understand that this bid together with your written acceptance shall constitute a binding contract between us, until a formal contract is prepared and executed.
5. We understand that you are not bound to accept the lowest evaluated bid or any other bid that you may receive.
6. We declare that we have complied with and shall continue to comply with the provisions of the code of integrity for bidders as specified in the Government's and this bidding document.

Signature of Applicant

(Name & Designation with official Seal)

FIRMS ORGANIZATION AND EXPERIENCE

A - FIRMS ORGANIZATION

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

B - FIRMS EXPERIENCE

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

1. Agency's name:

| | | |
|-----|---|--|
| 1 | Assignment name: | |
| 1.1 | Description of Project | |
| 1.2 | Approx. value of the contract (in Rupees): | |
| 1.3 | Country: | |
| 1.4 | Location within country: | |
| 1.5 | Duration of Assignment (months) : | |
| 1.6 | Name of Organisation: | |
| 1.7 | Address: | |
| 1.8 | Total No of staff-months of the Assignment: | |

| | | |
|------|--|--|
| 1.9 | Approx. value of the Assignment provided by your Agency under the contract(in Rupees): | |
| 1.10 | Start date (month/year): | |
| 1.11 | Completion date (month/year): | |
| 1.12 | Name of associated Firm, if any: | |
| 1.13 | No of professional staff-months provided by associated Firm: | |
| 1.14 | Name of senior professional staff of your Agency involved and functions performed. | |
| 1.15 | Description of actual Assignment provided by your staff within the Assignment: | |

Note: Please provide documentary evidence from the client i.e. copy of work order, contract for each of above mentioned assignment. The experience shall not be considered for evaluation if such requisite support documents are not provided with the proposal. Evidence of conducting events in the past shall be supported through photos and web links for the videos.

**COMMENTS AND SUGGESTIONS ON THE TERMS OF REFERENCE AND ON
COUNTERPART STAFF AND FACILITIES TO BE PROVIDED BY MOHUA**

A - On the Terms of Reference

[Suggest and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the Assignment (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your Proposal.]

B - On Inputs and Facilities to be provided by MoHUA

[Comment here on Inputs and facilities to be provided by MoHUA.]

DESCRIPTION OF APPROACH, METHODOLOGY, AND WORK PLAN IN RESPONDING TO THE TERMS OF REFERENCE

Description of approach, methodology and work plan for performing the assignment, including a detailed description of the proposed methodology and staffing, if the Terms of Reference specify training as a specific component of the assignment.

{Suggested structure of your Technical Proposal}:

- a) Technical Approach and Methodology
- b) Work Plan
- c) Organization and Staffing

- a) **Technical Approach and Methodology.** Please explain your understanding of the objectives of the assignment as outlined in the Terms of Reference (TORs), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output(s), and the degree of detail of such output. Please do not repeat/copy the TORs in here.

- b) **Work Plan.** Please outline the plan for the implementation of the main activities/tasks of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and tentative delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing your understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents (including reports) to be delivered as final output(s) should be included here. The work plan should be consistent with the Work Schedule Form.

- c) **Organization and Staffing.** Please describe the structure and composition of your team, including the list of the Key Experts, Non-Key Experts and relevant technical and administrative support staff who would be involved during the process of GHTC-India.

Name of Work: BRANDING, PROMOTION AND COMMUNICATION AND/OR EVENT MANAGEMENT OF EVENTS FOR GHTC-INDIA

1. Name of the Bidder:
2. Constitution of the Bidder:
3. Registered office of the Bidder:
4. Communication address, contact number and email of the Bidder submitting RFP:
5. Number of years the bidder has been in the business of Portal development:
6. Bidder to submit a self-certified declaration of experience in the field.
7. Annual turnover in last three financial years:

Financial Year (April – March) Turnover (In Rs. Lakh)

2015-16

2016-17

2017-18

Total

8. GST Registration Number:
9. Details of Office/ Professional set up:
10. Enclose list of professionals (separate sheet for Director's profile and experience).
11. Details of Income Tax Registration: _____ (Enclose PAN Details)
12. Self-certified copy of Incorporation certificate issued by Competent Authority, copy of partnership deed along with registration certificate of partnership firm, if registered with Registrar of Firms, Society/Trust registration certificates
13. Copy of last three years Income Tax & Service Tax return.
14. List of present clients with contact details and document of recently undertaken works (enclose details).
15. Any other pertinent information.

Signature of Applicant

(Name & Designation with official Seal)

**CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF FOR
BRANDING, PROMOTION AND COMMUNICATION AND/ OR EVENT
MANAGEMENT OF EVENTS FOR GHTC-INDIA**

1. Proposed Position:
[For each position of professional separate form TECH-5 will be prepared]:
2. Name of Agency:
[Insert name of Agency proposing the staff]:
3. Name of Staff:
[Insert full name]:
4. Date of Birth:
5. Nationality:
6. Education:
[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:
7. Membership of Professional Associations:
8. Other Training:
9. Countries of Work Experience:
[List countries where staff has worked in the last ten years]:
10. Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:
11. Employment Record:
[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]:

From [Year]:

To Year]:

Employer:

Positions held:

2.9.3 Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

[Among the Assignments in which the staff has been involved, indicate the following information for those Assignment that best illustrate staff capability to handle the tasks]

Name of Assignment or
project: Year:
Location:
Employer:
Main project
features:
Positions held:
Activities
performed:

2.9.4 Certification:

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

Date: [Signature of staff member or authorized

Place: representative of the staff]

[Full name of authorized representative]:

**INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND
DECLARATION THEREOF**

Are there any activities carried out by your Agency or group company or any member of the consortium which are of conflicting nature as mentioned in para 4 of section 2.

If yes, please furnish details of any such activities.

If no, please certify,

We hereby declare that our Agency, our associate / group Agency or any of the member of the consortium are not indulged in any such activities which can be termed as the conflicting activities under para 4 of the section 2. We also acknowledge that in case of misrepresentation of the information, our proposals / contract shall be rejected / terminated by MoHUA which shall be binding on us.

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Agency:

Address:

SECTION 5- FINANCIAL PROPOSAL - STANDARD FORMS

FORM FIN-1

FINANCIAL PROPOSAL SUBMISSION FORM

[Location, Date]

To: [Name and address of Employer]

Dear Sirs:

We, the undersigned, offer to provide the Assignment for [*BRANDING, PROMOTION AND COMMUNICATION AND OR EVENT MANAGEMENT OF EVENTS FOR GHTC-INDIA*] in accordance with your Request for Proposal dated [Insert Date] and our Technical Proposal. Our attached Financial Proposal is for the sum of [Insert amount(s) in words and figures1]. This amount is inclusive of the taxes. We hereby confirm that the financial proposal is unconditional and we acknowledge that any condition attached to financial proposal shall result in reject of our financial proposal.

We are also attaching the detailed breakup of our financial proposal in specified format. We accept that the payment would be in accordance to the services rendered and the cost would be calculated based on the rates quoted against the items submitted with this financial proposal.

Our Financial Proposal shall be binding upon us up to expiration of the validity period of the Proposal, i.e. before the date indicated in clause 7 of the Part II Data Sheet.

Enclosed: Form Fin-2

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Agency:

Address:

**Name of Work: BRANDING, PROMOTION AND COMMUNICATION AND/ OR
MANAGEMENT OF EVENTS FOR GHTC-INDIA**

Financial Bid

Name of the bidder:

PART A FOR CREATIVE AGENCY

| Sl. No. | Description of Item | Qty | Rate per Unit (in INR) exclusive of taxes | Amount |
|----------------|---|------------|--|---------------|
| 1 | Detailed Promotion and Media/communication Strategy including the comprehensive creative vision/ marketing approach & media planning for entire period of GHTC-India. | 1 | | |
| 2 | Agency is required to quote monthly retainer fees to cover its staffing | 1 | | |
| 3 | Creatives for Print | | | |
| | Newspaper Ad | 1 | | |
| | Strip Ad | 1 | | |
| | Quarter Page Ad | 1 | | |
| | Half Page Ad | 1 | | |
| | Full Page Ad | 1 | | |
| | Magazines | | | |
| | Articles (1-2 page) | 1 | | |
| | International Magazine Articles (1-2 page) | 1 | | |
| | International News Articles (1-2 page) | 1 | | |
| | International Wire Copied Articles | 1 | | |
| | Advertorials | 1 | | |
| 4 | Creatives for Radio | | | |
| | Radio Spot (upto 40 second) | 1 | | |
| | Radio Spot (upto 60 second) | 1 | | |
| | Radio Spot (upto 10 second) | 1 | | |
| 5 | Creatives for Television | | | |
| | Television Commercial (60 | 1 | | |

| | | | | |
|---|---|---|--|--|
| | seconds | | | |
| | Television Commercial (30 seconds) | 1 | | |
| | adaptation per 15 seconds | 1 | | |
| 6 | Creatives for Digital Films | | | |
| | Promotional Campaign Film (3-5 min. duration) | 1 | | |
| | User Experience Film (3-5 min. duration) | 1 | | |
| | 3D Animation Film (2-3 minute duration) | 1 | | |
| 7 | Creative for Digital Cinema Ads (60 second) | 1 | | |
| | adaptable version for 15 Seconds | 1 | | |
| 8 | Creative for Social Media | | | |
| | Creatives for Twitter, Facebook etc./ Any Other | 1 | | |
| | Internet Banner | 1 | | |
| | Web Scroll | 1 | | |
| | Op-eds mentions from 10 well-known writers in National Dailies (English and Hindi Language) | 1 | | |
| | Content for Bulk SMSs | 1 | | |
| | Jingle Ring Tone | 1 | | |
| | Phone/Desktop/Laptop Screen Savers | 1 | | |
| | Mobile Ads | 1 | | |
| 9 | Creatives for Outdoor Media (OOH) | | | |
| | Hoarding | 1 | | |
| | Poster | 1 | | |
| | Bus Panel | 1 | | |
| | Bus Shelter | 1 | | |
| | Metro Panel | 1 | | |
| | Train Panel | 1 | | |
| | Digital Signage | 1 | | |
| | Podium Design | 1 | | |
| | Backdrop Design | 1 | | |
| | Standee Design | 1 | | |
| | Plaque Design/ Foundation Stone | 1 | | |
| | Invitee Design | 1 | | |
| | Wall Painting | 1 | | |
| Podcast (in two languages – Hindi and English) | 1 | | | |

| | | | | |
|----|---|---|--|--|
| 10 | Merchandise (GHTC-India Branding) Creatives for Aspirational merchandise (over a period of 2 years) Bags | 1 | | |
| | Pen | 1 | | |
| | Wall Calendars | 1 | | |
| | Desk Calendars | 1 | | |
| | Penholder | 1 | | |
| | Coffee Mug | 1 | | |
| | Key Chain | 1 | | |
| | Bookmark | 1 | | |
| | Pen Drive | 1 | | |
| | Card Holder | 1 | | |
| | Notepad | 1 | | |
| | Creatives for Aspirational merchandise (over a period of 2 years) | 1 | | |
| 11 | Cost for Digital Photoshoot of high resolution still pictures (per image) (inclusive of all costs). | 1 | | |
| 12 | Printing of Brochures/ Booklets/ Coffee Table Book | 1 | | |
| | Brochures/ Report upto 36 pages | 1 | | |
| | Booklet- Pocket Book | 1 | | |
| | Coffee table Book (upto 100 pages) | 1 | | |
| | Coffee table Book (upto 150 pages) | 1 | | |
| | Flyer/ Leaflet (upto 4 Page) | 1 | | |
| 13 | Photo shoot per day | 1 | | |
| | Videography per day | 1 | | |
| | Drone shoot per day | 1 | | |
| 14 | Documentation in Digital format (E-book) including layout, colour correction/ images and pagination (per page) | 1 | | |
| | Grand Total | | | |

Note:-

- 1) The media buying cost is not required to be mentioned. Payment will be made to the agency directly as per approved media plan for all media releases on DAVP rates, if necessary.

- 2) Preparation of creatives and media releases for the items not included in the above tentative list will be made to the agency directly as per DAVP rates, if necessary.

PART B FOR EVENT MANAGEMENT AGENCY

| Sl. No. | Description of Item | Qty | Rate per Unit (in INR) exclusive of taxes | Amount |
|----------------|---|------------|--|---------------|
| 1 | Equipment - rental cost for 1 days | | | |
| | Laptops latest configuration | 1 | | |
| | Printers - B&W, multi utility fax and copier | 1 | | |
| | Printer - Colour | 1 | | |
| | Laserjet Heavy duty photo copier | 1 | | |
| | LCD display (52 inches) | 1 | | |
| | High end AV system with mixer and switch | 1 | | |
| | LED wall (10X12) | 1 | | |
| | Walky talky system (20 units) | 1 | | |
| | RF Mikes (10) | 1 | | |
| | Projector (7500 Lumens or more) | 1 | | |
| | Plasma Screen -50" | 1 | | |
| 2 | Conceptualization & Design | | | |
| | Backdrop | 1 | | |
| | Posters | 1 | | |
| | Creative (banner, standees etc) | 1 | | |
| | Info graphics for social media etc | 1 | | |
| | Cover page(front and back) for event documents | 1 | | |
| | Entrance Gate flex printed box pillar type | 1 | | |
| 3 | Design & Printing for each | | | |
| | Invitation card (1000) | 1 | | |
| | Event Brochure (4 pages) A4 (1000) | 1 | | |
| | Booklet (25 pages) A4(1000) | 1 | | |
| | Conference note pads (1000) | 1 | | |
| | Information booklets (10 pages) A4 (1000) | 1 | | |
| | Parking labels (1000) | 1 | | |
| | Delegate bags (1000) | 1 | | |
| | Event labelled pens (1000) | 1 | | |
| | Document folders (1000) | 1 | | |
| | Awards and Trophies (50) | 1 | | |
| | Souvenirs (100) | 1 | | |

| | | | | |
|---|--|---|--|--|
| | Badge with dusk(100) | 1 | | |
| | Certificates (600) | 1 | | |
| | Design and printing of Feedback form | 1 | | |
| | T-shirt with logo | 1 | | |
| 4 | Transport & Logistic - per day rental | | | |
| | Cars (Swift Desire or equivalent) | 1 | | |
| | Cars (Honda City or equivalent)) | 1 | | |
| | Mini Bus (AC) - Tata Force or equivalent | 1 | | |
| | Bus Volvo | 1 | | |
| | Battery Operated Golf Carts rental for ferrying people | 1 | | |
| 5 | Services - per day cost | | | |
| | Ushers - attired, well versed in English, properly trained | 1 | | |
| | Security personals for 24*7 surveillance | 1 | | |
| | Fire extinguishers (foam & dry type) | 1 | | |
| | Fire Marshalls | 1 | | |
| | 1Full time doctor and one ambulance on standby for 2 days | 1 | | |
| | Help desk at event location (cost per resource/s) with supporting infrastructure | 1 | | |
| | Registration desk (cost per resource/s) with supporting infrastructure | 1 | | |
| | Support staff (photocopiers, office boys etc.) | 1 | | |
| | Resources (content and technical) for maintenance and management of portal | 1 | | |
| | Flower bouquet | 1 | | |
| | Country flags with poles | 1 | | |
| | Dust Bins | 1 | | |
| | Photography & Videography – HD in external hard drive | 1 | | |
| 6 | Cost for Exhibition stalls (rate per sqft) | | | |
| | Aluminum Hangar (Only in case of open area) with fire retardant roof and side covers and internal | 1 | | |

| | | | | |
|-----------|---|---|--|--|
| | lightings and doors & Emergency exit doors. Per sq ft rate with complete water proofing with following components a) Fitted with Air Conditioning facility with concealed ducting to maintain temperature of 230 Celsius all over the hangar area b) Wooden platforming (19mm ply) c) Carpeting (synthetic carpet 850 GSM) d) Side walls painted by plastic paint with MDF base | | | |
| 8 | PM Lounge | 1 | | |
| | PM Lounge - creation of PM lounge adjacent to the main stage with sofa seating facility for at least 20 persons with decor like plants, book stands, centre table, adequate light (as per SPG requirement) size approx 18 x 16 ft including mobile toilet and water facility etc. | | | |
| 9 | Food Court | 1 | | |
| | Food Court for 1000 People at a time having minimum space for food stalls for light snacks/beverages, water facility etc. with table, large dustbins, covered food kiosks, fixtures and electricals. | | | |
| 10 | Green Rooms | 1 | | |
| | Green Rooms 10*10 ft (5-6 Nos), PM Office, VIP Lounge etc. It should have flexibility to convert them into bigger/ small rooms | | | |
| 11 | Technical light | 1 | | |
| | Adequate lighting of the venue. Per light cost for various lights. Cabling & Technician as per requirement | | | |
| 12 | Toilets (required for open areas) as per layout | 1 | | |
| | At appropriate locations outside the area with water facility with | | | |

| | | | | |
|-----------|--|---|--|--|
| | round the clock cleaner + 1 for PM Lounge. Per toilet cost | | | |
| 13 | Main Stage (required in open area) | 1 | | |
| | Good quality scaffolding of MS frame structure or any similar structure 90 x 30 feet and 4 ft height, using 19 mm ply of good quality and take a load of atleast 50 persons at a time and provision of steps on both sides. Set design with props - As per theme, Side screen walls setup of appropriate dimension, carpeting. Preparation of base of the stage as per open ground condition and all other miscellaneous /civil work complete in all respect | | | |
| 14 | LED backdrop | 1 | | |
| | High quality LED (P-3.8 MM) preferably central backdrop approx 45 x 18 ft and two side screens in the middle of the hall for visibility of back seated audience of size apprx 20 ft x 10 ft each (black masking at the back and 4 ft height) The LED screen should include the following important components (inclusive of all necessary support equipment & infrastructure) <ul style="list-style-type: none"> • Requisite Servers for the screens being proposed • Splitter -1 • Switcher-1 • Laptops -5 • DVD Player -1 • Preview Monitor-1 • Any other component as required | | | |
| 15 | Furniture | 1 | | |
| | VIP dais seating-20 (Exclusive chair for Chief Guest at the | | | |

| | | | | |
|-----------|--|---|--|--|
| | centre) Centre table (as per dais requirement) Sofa seating - 500 participants Podium :- 2 Nos (LED based in front) Conference chair (international event standard with cover) – 1500 Standard furniture in PM lounge, VIP lounge, Green Rooms etc. | | | |
| 16 | Printing per square feet | 1 | | |
| | Flex Printing Vinyl Printing | | | |
| 17 | Cultural events | 1 | | |
| | Cultural events for delegates for 500 delegates | | | |
| | Grand Total | | | |

Detailed specifications of all the elements is to be mentioned.

****Note:-**

While calculating financial score, Total cost of Part A and cost of items mentioned above in Part B will be considered for payment only if executed.

1. Bidders are required to consider all the intermediate costs required for delivering the unit item mentioned in the format above for arriving on the final unit price of item/service.
2. Bidders are advised undertake their due-diligence in estimating the unit prices for creating and delivering the required service/deliverable mentioned in the format above. Ministry of Housing and Urban Affairs is not liable to make any additional payments to bidder which has not form part of this commercial bid.
3. Under no circumstances any additional assumption shall be considered as part of the financial quote. All financial bids having any assumption shall be summarily rejected.
4. All creative mentioned above including the final deliverables submitted by the selected agency should be in its final stage to be shared for release or production.
5. For the purpose of evaluation cost of contract period will be arrived by multiplying the indicative quantity and cost per unit quoted, as the case may be. The payments shall be made on actual quality of creatives prepared as part of this engagement using the quoted unit rates.
6. This is only an indicative quantity and Ministry of Housing and Urban

Affairs reserves the right to increase or decrease the indicative quantity listed any time during the period of engagement to any extent and there shall be no change in the prices quoted by the bidder.

7. The printing cost for the items not included in the above tentative list will be made to the agency directly as per DAVP rates, if necessary.

Note: All participating agencies are advised to quote all items of Part A and Part B if they are participating in both the parts. In case participating agencies are participating in either of two then they will have to quote for all items of either Part A or Part B otherwise, mention zero (0) for the part in which they are not participating. If this procedure is not adhered to, the bid will be rejected.

Signature of Applicant
(Name and Designation with Official Seal)

Format for Memorandum of Understanding (MOU)

(On Non – judicial stamp paper of Rs 1000/- or such equivalent document duly attested by notary public)

This Memorandum of Understanding (MoU) entered into this ____day of _____ 2019 at _____among _____ and having its registered office at _____, (hereinafter referred as “_____”, which expression unless repugnant to the context or meaning thereof includes its successors and permitted substitutes) of the First Part and _____ and having its registered office at _____, (hereinafter referred as “_____”, which expression unless repugnant to the context or meaning thereof includes its successors and permitted substitutes) of the Second Part and The parties are individually referred to as Party and collectively as Parties.

WHEREAS Ministry of HOUSING AND URBAN AFFAIRS (“MoHUA”), has invited Request for Proposal (RFP) from entities interested for **Agencies for BRANDING, PROMOTION AND COMMUNICATION AND/ OR MANAGEMENT OF EVENTS FOR GHTC-INDIA**”, (“Project”) as per the terms contained in the RFP document.

AND WHEREAS the Parties have had discussions for formation of a Consortium for bidding for the said Project and have reached an understanding on the following points with respect to the Parties’ rights and obligations towards each other and their working relationship.

IT IS HEREBY AS MUTUAL UNDERSTANDING OF THE PARTIES AGREED AND DECLARED AS FOLLOWS:

1. That the roles and the responsibilities of each Party at each stage of the Project shall be as follows:
2. That the Parties shall be jointly and severally liable for the execution of the Projects arising from the States, Union Territories, as the case may be and in accordance with in accordance with the terms of the Contract Agreement to be executed on award of the such Projects.
3. That this MoU shall be governed in accordance with the laws of India and courts in Delhi shall have exclusive jurisdiction to adjudicate disputes arising from the terms herein.

In witness whereof the Parties that the information provided is accurate and true

and have caused this MoU to be duly executed on the date and year above mentioned.

1. First Party
2. Second Party
3. Third Party

Witness: