

**Request for Expression of Interest (REOI) for hiring an Event Management Agency (EMC)  
for G20 events in Uttarakhand**

Eoi Reference No.: 5626

Date: 18.01.2023

The information contained in this Request for Expression of Interest (hereinafter referred to as "REOI") document provided to the Bidders, by Directorate of Industries, Department of MSME, Government of Uttarakhand (hereinafter referred to as the "DIRECTORATE"), or any of their employees or advisors, is provided to the Bidder(s) on the terms and conditions set out in this REOI document and all other terms and conditions subject to which such information is provided.

Directorate of Industries, Government of Uttarakhand invites expression of interest from reputed Event Management firms of national and international repute for supporting the State of Uttarakhand for G20 events which is scheduled to be hosted in Uttarakhand in May and June.

The document can be downloaded from the website <https://www.doiuk.org> or <http://uktenders.gov.in>. Response to this Request for Expression of Interest (REOI) shall be deemed to have been done after careful study and examination of this document with full understanding of its implications.

The last date of submission of Eoi is 27 January, 2023, 5.00pm through online submission at <http://uktenders.gov.in>

Issuer

Director

Directorate of Industries,

Department of MSME

Government of Uttarakhand

Patel Nagar, Dehradun

Uttarakhand, India

## 1. Invitation

The information contained in this Request for Expression of Interest (hereinafter referred to as "REOI") document provided to the Bidders, by Directorate of Industries, Department of MSME, Government of Uttarakhand (hereinafter referred to as the "DEPARTMENT"), or any of their employees or advisors, is provided to the Bidder(s) on the terms and conditions set out in this REOI document and all other terms and conditions subject to which such information is provided.

SN	Particulars	
1.	REOI Document Availability (zero date) on <a href="http://www.doiuk.org">www.doiuk.org</a> ; <a href="http://www.uktenders.gov.in">www.uktenders.gov.in</a>	19 January, 2023
2.	Last date for receiving queries	23 January, 2023 upto 05:00 PM
3.	Pre-Bid Queries (Virtually)*	24 January, 2023 at 11:00 AM
4.	Response to queries	25 January, 2023 upto 05:00 PM
4.	Eoi Submission Due Date	27 January, 2023, 3 PM
5.	Eoi Opening	27 January, 2023, 4 PM
6.	Website for Eoi documents	<a href="http://www.doiuk.org">www.doiuk.org</a> ; <a href="https://uktenders.gov.in">https://uktenders.gov.in</a>
	Contact Details	Directorate of Industries, Department of MSME, Government of Uttarakhand, Patel Nagar, Dehradun, Uttarakhand, India. Ph. No: + 91-1352728227 Email: <a href="mailto:mpr@doiuk.org">mpr@doiuk.org</a>

### Note:

1. The DEPARTMENT reserves the right to change any schedule of bidding process. Please visit the DEPARTMENT website mentioned in document regularly for the same.
2. Proposals must be received not later than time, date and venue mentioned in the Fact Sheet. Proposals that are received after the deadline WILL NOT be considered in this procurement process.

\*The link of the pre-bid meeting will be shared by evening 23<sup>rd</sup> January, 2023

## **2. Background**

### **2.1 About Uttarakhand**

Uttarakhand was formed on 9<sup>th</sup> November 2000 as the 27th State of India, when it was carved out of northern Uttar Pradesh. Located at the foothills of the Himalayan Mountain ranges, it is largely a hilly State, having international boundaries with China (Tibet) in the north and Nepal in the east. On its north-west lies Himachal Pradesh, while on the south is Uttar Pradesh. The state is divided into two divisions, Kumaon and Garhwal, with 13 districts. The capital of Uttarakhand is Dehradun, which is also a railhead and the largest city in the region.

The State is rich in natural resources such as forests, glaciers, rivers etc. and is also gifted with almost all major climatic zones, good rainfall, good rail and road communication, technical educational facilities, research laboratories, management institutes, etc.

On 1st December 2022, India took over G20 Presidency for one year. Drawing inspiration from the theme of India's G20 Presidency "VasudhaivaKutumbakam" or "One Earth · One Family · One Future", India will be chairing over 200 meetings of ministers, government officials and civil society members across 32 different workstreams in 50 cities, leading up to a final summit in September 2023.

Uttarakhand will host two G20 meetings, providing a platform to showcase the State's rich heritage, culture and strength to the visiting delegates.

### **2.2 Objective**

The Government of Uttarakhand, invites proposals from reputed Event Management Companies (EMC) to provide services as defined in the Scope of Work mentioned in the EoI

The objective is to partner with an Event Management Company (EMC) that has an expertise in providing authentic experience to the guests during their entire stay in the State. The EMC must be committed to meet the exclusive expectations of the Government of India and the State Government whilst maintaining high standards of quality and professionalism.

### **2.3 Scope of Work**

The Event Management Company (EMC) will provide creation of appropriate ambience, provision of event branding through hoardings and provision of flags at airport, arrangements at designated venues (including managing branding at hotel, meeting venue, excursion site etc), conferencing requirement and meeting venue, other delegate requirements, manpower requirements, cultural program and excursion related logistics.

**The EMC has to work in close coordination with Destination Management Company (DMC), Event Management Company (EMC) and Transport Management Company (TMC) hired by Ministry of External Affairs, Government of India for the execution of the G20 event. In addition to the DMC, EMC and TMC that MEA has engaged / onboarded, the selected EMC from the state shall have to complement the scope of work of the above-mentioned DMC, TMC and EMC engaged by the centre, the scope of work of the state shall be developed accordingly.**

Event Management Firms/Companies who shall be responsible for organizing and managing events from conception to completion stage. The scope of activities would include the following\*:

- i. Present 3 themes for the events being organised in Uttarakhand in consonance with the "*Soul of India*" theme selected by MEA
- ii. Conceptualize the Event Plan for both the events based on the venue and the requirements of DMC, TMC and EMC
- iii. Maintain a universal theme for all aspects of the Event execution
- iv. Create the Event Execution Plan for executing the Event indicating the timelines with the respective milestones along with detailed specifications of works to be carried out
- v. Complete Solution to the various aspects of the event such as obtaining various permissions/approvals from various Govt. Departments, etc.
- vi. Conceptualize and plan the event for all the dignitaries for the events and brandings at airport reception, at hotel arrangements, at Exhibitions, during excursions such as Ganga Aarti at Parmarth Niketan, Rishikesh, implementation of the cultural programme, Delegate Kit, Gifts & Souvenirs and branding for G20.
- vii. Designing & layout of the Stalls, Designing & Developing Theme Areas, Complete Branding of the Exhibition, etc.
- viii. Audio-Video recording arrangements of Cultural Programs during the exhibition.
- ix. Designing creative for advertising and promotional activities
- x. Promotion and publicity of the event through various online and offline platform
- xi. Execution of 360-degree mass media campaigns through offline, online and social media etc.
- xii. The applicant organisation must have full-fledged creative team. The organisation must be capable of conceptualising, designing, fabricating, executing and supervising the various events and activities relating to organising of G20 events
- xiii. While the above-mentioned activities are to give an idea on the nature and type of work involved however, there can be any additional activities of similar nature, which the firms/companies would be required to undertake, based on the requirements of the event.

- xiv. The quality of the services is extremely critical and as part of their proposal the bidder/proposer should demonstrate core competencies/strengths on the above key aspects including adherence to quality and timely execution.

\* The above list is illustrative

### Staffing:

Employ well trained and adequate manpower who are capable of efficiently handling the responsibilities assigned to them

The detailed scope, team composition and project duration would be defined in the RFP stage.

### 3 Criteria for Short listing

The bidder must possess the requisite experience, strength and capability in providing the services necessary to meet the requirements as described in the tender documents. The bidder must also possess the technical know-how and the financial resources that would be required to successfully provide the services sought by the Directorate of Industries, Department of MSME, Uttarakhand, for the entire period of the contract. The invitation to this REOI is open to all bidders who qualify the eligibility criteria as given below:

Criteria	Requirements	Documentary Evidence
Legal Entity	The applicant shall be a single entity, registered as a Company under the Companies Act 2013 or Companies Act, 1956, Partnership Firm registered under the Indian Partnership Act, 1932, LLP registered under the Limited Liability Partnership Act, 2008 or a Society registered under the Societies Registration Act, 1860 & should have been in existence in India for the last five years.	Certificates of Registration/ Incorporation.
Financial Capacity	The bidder should have a minimum average annual turnover of INR 10 crore for 3 years in any of the previous 05 financial years (FY 2017-2018, FY 2018-2019, FY 2019-2020, FY 2020-2021, FY 2021-2022)	Certificate from statutory auditor / Audited financial statements for the three previous financial years (FY 2017-2018, FY 2018-2019, FY 2019-2020, FY 2020-2021, FY 2021-2022)

Bidder Experience	The organization should have executed at least 3 Events of more than Rs.50.00 lakhs including One Event of more than Rs.100.00 lacs for any government/PSU/international event during last 3 F.Ys.	Letter of Award / Agreement / work order / duly certified by the authorized signatory of the bidding company along with event brochures / circular / any other promotional material to be enclosed in support of the project
Bidder Experience	Preference will be given to the bidders who have already done G20 events in India.	Letter of Award / Agreement / work order / duly certified by the authorized signatory of the bidding company along with event brochures / circular / any other promotional material to be enclosed in support of the project
Employee Strength	The applicant must have at least 50 skilled manpower on organization payroll specializing in executing the various activities in the defined scope of work.	Certificate from the HR/ Head of the Firm and resumes of 5 Key resources with the relevant expertise
India Presence	Should have offices in a minimum of 2 Metro Cities in India.	Self-certification letter with office locations clearly specified.
Blacklisting	Firm must not be disqualified /blacklisted/ terminated/ debarred by any State/Central Government or their agencies	Self-certification. Falsification and non disclosure will lead to disqualification from the evaluation process

#### 4 Evaluation Process

- i. The Department will constitute a Proposal Evaluation Committee to evaluate the responses of the bidders.
- ii. The Proposal Evaluation Committee constituted by the Department shall evaluate the responses to the REOI and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.

- iii. The decision of the Proposal Evaluation Committee in the evaluation of responses to the REOI shall be final. No correspondence will be entertained outside the process of evaluation with the Committee.

## **5 Instruction to the Bidders**

### **5.1 Submission of REOI Responses**

The last date of submission of Eolis 27 January, 2023, 3.00 pm.

Eol shall only be submitted online through e-procurement website <http://uktenders.gov.in>. The evaluation will be done by the Evaluation Committee based on the documents submitted online.

### **5.2 Eol Preparation Costs**

The bidder shall be responsible for all costs incurred in connection with participation in the REOI process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of Eol, in providing any additional information required by the DEPARTMENT to facilitate the evaluation process and other costs related to the bid process. The DEPARTMENT will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

### **5.3 Language**

The Proposal should be filled by the bidders in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the documents, the English translation shall govern.

### **5.4 Late Submissions**

- i. Hard copy of Eols received after the due date and the specified time (including the extended period if any) for any reason whatsoever, will not be entertained and will be returned unopened.
- ii. The Eol submitted by telex/telegram/fax etc. shall not be considered. No correspondence shall be entertained on this matter.
- iii. The Department reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.

## **6 Other Terms:**

- i. The Department, their employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the REOI document.
- ii. The Department will issue the Request for Proposal (RFP) document only to the shortlisted bidders, as would be shortlisted based on this REOI document. The detailed technical evaluation criteria would be specified in the RFP document.
- iii. Right to reject any or all Expressions of Interest - Notwithstanding anything contained in this document, the Authority reserves the right to accept or reject any EOI and to annul the Selection Process and reject all EOIs, at any time without any liability or any obligation for such acceptance, rejection or cancellation.
- iv. The Authority reserves the right to reject any Expression of Interest, if
  - a. At any time, a material misrepresentation is made or uncovered, or
  - b. The Consultant does not provide, within the time specified by the Authority, the supplemental information sought by the Authority for evaluation of the Expressions of Interest.
- v. At any time before the submission of Expression of Interest, the Authority may, whether at its own initiative or in response to a clarification requested by a potential Consultant, amend the EOI by issuing an Addendum / Corrigendum, which shall be uploaded on website [www.uktenders.gov.in](http://www.uktenders.gov.in) & [www.doiuk.org](http://www.doiuk.org) only and also may extend the deadline for submission of Expressions of Interest.



**Annexure 1: Format of Criteria for Short listing**

(Use additional sheets, as appropriate, to provide sufficient information about short listing criteria)

1.	Name and Address of the Organization:					
2.	Telephone No.:		Fax No :			Website:
3.	Contact Person, Contact Details and E-mail ID:					
	Type of Legal Entity:					Company or LLP?
4.	GST (Copy to be enclosed)					Pan (Copy to be enclosed)
5.	Financial Capacity (as per the audited statements):					
	Year		FY1	FY2	FY3	
	Total Turnover					
	Turnover from national / international events					
6.	a. Details of Eligible Projects: Experience in Event Management services(years)with proof:					
7	Sr.	Name of Project	Name of Client	Brief Scope	Start & End Date	Consultancy Fee (Rs Lakhs)
8	Total No. of Employee Strength			Total No. of Employee in Event Management Services		
9	Worldwide presence and Presence in India			Location and address of offices		
10.	Any other details in support of your fulfilling Qualification Criteria:					
	Details of Contact Person Name: Designation: Contact tel. No.: Mobile no.: Faxno.: Email id: Postal address:					

(Attach the necessary Documentary Evidence, as per section 3 of this REOI document)

**Annexure 2: Experience of the bidder**

<b>Event Name</b>		<b>Country</b>
<b>Project Location within the country:</b>		<b>Name of Event:</b> <b>No. of Exhibitors:</b> <b>No. of business delegates:</b> <b>No. of Participants:</b> <b>Cost (Rs. In Crore)</b>
<b>Nature of the client:</b>		
Start Date (Month/Year)	Completion date (Month / year)	Approx. Value of Services Date (Month/Year)
Description of the Project:		
Description & Samples (if any) of Actual Services provided:		

This is to certify that the above information has been examined by us on the basis of Documents viz. Letter of Award/Agreement, duly certified by the authorized signatory of the bidding company / Chartered Accountant to be enclosed in support of conducted summits and found correct.

(Signature, Address, Seal & Membership No. of Chartered Accountant) OR (Signature of the Authorized Signatory)

Note-: Documents viz. Letter of Award/Agreement, duly certified by the authorized signatory of the bidding company/Chartered Accountant to be enclosed in support of projects. In addition, samples of creatives, video links etc. also needs to be furnished as sought in individual conditions of Section3.

Director Industries  
Directorate of Industries  
Uttarakhand, Dehradun