

HANDLOOM EXPORT PROMOTION COUNCIL
CHENNAI-34

Inviting Bids for Event Management for organizing Virtual Buyer Seller Meets (BSMs) with a focus on selected overseas countries

1 BACKGROUND

Handloom Export Promotion Council (hereinafter referred as HEPC) , under the Ministry of Textiles, Govt. of India proposes to organise virtual events every month with the participation of a minimum 20 exhibitors in each event for the next 6 months with each event focusing specific market such as UK, USA , Germany, Spain, France, Italy, Belgium, South Africa, Chile , Japan & Australia etc.,

In an unprecedented time like this, where the coronavirus has contaminated human lives as well as the entire global economic state, an unfortunate fact is that events in their conventional format might not be possible in the near future. A large number of businesses continue to struggle in terms of meeting lead generation targets due to the suspension of traditional, in-person activities. Hence, an event in a virtual platform offers an alternate solution to assist the exporters by providing a dynamic platform to effectively engage with prospective buyers

Considering pandemic is preventing public gathering & globally the businesses (buyers-sellers) are operating from the safety of home, this strengthens the fact that they are more likely to be spending immense time in front of their screens. In situations like these, audiences are usually very understanding and more often than not, will respond favorably to the switch to online. Based on this understanding, HEPC is reshaping its strategies into allocating more of its marketing activities on digital frontiers and utilizing virtual substitutes to remain relevant.

2 ELIGIBILITY CRITERIA FOR SUBMISSION OF BIDS

Agencies having following minimum qualifications are hereby invited to bid for the event on the turnkey basis.

- i) Must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable may be quoted in the technical bids format and copy of the certificate/proof must be attached. These documents should be in the name of applicant organization only and not that of group/sister organizations. In other words, name of applicant organization should be same in all the documents submitted.
- ii) Agency should not have been penalized for any shortcomings by any EPC / commodity board / Govt. entity . An affidavit on Non-judicial paper regarding non-blacklisting by any government organization/ EPCs/ commodity board .

3. SCOPE OF WORK

As the virtual event is planned in lieu of traditional physical event, the virtual platform to be provided should encompass all the relevant technical features capable of almost replacing , wherever feasible, the physical display settings which were in practice in the traditional exhibitions and also provide a platform for online meeting

between the exhibitors and Visitors through text chat / video chat facilities.

In this context, HEPC has identified the following features as very essential for the virtual platform to be offered by the agency

A. Provide a unified platform compliant to conduct virtual fairs with following features:

GENERIC FEATURES

- Exclusive Event website
- Floor plan , exhibition halls for product segmentation.
- conference room to have live presentations or pre-recorded presentations
- lobby area for information , guidance to the exhibitors and visitors
- Information desk with live Hostess facility during official event timings
- Screen for Promotional AV display , inaugural message etc
- Feature to have live inauguration
- Display of show directory , general brochure etc
- Pavilion for the organizer with Live text chat (multi lingual) / video chat
- Pavilion for technical team
- Easy navigation to switch access to lobby, conference room , exhibition hall
- Platform should be a secured one.

EXHIBITOR SPECIFIC FEATURES

- Individual display for each participant with a minimum 5 booth designs to choose from
- Unlimited product display with a facility to upload, delete the product profile / catalogue
- View Product profile and download only if necessary
- Feature to restrict viewing and /or downloading of product images
- company profile and video screening for each participant company
- Floor plan for easy navigation
- Automated matchmaking between buyers and sellers
- Search by product, company
- Ability to send and receive message and arrange meetings.
- Organize video meetings as per agreed pre-schedule or schedule fresh meeting during the event with facilities to modify / cancel if needed
- Personalized dashboards for exhibitors indicating the number of visitors , details of visitors , no. of meetings confirmed , completed , pending and communicate with the visitors through message
- Meeting scheduler
- Visitor notification to the exhibitor to their registered mobile number and/or email upon entry of a visitor to the virtual booth of the exhibitor
- Multi room facilities to be attended by designated official representatives of the exhibitor to entertain more than one visitor simultaneously
- Ability for the exhibitors to upload their profiles and update them as per requirements

- Technical support for onboarding of exhibitors in preparing & uploading their profile, brochures, logo & videos etc.
- AV tutorial guiding the exhibitors on various tools and features
- Visitors tracking report for each exhibitor
- Download/ export data of messages, visitor details
- Ensure 24*7 support and response management system during the fair.
- The system should be totally secured with data privacy considerations.
- To provide the required data and report for records and submission to Government.

B. VISITOR SPECIFIC FEATURES .

- To take registration of buyers for the virtual exhibition
- Personalized dashboards for buyers indicating the number / name of exhibitors viewed / pending, no. of meetings confirmed, completed, pending
- Ability for buyers to upload their profiles and update them as per requirements
- Send message to the exhibitors
- Fix up meeting schedule with the exhibitor
- Receive message from exhibitors and respond to them
- Ensure full security of the data of the buyer
- Download product catalogue of the participant and export the same

C. Promote the virtual exhibition for Buyer Registration via social media and other digital marketing.

D. Each participating exhibitor would be entitled to at-least the following facilities

- To upload Products with images / product catalogues
- Feature to add company's logo and profile
- To upload company brochures
- To upload Company Video
- Text Chat, Video Chat option (between buyer and seller)
- Feature to add company's social media handles
- 8 hours of video conferencing per day per exhibitor of the show.
- Information in Virtual Show Directory
- Ready access to the visitor details of the visitors viewed their virtual page and chat
- Schedule a meeting with the visitor
- Technical Assistance/ Guidance for preparation and uploading the company profile, product brochures, video etc.

4. SCHEDULE OF SERVICES

- End to End Project Management

- Create Virtual Platform & design the Booths & B2B meeting schedule.
- Marketing Promotion and Invitation of Overseas Virtual Buyers
- Registration and Inquiries & scheduling of Every Exporters Meetings.
- Virtual Venue Management
- Virtual show directory and other collaterals pertaining to the event
- Any other related activities as assigned by HEPC

5. GENERAL:

- The selected Agency will offer turnkey project management services for Organizing Turnkey Virtual BSM.
- The selected Agency will ensure that the event is executed as per plan by offering professionals to work on the project along with the HEPC.
- The selected Agency will provide detailed Business Plan
- The selected Agency will identify & execute the entire Show services, which need to be Designed, procured and Coordinated in consultation with HEPC for a successful virtual exhibition.
- The selected Agency has to offer a Sr. Project Head & complete Technical Services to manage the Project. The Project Head to be supported by additional project managers once Project plan is finalised in consultation HEPC.
- The selected Agency has to ensure seamless project execution during the event setup and Virtualization.
- The selected Agency has to provide Post Event Analytical report & entire database within 15 days from conclusion of event

6. TERMS & CONDITIONS

- The approved agency will work under the directions and guidance of HEPC It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for HEPC are in accordance with the legal framework.
- Bid value should be quoted in Indian Rupees only. GST should be quoted as extra. No additional demands will be entertained for organizing virtual BSMS
- If there is any difference in the amount quoted in Value and in words , the amount mentioned in words will be taken as the correct one.
- Conditional Bids will not be accepted
- Interested eligible agencies may submit their bids as per Appendix-I and II with supporting documents
- The agency is required to sign each page of the bid documents by the authorized signatory.
- HEPC requires that agency under this contract observe the highest standard of ethics during the period of agreement and free from any vigilance enquiry. The agency has to bear the cost associated with the preparation and submission of tender documents to HEPC
- HEPC at any time will reject a proposal for award of work if it is determined that

the agency recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

- HEPC will declare an Applicant/Agency ineligible, either indefinitely or for a stated period of time, to be awarded a contract/contracts, if it at any time determines that the Applicant/Agency has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.
- An affidavit on Non-judicial paper regarding non-blacklisting by any government organization/ EPCs.

6.1 HEPC reserves the right to:

- Extend the deadline for the submission of applications/bid documents at its discretion.
- Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on HEPC.
- Suspend the project, cancel the contract with the selected party in part or in the whole at any time if in the opinion of HEPC it is necessary or expedient in the public interest. The decision of the HEPC shall be final and binding in this regard. HEPC shall also not be responsible for any damage or loss caused or arise out of aforesaid action.
- Modify terms and conditions of the contract which shall be granted to the successful agency after the bidding process, if in the opinion of the HEPC, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the HEPC shall be final and binding in this regard.
- **To place a subsequent repeat orders on finally negotiated prices and similar terms and conditions for upcoming virtual events to be held. All bidders should take into account of this requirement while preparing their bid.**
- For interpretation of any clause of this document, the decision of HEPC would be final and binding on both the parties i.e., agency and HEPC.

7. PROCEDURE FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS

7.1 The agency has to submit Sealed technical (as per Appendix 1) and financial (as per Appendix !!) bids in separate envelopes Agency may please note that conditional bids are not allowed and would be rejected summarily.

7.2 The pre-qualification bid otherwise called technical bid should be put in a sealed envelope super scribed as "**Technical bid**" and financial bid in a sealed envelope super scribed as "**Financial bid**". Both technical and financial bid have to be put inside a main envelope and sealed superscripted as "**Bid for Virtual Buyer Seller Meets**"

7.3 The concept/design of the virtual exhibition with layout, decoration plan etc. as indicated above must be submitted **in hard copy and in a pen drive.**

7.4 The agency should send the filled in application in sealed cover as instructed above and the proposal should reach the following **address before 3.00pm on 01-09-2020.**

**The Executive Director
The Handloom Export Promotion Council
No.34, Cathedral Garden Road,
Nungambakkam, Chennai-34.
Ph:044-28278879**

8. SELECTION PROCEDURE

8.1. A Committee in HEPC will carry out a preliminary screening of the agency and will shortlist the agency fulfilling the prescribed requirements. The short listed agency will be required to make technical presentation through Virtual mode before the selection committee.

8.2. The presentation may bring out their suggestions on the following areas:

Sr. No.	Areas	Score/ Weightage.
1	Overall concept and design along with Security & privacy Features	30
2	Feature to Host exhibitors such as uploading of product profile, company profile, Video , Dash board , Visitor notification, Multi room facilities etc	20
3	Automated Matchmaking between Buyer and Seller Messaging between buyer and seller Online meeting capability of the platform between buyer and seller through Video Conferencing Individual Meeting scheduler Buyer Dashboard for individual visitor	20

9. OPENING OF FINANCIAL BIDS

9.1. The marking would be done based on the presentations. The vendors who secure minimum 70% marks (49 out of 70 marks) in technical presentations will be short listed and only their financial bids shall then be opened. Financial bid will carry a maximum of 30 marks. The calculation of marking will have the following method:

L1 = 30 marks

$L2 = 30 \times \frac{L1}{L2}$ (the cost quoted by L1)/L2 (the cost quoted by L2) and in similar fashion for L3, L4 etc. (depending on no. of parties).

- 9.2. After the financial marks are obtained the technical and financial marks will be added up and the agency scoring highest aggregate marks will stand selected.
- 9.3. Selection Committee reserves the right to withdraw the announcement, accept or reject any or all the bids at any time prior to award of contract/order, without assigning any reasons and without incurrance of any liability on HEPC. HEPC also reserves the right to negotiate the prices with the selected agency to bring down the prices or add more facilities.

10. FORCE-MAJEURE

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate the this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of HEPC as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

11. ARBITRATION

All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in Chennai only. Both the parties shall make all efforts to resolve any dispute by way of reconciliation. In the event of any question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to sole arbitration to be appointed by HEPC and the decision given shall be binding on the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall apply on both the parties. The venue of the arbitration proceeding shall be the Head office of HEPC or such other place as HEPC may decide. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the HEPC.

12. TERMS OF PAYMENT:

Payments to the successful agency will be made as per following schedule:

- 25 % of the contract value will be paid on acceptance of the offer and receipt of invoice and performance Bank Guarantee
- 2nd installment of 25% of order value will be released on completion of virtual platform and onboarding of all exhibitors
- Balance 50% amount would be released on completion of the event and on submission of final bill and its acceptance by Council after the event.
- The Agency has to bear all the costs associated with the preparation
- In case of any unsatisfactory work, the same will attract a penalty of 25% of the total value, which may be deducted from your account or withholding of balance amount

**HANDLOOM EXPORT PROMOTION COUNCIL
TECHNICAL BID FOR VIRTUAL BSM**

1. Name of the Agency:

2. Address:

3. Name of the authorised person

4. Telephone No:

Office: _____ Mobile: _____

Email : : _____

5. Documents to be enclosed:

S.No	Prequalification criteria	Documents required
1	Must be a registered business entity/service provider These documents should be in the name of applicant organization only and not that of group/sister organizations. In other words, name of applicant organization should be same in all the documents submitted.	Self attested copy of incorporation certificate under Companies act or any other appropriate act Self attested Copy of Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc
2	Agency should not have been penalized for any shortcomings by any EPC / commodity board / Govt. entity	An affidavit on Non-judicial paper regarding non-blacklisting by any government organization/ EPCs.

3. Any other Please specify :

Date:

Signature:

Place:

Company seal:

HANDLOOM EXPORT PROMOTION COUNCIL

FINANCIAL BID FOR ORGANISING VIRTUAL BUYER SELLER MEET

1. Name of the Agency:

2. Address:

3. Name of the authorised signatory:

4. Telephone No:

Office: _____ Mobile: _____

Email : _____

1. Cost :

S.No	EVENT Particulars	
1	Comprehensive Project Management fee for organizing Virtual Buyer Seller Meet. <ul style="list-style-type: none"> • 3 days for each event • 20 exhibitors with entitlement of 8 hrs of Video meeting per day per exhibitor • Minimum 100 trade visitors from the destination country • 5 hours of Webinar • Event website 	
	Name of the Component	Cost per EVENT (in Rupees)
	Platform License fee - support, set up, training, hosting and maintenance	
	Exhibitor cost : Virtual booth set up , Online Meeting, Networking & Matchmaking (per exhibitor) - and consists of exhibitor profiles matchmaking, meeting bookings, and online meeting rooms along with AI-driven matchmaking, recommendations, messaging, personalised schedules, product catalogues, Video , Text chat / Video chat , Dashboard	
	Event Website (creation and maintenance)	
	Mobile App creation (optional)	
	Webinar cost (Minimum of 5 hours) – Live stream/ Pre-recorded	
	Inauguration online streaming / pre recorded	
	Buyer registrations (Minimum 100 overseas trade visitors from the destination country)	

2	Buyer Mobilisation through Online marketing , social media campaign for the specific country	
3	Project Management Cost for the specific event	
4	Total Cost	
5	Add : GST	
6	Grand Total (Item 4+ Item 5)	
II*	Additional cost for Buyer Mobilisation through Online marketing , social media campaign for additional country	
III*	Additional Project Management Cost for the specific event (if the event has to be focussed on additional country)	

***- Amount quoted under Item (II) & (III) will be considered by the Council and confirmed later if necessary after the negotiation**

(Total amount (as per Item No.6) in words Rupees

_____ only)

Payment Terms

1. 25% on receipt of Performance Guarantee and acceptance from the contractor.
2. 25% on completion of virtual platform and onboarding of all exhibitors .
3. 50% on submission of final bill and its acceptance by the Council after the event

I/We agree to all the terms and conditions specified in the notice inviting bid for organising Virtual Buyer Seller Meet

Date:

Signature:

Place:

Company seal: