



Request for Proposal (RFP)
for selection of
Event Management Agencies

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Interested bidders/agencies/parties are required to make their own inquiries and respondents will be required to confirm in writing that they have done so, and they do not rely only on the information provided by SFAC in submitting a bid. The information is provided on the basis that it is non-binding on SFAC or any of its authorities or agencies or any of their respective officers, employees or advisors. SFAC reserves the right to modify the requirements as well as add or delete, as the case may be, to meet SFAC's requirements at any point of time.

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SFAC reserves the right to accept or reject, in full or in part, any or all the offers without assigning any reason whatsoever. SFAC does not bind itself to accept the lowest or any tender and reserves the right to reject all or any bid or cancel the tender without assigning any reason whatsoever. SFAC also has the right to re-issue the RFP without the Bidder having the right to object to such reissue.

This RFP is neither an offer from SFAC nor does it constitute any binding obligation or commitment on SFAC. This RFP is only a document that invites interested agencies/parties to, on a non-exclusive basis, express an interest with no obligation, commitment or liability of any manner devolving on SFAC, either on account of the issue of this RFP to the interested agencies/parties, or upon receipt of any response from the interested agencies/parties thereto, or any meetings or presentations made.

No reimbursement of cost of any type will be paid to persons or entities expressing interest. All expenses incurred by the interested parties as a result of responding to, or further to this RFP, are to their own account and

SFAC will not be liable in this respect whatsoever. No reimbursement of cost of any type will be paid to persons or entities proposing a solution. Please note that any part or the whole of information, directly or indirectly learnt, for any other purpose, other than for conducting work under the ambit of the RFP issued by SFAC is not authorized.

Definition of Terms

1. Definition of terms throughout this document, the following terms shall be interpreted as indicated below unless inconsistent with the subject matter or context:
2. **RFP** – The Request for Proposal (RFP) (this document) in its entirety, inclusive of any addenda/corrigendum that may be issued by SFAC. RFP Tender stands for the same meaning.
3. **Bidder/Service Provider (SP)/Agency/Supplier** – An eligible entity/firm submitting a Proposal/Bid in response to this RFP. The legal entity who signs and submits the bid and the Earnest Money Deposit (EMD), if any.
4. **SFAC/Purchaser/Service Recipient** - Reference to “SFAC”, “Purchaser” and “Service Recipient” shall be determined in context of this RFP.
5. **Proposal/Bid** – the Bidder’s reply or submission in response to this RFP.
6. **Contract/Service Agreement** - means the agreement entered into between SFAC and successful Bidder/Service Provider, as recorded in the document and to be signed by the parties, including all attachments and appendices thereto and all documents incorporated by reference therein.
7. **Total Contract Price/Total Contract Value/Total Project Cost** - means the price payable to Service Provider over the entire period of Contract for the full and proper performance of its contractual obligations.
8. **Committed sale** - means the sale amount of FPO products committed for each FPO mela/ Exhibition.

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1 Introduction

1.1 Small Farmers' Agribusiness Consortium (SFAC) is an autonomous Society under the aegis of Ministry of Agriculture and Farmers Welfare, Govt. of India. SFAC is an exclusive Society focused on increasing incomes of small and marginal farmers through aggregation and development of agribusiness.

1.2 SFAC is implementing various schemes like Central Sector Scheme for Formation and Promotion of 10,000 FPOs, e-National Agriculture Market, National Bee Keeping & Honey Mission, FFPO (PMMSY) etc.

1.3 SFAC has pioneered the formation and growth of Farmer Producer Organizations (FPO) /Farmer Producer Companies(FPC), which is now being implemented across the length and breadth of the country. SFAC is progressing towards establishing an eco-system for FPOs/FPCs to make them sustainable and viable in the long run. For more information about SFAC, please visit its website ([www.http://sfacindia.com/](http://sfacindia.com/))

1.4 Cluster wise proposals are being invited for organizing 24 FPO mela's/ Exhibition across the country. The proposals are to be submitted for each cluster separately as per the details provided at Point no. 3 below.

1.5 Each Mela/Exhibition shall have participation from 40 FPOs for display and sale of their products.

1.6 The primary objectives of the organizing Mela/ Exhibition are following:-

- a. Marketing and brand building of 10KFPO to promote FPO products
- b. To impart training to FPOs including onboarding and creation of Catalogue on e-commerce portal
- b. To organize Business to Business and Business to Consumer meetings for long term business opportunities.
- c. To create consumer awareness, trial and repeat orders for FPO products

2 Scope of work (SoW):

2.1 In order to organize the above stated FPO Mela's/Exhibition, SFAC invites applications from event management agencies for event planning, event infrastructure arrangements, marketing collaterals, crowd engagement, marketing, promotion and ensuring footfall at the event. The broad activities shall be as under:-

- Event Design - An FPO event with a provision to provide a total of 42 stalls, 40 for FPOs and 2 general/reserve stalls for service providers/enabling agencies etc

Activity	Expectation
Selection and booking of event venue	Capacity 40+ Sellers and Min 1000+ visitors over a period of 3 days
Inaugural function, cultural event or any other, closing eventsetc	In line with the overall event plan
Necessary Local Permissions and Permits	To carry out such event
Logistics and Infrastructure Arrange for necessary infrastructure, including tents, stages, seating, lighting, signage, generator, and waste disposal. Coordinate logistics for transportation, parking, security including law and order etc	In line with the overall event plan
Min Expected Infrastructure	<ul style="list-style-type: none"> a. 42 Stalls, (Minimum size : 2 x 3 mts) with one tables and 4chairs b. A Place for organizing training and B to B meeting with seating capacity of 50 pax – one day c. 1 secured storage where people can leave their goods at night, d. Event stage. e. Signage and marketing collaterals
Vendors Recruitment for Video/Photo shoots, event promoters, emcee etc	In line with the overall event plan
Preparation of event specific schedule and list of activities	In line with the overall event plan
Any Crowd engagement activities	In line with the overall event plan
Develop a comprehensive marketing strategy using both online and offline activities and activating the same	In line with the overall event plan (Objective is to ensure as much foot fall as possible)
Utilise social media, local newspapers, community bulletin boards, and other channels to create awareness.	In line with the overall event plan (Objective is to ensure as much foot fall as possible)
Tie-up with local organizations to mobilise prospective consumers	In line with the overall event plan (Objective is to ensure as much foot fall as possible)
Organizing crowd engagement activities for the mela	To make the overall event entertaining, & informative, ensure footfall
Stay & Food arrangement for participating FPO personnel	<p>Stay arrangement(twin sharing basis) for 80 People (40 FPO, 2 Person per FPO) for 3 - 4 nights</p> <p>Food Arrangement(includes Breakfast, Lunch, Dinner and two times Tea) for 80 People for Event + 1 Day arrival and departure)</p>
Poster, banners in prominent places other than placing standis and distribution of leaflets	In line with the overall event plan

Note:

1. Venue for the event to be mutually decided by SFAC and the Service provider.
2. It is to be noted that the above is tentative and actual requirements will be shared by SFAC separately to the empaneled agencies.

3. Clusters

3.1 For smooth conduct of FPO Mela's/Exhibition, states of India has been divided into 4 clusters

Cluster	States	Events
Cluster 1 (North India)	J&K, Punjab, Himachal, Uttarakhand, Haryana, Delhi, Uttar Pradesh	6
Cluster 2 (East & North East India)	Bihar, West Bengal, Odisha, Assam, Sikkim, North Eastern States	6
Cluster 3 (West & Central)	Maharashtra, Madhya Pradesh, Gujarat, Rajasthan, Chhattisgarh	6
Cluster 4 (South India)	Karnataka, Andhra Pradesh, Telangana, Kerala, Tamil Nadu	6

3.2 Bidders can bid for more than one cluster, however, evaluation of bid for each cluster will be done separately.

4. Eligibility criteria of Agency/Service Provider:

- 4.1 The Agency/Service Provider should have organized at least 5 events in past 24 months wherein 2 events should be a Mela's/Exhibition with at least 25 stalls. The Agency/Service Provider has to submit a list of events organized over the last 24 months as supporting document
- 4.2 The Agency/Service Provider should have turnover of at least Rs 50lakh from organizing events over the last 12 months. Supporting documents to be submitted along with the bid.

5. Process of Selection

- 5.1 The Budget for each mela/Exhibition (event) is capped at Rs 20 lac/event.
- 5.2 Minimum footfall over the period of 3 days should be 1000 pax.

5.3 The eligibility condition given at clause 4.1 shall have 70% weightage and shall be evaluated as under:

SI No.	Number of Mela's/Exhibition(event) conducted	weightage %
1	5	50%
2	6-10	60%
3	11-19	70%
4	20-29	80%
5	30-39	90%
6	40 or more	100%

5.4 Event concept presentation – Event structure and mobilisation plan (**30%** weightage).

Bidders eligible as per condition stated at clause 4.1 shall be required to give a presentation about the event structure and mobilization plan.

5.5 After completion of process as stated at clause 5.3 and 5.4, the quote for committed sale shall be asked from the top 5 Agency/Service Provider. Bidder committing highest sale figure shall be the successful bidder.

6. Terms of Payment

An advance payment of 25% of contract value will be paid before start of the event. Thereafter, 50% of contract value will be paid on the completion of the event. Balance 25% will be paid on submission of necessary required documents in support of successful completion of the event.

7. Penalty Clauses

7.1 Footfall

- b. Footfall to be measured by recording visitor's name and phone number
- c. In case the actual footfall is less than 1000, below penalties will be levied,
 - i. 900-999 - 1% of the contract value
 - ii. 800- 899 - 2% of the contract value
 - iii. 700-799 - 5% of the contract value
 - iv. Less than 700 - 10% of the contract value

7.2 Committed sale

- a. In case the actual sale is less than the committed sale, below penalties will be levied

- i. 90%-99% - 2% of the contract value
- ii. 70%-89% - 10% of the contract value
- iii. 50%-69 -15% of the contract value
- iv. Less then 50% - 20% of the contract value

7.3 The total penalty on account of shortcoming of both the above parameter shall not exceed 20% of the contract value. The penalty amount shall be calculated for each Mela separately and contract value shall be Rs.20 lac per Mela

7.4 Deficiencies in Stay or Food Arrangements of FPO

- a. In case of poor arrangement if alternate has to be provided, the cost of the same shall be charged to event agency and shall be separate from penalty imposed against clause 7.1 and 7.2.

7.5 In case of any dispute, the decision of Managing Director, SFAC shall be final and binding.

8. Bid Security/EMD & PBG

Bid security will be 2% of contract value of each event and PBG will be 5% of contract value for successful bidder. Bid security will be refunded to unsuccessful bidder

9. Validity of the Bid

Bids shall remain valid for a period of **90 days** from the date of bid opening. Bid validity may be extended for a further period of 45 days by SFAC. Any further extension to the validity period shall be agreed upon mutually between SFAC and the Bidder in writing.

10: Conditions of Contract

10.1. Interpretation

- a. Headings and bold typeface are only for convenience and shall be ignored for the purpose of interpretation;
- b. All annexures, schedules of this Agreement shall be considered part and parcel of this Agreement.
- c. Unless the context of this Agreement otherwise requires:
 - i. words using the singular or plural number shall also include the plural or singular number, respectively;
 - ii. words of either gender shall include the other gender;
 - iii. The recital paragraphs at the beginning of this Agreement are incorporated by reference as if fully set forth herein.
 - iv. The terms "hereof", "herein", "hereby", "hereto", "hereunder" and derivative or similar words refer to this entire Agreement or specified Clauses of this Agreement, as the case may be;
 - v. The term "Clause" refers to the specified Clause of this Agreement;

vi. reference to Applicable Law or to any provision thereof shall include references to any such Applicable Law as it may, after the date hereof, from time to time, be amended, supplemented, or re-enacted, and any reference to any statutory provision shall include any subordinate legislation made from time to time under that provision:

vii. Reference to the word “include” shall be construed without limitation.

11. Termination of Contract:

SFAC reserves the right to terminate the contract by serving a notice of 15 days before the expiry of the contract period without assigning any reason.

12. Paper/documents:

Self attested copies of the following papers/documents are to be submitted along with application:

- 1) Brief write up in the background, key activities experience of the Agency.
- 2) Brief profile of the Key persons of the Agency.
- 3) Experience certificate
- 4) Registration certificate of Company/Partnership/LLP/LLC etc., if applicable.
- 5) Any other supporting documents.

13. Process after submission of Applications:

- i. All applications received on or before the last date and time will be examined by the SFAC to determine if they meet eligibility criteria/terms and conditions mentioned in this document including its subsequent amendment(s), if any, and whether applications are complete in all respects.
- ii. On scrutiny, any application not found in order or failing to fulfill the relevant requirement will be rejected.
- iii. After scrutiny of documents ,date and time for presentation shall be communicated to the eligible bidders through mail.
- iv. SFAC reserves the right to relax/waive any of the requirements of this RFP document if it is deemed fit.
- v. SFAC reserves the right to accept or reject any or all applications received without assigning any reason whatsoever and the SFAC’s decision in this regard will be final. No contractual obligation whatsoever shall arise from the application process.
- vi. Any effort on the part of applicant to influence evaluation process may result in rejection of the application.
- vii. SFAC is not responsible for non-receipt of applications within the specified date and time due to any reason including postal delays or holidays in between.

14. Reservation of Rights:

The SFAC reserves the right to reject any application/s for hiring of the service Agency without any obligation.

15. Dispute Resolution

15.1 Any dispute, difference or controversy of whatever nature howsoever arising under or out of or in relation to this RFP (including their interpretation), shall, in the first instance, be resolved by the Parties through amicable settlement. Either Party may call upon the designated official of SFAC to assist the Parties in arriving at an amicable settlement thereof.

15.2 Any Dispute which is not resolved amicably by conciliation, as provided in Clause 15.1 above, shall be finally decided by reference to Arbitration. Such arbitration shall be held in accordance with the provisions of the Arbitration and Conciliation Act, 1996 ("Arbitration Act") as amended from time to time. The venue and seat of such arbitration shall be Delhi, and the language of arbitration proceedings shall be in English.

15.3 The arbitration shall be conducted by a sole arbitrator who shall be mutually appointed by the Parties and whose decision shall be final and binding on both the Parties. The arbitrator shall make a reasoned award and such award shall be carried out without any delay.

15.4 Notwithstanding any of the foregoing, but subject to Clause 15.2 and Clause 15.3 above, the courts in New Delhi shall have exclusive jurisdiction over any Disputes.

16. Annexures

A Bid Submission Checklist

Date:

To: Managing Director

Small Farmers' Agribusiness Consortium (SFAC)

Dear Madam/Sir,

We have reviewed the RFP provided to us and confirm that we have enclosed the details as per the RFP requirements. We confirm that all the pages of our submission have been serially numbered and sections and subsections are appropriately numbered and referenced to enable SFAC to evaluate our proposal. We understand that incomplete submissions may result in rejection of our proposal and SFAC is not bound to provide any explanations to us in this regard.

S. No.	RFP requirement	Conformant to RFP requirement (Yes/No) and value of sale	Reference Page Numbers, if applicable
1	Minimum footfall over the period of 3 days event shall be 1000 pax		
2	Signatures have been placed at the appropriate places as provided in the various formats		

Authorized Signature *[In full and initials]*:

Name and Title of Signatory:.

Name of company:

In the capacity of: _____

Address:

Contact information (phone and e-mail):

{For a joint venture, either all members shall sign or only the lead member, in which case the power of attorney to sign on behalf of all members shall be attached}

B. Undertaking by Bidder.

(Original signed copy on company letterhead)

This is to notify that our company intends to submit a proposal in response to the RFP for _____ (name of work/services).

1. We have read and understood the terms and conditions of this RFP and are acceptable to us.
2. We hereby certify that the information furnished above is true and correct to the best of our knowledge. We understand that in case any of the information/details furnished by us is found to be false & incorrect at any stage, our contract can be terminated immediately and our company will be liable for being blacklisted for future transaction with the Department.
3. It is hereby certified that we are not blacklisted by any Central/ State Government/ agency of Central/ State Government /PSU / Autonomous Body/ any Regulatory Authority in India as on date.

(Authorised Signatory)

Signature:

Name:

Designation: Seal:

Date:

C. Technical Proposal submission form

Date:

To: Managing Director,

Small Farmers' Agribusiness Consortium (SFAC)

Dear Madam/Sir:

We, the undersigned, offer to provide the technical services for <<**bid name**>>in accordance with your Request for Proposals (RFP) dated [*Insert Date*] "We are hereby submitting our Proposal, which includes this Technical Proposal and Financial Proposal sealed in a separate envelope.

We hereby declare that:

- a. All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the Client.
- b. Our Proposal shall be valid and remain binding upon us for the period of one year after the submission date.
- c. We meet the eligibility requirements and we confirm our understanding of our obligation to abide by provisions of the RFP document.
- d. Our Proposal is binding upon us unless subject to any modifications resulting from the negotiations.

We undertake, if our Proposal is accepted and the Contract is signed, to initiate the Services related to the assignment no later than delivery timelines.

We understand that SFAC is not bound to accept any Proposal that the SFAC receives and also that SFAC is under no obligation to share details of the evaluation or reasons for acceptance or non-acceptance of any proposal it receives. We also understand that SFAC reserves the right to issue amendments and corrigenda to the RFP at any stage during the procurement process.

We remain,
Yours sincerely

Authorised Signature *[In full and initials]:*

Name and Title of Signatory:

Name of Key resource & company's name:

In the capacity of: _____

Address:

Contact information (phone and e-mail):

{For a joint venture, either all members shall sign or only the lead member, in which case the power of attorney to sign on behalf of all members shall be attached}

D. Bidder's Experience

Sl.	General Information	Details
1	Name of Bidder Entity	
2	Assignment Name	
3	Name of the client for which the event was executed	
4	Address and Contact Details of the client	
5	Start date of the event (MM/YY)	
6	End date of the event (MM/YY)	
7	Value of the event/Turnover in INR	
8	Narrative description of the event	
9	Event Details - please provide relevant event details. event should have the relevant experience mentioned in the RFP	
10	Documentary evidence attached	

Form 1: Event Experience (last 24month)

	Name of the Agency	Work Order/ Agreement details with date	Year	Amount	Details of items

Separate sheet may be attached to furnish information, if required

17. Schedule

S. No	Particulars	Date
1	Publication of advertisement	19.03.2024
2	Pre bid meeting*	27.03.2024 at 3.00 pm
3	Last date for submission of applications	03.04.2024 at 3.00 pm

* The web link for pre bid meeting shall be made available on website www.sfacindia.com

18. Submission of proposal

- (i) Proposal for selection of Event Management Agencies shall be made in accordance with RFP.
- (ii) The proposal may be submitted through mail at fpomela@sfac.in
- (iii) Last date of submission of proposal is 03.04.2024 at 3.00 pm