



**GREATER NOIDA INDUSTRIAL DEVELOPMENT AUTHORITY
GAUTAM BUDH NAGAR, UTTAR PRADESH**

Request for Proposal

for

**Empanelment of Media and Event Management Agencies
(Category A and Category B)**

Issued by:

Greater Noida Industrial Development Authority

Plot No. 1, Knowledge Park IV,
Greater Noida, Gautam Budh Nagar,
Uttar Pradesh – 201308

Project Background

Greater Noida Industrial Area is located at the intersection of the Western and Eastern Dedicated Freight Corridors and is also the gateway to the Delhi-Mumbai Industrial Corridor (DMIC). It lies within the National Capital Region of India's capital - New Delhi and is adjacent to Noida, one of the largest industrial townships in Asia.

The integrated township is shaping up as India's smartest city, the National Capital Region's most modern urban development centre and its fastest-developing centre of attraction. It has emerged as a modern model of far-sighted town planning.

Greater Noida is being developed as Metro centre providing for quality urban environment, to attract economic activities and population to decongest Delhi.

GNIDA (*hereon referred to as 'Authority'*) is looking for competitive advertising and Event management agencies for empanelment under two different categories for a period of 2 years i.e., 2022 – 2024. **The applicants are requested to submit their proposals in hard copies as well soft copies (on arvindkumar@gnida.in) by wetransfer or Google drive link with clear index and markers for the ease of evaluation to Marketing Department, GNIDA on or before 09/09/2022, 5 pm. Kindly note that non indexed and unmarked submissions are liable for rejection.**

The period of empanelment may be extended based on performance. Kindly note that this empanelment exercise should not be construed as GNIDA's obligation to award work.

CATEGORY A: Creative and Media Agency

To handle all display advertisements, public notices, schemes, brochures and recruitment along with radio, TV content, film production, social media campaigns etc.

Category A:

- The agencies should have been fully accredited with INS for the last 10 years
- The annual turnover in each of the last three financial years should be at least Rs. 15 Cr. per year.
- Audited Balance Sheets along with the ITR for last three financial years.
- The agency should have experience in handling state govt./ central govt./ semi govt. or autonomous bodies projects during the last five years

SCOPE OF WORK:

- Identify and recommend optimum media mix within the sanctioned budget for the assigned job of advertisement/publicity campaign.
- Design and printing of event specific branding material on flex/vinyl or any other suitable material based on the scale and size of the display.
- Design and printing of creatives, brochures, pamphlets, documents/ booklets etc. for the purpose of advertising schemes, public notices, recruitments etc.
- Developing digital content for radio, social media, TV as well as the internet.
- Designing and strategizing of marketing and advertisement campaigns for maximum outreach.
- Undertaking photographic documentation and developing short films as per requirements of GNIDA.

EVALUATION CRITERIA

#	Criteria	Marks	Documentary Evidence	
1	Accreditation with Indian Newspaper Society (INS)	10	INS Accreditation of each year claimed	
	Accreditation since last			Marks
	10 years			4
	10-12 years			6
	12-15 years			8
	Above 15 years	10		
2	The Applicant should have minimum annual turnover of Rs.15.00 crores per annum (Rs. Fifteen Crores per annum in three (3) consecutive financial years, from the last four (4) financial years, as per the last published audited report of the Applicant from the date of proposal submission.)	20	Copies of audited financial statements along with audit reports duly certified by the auditors for three consecutive financial years are to be provided. The lowest turnover in any of the last three financial years will be considered in ascertaining the corresponding marking category. <i>Eg: If Applicant 'A' with turnover of 22 Cr., 27 Cr. and 18 Cr. in the last 3 consecutive years, then the applicant shall be considered in the 15-20 Crores category.</i>	
	Turnover in each of the three (3) consecutive financial years, from the last four (4) financial years			Marks
	15 Crores			14
	15-20 Crores			16
	21 - 25 Crores			18
	Above 25 Crores			20
3	Number of Creative Campaigns in last 5 years for Print Media	20	Work order/Releasing order/copy of few pages of the Contract/agreement/ letter of award (providing evidence of brief description of the relevant scope of work) and any one of the following:	
	Number of Creative Campaigns			Marks
	20			10
	20-35			15
	35 and above	20		
4	The applicant should have experience in advertising. They should have minimum 5 (five) years' experience of handling Central Ministry/Govt. Department/PSU accounts. Proof of first and last assignment with any government entity in the last 5/10 or 10+ years as applicable to be enclosed.	15	1. Completion certificate or 2. Following documents need to be submitted a. Certification from the CA on the letter head of the applicant must be submitted, certifying more than 90% project completion and payment, and b. self-declaration to confirm that the relevant task (being subcomponent of a Project) has been completed by the applicant.	
	Experience in years			Marks
	5			5
	5-10			10
	10 and above	15		
5	Number of assignments for the following categories: Copy of experience certificate issued by Authority in areas of diversified services during the last five years a. National Level Print Media Campaign b. Brochure c. Coffee Table Book d. Offset and digital print production e. Land/ Property Allotment Scheme Advertisement 2 marks each for experience exhibited in above mentioned categories	10		
6	The applicant must have won awards or featured in citation for creative works undertaken in the last 5 years. This recognition by any government or private organization /award/ citation should be of national and/or international repute. Special recognition through working as a mission partner with the Government of India shall be considered at par with National awards.	5	Copies of certificates and other supporting documents as proof of receipt of the award/ citation/ recognition claimed.	

#	Criteria	Marks	Documentary Evidence
	<p>International Awards (2 marks each)</p> <ul style="list-style-type: none"> • India Chapter of International Advertising Association • Effie Awards • Drums Awards – Digital, social media, Content, Out of Home, B2B, Social Purpose, Experience • MUSE Creative Awards • LIT Commercial Awards • Global Marketing Awards • Marketing and PR Brilliance Awards <p>Special Recognition achieved as mission partner for: (1 mark each)</p> <ul style="list-style-type: none"> • Namami Gange • Smart Cities Mission • AMRUT • Swachh Bharat Mission • HRUDAY • PMAY <p>Recognized National Awards (1 mark each)</p> <ul style="list-style-type: none"> • IDMA (Indian Digital Media Agency) • Marketers Awards (By IAMA & Moneycontrol) • Campaign Digital Crest Awards • Drivers of Digital (Summit and Awards) • ABBY Awards (By the Advertising Club) • Afaqs Digies • Indian Content Marketing Awards • Big Bang Awards • Maddys Award • CMO Asia Awards • Content Marketing Summit (CMS Asia) • echoVME’s Digital Marketing Summit • Digital Marketing Conversation • India Digital Awards 		
7	<p>Concept Presentation (<i>Agencies shall be required to score atleast 60 marks out of 80 to be called for presentation</i>)</p> <p>Parameters</p> <p>Context and Relevance (About the agency, infrastructure, relevant team, relevant similar experiences etc.)</p> <p>Brand building campaign, posting and strategy to promote GNIDA</p> <p>Innovation and Creativity</p> <p>Future plans for advertisement campaigns at GNIDA</p>	20	Concept presentation to be submitted on the date of presentation (to be communicated later)
	Maximum Marks	100	
Note: The minimum qualifying marks are 70 out of 100			

Top 15 agencies shall be empanelled in Category A

Termination:

This empanelment may be terminated at any given point in time for any of the following reasons:

1. If the agency fails to perform their obligations under the Contract.
2. If the agency, in the judgment of the Authority has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.
3. If, as the result of Force Majeure, the Agency are unable to perform a material portion of the Services
4. If the Authority, in its sole discretion and for any reason whatsoever, decides to terminate this Empanelment.

Kindly note that the Authority reserves its right to terminate this empanelment at any given point in time without assigning any reasons thereof, subsequently the Authority may undertake a fresh empanelment process.

CATEGORY B: Outdoor, Exhibition and Event Management Agencies

To handle end to end services for all kinds of Events and Exhibitions including stage, lighting and sound arrangements, catering services, seating arrangements, arrangement of emergency services (*ambulance, fire tenders etc.*), coordination with performing artists, media personnel etc.

- The gross billing during the last three financial years should be at least Rs. 50 Cr. per year.
- Audited Balance Sheets along with ITR for last three financial years.
- The agency should have expertise in designing, fabrication of hoardings, billboards & installation of corporate pavilions/ stalls at prestigious exhibitions organized by reputed national or international organizers.
- Details of minimum 3 exhibitions executed and 3 outdoor campaigns in each 3 years to be furnished (proof of completion to be submitted)

SCOPE OF WORK:

Providing End to end services for all events conducted by GNIDA. The broad scope of work shall include, but not be limited, to the following:

1. Assistance in preparation of a detailed schedule of events pertaining to the management and organization of the Event
2. Sponsorship / advertisement management – The EMC must assist Authority in securing sponsorships / advertisement opportunity for the event. The assistance required may involve but not limited to:
 - a. Creation of advertisement master plan for the event
 - b. Preparation of creatives
 - c. Preparation of decks and presentations for prospective sponsors
 - d. Identification of prospective sponsors
 - e. Workshops and meetings for sponsors at GNIDA office
 - f. Design sponsorship plans as per the market requirements to attract sponsors
3. Based on the inputs received from the Authority, preparation and presentation of detailed event plans for approval. Plans to include event concept, event layout, event theme development, quality of visual appeal etc.
4. Designing of venue site plans, presentation and execution of the same post approval of the Authority.
5. Provision of the required overlay, light and sound for the events, inclusive of its mobilization, installation, operations and decommissioning after the event.
6. Conceptualization and provision of Venue Décor and Branding plans, presentation of the concepts, designs and themes and post approval, execution of the same.

7. Design and printing of event specific folders/brochures/envelopes/stationary post approvals from the Authority.
8. Design and printing of event specific branding material on flex/vinyl, post approval from the Authority. Please note the Branding and advertisement rights for the event rest with the Authority, and the Authority shall direct the EMC on the branding requirements.
9. Provision of DG sets for adequate power supply at the event venues, inclusive of their operating licenses and safety certificates, fueling and required technical operators.
10. Ensure availability of emergency services such as ambulances, fire station etc. and any other additional requirements based on the expected footfall.
11. Provision of event photography and videography services including post editing for the events along with the deployment of the required professional workforce and compilation of photographs and video reports of the event.
12. Provision, operations and maintenance of LED screens, plasma television screens and sound systems for all the events.
13. The selected EMC shall be responsible for obtaining all the necessary licenses, permissions and NOC's relating to the organization and conduct of the events in discussion and shall share copies of the permissions, licenses and NOC's to the Authority and its appointed authorized representatives. All associated costs to be borne by the selected EMC.
14. Diesel generator sets, LED boards, plasma screens, electrical works etc. as per requirement for the planned event.
15. Provision of electrical works, temporary lighting works and Air conditioning units with the required wiring and cabling along with the procurement of safety certificate and NOC's from the concerned regulatory authorities.
16. Designing and printing of offset and digital branding material and event collaterals and assist Authority in marketing and shout out of the event to invite more footfall at the event.
17. Scoping and provision of Male and Female ushers as per the requirement of event organized. The Ushers should be trained with adequate experience in events. The selected EMC shall bear the cost of the Ushers logistics, food & beverage arrangements, accommodation, travel including local travel, event uniforms etc. The uniform designs shall be approved by the Authority.
18. Scoping and Provision of service staff for Housekeeping, cleaning and waste management for the events in discussion. Their responsibilities shall be (but not limited to) –cleaning and waste management services for the venue and maintenance of all toilets deployed for the event. Procurement and supply of the required consumables shall be undertaken by the EMC. The Housekeeping staff should be trained with adequate experience. The selected EMC shall bear the cost of their logistics, food & beverage arrangements, accommodation, travel including local travel, their uniforms etc.
19. The EMC will be given responsibility of occupancy of all the food kiosk and setting up of catering services for the event. EMC must ensure that quality food and beverage are

provided. The food stall shall be allocated only upon approval by GNIDA. The revenue from food stalls shall be collected by the EMC. The food stalls must ensure

- a. Multiple cuisine food – not more than 4 stalls will be allowed of same type of cuisine
- b. Not more than 4 stalls to be allocated to the same food vendor
- c. All the food stall vendors comply to food security laws as defined by the Govt. of India or UP Govt. and must submit relevant documents in relation to the same

20. The Authority shall be conducting a minimum of 12 events in a year through the empaneled agencies. These events shall encompass all end to end services for events conducted under Pratidhwani, Kalrav, Winter Carnival, IITF etc.

21. In case of PM and CM level events, the agency must adhere to ‘Annexure A’ and ‘Annexure B’

EVALUATION CRITERIA:

#	Criteria	Marks	Documentary Evidence	
1	Either the gross billing during the three consecutive financial years, from the last four (4) financial years should be at least Rs. 50 Crore per year	20	Copies of audited financial statements along with audit reports duly certified by the auditors for three consecutive financial years are to be provided. <i>Eg: If Applicant 'A' with turnover of 55 Cr., 58 Cr. and 50 Cr. in the last 3 consecutive years, then the applicant shall be considered in the 50 Crores per year category.</i>	
	Gross Billing in three (3) consecutive financial years, from the last four (4) financial years			Marks
	50 Crores per year			14
	50 - 75 Crores			16
	75 - 100 Crores			18
100 Crores and above	20			
2	Number of Events organized in last 5 years, (Minimum gathering of 500 people)	20	Work order/copy of few pages of the Contract/agreement/ letter of award (providing evidence of brief description of the relevant scope of work) and any one of the following:	
	Number of Events			Marks
	05			10
	5-10			15
10 and above	20			
3	The Applicant should have relevant experience in Event Management They should have minimum 5 (five) years' experience of handling Central Ministry/Govt. Department/PSU accounts. Proof of first and last assignment with any government entity in the last 5/10 or 10+ years as applicable to be enclosed.	15	1. Completion certificate or 2. Following documents need to be submitted a. Certification from the CA on the letter head of the applicant must be submitted, certifying more than 90% project	
	Experience in years			Marks
	5			5
	5-10			10
	10 and above			15

#	Criteria	Marks	Documentary Evidence
4	<p>Events organized for the following categories: Copy of experience certificate issued by Authority in areas of diversified services during the last five years (5 marks each)</p> <ol style="list-style-type: none"> VVIP level government/ private events Event management for foundation laying, inauguration or any other event presided over by Chief Minister/ Prime Minister or any State/ Central Government events. Youth fests in colleges/ universities or any other venue with considerable footfall of target age group Cultural events (music and dance) for government/ private organizations Inaugural/ Branding/Promotional events <p>5 marks each for experience exhibited in above mentioned categories</p>	25	<p>completion and payment, and</p> <ol style="list-style-type: none"> self-declaration to confirm that the relevant task (being subcomponent of a Project) has been completed by the applicant
5	Concept presentation	20	Concept presentation to be submitted on the date of presentation (to be communicated later)
	The applicant is required to showcase relevant similar experience through the presentation.		
	Parameter		
	Context and Relevance (About the agency, infrastructure, relevant team, relevant similar experiences etc.)		
	Innovation and Creativity		
	Understanding of the scope of services		
	Ideas for virtual events in case offline events become non feasible.		
	Maximum Marks	100	
Note: The minimum qualifying marks are 70 out of 100			

Top 5 agencies shall be empanelled in Category B

Termination:

This empanelment may be terminated at any given point in time for any of the following reasons:

- If the agency fails to perform their obligations under the Contract.
- If the agency, in the judgment of the Authority has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.
- If, as the result of Force Majeure, the Agency are unable to perform a material portion of the Services
- If the Authority, in its sole discretion and for any reason whatsoever, decides to terminate this Empanelment.

Kindly note that though the empanelment is for 2 years, the Authority reserves its right to terminate this empanelment at any given point in time without assigning any reasons thereof, subsequently the Authority may undertake a fresh empanelment process.

Appendix

Form 1: Letter of the Proposal

Letter of Proposal

(On Applicant's letter head)

(Date and Reference)

To:

Additional Chief Executive Officer (A)
Greater Noida Industrial Development Authority
Plot No. 1, Knowledge Park 4, Greater Noida
District Gautam Budh Nagar – 201308, Uttar Pradesh

Sub: Submission of proposal for empanelment as Event Management Company (EMC) for Greater Noida 2022 – 2024 (Category A/ B)

Dear Sir,

With reference to your e-Bid Document dated DD-MM-YYYY, I/we, having examined all relevant documents and understood their contents, hereby submit our e-Bid for _____ (Insert name of Project)

The Bid is unconditional and unqualified.

All information provided in the Bid and in the Appendices is true and correct and all documents accompanying such Bid are true copies of their respective originals.

This statement is made for the express purpose of shortlisting for empanelment as the Vendor for the aforesaid category.

I/We shall make available to the Authority any additional information it may deem necessary or require for supplementing or authenticating the Bid

I/We acknowledge the right of the Authority to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.

I/We certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Applicant, nor been expelled from any project or contract nor have had any contract terminated for breach on our part.

I/We declare that:

- I/We have examined and have no reservations to the RFP Documents, including any Addendum issued by the Authority;
- I/We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, in respect of any Bid or request for proposal issued by or any agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and

- I/We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Bid that you may receive nor to select the Vendor, without incurring any liability to the Applicants;
- I/We certify that in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which would cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community;
- I/We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates;
- I/We further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO/Partners/Directors/Managers;
- I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by GNIDA in connection with the shortlisting of Vendor or in connection with the Selection Process itself in respect of the above-mentioned Project;
- I/We agree and understand that the proposal is subject to the provisions of the E-BID document. In no case, shall I/we have any claim or right of whatsoever nature if the Project is not awarded to me/us or our Bid is not opened or rejected;
- I/We have studied e-Bid and all other documents carefully and also surveyed the Project site. We understand that, we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of the Project;
- I/We agree and undertake to abide by all the terms and conditions of the e-Bid Document.

In witness thereof, I/we submit this Bid under and in accordance with the terms of the e-Bid Document.

Date:

Place:

Yours faithfully,

(Signature, name and designation of the Authorized Signatory)

(Name and seal of the Applicant)

Form 2: Financial capacity of the Applicant (on the letterhead of Applicant)

Please provide with financial details about the Applicant along with necessary supporting documents. Audited financial statement from C.A. for any three (3) consecutive years from the last 4 years must be attached as proof to the response. Along with that please provide financial information in the following format:

Year	Annual Turnover (in INR)
2019 - 2020	
2020 – 2021	
2021 – 2022 (provisional)	

On Behalf of (Name of the Applicant)

Signature of the Authorized Person

Name:

Designation:

Contact No:

Email Address:

Signature & Seal of Chartered Accountant:

UIN Number:

Date:

Form 3a: Applicant's years of experience (Category A)

(on the letterhead of Applicant)

The Applicant should provide events details to have a minimum 5 years of relevant work experience.

List of events:

#	Assignment name:	Authority name:	Assistance Provided	Credential reference Page No.

Note: Form has to be filled for each relevant assignment with necessary documentary evidence in support of the experience claimed

On Behalf of (Name of the Applicant)

Signature of the Authorized Person

Name:

Designation:

Contact No:

Email Address:

Form 3a-1: Credential format (Category A)

(on the letterhead of Applicant)

[Using the format below, provide information on each assignment for which your firm, and each associate for this assignment, was legally contracted either individually as a corporate entity for carrying out Event Management services]

Assignment name/Authority Name:	
Activities undertaken	
Address of Authority:	Contract Value (INR)
Narrative description	

Note: Applicant need to provide all the supporting documents like WO/Completion certificate for each credential.

On Behalf of (Name of the Applicant)

Signature of the Authorized Person

Name:

Designation:

Contact No:

Email address:

Form 3b-1: Applicant’s list of events (Category B)

(on the letterhead of Applicant)

The Applicant should provide details of only those large-scale assignments/events that have been undertaken by it under its own name of minimum contract value of INR 2 Cr in the past 5 years with state or central level government departments/PSU’s/ Trade Organization’s like CII/SIAM.

List of eligible events:

#	Assignment/ event name:	Authority name:	Date of event:	Contract value <i>(in figure & words)</i>	Reference Page No.

Note: Form has to be filled for each event with necessary documentary evidence in support of the experience claimed

On Behalf of (Name of the Applicant)

Signature of the Authorized Person

Name:

Designation:

Contact No:

Email Address:

Form 3b-2: Credential format (Category B)

(on the letterhead of Applicant)

[Using the format below, provide information on each assignment for which your firm, and each associate for this assignment, was legally contracted either individually as a corporate entity for carrying out Event Management services]

Assignment name/Authority Name:	
Location of Event:	Total no of event setup days: Schedule of event:
Address of Authority:	Contract Value (INR)
Narrative description of the event with pictures:	

Note: Applicant need to provide all the supporting documents like WO/Completion certificate for each credential.

On Behalf of (Name of the Applicant)

Signature of the Authorized Person

Name:

Designation:

Contact No:

Email address:

Form 4: Declaration/ Undertaking Letter 1

(on the letterhead of Applicant)

Declaration for not being barred or been declared Embargo by the Central Government, any State Government, a statutory authority or a public sector undertaking, as the case may be, from participating in any project, and the bar subsists as on the date of the Proposal Submission.

Declaration Letter for “Submission of proposal for empanelment as Event Management Company (EMC) for Greater Noida 2022 – 2024 (Category A/ B)”

Sir/Madam,

This is to notify you that our Company / LLP / Partnership / Society / Proprietorship <Please delete whichever is not applicable> intends to submit a proposal in response to “<please add name of engagement/Project“ RFP, we also declare that our Company / LLP / Partnership / Society / Proprietorship <Please delete whichever is not applicable> has not been blacklisted by any Central / State Government Department / Public Sector undertaking, as the case may be, from participating in any project, and the bar subsists as on the date of the Proposal Submission.

Sincerely,

(Signature of the Authorized Person)

(Board Resolution for the Nomination of Authorized Signatory to be submitted along with this form)

Name:

Designation:

Contact No:

Email Address: