

**North Eastern Region Community Resource Management Society  
North Eastern Council and Ministry of Development of North Eastern  
Region, Govt. of India**

**Destination North East 2019 at Varanasi (U.P.)  
from 23<sup>rd</sup> to 26<sup>th</sup> November 2019**

**Short Term Tender Notice**

**Outdoor Publicity, Stakeholder Relationship Management, Documentation**

**NERCORMP, House No. L/D 023, Lower Nongrim, Gora Line,  
Shillong - 793 003, Meghalaya**

# North Eastern Region Community Resource Management Society

## **A. Introduction**

North Eastern Community Resource Management Society (NERCRMS) is a registered society which is implementing the North Eastern Region Community Resource Management Project (NERCORMP) in the states of Arunachal Pradesh, Assam, Manipur and Meghalaya. NERCORMP is a livelihood and rural development project aimed to transform the lives of the poor and marginalized tribal families in North East (NE) India. NERCORMP is a developmental initiative of the North Eastern Council (NEC), Ministry of DoNER, Govt. of India.

Its broad objective can be summarized as follows –

*“To improve the livelihoods of vulnerable groups in a sustainable manner through improved management of their resource base in a way that contributes to the preservation and restoration of the environment.”*

The North Eastern Council, Ministry of DoNER, GoI has decided to organize its annual event Destination North East in Varanasi (U.P.).

## **B. Brief about the Project**

<b>Project Title</b>	Destination North East 2019 at Varanasi (U.P.)
<b>Implementing Agency</b>	North Eastern Community Resource Management Society (NERCRMS), Shillong
<b>Primary Objective</b>	<ul style="list-style-type: none"><li>• To promote the Tourism, People, Arts, Culture, Music and Ethnic Cuisines of North East India.</li><li>• To provide platform to the rural artisans, weavers and entrepreneurs for understanding urban market taste &amp; demand.</li></ul>
<b>Expected Outcomes</b>	Participants will be exposed to the urban market and prospective market linkages may develop.
<b>Venue</b>	IIT - BHU Technology Ground, Varanasi (U.P.)
<b>Funded by</b>	North Eastern Council, Ministry of DoNER, Govt. of India, Shillong
<b>Event Date &amp; Duration</b>	23 <sup>rd</sup> to 26 <sup>th</sup> Nov 2019 (4 days)

### **C. Plan of the Event**

1. The event will take place in Technology Ground, IIT - BHU, Varanasi from 23<sup>rd</sup> to 26<sup>th</sup> November 2019.
2. The temporary infrastructure work (involving hangar construction, food court, stage area development etc.) is proposed to start from 13<sup>th</sup> November 2019 and ends on 22<sup>nd</sup> November 2019.
3. The dismantling work is proposed to start on 27<sup>th</sup> November 2019 and ends on 1<sup>st</sup> December 2019.
4. The size of the venue is 150 mtr x 150 mtr.

### **D. Activities involved in the Event -**

1. Product/Services display and showcase.
2. Live kitchen - cooking and serving of ethnic cuisines of NER.
3. Summit/Workshops, B2B and C2C sessions.
4. Cultural Troops, Celebrity Bands and Singing Performances.

### **E. Broad Scope of Work -**

#### **E.1 Outdoor Publicity**

1. Content Development, planning & execution for Outdoor publicity across major airports eg - Delhi, Lucknow, Varanasi, Prayagraj, Kolkatta & Guwahati.
2. The campaign would be for period of 15 days and the firm needs to design the plan accordingly.
3. Likewise the firm shall look at other modes of promotions like TV, Radio, Print etc. keeping in mind the target area.
4. Agency along with innovations and strict budget shall be preferred.

#### **E.1 Expected Deliverables -**

1. Airport Promotion (for 10 days) - Backlit Signage, LED Screens, Statics, Scroller, Hoardings (Airport Terminal), Pylon. The agency shall submit unit cost of each property. NERCRMS will decide the overall inventory based on budget and fund availability.

2. Print Publicity – National/Regional/Local Dailies which are circulated in 8 NER, Delhi NCR and U.P. (excluding Varanasi), following the DAVP rate scheme for color/black & white insertions for quarter page ad across 10 days. The agency shall submit unit cost of each publication. NERCRMS will decide the overall inventory based on budget and fund availability.
3. TV & Radio Publicity – for 10 days with 20 sec duration per spot with max number of spots per day. Programme integration need to be the part of the plan.

### **E.2 Stakeholder Relationship Management**

Engage with celebrity and its stakeholders with a direct interest in the promotion of Destination North East 2019 activities and on their logistic arrangements (including performance charges, ticketing, travelling, local conveyance at Varanasi, lodging & board, security etc).

#### **E.2 Expected Deliverables -**

1. Around 10 celebrity guest / performers from NER & other part of the country with minimum 5 support staffs.
2. Around 20 bands from NER & other part of the country with minimum 7 members.
3. Around 100 dignitaries / officials from NER & other part of the country.

### **E.3. Documentation**

Create and report content for publishing for internal circulation; execute on video development/ creative strategy for the report and further converting it in to a Coffee table book.

#### **E.3 Expected Deliverables -**

1. Entire shoot of the event with performances, exhibitions, live studio kitchen, food court, Summit, B2B, C2C, interview of key imminent personalities etc.
2. Still photography of entire event (including before event & during event) etc.
3. Documenting into IPR file for NEC & MDoNER.
4. Conceptualization, Designing and Development of Coffee Table Book minimum

100 - 150 pages.

**F. Ownership -**

**NERCRMS** will be the owner of entire creative content and its element.

**G. Qualifying Criteria -**

1. The firm should have annual turnover of minimum Rs. 4 Crore only (each year for the last 3 years).
2. The firm should be in business of Advertising, Communication services, Stakeholder Relationship management directly or through its partners for at least 3 years.
3. The firm should have minimum 2 branch offices in the country covering the major cities.
4. The firm should have full time employee strength of over 50 across India. Considering the scale of work, we may allow consortium for maximum of 2 partners only.
5. The firm should have worked with a minimum of 2 Govt or Public Listed Entity or Private sector clients.
6. The firm should be a profit-making entity in the last 3 years.
7. The firm should have single work order minimum of Rs. 3 Crore only or cumulative of 3 Work Orders of Rs. 3 Crore only received in the last three financial years. In case of consortium, the partner agency documents in form of work order, job completion certificate needs to be provided for respective work. Audited balance sheet/profit & loss statement should be attached.
8. The firm shall submit EMD of Rs. 6,00,000/- only (through DD in favour of NERCRMS, Shillong) or MSME Registration and Exemption Certificate.
9. GST and PAN details.
10. S.No. 1 - 9 should be supported with proper relevant documents.

**H. Payment Terms -**

50 % of the payment will be released along with the Work Order and balance will be released only after the completion of event & on submission of bills in triplicate.

## I. How to Apply -

1. Interested Firm may submit their proposal, **in two separate sealed cover envelopes for (a) Technical and (b) Financial bid**, (super scribed as Technical or Financial as the case may be). Financial bids of the shortlisted firms, based on their Technical proposals and Power Point Presentation, only shall be opened and evaluated. All bids have to be submitted on or before 11<sup>th</sup> November, 2019 [up to 4:00 pm] addressed to **The Managing Director, NERCORMP, House No. L/D 23, Lower Nongrim, Shillong - 793003, Meghalaya**. Further it is to mention that the technical bids will be opened on the 13<sup>th</sup> November, 2019 at 4:00 pm in the office of NERCORMP, Shillong followed by power point presentation of the firms.
2. The technical proposal amongst others may ideally contain (a) Profile of the firm/ Institution, copy of the Registration certificate (b) last 3 years audited statement of the firm (c) plan of work (d) plan / design of work (e) evidences of experiences and capabilities in undertaking the task and (h) CV of the key persons who will be involved in carrying out the work and (i) any other document the bidder may like to provide.
3. Both technical and financial bids need to have a breakup of the plan and cost
4. Financial bids of only shortlisted firms will be opened and evaluated.
5. NERCORMS reserves the right to reject any bidder if the proposal is found to be non-responsive in the context of the objectives.

**J. Evaluation of Proposals -**

Proposals will be evaluated using Quality cum Cost Based Selection giving weightage in the ratio of 70:30 for quality and cost of the proposal, respectively. **A sample Score Sheet for Technical evaluation for 70 points is given below:**

**Maximum points: 70 points**

<b>S. No.</b>	<b>Criteria and Sub - criteria</b>	<b>Points</b>
1	Specific experience of the firm relevant to the assignment <b>Maximum points (MP): 15</b>	
2	Technical Approach and Methodology (MP-20)	
3	Work Plan (MP-10)	
4	Organization and Staffing (MP-10)	
	<b>Total Points awarded for criterion (1 - 4)</b>	
5	<b>Key Professional Staff qualifications and competence for the assignment. Maximum points (MP) :15</b>	
	a. Team Leader (MP-5)	
	b. Experts and Others (MP-10)	
	<b>Total Points awarded for criterion (5)</b>	
	<b>TOTAL POINTS AWARDED</b>	

**Sheet for Financial evaluation for 30 points is given below:**

**Maximum points: 30 points**

<b>S. No.</b>	<b>Firm</b>	<b>Total Amount</b>
1.		
2.		

**Annexure - A**

**Letter of Application**

**(To be submitted on letter head and signed by the authorized signatory)**

**To,**

**The Managing Director,  
NERCORMP  
Shillong - 793 003**

**Subject - Submission of Technical / Financial Bid for Festival Design,  
Conceptualization & Execution Work.**

**Sir,**

I/We \_\_\_\_\_ hereby undertake that:

1. Our firm have annual turnover of minimum Rs. 6 Crore only (each year for the last 3 years).
2. Our firm is in the business of Event Design, Conceptualization & Execution Work directly / through its partners for at least 3 years.
3. Our firm have minimum 2 branch offices in the country at \_\_\_\_\_.
4. Our firm have full time employee strength of over 50 across India.
5. Our firm have worked with a minimum of 2 Govt or Public Listed Entity or Private sector clients.
6. Our firm is a profit-making entity in the last 3 years.
7. We have received single work order minimum of Rs. 3 Crore only / cumulative of 2 Work Orders of Rs. 3 Crore only received in the last financial year.
8. We submit EMD of Rs. 6,00,000/- only (through DD in favour of NERCRMS, Shillong) / MSME Registration and Exemption Certificate.
9. GST and PAN details.

I/We hereby certify that the above information is/are correct and true to the best of my / our knowledge.

**Signature of the Authorized Signatory  
Mobile No.:**



**Email:**

**Annexure - B**

**Profile of the Firm**

1. Name with address of the Head Office of the Agency with Telephone No., E-mail address.
2. Name of Managing Director, Directors and top management (Separate sheet may be enclosed with bio-data & other details).
3. Year of Establishment of the agency :
4. Details of Contact person : Name, Designation, Mobile No. e-mail address
5. Legal status of agencies (Proprietor/ Partnership/ Private Ltd./ Public Ltd./JV)
6. Have the agency been blacklisted/ debarred by any Central/ State Govt./ PSU/ Autonomous body of the Govt. in the last 05 years:        Yes/No  
If yes, give details.

Signature

Full Name  
(In Capital letters)  
Designation

Address

(To be signed by the Authorized signatory)