#### TENDER ENQUIRY DOCUMENT

For Selecting the Event Manager/ Event Management Company for conducting the Health Camps at IITF,at Delhi .

# HLL/HCS/HLBS/IITF/2014/01/LTE



BY

**HLL LIFECARE LIMITED**

(A GOVT. OF INDIA ENTERPRISE)

HCS Division,HLL Bhavan, Poojappura,

Trivandrum, Kerala.

**TENDER FOR THE APPOINTMENT OF EVENT MANAGER/ EVENT MANAGEMENT COMPANY FOR MANAGING THE HEALTH MELAS OF HLL LIFECARE LTD, SCHEDULED TO BE HELD FROM 14/11/2014 TO 27/11/2014 AT SEVEN VENUES SPREAD ACROSS PRAGATHY MAIDAN AT DELHI.**

TENDER DOCUMENT No: **HLL/HCS/HLBS/IITF/2014/01/LTE**

HLL LIFECARE LTD, a Government of India Enterprise, invites open Bids for pre-qualification and selection of **EVENT MANAGER/ EVENT MANAGEMENT COMPANY for** managing of HEALTH MELA scheduled from 14/11/2014 TO 27/11/2014.

The venue will be the open air and the inauguration will take place on 14 /11/2014, Morning. The agency appointed need to hand over the site to HLL , latest by Saturday, 12/11/2014 by 09.00 pm. The agency appointed will be responsible for

* Creating the entire infrastructure such as stalls, sounds, light, audio visuals,
* Engage Manpower & provide details to HLL by 12/11/2014
* Facility Management at the proposed site for the entire event.
* Creating major hype on preventive healthcare needs and screening activities at the venue.
* Hand Over all the seven venues and Conduct a dry run for infrastructure created at the following 7 indicated venues , latest by 12/11/2014, 9.00 pm

**Campaign Venues : 7 Venues for 14 days, from 14/11/2014 to 27/11/2014**

* Area 1- of Size 30 x 40 Sq ft,Near to Health Pavilion, Pragathy Maidan, Delhi
* Area 2- of Size 13 x 45 Sq ft,by the side of Entrance from Gate No.7, Pragathy Maidan, Delhi
* Area 3-of Size 13 x 45 Sq ft,adajacent to Area 2, Pragathy Maidan, Delhi
* Area 4-of Size 22 x 60 Sq ft,by the side of Entrance from Gate No.7, Pragathy Maidan, Delhi
* Area 5-of Size 30 x 60 Sq ft,by Entrance gate from Metro side, Pragathy Maidan, Delhi
* Area 6- of Size 20 x 40 Sq ft,Near Pragathy Restaurant, Pragathy Maidan, Delhi
* Area 7-of Size 30 x 60 Sq ft,Near the road coming from Entrance gate No.7, Pragathy Maidan, Delhi

The bidders are required to quote separately , item-vise as per the Price Bid Format provided for the above indicated seven venues as per Scope of work and bill of quantity indicated in Annexure- 1 & 2, respectively. Format for techno commercial bid is placed at Annexure – 3 and that of Financial bid is at Annexure –4.

**Submission of Bid:**

1. Bidders are hereby requested to submit their bids in the following format:-

a. EARNEST MONEY (EMD) to be sealed in a separate envelope superscribed as “Earnest Money” for “Appointment of Event Manager/ Event Management Company for Managing the Event of HEALTH MELAS scheduled to be Held on 14/11/2014 to 29/11/2014 at seven location spread across Pragathi Maidan, Delhi.

b. TECHNICAL BID & FINANCIAL BID are to be submitted through Hardcopy only.

2. The Sealed envelope including the EMD , addressed to Associate Vice President (HCS), HLL Lifecare Ltd, should be handed over in person at the following address latest by 10.00 am on 10/11/2014 at the following address

Mr. Biju.P

Hindlabs Diagnostic Centre

A Unit of HLL Lifecare Limited  
Ground Floor, CGHS Dispensary

Sector 12, RK Puram  
Mob: +91 9400027935

e-mail :bijup@lifecarehll.com

3. Opening of Earnest Money & Financial Bids would take place simultaneously.

4. Documents to be enclosed:

a. **Earnest Money** of Rs. 100,000/- : Through Cheque / Pay order of required amount of Earnest Money issued in favor of “ HLL Lifecare Limited ” payable at New Delhi required to be placed. Following information should be marked on the face of the sealed envelope:

Name of Party……………….

Tender No………………………

Earnest Money Amount…………Issuing Bank……….. Date……….

b. **Technical Bid:** The following Documents signed by the Authorized Signatory to be

submitted with Technical Bid

i. Techno-Commercial Bid (as per format given in Annexure- 3 )

ii. Duly Signed and Stamped copy of Complete bid document as a token of acceptance of Terms & Conditions & scope of services etc.

iii. Documents regarding average annual turnover during the last two years ending

October 2014 as per the "Qualification criteria" of bid document.

iv. Other Documents required as detailed in the Per “Qualification Criteria” of bid document

v. Copies of PAN & applicable VAT / Service Tax No.

c. **Financial Bid:** Financial bid as per enclosed Format in Annexure – 4 .

6. The Bidder should inspect the programme venue before filling in and submitting the tender to get fully acquainted with the scope of work as no claim whatsoever will be entertained for any alleged ignorance thereof.

7. The bid shall remain valid for a period of one month from the date of opening of the Financial bids.

**8. ELIGIBILITY CRITERIA**

Bidders are to submit the `Techno Commercial‟ details online in the format at Annexure- 3 .

Bidder should have following qualification:

* The Bidder should have valid Pan No. & applicable VAT/Service Tax No.;
* The Bidder should have average annual turnover of at least Rs. 100 lakh for the last two years ending October 2014 and
* Bidder must have executed at least 1(one) order of similar work having minimum value of Rs.100 lakhs or 2(two) orders of similar work each of minimum value of Rs.50 Lakhs during preceding 2 (two ) years ending October 2014.

Documents required to be submitted along with Technical Bid :

1. PAN & applicable VAT/Service Tax No.;
2. Balance Sheet, Statement of Profit & Loss or certificate from CA certifying the turnover for last two years;
3. Copy of work orders of executed similar work / completion certificates in support of their claims of executing similar work.

**9. RATES AND PRICES**

Bidders should quote the rates through the format given at Annexure-4 . Incomplete bids will summarily be rejected. The rates quoted by the bidder shall be valid till the final completion of the job.

The rates quoted should be inclusive of all statutory duties and taxes (including service tax, excise and customs) VAT and other charges. Price quoted shall be firm and any variation in rates, prices or terms during validity of the offer shall result in forfeiture of the EMD.

No additional freight or any other charges, etc, would be payable by HLL. The rates quoted shall also include the salvage value.

The party shall be solely responsible for payment of wages/salaries and allowances to his personnel that might become applicable under applicable/new act or order of Government.

The Bidders can mention their Contract Terms and Conditions, in their Financial Proposal. However HLL reserves the right to accept / reject in part / fully any terms and conditions, without there-by incurring any liability. No representation in this regard will be accepted from the bidder.

**10. TERMS OF PAYMENT**

**Option 1: 100 % payment of contract value will be made within 15 days to the Bidder on the satisfactory completion of event and due submission of bills .**

**Option 2: 40 % Payment in advance against the submission of bank guaranty of equal amount and balance 60% payment on the completion of event and due submission of bills.**

**11. EVALUATION CRITERIA**

The responsive bid/s will be first evaluated on the basis of Techno-commercial parameters listed in Annexure -3. Financial bid/s of such bidders who meet the techno- commercial parameters will thereafter be opened and the bidder quoting lowest amount will be awarded the contract. Even one responsive valid bid will qualify for award of contract.

**12. CONCILIATION/ ARBITRATION**

If any dispute (s) or difference (s) of any kind whatsoever arise between the Parties (HLL and Contractor), the Parties hereto shall negotiate with a view to its amicable resolution and settlement through a committee appointed by CMD, HLL.

In the event no amicable resolution or settlement is reached between the parties (HLL and Contractor) within 30 days after receipt of notice by one party, then the disputes or differences as detailed above shall be referred to and settled by the Sole Arbitrator to be appointed by CMD, HLL.

The venue of the arbitration shall be New Delhi, India. The fee & other charges of Arbitrator shall be determined by the arbitrator in terms of the Act and shall be shared equally between the parties.

13. HLL reserves the right to accept/reject any bid and to cancel the bidding process at any time and reject all bids, at any time prior to placement of order, without thereby incurring any liability.

14. Any clarification on the documents may be obtained from:-

|  |  |
| --- | --- |
| Mr G.Krishna Kumar  Associate Vice President (HCS)  HLL Lifecare Limited  e-mail : [gkrishnakumar@lifecarehll.com](mailto:gkrishnakumar@lifecarehll.com) | Mr. Biju.P  Hindlabs Diagnostic Centre  HLL Lifecare Limited Ground Floor, CGHS Dispensary  Sector 12, RK Puram Mob: +91 9400027935  e-mail : bijup@lifecarehll.com |

**Annexure – 1**

**SCOPE OF WORK**

Event Manager’s/ Event Management Company scope shall be managing the event of Health Mela from 14/11/2014 to 27/11/2014 at 7 different locations in Pragathi Maidan,Delhi, for  **15 days, from 14/11/2014 to 27/11/2014**

Campaign Venues :

* Area 1- of Size 30 x 40 Sq ft,Near to Health Pavilion, Pragathy Maidan, Delhi
* Area 2- of Size 13 x 45 Sq ft,by the side of Entrance from Gate No.7, Pragathy Maidan, Delhi
* Area 3-of Size 13 x 45 Sq ft,adajacent to Area 2, Pragathy Maidan, Delhi
* Area 4-of Size 22 x 60 Sq ft,by the side of Entrance from Gate No.7, Pragathy Maidan, Delhi
* Area 5-of Size 30 x 60 Sq ft,by Entrance gate from Metro side, Pragathy Maidan, Delhi
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* Area 7-of Size 30 x 60 Sq ft,Near the road coming from Entrance gate No.7, Pragathy Maidan, Delhi

The suggested activities to be carried out at various venues are summarized as below.

1. At the Venues at Pragathy Maidan
   * Creating hype through the campaign in the ground at 7 different venues for 14 days.
   * Hot Air Balloon to be installed in the ground at height to 40-50 feet
   * Volunteers will push the crowd towards the activity stall and collect information data
   * Anchors will engage the audience and will evoke their interest to be a part of the campaign
   * Stilt walkers and masquets will roam around the premises
2. Activity in Stall

* Reception area activities
* Rewards distribution
* Gifts for VVIPs/VIPs/Volunteers as detailed in BOQ

1. Reception Area Activity
   * Data entry of visitors
   * Data processing of the visitors
   * Crowd engagement Facebook through facebook likes
   * Rewards & Recognitions
   * Follow ups
2. Activities in Containment Area
   * Facebook Zone
   * Slogan Competition
   * Quiz Competition
   * Lucky Draw

Anchor Interaction

Activities in Containment Area

Check Ups

Activity Wind up

Activity Closure

7:00 PM

Entry

Distribution of food packet and give away

Hype in Ground

Pre Hype

9:00 AM Onwards

**EVENT FLOW**

**SCOPE OF SERVICES TO BE PROVIDED BY Agency**

* Stall Fabrication & Branding
* On-ground give aways
* Sound, Light and AV
* Providing Manpower
* Promotion
* Providing Medical Equipment for the Body mass Index
* Creating Pre –Hype and on ground activities for generating : 70000-100000, approx footfalls, at the health Mela registration counters, per each venue
* Providing To and Fro transportation for the entire staff including paramedics, volunteers etc.

**Scope of work of the Event Manager shall include but not be limited to be following activities.**

1. Arrangement and installation for requisite stalls with necessary barricading for various service counters like Registration, Distribution of Admission Slips/ Health Cards/ Refreshments coupons etc. In addition to this sitting arrangement for about 50 persons to be made.
2. **Registration**

• Facilitate the setting up of adequate registration stalls for Visitors and with around 30 computers

• The Registration stalls to be operational on 11th November, 2014 latest by 9.00 pm for trial run by HLL.

1. **Signage**

• Designing, fabrication, supply and installation of proper and sufficient no. of signages and cloth banners inside and outside the ground to facilitate smooth movement of Visitors. The text/ design can be finalized in consultation with HLL (refer B.O.Q for details).

• The printing of the signages on Flex material shall have to be completed by 11th , November 2014.

1. **Seating Arrangement**

• The seating arrangement in the premises to be carried out in consultation with HLL.

• Distributions of give aways.

1. **Safety/ Security/ Other facilities**

• Comprehensive security arrangements through reputed security agency i.e Group 4, 24 Security, Eagle Hunters, Swift etc are required to be put in place both inside the hall as well as in registration area outside, snacks, tea and water distribution area in consultation with HLL.

• The security personnel to manage traffic movement of crowd Entry of designated persons, inside the premises, assisting participants for sitting inside the premises for the shareholders and proxy holders. The security personnel to act on the direction of HLL

• Provision for Toilets, separate for Ladies & Gents.

• Carpeting for entire area.

1. Providing volunteers in appropriate categories, according to the nature of duties with proper mix of male and female and Safai Karamcharis in proper uniform.
2. Power Back up for Electrical connection in the stalls

**8. Audio Visual Equipment –**

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• PA System will have to be arranged besides the facility already existing in the Ground. Mikes to be provided

for each counter and in addition two standing mikes to be provided for volunteers.

• Arrangement for two LED screens of appropriate size for live projection.

• One plasma for internal viewing of appropriate size.

• Photography and videography to be arranged for event from 14.11.2014 onwards and the event photographs to reach HLL office by 05/12/2014 .

• Sufficient number of copies of the particular photographs to be provided to HLL for release to Press & Media.

• One sets of photo albums (approx. 50 photographs ) covering important event and environment to be provided to HLL.

• Video recording to be done in digital format. An edited version in CD/DVD is to be made available to HLL within two days of the event.

• One CD/DVD digital video coverage of complete proceedings including the location photography to be supplied before the final bill.

10. Arrangements for serving water, cold drinks, tea and snacks for visitors at the premises.

11. Arrangement of Health Food packets for Volunteers, Doctors, Technicians & VVIP as detailed in BoQ

13. Distribution of snacks Packets

14. Decoration at the foyer and stalls as required.

15. Cleaning of the relevant area inside and outside the area before and after the Mela.

The quality and quantity for Material and Manpower shall be as per the BOQ and requirement.

**Special conditions of contracts**:

* Event Manager has to obtain all kinds of Licences, Permits, Electric Supply, Water Supply, any other permit/ licence, as may be required for organizing the event at the site from Civic Agency / venue committees.
* The Scope of Work may vary as per the requirement of the situation.
* Contractor shall be fully responsible for theft, burglary, fire or any mischievous deeds by his staff.
* The rates quoted by bidder shall include the salvage value.
* The scope of services as mentioned shall also include all such works & items which are not specifically

mentioned in our bid document but are necessary for the successful completion of work to the satisfaction of HLL unless otherwise specifically excluded.

The detailed scope of the services required and the item-vise requirement is detailed in the BOQ attached.

**Annexure- 3**

**APPOINTMENT OF EVENT MANAGER/EVENT MANAGEMENT COMPANY FOR THE HEALTH MELA SCHEDULE FROM 14/11/2014 TO 27/11 /2014**

**TECHNO-COMMERCIAL BID**

|  |  |  |
| --- | --- | --- |
| 1. | **Detail of Binder** |  |
| Name |  |
| Address |  |
| Address of Office at Delhi/NCR |  |
| Contact person’s |  |
| 1. Name & Design 2. Address 3. Tel. No. 4. Email ID | Landline \_\_\_\_\_\_  Mobile \_\_\_\_\_\_\_\_\_ |
| 2. | Type of Firm  Proprietary/ Partnership/ Pvt. Ltd./ Public Ltd./ Cooperative / NGO/ PSU  (Please upload copy of documentary evidence if applicable) |  |
| 3. | PAN NO.  (Please upload photocopy) |  |
| 4. | Applicable VAT/ Service Tax  (Please upload Photocopy) |  |
| 5. | Bank A/c Details |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 6. | Average Annual Turnover for the last 2 years:  (Should be more than Rs.50 lakh) | |  |  | | --- | --- | | FY | Annual turnover  ( in lakh Rs. ) | | 2012-2013 |  | | 2013-2014 |  |   (Please provide copies of documentary evidence i.e. audited balance sheets or statement of Profit & Loss or certificate from CA certifying the turnover for last two years) |
| 7. | Details of executing similar works during preceding 2 (two) years  **Bidder must have executed at least 1(one) order of similar work having minimum value of Rs.100 lakhs or 2(two) orders of similar work each of minimum value of Rs.50 Lakhs during preceding 2 (four) years ending October 2014.**  Please provide copies of work order of executing similar works /completion certificate issued by client in support of their claims of executing similar works |  |
| 8 | EMD details | Amount: Rs. 100,000  Cheque / DD No.:  Dated:  Drawn on |

(Signatures of authorized signatory)

Name…………………………………………

Designation……………………………….

Seal

**Annexure-IV B**

**SUMMARY OF THE FINANCIAL BID**

(To be submitted in sealed envelope along with Annexure IVA)

Name of the Venue / Site of Size :

|  |  |  |  |
| --- | --- | --- | --- |
| SI. No | Details of scope of Work | Amount in Rs.  (lump sum inclusive of all taxes) | |
| In Figures | In words |
| 1. | Event management of Health Mela on behalf of HLL Lifecare Ltd. as per scope Of work given in Annexure-I and the item-vise BOQ as illustrated in the Tender Document for the venue as indicated above . |  |  |

**NB: Should be submitted separately for each individual site**

The term and contained in the Tender Document are acceptable to us

(Signatures of Authorized Signatory)

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Designation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Seal

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