

**Government of India  
Ministry of Tourism**

**TENDER DOCUMENT**

**TENDER NO. 15-OM (47)/10 dated July 20, 2010.  
Construction of India Pavilion at the World Travel Market (WTM) 2010 in London  
and International Tourism Bourse (ITB) 2011 in Berlin**

The Ministry of Tourism regularly participates in major international Travel Fairs and Exhibitions, including the World Travel Market (WTM) held annually in London, U.K. and the International Tourism Bourse (ITB) held annually in Berlin, Germany. The primary objective of participation is to depict India as a destination for travel and to provide a platform for Indian Tour Operators, Travel Agents, Hoteliers, Airlines and State Governments to showcase their tourism products.

The Ministry of Tourism requires the services of a professional agency with an annual turnover of **Rs. 5.00 Crores** and above and with previous experience in handling work of similar nature at international fairs and exhibitions, for conceptualization, designing and construction of the India Pavilion and other related ancillary activities for the **World Travel Market (WTM)** being held in London from the 8<sup>th</sup> to 11<sup>th</sup> November 2010 and the **International Tourism Bourse (ITB)** being held in Berlin from the 9<sup>th</sup> to 13<sup>th</sup> March 2011, as per the scope of work given below.

**A. SCOPE OF WORK**

Conceptualization, designing and construction of the India Pavilion and other related ancillary activities for the World Travel Market (WTM) being held in London from the 8<sup>th</sup> to 11<sup>th</sup> November 2010 and the International Tourism Bourse (ITB) being held in Berlin from the 9<sup>th</sup> to 13<sup>th</sup> March 2011.

**B. SPECIFICATIONS AND ANCILLARY REQUIREMENTS**

- (1) The area of the India Pavilion at the World Travel Market (WTM) 2010, London is 768 sq. mtr. (in two blocks of 504 (42 x 12) and 264 (22 x 12 ) sqmtrs with an alley in between) each block with four sides open.

The area of the India Pavilion at the International Tourism Bourse (ITB) 2011 would be approximately 870 sq. mtrs. (a four side open pavilion of dimensions 58 m x 15 m).

- (2) The India Pavilion at WTM 2010 will have 70-75 individual booths of 4 sq. mtr. each for the participants and 10-12 larger areas ranging from 12 sq. mtr. to 60 sq. mtr. for State Governments participating in the Pavilion.

The India Pavilion at ITB 2010 will have 75-80 individual booths of 4 sq. mtrs. each for the participants and 12-15 larger areas ranging from 12 sq. mtrs. to 60 sq. mtrs. for State Governments participating in the Pavilion.

- (3) The Pavilion should essentially reflect an Indian décor and ambience with, at the same time, a professional, business type lay out, conducive for conducting buyer – seller meetings and with effective Incredible India branding.
- (4) There will be easy accessibility and visible, double sided signages for all participants/ co-exhibitors in the Pavilion.
- (5) The pavilion will also have :
- Visible and prominently located Reception area at the entrance
  - A VIP lounge, comfortable enough to hold press interviews. meetings.
  - Individual storage place for all participants/ co-exhibitors as well as a larger, covered storage area.
  - Area for activities such as mehendi application, handicraft display / demonstration, cultural performances, etc.
  - Well located and visible/easily accessible information counters and office space.
  - A Cafeteria/Restaurant area in one of the corner areas.
  - A Pavillion plan indicating the placement of booths with booth numbers, to be displayed properly in the four corners for facilitating visitors and business contacts of the co-exhibitors.
  - Internet connectivity and individual electrical connections
  - Visible fascia for all co-participants

**The space earmarked for these facilities will be restricted to 25% of the total area of the Pavilion, whereas 75% of the total area of the Pavilion will be for booths / areas for co-participants in the Pavilion.**

- (6) The scope of work will cover provision of plants to add a green touch to the Pavilion, electrical fittings in the pavilion and in all booths of co-exhibitors as per requirements, as well as Daily Cleaning of the pavilion during the course of the exhibition.
- (7) The work will include both construction of the pavilion at site well in time, maintenance activities during the period of the Fair and dismantling of the pavilion after the event.
- (8) All the other ancillary works related to India Pavilion like printing of participants directory, providing ethnic uniforms for staff working in the

India Pavilion, provision of back drops for press conference & India evening, etc. are within the scope of work of the agency.

### **C. GUIDELINES FOR SUBMITTING TENDERS**

**The tenders for WTM 2010 and ITB 2011 should be submitted separately, each including the following :**

**Cover – 1 : Superscribed with the name of the Event and “Technical Bid”.**

To include the following documents :

**a) Details of the Tenderers**

- (i) Profile of the Agency / Company.
- (ii) Details of Technical Manpower and Staff available in – house.
- (iii) Track record - details of involvement in similar events.
- (iv) Specific experience relating to the particular event.
- (v) Statement signed by a statutory auditor, indicating turnover of the company.
- (vi) Latest Income Tax Clearance Certificate / Copy of Returns submitted and PAN.
- (vii) Demand draft for **Rs. 1000/-** towards **application fee for each event** drawn in favour of the Pay & Accounts Officer, Ministry of Tourism, New Delhi.
- (viii) **EMD for Rs. 2,00,000/-** (Rupee Two Lakh only) **for each event**, in the form of Demand Draft drawn in favour of the Pay & Accounts Officer, Ministry of Tourism, New Delhi. EMD will be returned to the unsuccessful tenderer at the earliest after expiry of the final tender validity and latest on or before the 30<sup>th</sup> day after the award of the work contract.

**b) Details pertaining to the pavilion**

- (i) Concept / Theme of the India Pavilion
- (ii) Proposed overall layout Plan of the Pavilion.
- (iii) Decoration plan of the pavilion with suitable entrance gates, displays, etc.
- (iv) Dimensions of the Pavilion, displays, pillars if any, gates, etc.
- (v) Material to be used for the Pavilion and displays / decoration in the Pavilion.
- (iv) Suggestions of Value Additions to the event

The Concept / Design of the Pavilion with lay out, decoration plan, etc. as indicated above **must be submitted in hard copy as well as on CD.**

**Cover – 2 : Superscribed with the name of the Event and “Financial Bid”.**

To include the following documents / details :

1. A Financial Bid, **duly dated** and clearly indicating the cost against the following heads.

- (a) Construction, maintenance & dismantling of the pavilion.
- (b) Decoration and Display within the pavilion.
- (c) Transportation of material if any from India to the site and back.
- (d) Expenditure on other activities as listed in the scope of work above.

(ii) All bidders should indicate the total cost, **inclusive of all taxes, etc.** and simultaneously also provide break-up of the total actual cost, head-wise, with the tax component indicated separately.

2. The financial bid should be in Indian Rupees. In case part payment is desired in Foreign currency, the same should be clearly indicated in the bid.

3. **Terms of Payment:** No advance payments will be made. Payment will be made to the contractor as per following schedule:

- (i) Payment of 40% of the total contractual amount will be made by cheque / bank draft on completion of construction of the Pavilion.
- (ii) Payment of 40% of the total contractual amount will be made by cheque / bank draft on completion of the event, dismantling of the pavilion and clearing of the site.
- (iii) Payment of balance 20% of the value of the contract will be made by cheque / bank draft in New Delhi, after completion of the event.
- (iv) Payments will be made by electronic transfer of funds to the bank account of the selected agency.

The outer sealed cover for each event, containing Cover 1 and Cover 2 as indicated above should be superscribed with **“Technical and Financial Bid for WTM 2010”** and **“Technical and Financial Bid for ITB 2011”** and should have the Full Name, Postal Address, Fax, E-mail, Telephone number of the Tenderer on the bottom left corner of each cover.

**The Bids as per details given above should be submitted to the Assistant Director General (OM), Room No.130, Transport Bhavan, Parliament Street, New Delhi – 110001 on or before 1200 hrs. on 10<sup>th</sup> August 2010.**

#### **D. SELECTION PROCEDURE**

A nominated committee will evaluate the Technical Bids received for each event. Technical evaluation will be on an aggregate of **70 Marks**. The Technical Bids will be evaluated on the basis of presentations to be made by the eligible agencies before a Constituted Committee. The date and time of the presentations will be conveyed to the eligible agencies.

The Technical Bids will be evaluated on the basis of the following parameters:

- (i) Profile & Track Record of the Tenderers.
- (ii) Concept, Theme and Design
- (iii) User–friendliness of the Design
- (iv) Effective branding of India
- (v) Effective utilization of Space (including provision of space for meetings / cultural performances / storage)
- (vi) Value Additions at the Pavilion

On the basis of technical assessment, **three agencies** will be selected separately for each of the events and the financial packets of **only** the selected agencies for each of the events, will be opened, in the presence of authorized representatives of the agencies. The date and time of opening of the financial bids will be conveyed to the selected agencies. Financial evaluation will carry a weightage of **30 Marks**.

The agency which scores the highest aggregate marks for each of the two events, after adding the scores from the technical and financial evaluation, will be awarded the contract for construction of the India Pavilion at the event.

#### **E. ADDITIONAL INFORMATION**

- (i) The Ministry of Tourism reserves the right to reject or accept any offer without assigning any reasons whatsoever.
- (ii) Incomplete and conditional bids will be rejected outright.
- (iii) **Any Displays / Translites produced for the India Pavilion at the events, will be the property of the Ministry of Tourism, Govt. of India, on completion of the events.**
- (iv) Before awarding the contract the Agency(ies) has/have to deposit 5% of the tendered amount as **Security Deposit / Performance Guarantee** in the form of Account Payee Demand Draft / Bank Guarantee from a commercial bank in an acceptable form. The Demand Draft / Bank Guarantee should remain valid for a period of sixty days beyond the date of completion of all contractual obligations of the suppliers. The Security Deposit/Bank Guarantee will be released after contractual period.
- (v) **Validity of Tender** : Tender shall remain valid for acceptance for a period of one year from the date of opening of Tender.

- (vi) **Insurance** : Insurance, including transit insurance will be arranged by the supplier / contractor.
- (vii) **Liquidated Damages** : In the event of contractor's failure to complete the work within the specified time, the Ministry of Tourism may, without prejudice to his any other rights hereunder, recover from the supplier, as Liquidated Damages, the sum of 5 % of the contract price.
- (viii) **Termination by default** : Ministry of Tourism reserves the right to terminate the contract of any agency in case of change in the Government procedures or unsatisfactory services.
- (ix) **Risk – Purchase Clause** : If the contractor, after submission of tender and the acceptance of the same, fails to abide by the Terms and Conditions of the tender document or fails to complete the work within the specified time or at any time repudiates the contract, the Ministry of Tourism will have the right to :
  - (a) Forfeit the EMD
  - (b) Invoke Security Deposit / Performance Bank Guarantee.
  - (c) In case of completion through alternative sources and if price is higher, the contractor will pay the balance amount to the Ministry.
  - (d) For all purposes, the work order accepted by the bidder and issued by the Ministry of Tourism will be considered as the formal contract.
- (x) **Arbitration** : Provisions of India Arbitration Act 1996 & 2002 will be applicable and venue of arbitration will be New Delhi.
- (xi) **Jurisdiction** : The contract shall be governed by the Laws of India.

**Asst. Director General (Overseas Marketing)**