



Ref. No. KI/ASC/PRC-EMA/005/2019-20

REQUEST FOR PROPOSAL (LIMITED)

EVENT MANAGEMENT AGENCY (EMA)

FOR

KHELO INDIA YOUTH GAMES 2020

Date of Release: 1st October 2019

Last date of Submission: 17th October 2019 at 03:00 PM

KHELO INDIA DIVISION

SPORTS AUTHORITY OF INDIA (SAI)

1st Floor, SAI, HQ, JLN Stadium, Entry no 10Lodhi Road, New Delhi

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DISCLAIMER

1. The information contained in this Request for Proposal Document (hereinafter known as “RFP Document”) or subsequently provided to Bidder/s in documentary form by or on behalf of Sports Authority of India (SAI) or any of their representatives, employees or advisors (collectively referred to as “Representatives”), is provided to Bidder(s) on the terms and conditions set out in this RFP Document and any other terms and conditions subject to which such information is provided.
2. This RFP Document is not an agreement and is not an offer or invitation by the Representative(s) to any party other than the entities, who are qualified to submit their Proposal (“Bid”). The purpose of this RFP Document is to provide the Bidder with information to assist the formulation of their Proposal. This RFP Document does not purport to contain all the information each Bidder may require. This RFP Document may not be appropriate for all persons, and it is not possible for SAI Representatives to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP Document. Each Bidder should conduct their own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP Document and wherever necessary, obtain independent advice from appropriate sources.
3. The Representatives make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFP Document.
4. The Representatives may in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP Document.

KHELO INDIA YOUTH GAMES 2020

1. INTRODUCTION

The Ministry of Youth Affairs and Sports (MYAS) and Sports Authority of India (SAI), under the 'Khelo India' initiative, intends to conduct annual edition of 'Khelo India Youth Games' ("KIYG"). The Event is scheduled to be held in Guwahati, Assam, from 10th January 2020 – 22nd January 2020 and will be conducted in the U-21 and U-17 age group across 29 (twenty-nine) states and 7 (seven) Union Territories of India. The dates mentioned here are tentative and change (if any) in the same will be communicated to the bidders accordingly. This will be a multi-day, multi-sport event including but not limited to the following 20 sporting disciplines:

- | | |
|-------------------|------------------|
| 1. Athletics | 12. Table Tennis |
| 2. Football | 13. Basketball |
| 3. Badminton | 14. Gymnastics |
| 4. Kabaddi | 15. Hockey |
| 5. Volleyball | 16. Shooting |
| 6. Archery | 17. Swimming |
| 7. Kho Kho | 18. Tennis |
| 8. Boxing | 19. Cycling |
| 9. Wrestling | 20. Lawn Bowl |
| 10. Weightlifting | |
| 11. Judo | |

The number of sporting disciplines mentioned above are tentative and changes (if any) will be communicated to the bidders accordingly. This Event will be a culmination of the various national competitions, with participation from the winners and top performers in competition such as, the School Games Federation of India, tournaments conducted by the National Sports Federations, AIU. The aim of organizing the Games is to encourage greater participation of youth in sporting activities in order to discover talent for higher level & international competitions at an early stage.

Within the above ambit, it is the objective of KIYG to engage the Event Management Agency (EMA), who can deliver end to end services for the Games as mentioned in the scope of work. The support/services to be provided by Sports Authority of India is clearly mentioned in Annexure – I. Event Management Agency should undertake the efficiently organising, planning, management, promoting and execution of the entire Khelo India Youth Games Event to make this event of international level for participants. Scale and stature are the key deliverables of the event – the event should be conducted at par with International multi-sport events with an aim to be a benchmark for Youth Games in the country. The event will be telecast live on TV on leading Sports Channel(s).

It is hereby clarified that for the purpose of this RFP, **Khelo India Division** will be the organisation representing the Sports Authority of India for the purpose of enforcing the rights under this RFP and "SAI" shall mean Sports Authority of India (SAI)/ Department Project Approval Committee (DPAC) or any other Committee/Sub-committee/Officer as designated by SAI.

The Event will be conducted across various sporting venues in and around Guwahati. The tentative sporting venues are Sarusajai Sports Complex, Rajiv Gandhi Indoor Stadium, LNIPE (Tepesia), SAI Centre, Nehru Stadium, TRP Ulubari, Hockey Stadium and Shooting Range.

2. OBJECTIVES OF HIRING EVENT MANAGEMENT AGENCY (EMA)

- To organize the Event in a manner comparable to any other multi-sport event of an international repute.
- Delivery of the Event, in supplement to SAI's efforts.

3. SCOPE OF SERVICES

The Event Management Agency will be required to provide the following services:

S. No.	Functional Area	Scope of Services
1	Design Agency	<ul style="list-style-type: none"> • To design all collaterals and brandings in English, Hindi, Assamese and Bodo for KIYG as defined by Khelo India Secretariat. • Indicative list is as follows: <ul style="list-style-type: none"> ○ Composite logo (original Khelo India Logo & previous year's designs for look n feel of the event will be provided by SAI, EMA to build upon and enhance the same) ○ Invitations ○ Stationary ○ Posters ○ Hoardings ○ Flyers ○ Leaflets ○ Newspaper advertisements ○ Accreditation template ○ In stadia Branding ○ Drop-downs ○ Building brandings ○ Bus Branding ○ Equipment Branding ○ Running Board Branding ○ LED Branding content ○ TSR Templates ○ E-Fixtures ○ Any other design requirement related to Event • Audio Visual (AV) of duration 3 Minutes for <ul style="list-style-type: none"> ○ Accreditation Manual ○ Chef de Mission Manual ○ Any other as required • To ensure that all marketing communication, adverts, collateral & Templates will carry KIYG marks, Khelo India marks, all logos of government stakeholders in the event. • Design to be vibrant, colourful and inspirational in visual design reflecting event colour scheme. • All designs to be approved by SAI in writing. • The Event Management Agency will be responsible for end-to-end delivery of the function. EMA to scope and arrange for necessary manpower, equipment, support etc. for the same on their own. • EMA to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoice. • Approximate requirement: as per Annexure II
2	Accreditation	<ul style="list-style-type: none"> • Data entry for offline forms (approx. 3000). • Accreditation Zoning to be planned and implemented by EMA within 15 days from the award of work (to be approved by SAI) • Accreditation to be printed in High Quality Laser Print • Accreditation list to be provided by SAI • Time-bound planning of Printing, Checking, segregation, Inventory Management & distribution of Accreditations • Printing the Emergency Day Passes on a need basis • Handover of all excess, if any Accreditation to Khelo India post the Games. • Technical Specification of Lanyards <ul style="list-style-type: none"> ○ 16 mm wide thickness. ○ 36 mm length ○ Rotating metal C. Hook. ○ Lanyard Fabric (Satin) ○ Printed lanyard (Dye Sub Printing). Custom printing logo, event details.

		<ul style="list-style-type: none"> • Technical Specification of ID <ul style="list-style-type: none"> ○ Material: PVC ID Thickness: 350 microns ○ Size: A6 size (105 x 148 mm or 4.1 x 5.8 inches) ○ Design and logo will be provided once tender is awarded • Emergency/Day Passes As per Annexure II (Sample to be provided as per below specification at the time of presentation) • Technical Specification of Lamination Pouch for Emergency Day Pass <ul style="list-style-type: none"> ○ Material: PET+EVA. Thickness: 225 microns ○ Melting Point: 110 degrees Celsius. Lamination Temperature: 110-140 degree Celsius ○ Size: for A6 paper passes ○ Technical Specification of Accreditation Cards/Passes Paper. ○ 120 GSM ○ Size: A6 • The Event Management Agency will be responsible for end-to-end delivery of the function. EMA to scope and arrange for necessary manpower, equipment, support etc. for the same on their own. • EMA to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoice. • Approximate requirement: as per Annexure II
3	Media Operations	<ul style="list-style-type: none"> • Appoint a press coordinator within seven days from award of work to integrate all stakeholder press & PR initiatives; Local tie up preferable for adequate coverage in local press, assisting accreditation of media persons. • Ensure that the government's 'Khelo India Initiative' – making sports accessible to all, providing a platform for sporting excellence, creating an environment for sport to thrive in an international level, Talent acquisition & grooming" is the focus of all coverage disseminating around the event. • Cross-promotion of the Khelo India social media tags with the Press Coverage. • Sharing the Press Releases as per requirements of the Khelo India Initiative, especially sending stories of local heroes to various vernacular presses across the country (Total at least 100 such stories) before, during & immediate after the game. • Create and disseminate a timeline of sub-events effective 10th January 2020 through the games and post event coverage which includes; <ul style="list-style-type: none"> a. Exclusive newsworthy interviews, b. Inspirational stories c. Behind the scenes d. People on top – their vision and thoughts e. The story so far f. Social impact reports • All content needs to be cleared with the Marketing & communications Function of Khelo India Initiative to share a focussed messaging. • Ensure any and all negative areas (if any) are identified and notified to all stakeholders at the earliest. • Ensure any and all negative press reports are handled swiftly with corrective action reports. • Ensure daily press releases to maximize event coverage in national & regional dailies, magazines and digital media. • Press briefing will be done by Khelo India. The EMA will make arrangements for press conferences and all necessary material (Media Kits, souvenirs etc.) covering; <ul style="list-style-type: none"> a. Launch event b. Opening/Closing ceremony c. Post-match press conferences for all broadcast sports (semi-final onwards) d. Special cases • All such events need to be notified and cleared with the Khelo India at the time of presentation. • Ensure that sufficient media space is allocated to include editorial, advertorial and advertisement content for the event. The intent is to cover the event vision, its build-up by leveraging the quality of action and highlighting the heroes/ records of various disciplines.

		<ul style="list-style-type: none"> • Collated weekly report of coverage to be provided effective 1st week of January 2020, increasing the frequency to daily reports during the games. This data should include coverage on the games until 2 months post the event as well. • EMA will be required to put in infrastructure for Press Conferences to be conducted from time to time. • Creation of Social Media Content from site which apart from prints/still photos also include 8-10 videos of 30 seconds each per day of the event. A Social Media War room is to be built for this purpose. • The Event Management Agency will be responsible for end-to-end delivery of the function. EMA to scope and arrange for necessary manpower, equipment, support etc. for the same on their own. • EMA to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoice. • Approximate requirement: as per Annexure II
4	Printing of Coffee Table Books	<ul style="list-style-type: none"> • 13" X 11" picture Books with 100 pages, Hardcover, high quality print with gloss finish • The Event Management Agency will be responsible for end-to-end delivery of the function. EMA to scope and arrange for necessary manpower, equipment, support etc. for the same on their own. • EMA to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoice. • Approximate requirement: as per BOQ
5	Venue Branding	<ul style="list-style-type: none"> • Design for indoor stadium FOP to be presented at the time of presentation. • Design for outdoor stadium FOP to be presented at the time of presentation. • All creative templates and designs for branding elements are to be approved in advance by SAI. • Post final approvals of the branding elements, all approved branding structures, mock-ups and templates need to be collated into a program manual for usage by all partners of SAI. • Venue directional signage shall start from 1Km radius (all approach roads) to the venue. • The venue entry and exit gate/arch should be placed/branded at all sporting venues for all sport as specified by SAI • All entry points to the stadium should have adequate branding for the events, seating arrangements and other specific areas e.g. Police post, medical room, press conference area, catering lounges, playing arena, mixed zones or any other area identified. • All players' room, gym, coaches' rooms, stores etc. and any other specified area/room thereon shall be adequately branded. • The player entry and exit gate/arch should be placed at all venues (all sports) as specified by SAI • The venue/player entry should be aesthetically and thematically designed with colour theme and palette approved by the SAI • Event logo to appear with the host broadcaster credit and event /sponsors logos as a standard template. The creative designs for such structures will be approved by SAI. • All FOPs should have appropriate FOP branding like other international sports event. • All collaterals and stationery as per the approved event designs shall be developed by the EMA. • The Vinyl requirements include but are not limited to branding space on buses, outside of the Stadia and any other space as maybe required. • Venue of the Games includes all FOPs outside of designated Sporting Complexes in and around Guwahati. EMA needs to provide specified Branding to the venues as per instructions of SAI. • The Event Management Agency will be responsible for end-to-end delivery of the function. EMA to scope and arrange for necessary manpower, equipment, support etc. for the same on their own. • EMA to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoice. • Approximate requirement: as per Annexure II

6	Games Operations (Workforce)	<p>Workforce of 6 personnel to be provided to SAI within 7 days of issue of Work Order till end of Event to facilitate the following (the deployment plan to be shared in the presentation for evaluation):</p> <p><u>Resource Level 1:</u></p> <ul style="list-style-type: none"> • Overall management of Resource Level 2 and 3 • Games time coordination with GTCC, catering, transportation of athletes, technical officials team officials, chef de mission, deputy chef de missions, state coordinators etc. • Interacting with SAI FA Heads to collate information from KIYG 2019 Operations and learnings thereof • Oversee the function, management, planning, execution, verification & reporting of Operations falling under the scope of the Event Management agency. • Ensure on time delivery and closure of the events. • Closure of Games, verification of operations with proof & reporting in relation to Games. • Any other work assigned by the controlling authority. <p><u>Resource Level 2:</u></p> <ul style="list-style-type: none"> • End to End Management of Accreditation and Sports Kit Distribution functions • Assessment of requirements of Sports Kits for KIYG 2020 • Collation of data regarding quantity and sizes of different stakeholders • Communication with vendor to disseminate date • Coordination with vendor for timely receipt of Sports Kits • Assessment of requirements and arrangement for Main Accreditation Centre where the Accreditation cards and Sports Kits will be distributed • Distribution of Accreditation cards and Sports Kits to all stakeholders • Management of logistics of Accreditation and Sports Kit Distribution • Any other work as allocated by Functional Area Head. <p><u>Resource Level 3:</u></p> <ul style="list-style-type: none"> • To work as Sports Specific Coordinators to coordinate with each sports NSF, SGFI, CBSE & AIU. • Ensure Nomination of Athletes from NSFs, SGFI, AIU, CBSE as per nomination criteria. • Ensure timely entries from all States. • Ensure age verification and other documents are uploaded and are available for verification & assist eligibility verification committee. • Arrange athlete changing room and other athlete related spaces are made available for athlete. • Ensure timely start and conclusion of the event. • Ensure TSR are available as per requirement. • Ensure sports equipment and sports apparel are in place for athletes. • Proper platform for athletes to appeal and address their concerns. • Allocation of proper FOP for all the events. • Ensure medical requirements are in place before start of the games. • Any other work as allocated by Functional Area Head. • Looking after program of NSF representatives & guests • Qualities of candidates for sports specific work: <ul style="list-style-type: none"> ○ Core competence in sports, communication skill & working experience of computer. <p><u>General:</u></p> <ul style="list-style-type: none"> • The location of the team & shifting to Guwahati will be decided by EMA in consultation with SAI. • The Event Management Agency will be responsible for end-to-end delivery of the function. EMA to scope and arrange for necessary manpower, equipment, support etc. for the same on their own. • EMA to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoice. • Approximate requirement: as per BOQ
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- Opening Ceremony for the event is not included in the Scope of Work of Event Management Agency. There shall be a separate RFP for the same. The Successful bidder of this RFP shall cooperate with the Event

Management Agency hired for conduct of Opening Ceremony and any other vendors hired for the delivery of Games.

- Accreditation Cards shall not be considered valid for Opening Ceremony. Entry shall be strictly on invite basis.
- The EMA has to ensure that all intellectual property including but not limited to Khelo India logo, Official Mascot, Creatives, any work, brand name, trade name, service mark, trademark etc., related to Khelo India Youth Games 2020 shall belong to SAI. In no event, the Event Management Agency shall, either directly or indirectly, register, file or attempt to register or file any intellectual property in its own name.
- All creatives/designs or any work done by the EMA pursuant to this Tender Document shall stand vested in SAI/Khelo India for all purposes and EMA will have no claim over it whatsoever. EMA shall be solely responsible for any violation or infringement of any trademark, trade name, copyright, patent of any person, firm or company, personal right of privacy, religious beliefs and/or any other right of any other person including for adherence of regulations, administrative and judicial orders etc and shall keep SAI, Khelo India and Representative fully indemnified in this regard.
- To enable the Event Management Agency to render the services, SAI will provide support to the EMA, as set out in Annexure - I.

4. BID SCHEDULE

The Bid Schedule is as follows:

Date of Release	01st October 2019
Bid Submission start date	08th October 2019
Pre-Bid conference and time	07th October 2019 at 11:30 AM at 1st Floor Conference Hall, SAI HO.
Bid submission end date and time	16th October 2019 by 3:00 PM
Bid Validity Period	90 Days
Opening of Bid Date and Time	17th October 2019 at 3:30 PM
Presentation Date and Time	18th October 2019 at 11:30 AM onwards
Opening of Financial Bid	Will be intimated at a later stage

SAI reserves the right to vary or discontinue the process or any part thereof at its absolute discretion at any point of time

5. ELIGIBILITY CRITERIA

This is a limited RFP floated for the participation of following Event Management Agencies that have been Empanelled by SAI as on 1st Nov 2018;

- M/s DNA Entertainment Networks Pvt. Ltd.
- M/s Encompass Events Pvt. Ltd.
- M/s Fountainhead Entertainment Pvt. Ltd.
- M/s SV Edusports Pvt. Ltd.
- M/s Wizcraft International Entertainment Pvt. Ltd.

6. BID SECURITY /EARNEST MONEY DEPOSIT (EMD)

6.1 The Bidder shall furnish along with its Bid, Bid Security for an amount of 6.5 Lakhs (INR Six Lakhs Fifty Thousand) only.

6.2 The Bid Security is required to protect SAI against the risk of the Bidder's unwarranted conduct as amplified under sub-clause 8.8 below. Non-submission of bid security will be considered as major deviation. Bid for the event without Bid Security will not be considered.

- 6.3 Bid security must be submitted to SAI before bid submission end date and time as mentioned in the Bid Schedule in clause 4 above.
- 6.4 In case as per Notification of Government of India, if the Bidder falls in the category of exemption of Bid Security, Bidder should furnish the relevant Notification along with required documents like valid Registration Certificate along with all other relevant documents. If no such notification or Registration Certificate along with relevant documents is furnished along with the bid, bid shall be treated as un-responsive and shall be summarily ignored without any further reference.
- 6.5 The Bid Security shall be furnished in one of the following forms:
- a. Account Payee Demand Draft
 - b. Banker's cheque
 - c. Fixed Deposit (FDR)
 - d. Bank Guarantee from any of the Commercial Banks
 - e. Any online acceptable method (NEFT/RTGS) as per the following details (the bidder has to submit a copy of UTR No. in case the transaction is done by this method);

A/C NAME : SECRETARY (SAI), KHELO INDIA
 A/C NO. : 108510100037232
 BANK NAME : ANDHRA BANK
 BANK BRANCH : J L N STADIUM, SPORTS AUTHORITY OF INDIA BUILDING
 CGO COMPLEX, NEW DELHI
 BRANCH CODE : 1085
 IFSC CODE : ANDB0001085
- 6.6 Demand Draft/Bankers Cheque/FDR/BG from scheduled commercial bank drawn in favour of "KHELO INDIA" payable at New Delhi are deposited in the office of KHELO INDIA, Room No. 103, 1st Floor, SAI Headquarters, JLN Stadium Complex, Entry Gate No 10, Lodhi Road on or before scheduled date given in this RFP.
- 6.7 The Bid Security shall be valid for a period of 45 days (forty-five days) days beyond the validity period of the Bid. As validity period of Bid as per clause 10 of this RFP is 90 days, the Bid Security shall be valid for 135 days from the date of opening of Technical Bid.
- 6.8 Bid Security of unsuccessful Bidders will be returned to them without any interest, after expiry of the Bid validity period, but not later than 30 (thirty) days after conclusion of the resultant Contract. The Bid Security (EMD) of the successful bidder will be returned after the execution of the contract and submission of Performance Bank Guarantee.
- 6.9 The EMD can be forfeited if the Bidder:
- f. Withdraws or amends or impairs or derogates its bid during the period of bid validity.
 - g. Fails to accept orders issued in its favour for execution, and / or violates the terms and conditions of the contract after submission of the bid.
 - h. Successfully gets selected but fails to sign the contract within the stipulated time.
 - i. Without prejudice to other rights of SAI, if it fails to furnish the required Performance Security within the specified period.
 - j. Breaches any of the terms and conditions of the Tender Document.

7. BID VALIDITY

- 7.1 The Bid shall remain valid for acceptance for a period of 90 days (ninety) days after the date of Bid opening prescribed in the Bidding Document. Any Bid valid for a shorter period shall be treated as unresponsive and rejected.
- 7.2 In exceptional cases, the Bidders may be requested by SAI to extend the validity of their Bids up to a specified period. The Bidders, agree to extend the Bid validity, without any change or modification of their original Bid.
- 7.3 In case the day up to which the Bids are to remain valid falls on or subsequently declared a holiday or closed day for SAI, the Bid validity shall automatically be extended up to the next working day.

8. SIGNING OF BID

- 8.1 Bid shall be typed and the same shall be signed by the bidder or by a person(s) who has been duty authorized (as mentioned in RFE for Empanelment of Event Management Agencies) to bind the Bidder to the contract.
- 8.2 The bid shall be duly signed at the appropriate place as indicated in the Bidding Documents and all other pages of the Bid. The Bid shall not contain any erasure or overwriting.

9. CLARIFICATION OF BID

- 9.1 Bidders requiring any clarification or elucidation on any issue in respect of the bid document may take up the same with Asstt. Director, Khelo India at kheloindiadivision@gmail.com. SAI will respond through mail to such request, provided the same is received by SAI not later than 4 (four) days prior to the prescribed original date of submission of bid;
- 9.2 Any clarification issued by SAI in response to query(ies) raised by the prospective bidders shall form an integral part of bid document and it may amount to an amendment of the relevant clauses(s) of the bid document.

10. SUBMISSION OF BIDS

The Bids from the Applicant should be in English and should consist of the requisite documents and are to be submitted in password protected compressed folders at procurement.kheloindia@gmail.com. The password of the bids shall not be mentioned anywhere in the email. The password shall be required on the date of opening of Proposal.

11. BID OPENING

- 11.1 SAI will open the Bids at the specified date and time and at the specified place as indicated in the Bid Schedule.
- 11.2 In case the specified date of Bid opening falls on or is subsequently declared a holiday or closed day for SAI, the Bids will be opened at the appointed time and place on the next working day.
- 11.3 Authorized representatives of the Bidders, who have submitted Bids on time may attend the Bid opening provided they bring with them Letters of Authority from the corresponding Bidders.

12. BID EVALUATION

- 12.1 The bid evaluation shall be done in two parts with following weightage;
 - a. Technical Evaluation – shall carry 70% of overall evaluation
 - b. Commercial Evaluation – shall carry 30% of overall evaluation

12.2 Technical Evaluation

A designated committee will evaluate the technical bids on the basis of submitted documents and creative presentation. The bidders shall prepare a creative presentation incorporating the fields mentioned in the below table. Technical Evaluation shall be carried out on the basis of the following;

S.No.	Particulars	Documents to be submitted/Instructions	Maximum Marks
1	Work Plan and Methodology <ol style="list-style-type: none">a. Innovative ideas – 6 Marksb. Methodology to be followed in execution of work – 6 marksc. Timelines on Gantt Charts – 6 Marksd. Technology to be used – 6 Markse. Deployment Plan of Workforce – 6 Marksf. Organizational Structure (whole Workforce-time period of	<u>PDF copies to be submitted online</u> <ul style="list-style-type: none">• Power-point Presentation to be prepared elaborating the proposed Work Plan and Methodology.• Presentation to include the points suggested in adjacent column.• Deployment Plan (as per Annexure - IV) to clearly indicate the quality, quantity, and timelines of engagement of Workforce with KIYG	35 Marks

S.No.	Particulars	Documents to be submitted/Instructions	Maximum Marks
	deployment be mentioned for each functional area) – 5 Marks	<ul style="list-style-type: none"> Bidders are advised to take into consideration Suggested Deadlines of various functions as mentioned in Annexure – III for proposed event plan. 	
2	Evaluation of Workforce Experience in managing and planning events of “International/National Repute/Sports Event” of the following key personnel (Marking Scheme: 2.5 Marks each for every event of International Repute and 1 Mark for each every event of National Repute/Sports Event); <ol style="list-style-type: none"> Project Director & Operation head – Max. 5 Marks Media Operations Head 5 Marks Branding & Marketing Head – Max. 5 Marks 	<u>PDF copies to be submitted online</u> <ul style="list-style-type: none"> CVs of key personnel (as mentioned in the adjacent column) to be deployed highlighting only the relevant experience. The capacity in which they worked(designation) in the relevant events is to be mentioned specifically. 	15 Marks
3	Branding, Communication, PR & Media Plan <ol style="list-style-type: none"> Pictorial presentation & Branding ideas/3D walkthrough (of atleast three venues) & execution plan – 15 Marks PR & Media Plan - 8 Marks Composite Logo for KIYG 2020 incorporating logos of “Khelo India” and “State of Assam” & ideas on host city/state activation plan– 7 Marks 	<u>PDF copies to be submitted online</u> <ul style="list-style-type: none"> 3D renders/pictures/graphics of proposed branding plan across various sporting venues in Guwahati (Assam). Power-point Presentation to be prepared elaborating the proposed Branding Plan. Presentation to include the points suggested in adjacent column. 	30 Marks
4	Samples from previous events (Design only) <ol style="list-style-type: none"> Medals – 2 Marks Souvenirs – 2 Marks Lapel Pins – 2 Marks Trophy – 2 Marks Display Shield – 2 Marks Samples from previous events (Design and Quality) <ol style="list-style-type: none"> Branding elements – 5 Marks Coffee Table Books–5 Marks 	<u>PDF copies to be submitted online</u> <ul style="list-style-type: none"> High quality pictures of Samples of each of the items from previous events carried out by the Agency. Physical Samples of Branding and Coffee Table Books to be presented before the committee for evaluation at the time of Presentation. 	20 Marks
	Total		100 Marks

The bidders scoring 70 Marks or above will qualify for opening of financial bids.

12.3 Commercial Score

The Price Bids shall be opened and evaluated in second stage, where marks shall be assigned to the competing bidders according to the following;

- L1 shall be given Maximum Marks (i.e. 100 Marks).
- Other bidders shall be assigned marks in comparison to the L1 as per to the following formula;
Commercial Score = (Lowest Bid/ Bid Under Consideration) X 100

12.4 **Final Score**

The final score shall be calculated as per the following formula;

$$\text{Final Score} = (0.7 \times \text{Technical Score}) + (0.3 \times \text{Commercial Score})$$

13. COMPARISON OF BIDS AND AWARD CRITERIA

- 13.1 Bids shall be evaluated on the basis of final score obtained as per clause 12.4.
- 13.2 The bidder who has obtained **highest Final Score shall** be awarded the Bid.

14. PERIOD OF CONTRACT

- 14.1 SAI shall award Contract to the highest scoring bidder for providing services of conceptualizing, planning, designing, coordinating and managing Khelo India Youth Games, 2020 in accordance with the scope of work mentioned in the RFP.
- 14.2 However, if upon review, the services provided by the selected Agency is not found satisfactory during the currency of the Contract, the Contract may be terminated by SAI.

15. PERFORMANCE BANK GUARANTEE

- 15.1 The selected Bidder to whom the Purchase Order (PO) / Work Order (WO) is issued shall be required to give Performance Bank Guarantee (“**PBG**”) for the amount equivalent to 10% of the PO value. PBG will be in the form of Bank Guarantee (BG) of any Nationalized / Scheduled / Centralized Bank drawn in the name of “**SECRETARY, SAI (KHELO INDIA)**” payable at New Delhi to be deposited in the office of Khelo India, 1st Floor, SAI Headquarters, JLN Stadium Complex, Entry Gate No 10, Lodhi Road, New Delhi.
- 15.2 SAI shall have the right to invoke the PBG without assigning any reasons if the selected Agency defaults or deemed to have defaulted or is in breach of any terms and conditions of contract or in the case of non-acceptance of the purchase orders/work order and empanelment will be cancelled.
 - a. Successful bidder shall be required to give PBG within 15 days of issuance of PO by SAI. In the event of default in submission of PBG within the stipulated time, the Agency shall be liable for a penalty amounting to 0.1% (Zero Point One Percent) of the PO value per day delay subject to a maximum delay of 7 (seven) days. If delay continues beyond 7 (seven) days, SAI shall have the right to forfeit the bid security and cancel empanelment with the right to other legal remedies that may be available under law.
 - b. The PBG should remain valid for an additional period of 90 (ninety) days beyond the timelines mentioned in the PO. For example, if the timelines mentioned to complete a deliverable in the PO is for 3 months, the PBG shall be valid till 3 months + 90 days from the date of project initiation.
 - c. In the event wherein a PO is released by SAI for project renewal or a fresh PO is released, the bidder shall ensure extension / submission of PBG with 15 days of issuance of the PO. Penalty as per clause 13.2 (a) shall be applicable in the event of default in timely submission of PBG.
- 15.3 PBG has to be made in form of Bank Guarantee equal to 10% of PO value.

16. TERMS OF PAYMENT

- 16.1 The payments shall be made in installments as under:
 - a) **Phase I – Advance Payment: 20% of the contract value** will be made within 10 days after signing of the contract subject to condition mentioned in clause 14.2. This Advance Payment shall be adjusted against the FA wise Invoices/bills raised by the successful Bidder.
 - b) **Phase II – Out of the 90% of the tendered cost, after adjustment of 20% advance released in Phase-I, 70% payment** will be released subject to verification of Successful Completion (in terms of quantity, quality and timeline) from designated officers and FA Heads, according to the FA wise invoices/bills raised (as per actuals).

- c) **Phase III – Final Payment: 10% of the contract value** will be made after acceptance of all documentation and reports of the Event.

- 16.2 EMA to submit Bank Guarantee of equal amount for release of advance payment as per standards mentioned in General Financial Rules 2017 (GFR) issued by Ministry of Finance. This Bank Guarantee shall be returned after the whole amount is adjusted after settlement of Invoices.
- 16.3 Final Billing will be done on actual orders placed.
- 16.4 EMA has to ensure that any additional work done by the EMA has to be approved by the Khelo India Secretariat in writing, otherwise it will not be considered for payments.
- 16.5 All billed items are to be signed off by respective FA Head from SAI/ State regarding quantity, quality and successful completion as per agreed timelines. These need to be backed up by relevant evidence (Photographs, Videos, Lists signed off by Competent Authority).

17. PENALTY CLAUSE

- 17.1 During the term of the Contract, SAI, at its sole discretion, will assess the EMA's performance periodically regarding fulfilment of its obligations. It is contemplated that this assessment of the EMA's performance shall be based on the following factors:
- i. Timely delivery of the Services, Time being the essence of Contract;
 - ii. Standard of quality of Services;
 - iii. Quantity of the items as per the RFP.
- 17.2 If, upon assessment by SAI, the performance of the Agency is not found satisfactory on above mentioned factors, the following penalty shall be levied upon the EMA:
- i. If the EMA, having been notified, fails to timely deliver goods/services in accordance with the delivery schedule, SAI may proceed to take such remedial action(s) including termination and award of work to any other Agency, as deemed fit by SAI, at the risk, cost and expense of the EMA and without prejudice to other contractual rights and remedies which SAI may have against the EMA. In addition to above, any delay by the bidder in the performance of its obligation, shall attract penalty at the rate of 3% of the value of particular work per day to a maximum of 30% of the value of relevant portion of Work Order. In case maximum penalty is levied, the firm may be blacklisted for a period of three years.
 - ii. In case the default in quality of goods/services is found, the designated committee of SAI will assess the actual value of the goods/services supplied and payments will be made based on this assessment. Over and above, SAI reserves the right to levy penalty ranging from 10% to 30% of relevant portion of Work Order for the particular work, as decided by the designated committee of SAI. In case maximum penalty is levied, the firm may be blacklisted for a period of three years.
 - iii. If quantity of promised goods/services is found less than specified in Work Order, payments will be made on actual basis. Over and above, SAI reserves the right to levy penalty ranging from 10% to 30% of relevant portion of Work Order for the particular work, as decided by the designated committee of SAI. In case maximum penalty is levied, the firm may be blacklisted for a period of three years.
- 17.3 Any failure by EMA in maintaining its contractual obligations shall render EMA liable to any or all of the following sanctions:
- i. Imposition of Damages as per Clause 17.2 above,
 - ii. Forfeiture of its Performance Security
 - iii. Termination of the Contract for default and
 - iv. Termination of Empanelment.
 - v. Awarding the contract to a new Agency at the risk and cost of EMA.
- 17.4 EMA shall indemnify and hold SAI and representatives harmless from and against all liability, loss, damage, cost and expense arising out of breach of any representation given under this agreement or failure to perform any obligation under this agreement. EMA shall further keep SAI and its

representatives/assignees fully indemnified against or from any losses due to breach and /or delusion of any provisions of this Agreement by EMA and/or any hindrances, restrictions, loss or damage due to any claim, encumbrance and or litigation from any third party due to any omission and/or commission on part of EMA and its affiliates/associates etc.

- 17.5 Any dispute or difference arising between EMA and SAI/Khelo India shall be mutually resolved through amicable discussions, failing which through a sole arbitrator as appointed by the Director General- SAI, arbitration proceedings would be held under the provisions of Arbitration & Conciliation Act, 1996 and any amendments thereto. The Venue of Arbitration shall be Delhi. The fee of the Arbitrators and procedure for arbitration to be adopted shall be in accordance with the prevailing policies of SAI.

Annexure I| SUPPORT TO BE PROVIDED BY SAI

SAI will provide the following support to the EMA at no additional cost:

- SAI/State Govt. will be responsible for procuring the venue for the Event. SAI/ State Govt. shall provide the access to the venue as may be required by the EMA for performing its services.
- SAI/State Govt. will procure all necessary governmental and/or regulatory approvals and licenses for the conduct and implementation of the Event will extend assistance to the EMA to procure all licenses required to perform services.
- SAI shall set-up a dedicated team of 5 (five) individuals, who shall liaise with the successful Bidder in relation to the Event.

Any approvals sought by the EMA in the course of its services shall not be unreasonably withheld or delayed, and any grant or rejection of such request for approval shall be communicated in writing forthwith to the EMA with reasons thereof.

Annexure II| PRICE BID

Name of Work: Proposal for Event Management Agency for Khelo India Youth Games 2020 at Guwahati, Assam

Price Bid (Part i)

The below mentioned numbers in terms of quantity are estimated requirements and shall be used to ascertain L1. SAI reserves the right to add or delete line-items as indicated in the table below while placing the Work Order. Per Unit rate as quoted by the bidder shall remain valid for the term of contract;

S. No.	Particulars	Specifications	Unit/Remarks	Quantity Required	Days/ Duration	Rate - Unit Price (in INR)	Total Amount (in INR)
I	II	III	IV	V	VI	VII	VIII (V X VI X VII)
1	DESIGN AGENCY						
	Design Agency Fee	Designing of Composite logo, invitations, stationary, posters, hoardings, flyers, newspaper advertisements, accreditation template, in stadia branding, drop downs, building branding, bus branding, equipment branding, running board branding, LED branding, TSR Templates, e-fixtures and any other design requirement related to the Event.	Overall cost	1	1		
	AV Fee	Three Videos for Manuals like Accreditation, Chef-de-mission, etc. of 3 minutes each	Overall cost	1	1		
	Sub Total 1						
2	ACCREDITATION						
	Cards with Lanyards	Standard	Nos	20000	1		
	Generic pre-printed day passes	Standard	Nos	10000	1		
	Sub Total 2						
3	MEDIA OPERATIONS						

S. No.	Particulars	Specifications	Unit/Remarks	Quantity Required	Days/ Duration	Rate - Unit Price (in INR)	Total Amount (in INR)
	Press Agency Fee	Overall fee of Media Operations which includes the following: 1. Appointment of a press coordinator to integrate all stakeholder press and PR initiatives and local tie up for adequate coverage in local press, assisting in accreditation of media persons. 2. Press Coverage focussed on Khelo India initiative. 3. Cross promotion of Khelo India social media tags with Press coverage. 4. Sharing Press Releases as per requirements of Khelo India initiative. 5. Creation of Social Media Content from site which apart from prints/still photos also include 8-10 videos of 30 seconds each per day of the event. A Social Media War room is to be built for this purpose. 6. Create and disseminate a timeline of sub events effective 1st January 2020 through the games and post event coverage which includes: a. Exclusive newsworthy interviews b. Inspirational stories c. Behind the scenes d. People on top- their vision and thoughts e. Story so far f. Social impact reports	Overall cost	1	1		
Sub Total 3							
4	COFFEE TABLE BOOKS						
	Printing of Coffee Table Books/ Picture Books	13" X 11" with 100 pages, Hardcover, high quality print with gloss finish	Nos.	500	1		
Sub Total 4							
5	VENUE BRANDING						
	Flex & Frame Inside & Outside	MS Pipe Frame with Star Flex	sq. ft	250000	1		

S. No.	Particulars	Specifications	Unit/Remarks	Quantity Required	Days/ Duration	Rate - Unit Price (in INR)	Total Amount (in INR)
	Vinyl Branding	Vinyl Pasting	sq ft	30000	1		
	Vinyl on Sunboard Branding	Vinyl Pasted on Sunboard	sq ft	3000	1		
	Backdrops	MS Pipe Frame with Star Flex	sq ft	3000	1		
	Champions Board	MS Pipe Frame with Star Flex	sq ft	3000	1		
	Main Gate Arch	MS Pipe Frame with Star Flex	sq ft	10000	1		
	Standees	6 ft by 4 ft Wooden Frame	sq ft	24000	1		
	Branding for SAI & MYAS	Roll-ups & Office branding	sq ft	2000	1		
	Stickering	Branding requirement on cars and buses	sq ft	5000	1		
	Signage to Venue	MS Pipe Frame with 320 GSM Blockout Star Flex	sq ft	20000	1		
	Sub Total 5						
6	GAMES OPERATIONS (WORKFORCE)						
	Photographers	Remuneration per day x Qty x Days	Nos.	10	12		
	Videographers	Remuneration per day x Qty x Days (Cost of only Shoot, Editing not included)	Nos.	10	12		
	Resource Level 1	Remuneration per day x Qty x Days (Max. remuneration upto 1,00,000/- per month)	Nos.	1	120		
	Resource Level 2	Remuneration per day x Qty x Days (Max. remuneration upto 75,000/- per month)	Nos.	1	120		
	Resource Level 3	Remuneration per day x Qty x Days (Max. remuneration upto 60,000/- per month)	Nos.	4	120		
	Sub Total 5						

Price Bid (Part ii)

ELEMENT	FUNCTIONAL AREA	AMOUNT	APPLICABLE TAX	TOTAL
(A)	(B)	(C)	(D)	(E) = C + D
Sub Total 1	Design Agency			
Sub Total 2	Accreditation			
Sub Total 3	Media Operations			
Sub Total 4	Coffee Table Books			
Sub Total 5	Venue Branding			
Sub Total 6	Games Operations (Workforce)			
GRAND TOTAL				

Grand Total = (in words.....)

- All work should be carried out in consultation with designated committees of SAI.
- The numbers indicated herewith are tentative and may be scaled-up or scaled-down. The final requirements shall be derived upon in consultation with the successful bidder, SAI, Sports Federations and other stakeholders, basis venue specific on ground requirement.
- Wherever applicable, the bidders are advised to quote rates for whole Event, keeping in mind the duration of Event/deadlines as mentioned in this RFP.
- With reference to Clause 14 given above, the price quoted by the bidder shall be firm and shall remain valid up-to the term of contract.
- The bidders are advised to conduct physical visits to the venues for proper assessment of cost of items.

Note:

- a. Govt. Taxes as applicable shall be paid extra by SAI on submission of documentary proof at the time of submission of invoices. However, the bidders have to quote the applicable taxes in the Price Bid.
- b. No conditions should be attached to the price proposal.
- c. The amount should be quoted in both figure and words. In case of discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words shall be considered as final price.
- d. The Agency has to quote individual rate for each item in scope.

Signature of the Agency:

Address:

Date:

Annexure III | SUGGESTED DEADLINES

SUGGESTED DEADLINES RELATED TO CONDUCT OF EVENT			
S. No.	Functional Area	Work to be ensured	Deadline
1	Design Agency	Completion of Design/ Approval of all Samples	15 days post award of work
2	Accreditation	Accreditation Data Complete & Cleaned/ Order to be placed	15 days post award of work
		Accreditation & Kit Receipt	30 days post award of work
		Accreditation & Kit Segregation	10 days before Games begin
		Accreditation & Kit Distribution	7 days before Games begin
		VIP Accreditation & Kit Distribution to be completed	10 days before Games begin
3	Media Operations	Co-ordination with & confirmation of Media Plan	20 days before Games begin
4	Coffee Table Books	Delivery of Books	60 days post Games conclusion
5	Venue Branding	Venue Setup to be completed	10 days before Games begin

- The above timelines are subject to change in view of unavoidable circumstances.
- Any deviation from the suggested deadline and the reasons thereof is to be documented and submitted to SAI along with the bid submission. Bidders are to explain deviation from timeline during presentation if required.
- Quality & timely delivery of goods & services shall be of essence.

Annexure IV | DEPLOYMENT PLAN

To be given at the time of presentation

Sr. No	Functional Area	QUANTITY Phase-wise no. of Personnel Deployed	QUALITY Relevant Work Experience of Resource	WHEN Date of Deployment	WHERE Place of Deployment
1	Design				
2	Accreditation				
3	Media Operations				
4	Venue Branding				

- The Human Resource as indicated in the table above may be allocated to multiple Functions depending upon their ability to multi-task.
- The Deployment Plan will be discussed in detail during the Presentation.