



**Agriculture Insurance Company of India Ltd.  
Head Office, New Delhi**

**REQUEST FOR PROPOSAL**

(No. MPMH/Rabi 21-22)

(Bidding Terms & Scope of Work)

FOR

**Planning, Execution & implementation for celebrating “Azadi ka Amrit Mahotsav” during Launching event of PMFBY’s Doorstep Policy Distribution Drive-  
“MERI POLICY MERE HAATH”**

New Delhi  
Dated: 16.02.2022

## DISCLAIMER

1. This Request for Proposal (“RFP”) is issued by Agriculture Insurance Company of India Ltd (AIC)
2. The information contained in this RFP or subsequently provided to bidders, whether verbally or in documentary or any other form by or on behalf of AIC or any of its employees or advisors, is provided on the terms and conditions set out in this RFP.
3. This RFP is not a contract and is not an offer by Agriculture Insurance Company of India Ltd to the prospective bidders or any another person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by AICIL in relation to the project. Such assumptions, assessments and statements do not purport to contain all the information that each bidder may require. This RFP may not be appropriate for all persons, and it is not possible for Agriculture Insurance Company of India Ltd, its employees, or advisors to consider the objectives, technical expertise, and particular needs of each party, who reads or uses this RFP. The assumptions, assessments, statements, and information contained in this RFP may not be complete, accurate, adequate, or correct. Each bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.
4. Information provided in this RFP to the bidders is on a wide range of matters and is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. AIC accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the laws expressed herein. Agriculture Insurance Company of India Ltd, its employees and advisors make no representation or warranties and shall have no liability to any person including any bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, claims, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained herein or deemed to form part of this RFP or arising in any way in this selection process. Agriculture Insurance Company of India Ltd accepts no liability of any nature, whether resulting from negligence or otherwise, however caused, arising from reliance of any bidder upon the statements contained in this RFP.
5. Agriculture Insurance Company of India Ltd is entitled, in its absolute discretion, but without being under any obligation, to update, amend or supplement the information, assessment or assumption contained in this RFP. The issue of this RFP does not imply that Agriculture Insurance Company of India Ltd is bound to select a bidder or to appoint the selected bidder, as the case may be, for this project and Agriculture Insurance Company of India Ltd reserves the right to reject all or any of the proposals of any bidder, without assigning any reason whatsoever.
6. Agriculture Insurance Company of India Ltd or its authorized officers / representatives / advisors reserve the right, without prior notice, to change the procedure for the selection of the selected bidder or terminate discussions and the delivery of information at any time before the signing of any agreement for the project, without assigning reasons thereof
7. The RFP does not address concerns relating to diverse investment objectives, financial situation, and particular needs of any party. The RFP is not intended to provide the basis for any investment decision and each bidder must make its / their own independent assessment in respect of various aspects of the techno-economic feasibilities of the project. No person has been authorized by Agriculture Insurance Company of India Ltd to give any information or to make any representation not contained in the RFP.
8. Agriculture Insurance Company of India Ltd may terminate the bid process at any time and without assigning any reason and makes no commitments, express or implied, that this process will result in a business transaction with anyone.

## LETTER OF INVITATION

Dear Sir/Madam,

1. AIC invites proposals from following empaneled Event Management Agencies with Ministry of Culture, Gol
  - i) MMACTIV
  - ii) ITW Consulting Private Limited
  - iii) Thomas Cook India Ltd.
  - iv) Pavilions & Interiors India Private Limited
  - v) Deepali Designs & Exhibits Pvt. Ltd
  - vi) Showcraft Productions Pvt. Ltd.
  - vii) Vyapak Enterprises
  - viii) Axis Communications
  - ix) CS Direkt Events & Exhibitions Pvt. Ltd.
  - x) Abhay Techno Services Pvt. Ltd.
  - xi) Graphisads Pvt. Ltd.
  - xii) Max Publicity & Communications Pvt Ltd.
  - xiii) Shri Sai Events & Promotions Pvt. Ltd.
  - xiv) Topline Print Media Pvt. Ltd.
  - xv) IDEST Associates LLP
  - xvi) Sanket Communications Pvt. Ltd.
  - xvii) SF Consultant
  - xviii) Ventures Advertising Pvt. Ltd.
  - xix) Fusion Events Ltd
2. The empaneled vendors as mentioned above under this Request for Proposal are requested to carefully study the Scope of Work and requirements mentioned below.
3. The information may be submitted via email to:

**Manager,**

Agriculture Insurance Company of India Ltd.  
Statesman House, Barakhamba Road, Connaught Place,  
New Delhi - 110001

Email ID: [harpreets@aicofindia.com](mailto:harpreets@aicofindia.com)

Mobile: 9899262224

Website: [www.aicofindia.com](http://www.aicofindia.com)

4. The proposal sent on email shall contain the following:

“Presentation for this Event - 3D walkthrough of the event which shall cover the entire scope of work mentioned in the RFP”

**Failure to submit presentation by the deadline specified in this RFP would result in disqualification of the Bidder**

## INTRODUCTION

AIC on behalf of Ministry of Agriculture & Farmers Welfare, GoI is going to organize the mega launch event of PMFBY's Doorstep Policy Distribution Drive - MERI POLICY MERE HAATH. The event is scheduled to happen on 26<sup>th</sup> February 2022.

## BACKGROUND

Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India's independence. Under this initiative, AIC has planned to organize the Mega Launch Event of PMFBY's Doorstep Policy Distribution Drive - MERI POLICY MERE HAATH

## IMPORTANT DATES:

<b>RFP Issue Date</b>	16 <sup>th</sup> Feb 2022
<b>Last Date for Bid Submission</b>	19 <sup>th</sup> Feb 2022, 11:00 AM
<b>Invitation email to eligible Bidders for Presentation</b>	19 <sup>th</sup> Feb 2022, 04:00 PM
<b>Technical Solution Presentation &amp; Evaluation</b>	21 <sup>st</sup> Feb 2022, 11:00 AM onwards
<b>Financial Bid Opening &amp; Evaluation</b>	21 <sup>st</sup> Feb 2022, 16:00 PM
<b>Declaration of Results</b>	After financial bid opening & evaluation

### Submission and Evaluation of Proposal:

The proposals need to be submitted via email only to [harpreets@aicofindia.com](mailto:harpreets@aicofindia.com) and must be addressed to:

**Manager,**  
Agriculture Insurance Company of India Ltd.  
Statesman House, Barakhamba Road, Connaught Place,  
New Delhi - 110001  
Email ID: [harpreets@aicofindia.com](mailto:harpreets@aicofindia.com)  
Mobile: 9899262224  
Website: [www.aicofindia.com](http://www.aicofindia.com)

The e-mail must clearly indicate the name of the project "Planning, Execution & implementation for celebrating "Azadi ka Amrit Mahotsav" during Launching event of PMFBY's Doorstep Policy Distribution Scheme- "MERI POLICY MERE HAATH".

The Evaluation Committee shall evaluate the Technical & Financial Proposals for bidders based on their presentation and proposals submitted.

Classification: **Restricted**

**Technical Evaluation Process:**

- The Evaluation shall be done out of 100 marks.

S. No.	Evaluation Criteria	Score	
1	The presentation should include - Understanding of current ecosystem and assignment - Bidder shall submit a 3D walkthrough of the event which shall cover the entire scope of work mentioned in the RFP.	50	75
	Experience & Approach -		
	Approach & Methodology used in the projects Bidders prior experience in the similar type of assignments/projects	15 10	
2	<b>Innovative Ideas:</b> New ideas/innovation which can be integrated with the existing Scope of Work.	25	25
	Total		100

**Technical Presentation Evaluation Process:**

- Technical Score (out of 100 marks) as per above table will be allotted to the Bidders
- The bidders securing a minimum of 70 marks will qualify in the technical evaluation round.

**Financial Evaluation Process:**

- After the technical evaluation is completed, Password of the financial form of the qualified bidders shall be requested and opened. Bidders submitting the financial form without password encryption will be rejected.
- Financial proposals of only those bidders will be evaluated, who secure a minimum of 70 marks in the technical evaluation. The proposal with the lowest total bid value as given in FORM FINANCIAL shall be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their total bid value.

**Combined Evaluation Process: Combined Evaluation**

- The combined score shall be obtained by weighing the technical and financial scores in the ratio of 70:30 and adding them up. On the basis of combined weighted score for technical and financial, the bidder shall be ranked in terms of total score obtained.
- The proposal obtaining the highest combined score in evaluation will be ranked as H-1 followed by the proposals securing lesser marks as H2, H3, etc. The bidder securing the highest combined marks will be

considered for award of the contract.

**Example:**

As an example, the following procedure will be followed. The minimum qualifying marks for technical qualifications are 70 and the weightage of the technical bids and financial bids is kept as 70:30. Assuming that in response to the RFP, 3 proposals, A, B & C are received. The technical evaluation committee awards them 75, 80, and 90 marks respectively. Hence, their respective Technical Scores will be 75, 80, and 90. Bidders securing 70 marks in this process will be deemed as technically suitable and their financial proposals will be opened after notifying the date and time of bid opening to the successful participants. Assuming that the evaluation committee examines the financial proposals and the quoted total bid values are as under:

Proposal Total Bid Value

A : Rs.120

B :Rs.100

C: Rs.110

Using the formula  $LTBV / TBV$ , where  $LTBV$  stands for Lowest Total Bid Value and  $TBV$  stands for Total BidValue, the committee will give them the following points for financial proposals:

A :  $100 / 120 = 83$  points

B :  $100 / 100 = 100$  points

C :  $100 / 110 = 91$  points

In the combined evaluation, thereafter, the evaluation committee will calculate the combined technical and financial score as under:

Proposal A :  $75 \times 0.70 + 83 \times 0.30 = 77.4$  points. Proposal B :  $80 \times 0.70 + 100 \times 0.30 = 86$  points Proposal C :  $90 \times 0.70 + 91 \times 0.30 = 90.3$  points.

The three proposals in the combined technical and financial evaluation will be ranked as under:

Proposal A: 77.4 points: H3

Proposal B: 86 points:

H2 Proposal C: 90.3 points: H1

Proposal C at the total bid value of Rs.110 will, therefore, be declared as winner and recommended for approval, to the competent authority.

In the event of a tie in the final scores, the agency having the lower financial quote amongst the two would be given preference.

**Scope of Work:**

Classification: **Restricted**

The launch of the Drive will be executed in a mega event in presence of **Hon'ble Union Minister for Agriculture & Farmers Welfare and other dignitaries.**

In view of above, you are requested to plan for the organization of the launching event at any part of India in presence of Honorable Minister's & Dignitaries and involving scope of work as specified.

1. Strategic planning, execution & celebrating "Azadi ka Amrit Mahotsav" during the nation-wide launch program of the MoA&FW – PMFBY's doorstep policy distribution Drive- MERI POLICY MERE HAATH through a mega event at the venue decided by the AIC. The event will relate to the importance and awareness of the scheme wherein significant start of distribution of Policies will be done by Hon'ble Minister of Agriculture & Farmers Welfare, Govt of India.
2. On-Ground Activation- Event Conceptualization, layout preparation, designing of theme area and execution, operations & dismantling. Organizing and execution mass level programme at the venue which will witness huge crowd gathering in an open ground. All necessary arrangements as per the standard protocols and necessities shall be arranged and executed.
3. Arrangement of tent, light sound and other necessary arrangements as per the demographics of the venue and requirement on Turnkey basis for a gathering of farmers around 20000-25000.
4. Planning for publicity of the event. The reach will be both through offline and online methods. The scheme launch program in its entirety will attract maximum participation and all necessary arrangements regarding the same to be taken care of.
5. Designing & printing of Invitation cards and other branded collaterals.
6. Food Arrangements for the farmers attending the event.
7. Food & Logistics (TBL) for AIC & MoA&FW.
8. Departmental Exhibition at the event venue.
9. Blueprint with cost for the proposed event. The Agency shall proceed with organizing the event on receipt of approval from AIC in terms of the approved blueprint.
10. Preparation of a Contingency plan for event.

The scope of work described above is general but not exhaustive i.e. does not mention the entire incidental services required to be carried out for complete execution of the work. The services shall be provided in accordance with true intent and meaning, regardless of whether the same may or may not be particularly described, provided that the same can be reasonably inferred from there. There may be several incidental services & assignments, which are not mentioned herein but will be necessary to complete the work in all respects. All such incidental services/assignments thereof which are not mentioned herein but are necessary to complete the work shall be deemed to have been included in the rate quoted by the Bidder.

#### **Taxes and Duties**

The Agency shall fully familiarize themselves about the applicable Domestic taxes on amount payable by the Department/Committee under the contract. The Agency shall pay such domestic tax, duties, fees and other impositions (wherever applicable) levied under the applicable law.

- The selected bidder will be responsible for ensuring all legal and statutory compliances including and not limited to labour regulations, safety regulations and environmental laws etc.
- The selected bidder will be responsible for clear possession and encumbrance free of the site.

#### **Legal Jurisdiction**

All legal disputes between the parties shall be subject to the jurisdiction of the courts situated in New Delhi.

#### **Terms and Conditions:**

- For all other terms of this project will be dealt in accordance with the Ministry of Culture's RFE/21-

Classification: **Restricted**

22/MOC-1001 request for empanelment dated 01st November 2021 for "REQUEST FOR EMPANELMENT For Event Management Company"

- The cost for the event discovered through this RFP shall be applicable for any such activities related to the department for a period of one year.



**Form Financial: Lump sum Cost**  
**(To be submitted in a password protected PDF File)**

**BID PROPOSAL SHEET**

Name of the work: Planning, Execution & implementation for celebrating “Azadi ka Amrit Mahotsav” during Launch event of PMFBY’s doorstep policy distribution drive – “Meri Policy Mere Hath”

Quotes submitted provide complete solutions to Agriculture Insurance Company of India Ltd for Launching event and in accordance with the scope of work and terms & conditions mentioned under Scope of Services of this RFP.

S.No	Particular	INR
1	Planning, Execution & implementation for celebrating “Azadi ka Amrit Mahotsav” during Launch event of PMFBY’s doorstep policy distribution drive – “Meri Policy Mere Hath”	
Total Bid Value (Exclusive of all taxes)		
GST @		
Total Bid Value (Inclusive of all taxes)		

**Note:**

1. The prices stated in the Contract shall be deemed to include all amounts payable for the use of patents, copyrights, registered charges, trademarks and payments for any other intellectual property rights.
2. For the purpose of evaluation for Selection of Bidder, the total cost inclusive of taxes of all the above will be considered.
3. No out-of-pocket expenses shall be paid separately unless prior approval for the same has been received from AICIL representative in writing.
4. Bidder must submit their financial bid for the total scope of work & on the basis of the presentation submitted.
5. The financial form should be submitted in a password protected file. Bids submitted with financial form without password protection will be rejected.

Signature of the Authorized Signatory

Place:

Name:

Date:

Designation:

Name & Address of the Bidder: