**CARPET EXPORT PROMOTION COUNCIL**

**Terms of reference for submission of Expression of Interest (EOI)**

**40th INDIA CARPET EXPO – Virtual Exhibition**

**from 21st to 25th August, 2020**

1. **REQUIREMENT**

Showcasing products and services through virtual platforms are already practiced by various private sector units. However, in the context of Car**pet Export Promotion Council (CEPC)**, its members which hitherto were participating in International Trade Fairs / Exhibitions / Buyer Seller Meets showcasing their products and services, the outbreak of COVID-19 has come as disrupter. Almost all such fairs/exhibitions and BSMs have been either cancelled or postponed.

In view the emerging situation on account of the adverse impact of COVID-19 there is not only a need to sustain the existing markets but also for offering Indian Handmade carpets as a potential alternative choice to the world market.

Holding physical fairs/exhibitions and buyer-seller meets is not feasible at this juncture. Accordingly, CEPC has decided to conduct Virtual Trade Fair for 200 Exhibitors / 400 overseas buyers

1. **ELIGIBILITY FOR SUBMISSION OF BIDS**

Agencies having following minimum qualifications are hereby invited to bid for the event on the turnkey basis.

1. Must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable may be quoted in the technical bids format and copy of the certificate/proof must be attached. These documents should be in the name of applicant organization only and not that of group/sister organizations. In other words, name of applicant organization should be same in all the documents submitted.
2. A minimum of 5 years’ experience in conceptualizing, designing and executing and management of Trade Fair and Exhibition of International Status and have invited atleast 500 overseas buyers.
3. A turnover of minimum Rs.5,00,00,000/- (Rupees Five Crores only) during the preceding each financial year i.e. 2017-18, 2018-19 & 2019-20.
4. Submission of EMD & TOR Document Fee in the form of DD for the amount of Rs. 1.00 lakhs and Rs. 1,000.00 respectively in favour of “**Carpet Export Promotion Counci**l” payable at New Delhi is essential for the bid without which the bid offer will be rejected. Bidders which are registered MSMEs will be exempted from paying the Earnest Money Deposit provided they submit Registration proof.
5. An affidavit on Non-judicial paper regarding non-blacklisting by any government organization/ EPCs.

**3. SCOPE OF WORK**

Considering that virtual market place/exhibitors for products and services are already in vogue on the browsers, it is all the more necessary to give enough thought, efforts and creativity to design, develop and implement an attractive technical platform for conducting Virtual Trade Fairs, capable of almost replacing, wherever feasible, the physical setting which were hitherto the norms.

CEPC expects the agency to:

1. Provide **a unified platform compliant to conduct virtual fairs with** following features:

* Create individual display company wise
* Floor plan for easy navigation
* **The system should be totally secure and data privacy considerations should be enforced.**
* Have facilities of product display, company profile and video viewing per company
* Automated matchmaking between buyers and sellers
* Company search, Product Search
* Ability to send message on mobile & e-mails and arrange meetings.
* Ability to provide real time translation of the chat/sms/whatsapp and **also to translate the Exhibitors brochure/company profile in different languages**
* Organize video meetings as per agreed pre-schedule with facilities to reschedule and cancel on requirement basis
* Personalized dashboards for both buyers and sellers
* Ability for buyers and sellers to upload their profiles and update them as per requirements
* Ensure full security of the data of exhibitor and buyers.
* Provide necessary technical assistance & guidance to Members in preparing & uploading their profile, brochures & videos etc.
* Can provide the required data and report for records and submission to Government.
* **Ensure 24 \*7 support and response management system during the fair.**

B. Assist Buyers to register for the virtual exhibition.

C. Promote the virtual exhibition for Buyer Registration via digital marketing.

D. **Each participating exhibitor would be entitled to atleast the following facilities**

* To upload Products with images
* Feature to add company’s logo and profile
* To upload company brochures
* To upload Company Video
* Chat option (between buyer and seller)
* Feature to add company’s social media handles
* 8 hours of video conferencing per day of the show. (Total 40 hrs for a 5 day virtual show)
* Information in Virtual Show Directory (PDF format)
* To received message on one Mobile – SMS/ Whatsapp.
* Technical Assistance/ Guidance for preparation and uploading the company profile, product brochures, video etc.

1. **GENERAL:**

4.1 The selected agency will be responsible to ensure that suitable manpower is available for resolving queries of the exhibitors and buyers and to provide them the required technical assistance.

4.2 CEPC reserves the right to place a subsequent repeat order on finally negotiated prices and similar terms and conditions for subsequent Carpet Virtual Trade Fair after this event on prorate basis. All bidders should keep this in mind while preparing their offer for this bid.

**5. TERMS & CONDITIONS**

* 1. The approved agency will work under the directions and guidance of

CEPC. It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for CEPC are in accordance with the legal framework.

* 1. Bid value should be quoted in Indian Rupees only. GST should be quoted as extra.
  2. Interested eligible agencies may submit their bids as per Annex-I and II with supporting documents including earnest money (EMD) of Rs. 1.00 Lakhs and Non Refundable TOR Document Fee of Rs. 1,000.00 in the form of demand draft drawn in favor of “Carpet Export Promotion Council” payable at New Delhi. The EMD will be refunded to the unsuccessful agency after the selection of the vendor. For the selected agency, EMD amount would be adjusted in the final payment. Bidders which are registered MSMEs will be exempted from paying the Earnest Money Deposit provided they submit Registration proof.
  3. The agency is required to sign each page of the bid documents by the authorized signatory.
  4. CEPC requires that agency under this contract observe the highest standard of ethics during the period of agreement and free from any vigilance enquiry. The agency has to bear the cost associated with the preparation and submission of tender documents to CEPC
  5. CEPC at any time will reject a proposal for award of work if it is determined that the agency recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
  6. CEPC will declare an Applicant/Agency ineligible, either indefinitely or for a stated period of time, to be awarded a contract/contracts, if it at any time determines that the Applicant/Agency has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.
  7. An affidavit on Non-judicial paper regarding non-blacklisting by any government organization/ EPCs.
  8. CEPC reserves the right to:
     + - Extend the deadline for the submission of applications/bid documents at its discretion.
       - Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on CEPC.
       - Suspend the project, cancel the contract with the selected party in part or in the whole at any time if in the opinion of CEPC it is necessary or expedient in the public interest. The decision of the CEPC shall be final and binding in this regard. CEPC shall also not be responsible for any damage or loss caused or arise out of aforesaid action.
       - Modify terms and conditions of the contract which shall be granted to the successful agency after the bidding process, if in the opinion of the CEPC, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the CEPC shall be final and binding in this regard.
       - To place a subsequent repeat order on finally negotiated prices and similar terms and conditions for 2nd Carpet Virtual Trade Fair to be held between Jan-March 2021. All bidders should keep this mind while preparing their offer for this bid.
       - For interpretation of any clause of this document, the decision of Chairman CEPC would be final and binding on both the parties i.e., agency and CEPC.

1. **GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS**
   1. Sealed technical and financial bids in separate envelops are required to be submitted mentioning the name of the event i.e., **Expression of Interest (EOI) - 40th INDIA CARPET EXPO – Virtual Exhibition from 21st to 25th August, 2020 at the envelope within 7 days from the date of publication of advertisement.** Agencies may please note that conditional bids are not allowed and would be rejected summarily.
   2. Cover 1: Technical Bid: Super scribe the name of the event and “Technical Bid” to include the following documents:

**(Annexure I)**

|  |  |  |
| --- | --- | --- |
| 1 | Name of agency with address |  |
| 2 | Name and Designation of Chief Executive |  |
| 3 | Name, designation and contact details of project in charge |  |
| 4 | Profile of the agency |  |
| 5 | Track Record – previous experience of handling similar nature of work (Please mention here). |  |
| **6** | **The company must have 5 year’s work experience in Buyer-Seller meets in India (excluding advertising and printing) with copies of work orders or completion certificates for last two years.** |  |
| 7 | The company must have invited at-least 500 overseas buyers per year in the last 3 years |  |
| 8 | A CA certificate certifying the turnover of the applicant agency for the last 3 financial years. The turnover should be in the name of applicant organization only and not that of group/ sister organizations. |  |
| 9 | Self-attested photocopies of latest Income Tax Returns for the last 5 years and self- attested photocopy of the PAN Card, GST and related tax documents. These documents should be in the name of applicant organization only and not that of group/sister organizations. In other words, name of applicant organization should be same in all the documents submitted. |  |
| 10 | Interest free Earnest Money Deposit “EMD” for Rs1.00 Lakhs in the form of draft/ irrevocable and unconditional bank guarantee in favour of CEPC New Delhi. EMD will be returned to the unsuccessful, agency after the final selection. For the selected agency, EMD amount would be adjusted in the final payment. MSME bidders should enclose their certification. |  |
| 11 | An affidavit on Non-judicial paper regarding non-blacklisting by any government organization/ EPCs. |  |
| 12. | Non-refundable TOR document Fee of Rs. 1,000.00 in the form of Demand Draft payable at New Delhi. |  |

* 1. The concept/design of the virtual exhibition with layout, decoration plan etc. as indicated above must be submitted in hard copy and in a pen drive.
  2. **Cover 2: Financial Bid: Super-scribe the name of the event and “Financial Bid” (Annexure II)**
  + To include the following documents/details:
  + The **Financial Quotation,** duly signed, sealed and dated, with break-up of major components separately in Indian Rupees only. No lump sum amount shall be considered.

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Activity** | **Total in Rs.** |
| 1. | Comprehensive Project Management fee for organising Carpet Virtual Trade Fair.  Each show shall be for 5 days and should have capacity for:  200 exhibitors booths with entitlements  40 hrs of video meetings per exhibitor  300 Pre-Registered Buyers per show  5 hrs of webinars per show |  |
| 2. | Recruitment of at least 100 overseas buyers per show and Digital Marketing for Buyer Recruitment |  |
| 3. | Design and Pagination of Virtual show directory in PDF format |  |
| 4. | Applicable taxes |  |
| 5. | Total |  |

1. **SELECTION PROCEDURE**
   1. A Committee in CEPC will carry out a preliminary screening of the agency and will shortlist the agency fulfilling the prescribed requirements. The short listed agency will be required to make technical presentation before the selection committee.
   2. The presentation may bring out their suggestions on the following areas:

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No.** | **Areas** | | **Score/**  **Weightage.** |
| 1 | **Overall concept and design along with Security & privacy Features** | | 40 |
|  |  | |  |
| 2 | Automated Matchmaking between Buyer and Seller  Messaging between buyer and seller  Online meeting capability of the platform between buyer and seller through Video Conferencing  Individual Meeting scheduler | | 10 |
| 3 | Turnover of the Company: Breakup of marks is given below | | 20 |
| Upto Rs. 5 crore | 0 marks |
| Rs. 5 - 10 crore | 10 marks |
| More than Rs. 10 crore | 20 marks |

1. **OPENING OF FINANCIAL BIDS**
   1. The marking would be done on all the presentations. The vendors who secure minimum 70% marks (49 out of 70 marks) in technical presentations will be short listed and only their financial bids shall then be opened. Financial bid will carry a maximum of 30 marks. The calculation of marking will have the following method:

L1 = 30 marks

L2 = 30XL1(the cost quoted by L1)/L2 (the cost quoted by L2) and in similar fashion for L3, L4 etc. (depending on no. of parties).

* 1. After the financial marks are obtained the technical and financial marks will be added up and the agency scoring highest aggregate marks will stand selected.
  2. Selection Committee reserves the right to withdraw the announcement, accept or reject any or all the bids at any time prior to award of contract/order, without assigning any reasons and without incurrence of any liability on CEPC. CEPC also reserves the right to negotiate the prices with the selected agency to bring down the prices or add more facilities.

1. **FORCE-MAJEURE**

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate the this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of Chairman, CEPC as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

1. **ARBITRATION**

All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi only. Both the parties shall make all efforts to resolve any dispute by way of reconciliation. In the event of any question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to sole arbitration to be appointed by the Chairman, CEPC and the decision given shall be binding on the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall apply on both the parties. The venue of the arbitration proceeding shall be the office of CEPC or such other place as the Chairman, CEPC may decide. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Chairman, CEPC.

1. **TERMS OF PAYMENT:**

**Payments to the successful agency will be made as per following schedule:**

* + - 40% advance at the time of award of contract
    - 30% on the day of the start of the show
    - Balance 30% amount would be released on completion of the event pursuant to receipt of satisfactory report of the officer(s) deputed for the event.
    - The Agency has to bear all the costs associated with the preparation and presentation.

1. **SUBMISSION OF BIDS**

Bids shall be submitted by the agency with supporting documents in a sealed envelope in the following manner:

**Envelope I: EMD & TOR Document Fee -** Containing Earnest money in the form of a DD of Rs.1.00 lakhs and TOR Document Fee of Rs. 1,000.00 in favor of Carpet Export Promotion Council, payable at New Delhi or MSME Registration Certificate.

**Envelope II:** Containing Annexure I (Technical Bid) duly filled in with supporting documents. The envelope should be sealed and marked as “**Expression of Interest (EOI) - 40th INDIA CARPET EXPO – Virtual Exhibition from 21st to 25th August, 2020."**

**Envelope III:** Containing Annexure – II (Financial Bid) duly filled in for the bid value in Indian Rupee including all taxes for the complete project of CEPC Pavilion as per layout plan and terms & condition of the Tender document. The envelop should be sealed and marked as for “Financial Bid for **Expression of Interest (EOI) - 40th INDIA CARPET EXPO – Virtual Exhibition from 21st to 25th August, 2020 at the envelope within 7 days from the date of publication of advertisement."**

**Envelope IV**: Envelopes I, II & III should be kept inside the Envelope – IV and again sealed. The name of the agency should be clearly written with full address, Tel: nos., E-mail on the Envelopes (I, II, III & IV). This Master Envelope (Envelope – IV) should be marked as “Technical Bid and Financial Bid for **Expression of Interest (EOI) - 40th INDIA CARPET EXPO – Virtual Exhibition from 21st to 25th August, 2020 at the envelope within 7 days from the date of publication of advertisement** and shall be submitted to Executive Director CEPC at the address mentioned below.

1. **PERFORMANCE ASSURANCE**

If performance of the agency is not up to the mark or is less in any of the deliverances/the measurable output is less than envisaged as per scope of work, then a part of the total bid value will be retained by CEPC at the time of final payment. Decision of CEPC shall be final in this regard.

**Last date for submission of Expression of Interest (EOI) is within 7 days from the date of publication of advertisement. The complete applications should be addressed to:**

The Executive Director-cum-Secretary,

**Carpet Export Promotion Council,**

(Setup by Ministry of Textiles, Govt. of India)

2nd Floor, Rajiv Gandhi Handicrafts Bhawan,  
Baba Kharak Singh Marg,  
New Delhi – 110001.  
E-mail : [info@cepc.co.in](mailto:info@cepc.co.in), Tel.: 011 – 2336 4716, 2336 4717

Website: [www.cepc.co.in](http://www.cepc.co.in/)