

**Indiatourism Frankfurt**  
**Baseler Strasse 48, 60329, Frankfurt am Main,**  
**Germany**  
**Tel: +49 69 24294915**

**NOTICE INVITING QUOTATIONS**

**TENDER NO. ITF/TFF/ CMT GER 2016**

**Dated: 12.08.2015**

**Construction of India Stand and organising activities as Partner Country at  
the CMT Fair, Stuttgart (16-24 January) 2016**

India Tourism Frankfurt, an office of the Ministry of Tourism, Government of India invites quotations from agencies having prior experience in design, conceptualisation, construction of exhibition stands as well as management of Events in Europe for conceptualisation, design, construction of exhibition stands and provision of ancillary services during participation of India as the partner country during CMT Fair in Stuttgart. The interested agencies may download full tender document which details scope of work, eligibility criteria and format for application from **[www.tourism.gov.in](http://www.tourism.gov.in)** (click on the tab "Tenders & RFP" in the homepage) or contact by email to [ad1@india-tourism.com](mailto:ad1@india-tourism.com). Sealed quotations as per format should be received in the above address **before 1700 hrs on 22<sup>nd</sup> September 2015**. Any queries on the above two tenders must be addressed to the email id [ad1@india-tourism.com](mailto:ad1@india-tourism.com) before 27<sup>th</sup> of August 2015 with the tender name in the subject line.

-Regional Director  
Indiatourism Frankfurt  
12 August 2015

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**Baseler Strasse 48, 60329, Frankfurt am Main,**  
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**TENDER DOCUMENT**

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**Dated: 12.08.2015**

**Construction of India Stand and organisation of Partner Country activities at India Stand in CMT Stuttgart 2016 (16-24 January 2016)**

India Tourism Frankfurt, hereinafter also referred to as the ITF, is participating in CMT, Stuttgart as the Partner Country. The primary objective of participation in this fair is to depict India as an attractive destination and to provide a platform for Indian Tour Operators, Travel Agents, Hoteliers, Airlines, Convention Centres, Professional Conference Organisers and State Governments to showcase their products.

India Tourism Frankfurt requires the services of a professional agency having previous experience of handling work of similar nature at international fairs and exhibitions for conceptualization, designing and construction of the India Pavilion as well as providing event management and other related ancillary services during the fairs as per the scope of work given below.

The Caravan, Motoring and Touristik (CMT) Fair is to be held in Stuttgart from 16<sup>th</sup> to 24<sup>th</sup> of January 2016. India is the partner country for the fair and has a 120 sq m stand space. It is proposed to have a high visible stand with the theme of an Indian Bazaar. The stand will have participation from tour operators (maximum 10 in number) and airlines (2 maximum) as co-exhibitors as well as proposed participation from agencies like the Coffee Board, Spices Board, etc. There will be stands for display of Indian Handicrafts (sales not allowed) and also space for cultural activities.

**Qualification:** Registered agency having prior experience in design, conceptualisation, construction of exhibition stands in Europe as well as ability to provide services as specified in the Scope of Work. Agencies can apply in consortium with one clearly mentioned lead agency through which all billings will be done. Preference will be given to agencies that have worked with Tourism Clients (Tour Operators/ Hotels/National and State Tourism Organisations etc).

## **A. SCOPE OF WORK**

Conceptualization, designing and construction of India Pavilion and providing other related ancillary services at the fairs as detailed below:

## **B. SPECIFICATION AND REQUIREMENTS**

- (1) The Pavilion is of 120 sq m (12 m breadth x 10 m depth) in area as an island space as in 'Annexure II'.
- (2) The Pavilion should be constructed on the theme of 'Meena Bazaar' as described in the briefing document at 'Annexure I'. There should be easy accessibility to and within the Pavilion and visible, signages for all participants/ co-exhibitors in the Pavilion.
- (3) **The pavilion should have :**
  - Visible and prominently located reception area(s) with Information Counter(s).
  - Individual counters for co-exhibitors with seating space and space for branding. There will be a maximum of 10 co-exhibitors. The co-exhibitor space should be visually integrated into the overall theme of the stand. However, care should be taken that this should not interfere with the conduct of business. Designers can present either a separate co-exhibitor area or one integrated into the whole theme.
  - An Activity area for cultural programs (dances), food festival/handicraft display etc. with audio system integrated.
  - A common covered storage area with racks and coat hangers.
  - Individual electrical connections with European sockets well concealed integrating into the theme of the Meena Bazaar as in Annexure I.
  - Visible fascia for all co-participants.
  - A video wall/ LED screen for projecting films.
- (4) The Scope of Work will include provision of all props including displays of spices, handicrafts and other items suggested in the briefing document at Annexure I. The Spices Board, Coffee Board, Tea Board and the Development Commissioner of Handicrafts in India have been requested to participate in the event. In that case, they would be allocated stalls and they

would be displaying their products there as per the briefing document at Annexure I. Therefore, provision should be made in the design to accommodate these agencies. The Scope of Work does not include providing of manpower. However, for options like the photo booth etc. (see Annexure I) if incorporated in the design or similar interactive services, the provision of technician services are included in the Scope of Work and accordingly costing must be provided. The document at Annexure I is just to provide direction. However, agencies may provide their own concept and design within the overall defined theme.

- (5) Provision electrical fittings in the pavilion/ and in all booths of co-exhibitors as per requirements. The agency will construct the pavilion at site well in time maintenance activities during the event and dismantling of the pavilion after the event.
- (6) Provision of a pantry with water fittings, Tea Kettle, Coffee maker and Refrigerator and drinking water (20 litres per day of fair).

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

#### **1. The tender should be submitted in two covers as follows :**

#### **Cover-I : Superscribed “ Stand Construction CMT, Stuttgart 2016-Technical Bid”.**

To include the following documents/details:

##### **(i) Details of the Tenderer**

- Profile of the Agency / Company.
- Track record - details of involvement in similar events, with copies of relevant work orders in support of the details furnished. **Experience of setting up Pavilions/ Booths/ Stands at International Fairs / Exhibitions / Events as well as at International Tourism related Fairs / Exhibitions Events during the last three calendar years (2012, 2013,2014)** may be highlighted.
- Specific experience relating to the particular events, if any, with copies of relevant work orders in support of details furnished.
- All bidders should submit a **self-undertaking** that they have never been blacklisted by any Government of India Ministry/ Department/ Authority/ Organisation/ Agency.

- **Details of any awards** won for stand design in the past three years.
- (ii) **The Concept/ Design of the India Pavilion** with detailed layout, decoration plan, etc in hard copy along with a detailed concept note in accordance with the briefing document at ‘Annexure I’

**Cover – 2 : Superscribing “Stand Construction CMT, Stuttgart 2016 Financial Bid”**

To include the following documents / details:

- (i) A Financial Bid, **duly dated** and clearly indicating the cost as per format given in Annexure ‘II’.
- (ii) All bidders should indicate **total cost inclusive of all taxes. The financial bids will be evaluated on the basis of total cost inclusive of taxes. The cost should include all work as per the Scope of Work mentioned above.**
- (iii) The financial bid should be in Euros. No conditional bids will be accepted.
- (iv) The financial bid should contain an undertaking by the agency that the agency accepts and agrees to abide by the terms and conditions as mentioned in this tender document number **ITF/TFF/ CMT GER 2016dated:.**
- (v) **Format for submission of Financial Bids is given in Annexure II**

2 The two sealed covers, superscribed ‘**Stand Construction CMT, Stuttgart 2016 Technical Bid**’ and ‘**Stand Construction CMT, Stuttgart 2016 Financial Bid**’ in Covers I and II respectively should be put up in a separate cover superscribed “**Technical and Financial Bid Stand Construction CMT, Stuttgart 2016**” with the details of the company **eg.** Full Name, Postal Address, Fax, E-mail, Telephone number of the Tenderer on the bottom left corner of the cover and sent to the **Regional Director, Indiatourism Frankfurt, Baseler Strasse 48, Frankfurt am Main, 60329 Germany to reach on or before 1700 hrs of 22 September 2015**

3. All the documents submitted by the agencies should be signed on each page by the authorised signatory of the company. The document should be spiral bound, duly page numbered, and properly indexed. The agencies who do not submit their bids in the proper format, with required documents and in the required format would be liable for rejection.

4 The agencies submitting their bids should also mention that they agree to the terms and conditions mentioned in the tender document.

**D. OPENING OF BIDS AND SELECTION PROCEDURE:**

1. Technical bids will be opened by a Constituted Committee which will evaluate the technical Bids of the agencies which are found eligible after initial scrutiny of the bids. The date of opening of the technical bids will be announced only to the agencies who applied and therefore the agencies should clearly give their contact email id on the outside of the main envelope. The date will also be given in the Tenders section of the website [www.tourism.gov.in](http://www.tourism.gov.in) .

2. **The technical bids will be judged following the criteria as detailed below:**

SINo.	Component	Marks
(i)	Experience of setting up Pavilions/ Booths/ Stands at International Fairs / Exhibitions / Events during last three years	10 marks
(ii)	Experience of setting up Pavilions/ Booths/ Stands at International <b>Tourism related</b> Fairs / Exhibitions / Events during last three years	10 marks
(iii)	Awards received for Pavilions / Booths / Stands at events in (i) and (ii) above.	5 marks
(iv)	Concept & Design of Pavilion	30 marks
(v)	Effective Utilisation of Space	5 marks
(vi)	Effective Branding in the Pavilion	5 marks
(vii)	Innovative ideas and other attractions in the Pavilion	5 Marks
	<b>Total</b>	<b>70 Marks</b>

3. Whereas, Technical Evaluation will carry a weightage of 70 marks, financial bids will carry weightage of 30 marks. The agencies scoring 70 per cent marks (49 marks) or above in Technical Evaluation shall be eligible for opening of their financial bids.

4. The financial bids of **only** those agencies that score 70 per cent marks (49 marks) or above in Technical Evaluation will be opened in the presence of their representatives. 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**.

5. The agency which scores the highest aggregate marks on the basis of technical and financial evaluation (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. Terms of Payment:** No advance payments will be made. Payment will be made to the successful bidder as per the following schedule:

- (i) Payment of 30% of the total contractual amount will be made by cheque / bank draft/ electronic transfer as advance 14 days before the fair.
- (ii) Payment of 70% of the total contractual amount will be made through cheque/bank draft/electronic transfer on completion of the Travel Mart, dismantling the pavilion and clearing of the site.

**F. ADDITIONAL INFORMATION**

- (i) India Tourism Frankfurt reserves the right to reject or accept any offer in full or in part without assigning any reasons whatsoever.
- (ii) Incomplete and conditional bids will be rejected outright.
- (iii) **Validity of Tender:** Tender shall remain valid for acceptance for a period of one year from the date of opening of Tender/or till the end of the event for which the tenders were called for, whichever is earlier.
- (iv) **Insurance:** Insurance, including transit and third party insurance will be arranged by the service provider.
- (v) **Liquidated Damages:** In the event of service provider's failure to complete the work within the specified time, and as per the requirements of standards of quality constructions, as mentioned in the tender document, India Tourism Frankfurt will recover from the service provider, as Liquidated Damages, a sum of 10 % of the contract price for every day's delay. Besides, if the execution is delayed the ITF may take action to debar the agency from participation in further tenders and/or blacklist the agency.

- (vi) **Termination by default:** India Tourism Frankfurt reserves the right to terminate contract of any agency in case of change in the Government procedures or for unsatisfactory services.
- (vii) **Risk – Purchase Clause:** If the service provider, 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, India Tourism Frankfurt will have the right to:
- a) In case ITF gets the incomplete job completed through alternative sources and if price of completing the work is higher, the service provider shall pay the balance amount incurred by the office for completing the work, to ITF.
  - b) For all purposes, the work order accepted by the bidder and issued by India Tourism Frankfurt will be considered as the formal contract.
- (viii) **Force Majeure:** Neither party will be liable in respect of failure to fulfil its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. If there is a delay in performance or other failures by the service provider to perform its obligation under its contract due to event of a Force Majeure, the service provider shall not be held responsible for such delays/failures. If a Force Majeure situation arises, the service provider shall promptly notify the ITF in writing of such conditions and the cause thereof providing sufficient and satisfactory evidence immediately on occurrence of such event. Unless otherwise directed by the ITF in writing, the service provider shall continue to perform its obligations under the contract as far as reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.



(ix) **Arbitration:**

(a) In event of any dispute or difference between the ITF and the Agency, such disputes or differences shall be resolved amicably by mutual consultation. If such resolution is not possible, then the unresolved dispute or difference shall be referred to arbitration of the sole arbitrator to be appointed by the Secretary, Ministry of Tourism on the recommendation of the Secretary, Department of Legal Affairs ('Law Secretary') Government of India. The provision of Indian Arbitration and Conciliation Act, 1996 (No.26 of 1996) shall be applicable to the arbitration. The Venue of such arbitration shall be at New Delhi or any other place, as may be decided by the arbitrator. The language of arbitration proceedings shall be English. The arbitrator shall make a reasoned award (the "Award"), which shall be final and binding on the ITF and the Agency. The cost of the arbitration shall be shared equally by both the parties to the agreement i.e. the ITF and the Agency (ies) and the service provider. However, expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.

(b) Pending the submission of and /or decision on a dispute, difference or claim or until the arbitral award is published; the ITF and the Agency shall continue to perform all of their obligations under this Agreement without prejudice to a final adjustment in accordance with such award.

(x) **Jurisdiction:** The contract shall be governed by the Laws of India and by applying to this tender, the agency accepts the applicability of Indian Law and jurisdiction of India Courts in any dispute.

**Regional Director  
India Tourism Frankfurt**

### **Meena Bazaar – Concept Paper**

The earliest mention of any note of Meena Bazaar in India is at Fatehpur Sikri near Agra. However, the one that is most known is the one at Red Fort in Delhi. This is because the Meena Bazaar at Fatehpur Sikri has not been in use almost from the days when Shahjahan abandoned the city and moved his capital to Shahjahanabad in Delhi. Whereas the one in Red Fort in Delhi has been in use almost continuously since the establishment of Red Fort except for some intermittent periods during attacks by Nadir Shah and then some of the British Period.

Arabic meaning of the word "Meena" is glittering or sparkling. Traditionally Meena Bazaar was a weekly market (Thursdays at Red Fort, Delhi) held for the royal ladies, so it was full of glittering goods including silks, jewellery & fine glass objects and hence the name Meena Bazaar - a glittering, sparkling bazaar. Also since the bazaar was for ladies it had to have a cover to protect from male eyes. However, some later versions including one at Fatehpur Sikri were open to sky, although that bazaar was held at nights and was inside the palace complex in any case. Essentially the concept of Meena Bazaar is to present the best of the products to the best of the customers in the best of built environment. It is proposed to apply the same concept to marketing of Indian Tourism products by recreating the ambience of a Meena Bazaar to present the Indian Tourism products to the consumers of Europe. This will allow prospective tourists to experience a bit of what India has to offer in their own country and break down any stereotypes or misconceptions.

Create a bazaar on the lines of a traditional Meena Bazaar to showcase various aspects of tourism products from India by linking them with tangible Indian products as well as a window to modern India just like how the traditional Bazaars are now becoming more modern but keeping their traditional flavours.

**Some examples of such linkages are:**

**Historic monuments** - small models of Indian historic monuments like Taj Mahal, Saanchi Stupa, Ashoka's Pillar, Vijaynagar Vijay Stambha etc. This can also have small items demonstrating jaali work, inlay work, brackets jharokhas etc.

**Arts & Crafts** - Kantha dupattas, Kashmiri shawls, Madhubani & Mughal paintings, tribal statues in waste metal, brass items etc.

**Shopping** - fabrics, cushion covers, khadi products, sarees, jooties etc.

**Natural Products** - assorted tea sample, natural soaps, herbal products, Ayurvedic beauty products etc.

**Food & Spices** - spices, dry fruit, food samples like dry samosas, pakora, tikka, etc.

**Cultural Heritage** - Books, Bollywood mementos, music CDs, DVDs, god Statues, posters etc .

**Festivals** - Colours of Holi, decorated candles, diyas, decorations like torans, templates for making rangoli, etc.

**Adventure Tourism** -

**Bollywood:** Posters from classical movies



Some props

## **Modern India - SOME IDEAS**

**Digital Age** – Traditional handicrafts using modern items. Digital Printing (???)

**Interactive Area:** Digital Bioscope (a [Bioscope](#) is an hand cranked box with peep holes through which you can see pictures still found in many parts of rural India. The idea is to keep the outside and make the inside digital)

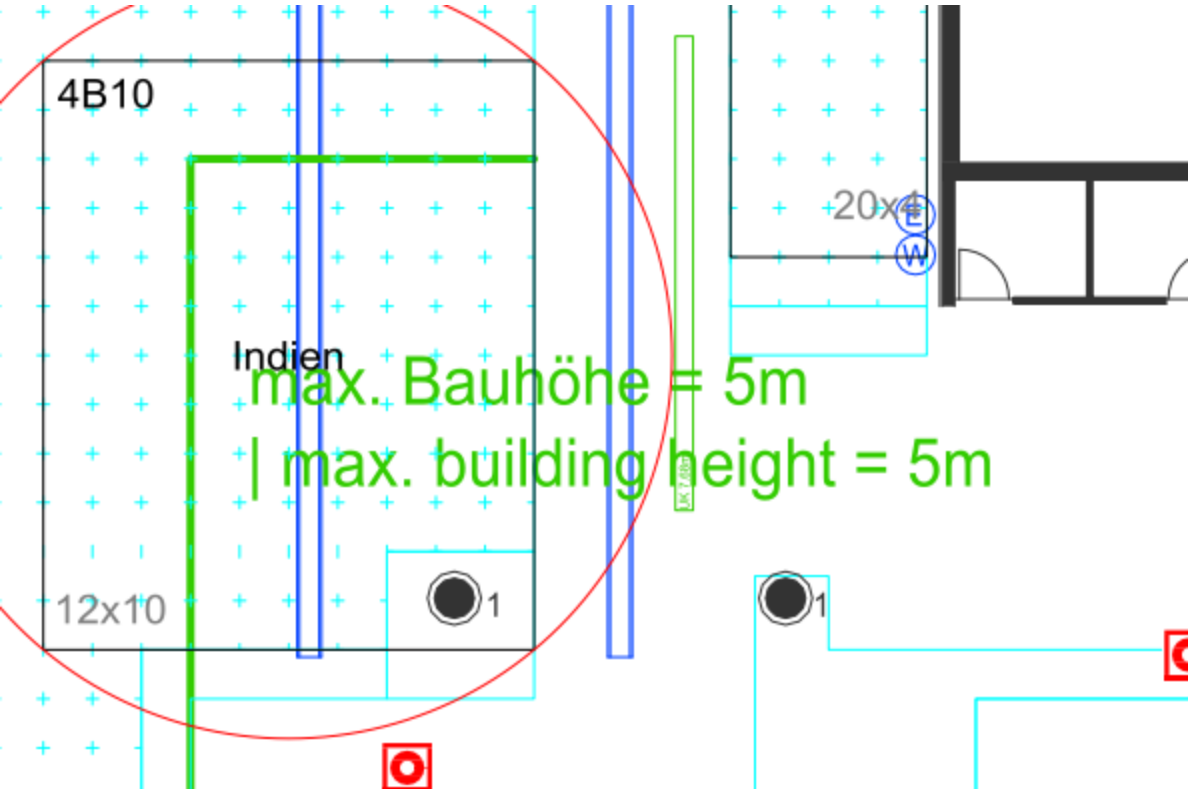
**Photo booth** with instant pictures in front of green screen that can be changed to any backdrop of Indian location. The pictures can be uploaded to a server and the visitors can be given a code to download them.

## **Meena Bazaar : Layout**

- The layout of the Meena Bazaar can be a row of shops on either side of a wide aisle with around 10 shops on either side.
- The aisle will be symbolically covered with fabric to provide a sense of enclosed bazaar.
- The shops/ stalls will have traditional platforms with goods displayed in traditional manner.
  - Each shop/ stall will also provide information regarding the tourism product it is related to.
  - All staff manning the shops will be required to wear traditional Indian clothing (clothing to be supplied).
  - All stalls will have consistent design elements like decorated columns & fascia's to present a rich feel of the place.
  - The co-exhibitors comprising of tour operators from India and local based ones who can perhaps be given small stands like ice cream stalls/ vegetable carts ([thelas](#)).
  - There will also be a cultural area (either separate or within the bazaar as cultural programs will not be held at all times) and/or an activity area that can have Yoga demonstrations, Ayurvedic massage etc.
  - All loudspeakers, screens and wiring/cabbling, etc. to be incorporated into the design and discreet.

ANNEXURE II

Stand Layout- India Pavilion. Halle 4 Messe Stuttgart





### ANNEXURE III

#### FORMAT FOR FINANCIAL BIDS

(To be typed on the letter head of the company)

**Date:**

We hereby accept the terms and conditions of the TENDER NO. ITF/TFF/ CMT GER 2016 dated: 12.08.2015 for Construction of India Stand and organisation of Partner Country activities at India Stand in CMT Stuttgart 2016 (16-24 January 2016) and provide our financial bid as follows:

	Cost of design, construction, dismantling and ancillary services as per scope of work in Euros	Any other cost in Euros *	Applicable rate of tax ,if any in Euros	Total in Euros
	(1)	(2)	(3)	(1)+(2)+(3)= (4)

(Authorised Signatory) with  
stamp

\*While the cost given at (1) should cover all items of work under the Scope of Work, the objective of giving the column 'Any other Cost' is to give a chance to the bidder to provide for any other cost that they envisage would be extra from the scope of work. This may be clearly specified and explained as to what would constitute "Any other costs".