

File No: CBC Lucknow/RFP/Exhibition/ 2025-26/1/ 327
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION ZONAL OFFICE, LUCKNOW
☎ 0522-2329354/2329355

Date: 21.05.2025

REQUEST FOR PROPOSAL/TENDER DOCUMENT

Subject: Invitation of Bids for engagement of agency for organization of exhibitions on flagship Programs of Government of India for the year 2025-26


1- Central Bureau of Communication (CBC), Ministry of Information & Broadcasting, Zonal Office, Lucknow invites sealed bids from agencies for organizing exhibitions in the state of Uttar Pradesh on policies and programmes of Government of India.

2- The RFP Document containing the details of qualification criteria, submission requirement, brief objectives & Scope of work and method of evaluation etc. is enclosed.

3- The RFP is also available on our website www.cbcindia.gov.in and the Central Procurement Portal: <https://eprocure.gov.in/epublish/app>

4- You may submit your bids in sealed envelope in prescribed format to the undersigned latest by 13th June, 2025 (on or before 18 Hours), addressed to Miss Monica Sharma, Administrative Officer , Central Bureau of Communication, Zonal Office, Hall no- 3, 2nd Floor, Kendriya Bhawan, Sector-H, Aliganj, Lucknow – 226024.

5- Queries/clarifications, if any, may be referred in writing to the officer mentioned above on rodfplu-up@nic.in; may contact on telephone (during office hours) till 10th June, 2025.


(Monica Sharma)
Administrative Officer
प्रशासनिक अधिकारी/Administrative Officer
केन्द्रीय संचार ब्यूरो, आंचालिक कार्यालय
Central Bureau of Communication, Zonal Office
सूचना एवं प्रसारण मंत्रालय/Ministry of I&B
भारत सरकार, लखनऊ/Govt.of India, Lucknow

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GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
ZONAL OFFICE, LUCKNOW
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REQUEST FOR PROPOSAL / TENDER DOCUMENT

**Invitation of Bids for engagement of agencies for organizing
Integrated Communication and Outreach Programmes(ICOPs) / Exhibitions on
Policies, Schemes and Programmes of Government of India**

Request For Proposal No: File No: CBC Lucknow/RFP/Exhibition/2025-26/1/327. Dated:21.05.2025

Part 0 - Introduction

1. Bids (Technical and Financial) are hereby invited for design and execution of Integrated Communication & Outreach Programs (ICOPs) / digital multimedia exhibitions, on turn-key basis, to be organized by the Government, on policies, schemes and programmes of the Government of India. The bids are to be submitted in separate sealed covers for each category, i.e. Big ICOP, Medium ICOP, Small ICOP and Mini ICOP. An indicative list of the government schemes to be focused in the exhibitions are available at Annexure V. The detailed scope of work is given in Part II of this RFP. Please superscribe the above-mentioned Title, RFP number and date of opening of the Bids on the sealed cover, to avoid the bid being declared invalid. The bids should be submitted in separate sealed envelopes, along with the soft copy in a pen drive. **All the envelopes should be enclosed in another sealed envelope superscribed with the RFP number and due date.**

2. Pre-Qualification / Eligibility Criteria for Applying

Sl. No.	Pre-Qualification / Eligibility Criteria	Documents required in support of claim
1	The applicant should be a Firm / Company / LP / Partnership / Proprietorship Firm / Society, duly registered under the relevant laws, in the state of Uttar Pradesh.	Copy of Certificate of incorporation and Partnership Deed etc. as applicable.
2	The average turnover of the last three financial years should be at least Rs. 1 Crore	ITR / Audited Balance Sheets of last 3 assessment years with CA's Certificate stating the net worth and turnover of the organization for each year.
3	The bidder must have executed at least 5 exhibitions / events in the last 1 year, for each of which the work order amount was greater than Rs. 10 lakhs	Copy of Original Contracts along with Work Orders / Completion Certificates
4	The applicant should not ever have been blacklisted by any government department / organization / body	Self-Declaration by the applicant with seal and signatures
5	Additional Documents required	PAN Number, GST Number, Bank Branch address with e-payment Account details

Note: The applicant should also provide complete contact details such as name and address of the **company**, name of the authorized signatory, mobile number, landline number and email ID on the letter head.

3. The address and contact numbers for sending Bids or seeking clarifications regarding this RFP are given below:

a.	Bids/queries to be addressed to	Miss Monica Sharma, Administrative Officer, CBC, ZO, Lucknow
b.	Postal address for sending the Bids	CBC, Hall No-03, 2nd Floor, Kendriya Bhawan, Sector-H, Aliganj, Lucknow-226024
c.	Name/designation of the contact personnel	Miss Monica Sharma, Administrative Officer, CBC, ZO, Lucknow
d.	e-mail ids of contact personnel	rodflu-up@nic.in

4. This RFP is divided into five parts as follows:
- Part I: Contains General Information and instructions for the Bidders about the RFP such as the time, EMD, place of submission and opening of tenders, validity period of tenders, etc.
- Part II: Contains essential details of creative brief, services required, scope of works, list of deliverables, etc.
- Part III: Contains Standard Conditions of RFP, which will form part of the contract with the successful bidders.
- Part IV: Contains special conditions applicable to this RFP and which will also form part of the contract with the successful bidders.
- Part V: Contains Evaluation Criteria and Format for Price Bids.
5. This RFP is being issued with no financial commitment and CBC, ZO, Lucknow reserves the right to change or vary any part thereof at any stage. CBC, ZO, Lucknow also reserves the right to withdraw the RFP at any stage.

Part I – General Information

1. **Last date and time for submitting the Technical & Financial Bids: 13/06/2025 – on or before 18.00 Hrs.** The sealed Bids should be deposited in person / reach the office address given above, by the due date and time. The responsibility to ensure this lies with the Bidder.
2. **Manner of depositing the Bids:** Sealed Bids (Technical and Financial) should be submitted at the address mentioned in para (3) of Part 0 of this RFP, by hand or by registered post, so as to reach by the due date and time. **Late tenders will not be considered. No responsibility will be taken for postal delay or non-delivery / non receipt of Bid documents. Bids sent by FAX or e-mail will not be considered.** Only those bids which are submitted to the mentioned address within due date and time will be opened.



3. **Date of opening of Technical Bids by the Committee: 19/06/2025** – (If due to any exigency, the date for opening of the proposals is declared a closed holiday, the proposals will be opened on the next working day at the same time or on any other day/time, as intimated by the CBC, ZO, Lucknow.
4. **Place of opening the Bids:**
CBC, Hall No-03, 2nd Floor, Kendriya Bhawan, Sector-H, Aliganj, Lucknow. The Bidders may depute their representatives, duly authorized in writing, to attend the opening of technical Bids on the due date and time. The eligible agencies will be decided based on the qualification documents.
5. **Forwarding of Bids:** Bids should be forwarded by the Bidders under their original memo/letter pad furnishing all details / documents inter alia as mentioned in para 2 (qualifying criterion) of Part 0, such as PAN Number, GST Number, Bank Branch address with e-payment Account etc. with complete postal & e-mail address of their office and the mobile number on which the Agency can be contacted.
6. **Clarification regarding contents of the RFP:** A prospective bidder who requires clarification regarding the contents of the bidding documents may send their queries vide e-mail to rodplu-up@nic.in mentioning the RFP title, number and date, not later than 3 days prior to the last date of submission of the Technical Bids. Copy of the queries and CBC, ZO, Lucknow's clarification will be emailed to respective bidders.
7. **Modification and Withdrawal of Bids:** A bidder may modify or withdraw his/her bid after submission provided that the written notice of modification or withdrawal is received by CBC, ZO, Lucknow prior to deadline prescribed for submission of bids. A withdrawal notice may be sent by e-mail but it should be followed by a signed confirmation copy to be sent by post and such signed confirmation should reach CBC, ZO, Lucknow not later than the deadline for submission of bids. **No bid shall be modified after the deadline for submission of bids. No bid may be withdrawn in the interval between the deadline for submission of bids and expiration of the specified period of bid validity. Withdrawal of a bid during this period will result in forfeiture of Bidder's bid security.**
8. **Clarification regarding contents of the Bids:** During evaluation and comparison of bids, CBC, ZO, Lucknow may, at its discretion, ask the bidder for clarification of his/her bid. The request for clarification will be given in writing and no change in prices or substance of the bid will be sought, offered or permitted. **No post-bid clarification on the initiative of the bidder will be entertained.**
9. **Rejection of Bids:** Canvassing by the Bidder in any form, unsolicited letter and post-tender correction may invoke summary rejection with forfeiture of EMD. **Conditional tenders will be rejected.**
10. **Validity of Bids:** The Bids should remain valid for a period of **one year** from the last date of submission of the Bids.



11. **Earnest Money Deposit:** Bidders, except Micro and Small Enterprises (MSEs) as defined in MSME Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME), are required to submit Earnest Money Deposit (EMD) for an amount of Rs. 50,000/- along with their bids. The EMD may be submitted in the form of an Account Payee Demand Draft / Banker's Cheque in favour of Pay And Accounts Officer, AIR, Lucknow, or Bank Guarantee from any of the Public Sector Banks or a private sector bank authorized to conduct government business as per Annexure-I. EMD is to remain valid for a period of forty-five days beyond the final bid validity period. EMD of unsuccessful bidders will be returned to them at the earliest after expiry of the final bid validity and latest on or before the 30th day after the award of the contract. The Bid Security of the successful bidder would be returned, without any interest whatsoever, after the receipt of Performance Security from them as called for in the contract. **The EMD will be forfeited if the bidder withdraws or amends, impairs or derogates from the tender in any respect within the validity period of their tender.**
12. **Two-bid system:** It is a two-bid system. The proposal of the Agencies, which meet eligibility criteria, will be evaluated based on their **technical presentation**. Date of opening of financial / price bid is **25/06/2025**. **Financial/price bids of only those firms will be opened, whose technical bids are found compliant/suitable after technical evaluation is done by CBC, ZO, Lucknow.**
13. **Maximum amount that can be quoted for ICOPs/Exhibitions (all amounts are inclusive of GST and other taxes):**
A) For Big scale ICOP/multimedia exhibition the quoted amount cannot exceed Rs. 11,50,000/-
B) For Medium scale ICOP/multimedia exhibition the quoted amount cannot exceed Rs. 4,60,000/-
C) For Small Scale ICOP / Digital Photo exhibition the quoted amount cannot exceed Rs. 2,27,000/-
D) For Mini ICOP, the quoted amount cannot exceed Rs. 48,800/-
The financial bids quoting more than the said amounts will be rejected.
14. **Preparation of Proposal:** The bidders shall comply with the following during preparation of the proposals.
a. The Proposal shall conform to provisions of RFP. Any interlineations, erasures or over-writings shall be valid only if they are initialed by the authorized person signing the Proposal.
b. The Proposal shall be typed (preferably) or written in indelible ink (if required) and shall be signed by the Respondent or duly authorized person(s) to bind the Respondent to the contract. The letter of authorization shall be indicated by written power of attorney which shall accompany the Proposal.
c. Proposals received by facsimile shall be treated as defective, invalid and rejected. Only detailed complete proposals in the form indicated above, received prior to the closing time and date of the proposal shall be taken as valid.

Part II – Essential Details of Services Required

1. Creative Brief

a) Aim & Objective:

The Central Bureau of Communication, Ministry of Information and Broadcasting is entrusted with the mandate of contributing to the development of the nation, by leveraging the power and potential of public service communication. The Bureau believes that people's enlightened acceptance, inspired contribution and active participation in government policies and programmes is essential for development. In line with this belief, the Bureau seeks to educate people on how government policies and programmes could contribute to addressing developmental challenges and opportunities, and based on this, to inspire their participation in developmental activities.

The Integrated Communication and Outreach Programmes are an important tool which is being used by CBC towards this goal, to reach out to people in both rural and urban areas, in their own language and culture. Cultural programmes, showcasing and explanation of government policies through exhibitions and through domain experts and other citizen engagement activities are conducted as part of these ICOPs. Depending on the scale, they are classified into Big, Medium, Small and Mini, as pointed out in previous sections. What is common among them is that all ICOPs aim at bringing in behavioural change and enhanced participation in the developmental process.

The Zonal Office of CBC Lucknow, with twelve field offices, located across Uttar Pradesh, is responsible for performing the above functions. Towards this end, the CBC, ZO, Lucknow invites technical and financial proposals for organizing Integrated Communication and Outreach Programmes / Exhibitions on Policies, Schemes and Programmes of Government of India.

The total numbers of ICOPs to be organized are approximately as follows: 04 Big, 06 Medium, 12 Small and 36 Mini ICOPs. The ICOPs are proposed to be organized during June 2025 to March 2026, in various districts all across Uttar Pradesh. The location may be in rural areas as well. The location may change if the condition so demands. All the exhibits are intended to be in Hindi and / or English. The selected agencies must design, fabricate, install and run the exhibition during the proposed time period on turnkey basis.

The contract could be extended by one more year up to 31st March 2027, with mutual consent and on agreed terms and conditions.

- b) Target Audience:** In general, the target audience will be the general public, youth, students, women, etc. who will visit the venue of the exhibition.

2. Scope of Work:

A. The scope of the work is as follows:

- a) For Big ICOPs / multi-media exhibitions for 5 Days + 2 Days Pre-Event Engagement activities (Total 07 Days) in any location of Uttar Pradesh. Ideation, conceptualization, duration, research, scripting, layout, designing and mounting the exhibition on turn-key basis. The design and execution must**

include the following items:

- Creative designs for display highlighting developmental challenges and opportunities of relevance to the region and explaining how government policies and programmes could address these.
- Conventional exhibition panels with vinyl foam printing, Backlit panels - rotating and static, Standees, Banners, Signature Boards, Selfie Points, Visitors Book, etc. befitting the venue
- Innovative digital means of engaging audiences – LED Panels, LED TVs, LED Walls, Touchscreen kiosks, Virtual Reality (VR) experience, Augmented Reality (AR) experience, sound showers, Croma green screen photo booth, 360-degree selfie camera, Holographic Projection or immersive display and other interactive digital media providing personalized experiences
- Fabrication & Installation of display aids
- Engaging subject experts for research, scripting and content developing
- 3D-Photo booths / Selfie Corners with innovative ideas, providing linkage with social media
- Organizing competitions based on exhibition themes; adequate prizes / mementos and certificate print-outs to be distributed to participants / winners
- Artistic gates with artwork, logos, murals, highlighting the theme and name of Departments in Hindi and English (two in number)
- Designing of an appropriate fascia & entrance lobby in innovative form
- Innovative and interactive games for engagement of audience
- Use of relevant hashtags and innovative ways for promoting on social media
- Submission of a final report (two copies to be given to CBC, ZO, Lucknow) and video capsule of 2-3 minutes, including drone shooting
- Developing good quality Audio-Visual content for pre-publicity
- The deliverables of the digital interactive personal experience may not be limited to the above-mentioned items. The bidder may suggest other innovative ideas.

b) For Medium ICOPs / multi-media exhibitions for 3 Days + 1 Day Pre-Event Engagement activities (Total 04 Days) at given locations: Ideation, conceptualization, duration, research, scripting, layout and designing and mounting the exhibition on turn-key basis.

The design and execution must include the following items:

- Creative designs for display highlighting developmental challenges and opportunities of relevance to the region and explaining how government policies and programmes could address these.
- Conventional exhibition panels with vinyl foam printing, Backlit panels - rotating and static, Standees, Banners, Signature Boards, Selfie Points, Visitors Book, etc. befitting the venue
- Innovative digital means of engaging audiences – LED Panels, LED TVs, LED Walls, Touchscreen kiosks, Virtual Reality (VR) experience, Augmented Reality (AR) experience, sound showers, Croma green screen photo booth, 360-degree selfie camera, Holographic Projection or immersive display and other interactive digital media providing personalized

- experiences
- Fabrication & Installation of display aids
- Engaging subject experts for research, scripting and content developing
- 3D-Photo booths / Selfie Corners with innovative ideas, providing linkage with social media
- Artistic gates with artwork, logos, murals, highlighting the theme and name of Departments in Hindi and English (two in number)
- Designing of an appropriate fascia & entrance lobby in innovative form
- Innovative and interactive games for engagement of audience
- Use of relevant hashtags and innovative ways for promoting on social media
- Submission of a final report (two copies to be given to CBC, ZO, Lucknow) and video capsule of 2-3 minutes, including drone shooting
- Developing good quality Audio-Visual content for pre-publicity
- The deliverables of the interactive personal experience may not be limited to the above-mentioned items. The bidder may suggest other innovative ideas.

c) For Small ICOPs / Digital / Photo exhibitions for 2 Days + 1 Day Pre-Event Engagement activities (Total 3 Days) at given locations: Ideation, conceptualization, duration, research, scripting, layout and designing and mounting the exhibition on turnkey basis. The design and execution must include the following items:

- Creative designs for display highlighting developmental challenges and opportunities of relevance to the region and explaining how government policies and programmes could address these.
- Conventional exhibition panels with vinyl foam printing, Backlit panels - rotating and static, Standees, Banners, Signature Boards, Visitors Book, etc. befitting the venue
- Innovative digital means of engaging audiences – LED Panels, LED TVs, LED Walls, Touch kiosks, Virtual Reality (VR) experience, and Augmented Reality (AR) experience.
- Fabrication & Installation of display aids
- Engaging subject experts for research, scripting and content developing
- Designing of an appropriate fascia & entrance lobby in innovative form
- The deliverables of the interactive personal experience may not be limited to the above-mentioned items. The bidder may suggest other innovative ideas.

d) For Mini ICOP: There will be no Exhibition in the ICOP. The Mini ICOP would be a 1-Day Interaction Programme wherein agency needs to provide the following:-

- Backdrop, Banners (minimum 6), foldable standees pertaining to Theme of ICOP, seating arrangement for tent (if required), VIPs and participants (minimum 100), Refreshment for all Participants (Mini. 100), Gifts (as decided by the Nodal officer of the ICOP) for the winners of activities organized during for programme, Mementoes for VIP / Dignitaries.

B. Exhibition Infrastructure:

a. (i) Big ICOP / Digital / Multimedia Exhibition (5 Days) (Deliverables)

Duration: 5 Days of Exhibition and 2 Days Pre Event Engagement

1. Venue Setup

- German Hangar/Dome structure covering approx. 3000 sq. ft.
- Backlit/Acrylic Panels (Minimum 60-70 Panels)
- Facia of the exhibition
- Game zone including AR/VR
- Stage, sofas, center table, and backdrop for inauguration and events
- Seating for 200–300 people with sound, lighting, and support systems
- Rent for indoor halls to be borne by the agency (if applicable)

2. Audio-Visual Equipment

- Video Wall (P2/P3 technology, size as decided by Nodal officer of the ICOP)
- Podium with 6 stand mics and 3 wireless mics
- Sound System for Cultural Performances
- Soundless power backup system

3. Stalls & Seating

- 10-12 stalls (10x10 ft.) along with 1 table and 2 chairs in each and every stall.

4. Hospitality

- VIP refreshments on the inaugural day (Will be pre-informed by the nodal officer)
- Daily refreshments for 250–300 attendees (Refreshment should be of Rs. 100/- per box Minimum)
- Snacks & beverages for attendees

5. Security & Maintenance

- 2 Housekeeping staff for all days
- 2 Security guards throughout the event
- Fire extinguishers, fans, coolers

6. Publicity & Promotion

- Ten (10) banners (6x3 ft.) at venue and city points
- Auto-rickshaw announcements (For Pre-event publicity)
- Printing of Pamphlets and distribution (In consultation with Nodal officer)

7. Photography & Videography

- Coverage of all days with professional photographic services / Drone Shoots for at least 2 days
- 5-10 Minutes video making / recording of bites

8. Staffing

- 1 Anchor for conducting activities for all days
- 2 Demonstrators for each day of exhibition
- Event Manager for taking care of overall arrangement

9. Guest Reception & Gifting

- Welcome with flowers, Shawl and bouquets
- Customized mementoes for dignitaries
- Gifts for competition winners / participants of daily activities (Price and Quantity of Item shall be decided by the nodal officer of ICOP at the venue)
- All activities to be coordinated with the Nodal Officer

All deliverables items/services must be executed in close consultation with the designated Nodal Officer to ensure theme alignment and event objectives.

b (ii) Medium Scale ICOP / Digital or Photo Exhibition (3 Days) (Deliverables)

Duration: 3 Days of Exhibition and 1 Day Pre Event Engagement

1. Venue Setup

- Hangar/Pagoda/Dome structure (2000 sq. ft.)
- Backlit/Acrylic Panels (Minimum 40-50 Panels)
- Facia of the exhibition
- Game zone including AR/VR
- Stage, sofas, center table, backdrop
- Seating for 150–200 attendees
- Rent for indoor venue to be borne by agency (if applicable)

2. Audio-Visual Equipment

- Video Wall for all the three days, Sound System for thematic cultural Performances
- Podium with 6 stand mics and 3 wireless mics

3. Stalls & Seating

- Three stalls (10x10 ft.) along with 6 tables and 12 chairs

4. Hospitality

- Refreshments for 150-200 attendees daily, at a minimum cost of Rs. 100/- per box
- Inaugural day VIP refreshments as decided by the Nodal officer of ICOP

5. Security & Maintenance

- 2 Housekeeping and 2 security personnel
- Fire extinguishers, fans, coolers

6. Publicity & Promotion

- Eight (8) banners (6x3 ft.)
- Printing of Pamphlets and distribution (In consultation with Nodal officer)
- Auto-rickshaw announcements and pamphlet distribution

7. Photography & Videography

- Full coverage for all 3 days / Drone shoot etc., at least for inaugural day
- Short Videos / recording of bites

8. Staffing

- 1 Anchor for conducting activities for all days
- 1 Demonstrator for exhibition
- Event Manager for overall arrangement

9. Guest Reception & Gifting

- Flowers, Shawl and bouquets for VIPs
- Mementoes for VIPs
- Gifts for participants (as decided by Nodal Officer)

All deliverables items/services must be executed in close consultation with the designated Nodal Officer to ensure theme alignment and event objectives.

c. (iii) Small ICOP / Digital or Photo Exhibition (2 Days) (Deliverables)

Duration: 2 Days of Exhibitions and 1 Day of Pre Event Engagement

1. Venue Setup

- Tent/Pagoda/Dome structure (1200-1500 sq. ft.)
- Backlit/Acrylic Panel/Photos (Sun-board) (Minimum 30-35 Panels)
- Facia of the exhibition
- Game zone
- Stage, sofas, center table, and backdrop
- Seating for minimum 100-150 attendees
- Indoor venue rent, if applicable, to be paid by agency

2. Audio-Visual Equipment

- Podium with 3 stand mics and 2 wireless mics
- Video Wall

3. Stalls & Seating

- Three stalls (10x10 ft.) with 6 tables and 12 chairs
- 4. Hospitality**
 - Refreshments for guests on inaugural day for VIPs (will be pre-informed by the nodal officer)
 - Daily refreshments for attendees (approx. 100) at a minimum cost of Rs. 80/- Per box
- 5. Security & Maintenance**
 - 1 Housekeeping and 1 security personnel
 - Fans, coolers, fire extinguishers
- 6. Publicity & Promotion**
 - Printing of pamphlets
 - Seven (7) banners (6x3 ft.)
 - Auto-Rikshaw announcement
 - Printing of Pamphlets and distribution (In consultation with Nodal officer)
- 7. Photography & Videography**
 - 1 Professional photographer for 2 days
 - Short Videos / recording of bites
- 8. Staffing**
 - 1 Anchor for conducting activities for all days
 - 1 Event Manager for taking care of overall arrangement
- 9. Guest Reception & Gifting**
 - Bouquets, Shawl and mementos for VIPs
 - Gifts/ prize for competition participants

All deliverables items/services must be executed in close consultation with the designated Nodal Officer to ensure theme alignment and event objectives.

d (iv) Mini ICOP

No Exhibition in Mini ICOP

Duration: 1 Day Event and 1 Day Publicity

1. Venue Setup & Decoration
 - Venue will be provided by CBC
 - Thematic backdrop
 - Minimum six (6) banners and 10 foldable standees
 - Comprehensive decoration aligned with the theme
 - Seating Arrangement for 100 people and VIP sofa
 - Stage setup for cultural activities
2. Audio-Visual & Equipment
 - PA system and sound support
 - Provision of fans, coolers, and fire extinguishers
3. Hospitality
 - Refreshments for 100 people
 - Cost for each item of refreshment must be minimum Rs. 80/- per box
4. Staffing
 - 1 anchor and 1 event manager
 - 1 housekeeping staff
5. Publicity & Engagement
 - Auto-rickshaw announcements
 - Pamphlet distribution
 - Student competitions
6. Guest Reception & Gifting
 - Bouquets for dignitaries
 - Customized mementoes

- Gifts for winners of competitions

All deliverables items/services must be executed in close consultation with the designated Nodal Officer to ensure theme alignment and event objectives.

Maintenance (Exhibition):

- The scope of work will also include maintenance activities during the event and dismantling of the structure after the event and all the other ancillary works relating to it.
- Housekeeping & security of display area, one reception / information counter table with stationery like visitor books, pens, scissors, ribbon, tray, inaugural lamp, etc. (only for exhibition)
- PA system & sound System
- Fire extinguishers & fire personnel on duty
- Earthing & Cabling as per venue norms
- Obtaining all necessary Licenses / NOC from relevant Govt. authorities for setting up exhibition and show operation
- Providing plants to add a green touch to the Pavilion, electrical fittings in the pavilion as per requirements, as well as daily cleaning of the pavilion during the course of the exhibition

Specifications and auxiliary requirement

- All material to be used in application should be ISI Marked & as per ISO Standards. Material specifications should be of standard premium company make.
- In addition to the above-mentioned scope of work, the agency must execute any other work assigned by CBC, Lucknow (Zonal office or field office) as per the requirements of the exhibition venue / occasion

3. **The Task / Schedule of Requirements:** The agency must execute all the works as mentioned in scope of work and the accepted technical proposals. The exhibition venue with all design, fabrication, installation and facilities (as per accepted proposal / contract) should be completely ready 12 hours before the inauguration time of the exhibition. The agency must maintain the venue for all the exhibition days and will also be responsible for de-installation / clearing the venue after completion of the exhibition.

4. **Period of Contract:** The contract shall be valid from the effective date of contract till 31st March 2026, and extendable by one more year up to 31st March 2027, with mutual consent and on agreed terms and conditions. Please note that Contract can be cancelled unilaterally within the contracted period by CBC, ZO, Lucknow being customer, in case services are not received as per quality and standard specified in the RFP and contract. CBC, ZO, Lucknow reserves the right to exercise the option clause and repeat the order clause as per text given in Part IV of this RFP.



Part III – Standard Conditions of RFP

The Bidder is required to give confirmation of their acceptance of the Standard Conditions of the Request for Proposal mentioned below which will automatically be considered as part of the Contract concluded with the successful Bidder (i.e. Contractor/Supplier in the contract) as selected by CBC, ZO, Lucknow. Failure to do so may result in rejection of the Bid submitted by the Bidder.

1. Law: The Contract shall be considered and made in accordance with the laws of the Republic of India. The contract shall be governed by and interpreted in accordance with the laws of the Republic of India.

2. Effective Date of Contract: The contract shall come into effect on the date of signatures of both the parties on the contract (Effective Date) and shall remain valid until the completion of the obligations of the parties under the contract. The deliveries and supplies and performance of the services shall commence from the effective date of the contract.

3. Arbitration: All disputes or differences arising out of or in connection with the contract shall be settled by bilateral discussions. Any dispute, disagreement or question arising out of or relating to the Contract or relating to services or performance, which cannot be settled amicably, may be resolved through arbitration. The standard clause of arbitration is given in Annexure-II.

4. Penalty for use of Undue influence: The agency undertakes that it has not given, offered or promised to give, directly or indirectly, any gift, consideration, reward, commission, fees, brokerage or inducement to any person in service of CBC, ZO, Lucknow or otherwise in procuring the Contracts or forbearing to do or for having done or forborne to do any act in relation to the obtaining or execution of the present Contract or any other Contract with the Government of India for showing or forbearing to show favor or disfavor to any person in relation to the present Contract or any other Contract with the Government of India. Any breach of the aforesaid undertaking by the agency or any one employed by it or acting on its behalf (whether with or without the knowledge of the agency) or the commission of any offers by the agency or anyone employed by it or acting on its behalf, as defined in chapter VII of Bhartiya Nyaya Sanhita(BNS), 2023 or any other Act enacted for the prevention of corruption shall entitle CBC, ZO, Lucknow to cancel the contract and all or any other contracts with the agency and recover from the agency the amount of any loss arising from such cancellation. A decision of CBC, ZO, Lucknow or its nominee to the effect that a breach of the undertaking had been committed shall be final and binding on the agency. Giving or offering of any gift, bribe or inducement or any attempt at any such act on behalf of the agency towards any officer/employee of CBC, ZO, Lucknow or to any other person in a position to influence any officer/employee of CBC, ZO, Lucknow for showing any favor in relation to this or any other contract shall render the agency to such liability/penalty as CBC, ZO, Lucknow may deem proper, including but not limited to termination of the contract, imposition of penal damages, forfeiture of the Bank Guarantee and refund of the amounts paid by CBC, ZO, Lucknow.

5. Agents/Agency Commission: The agency confirms and declares to CBC, ZO, Lucknow that the agency is the original provider of the services referred to in this Contract and has not engaged any individual or firm, whether Indian or foreign whatsoever, to intercede, facilitate or in any way to recommend to the Government of India or any of its functionaries whether officially or unofficially, for the award of the contract to the contractor, nor has any amount been paid, promised or intended to be paid to any such individual or firm in respect of any such intercession, facilitation or recommendation. The agency agrees that if it is established at any time to the satisfaction of CBC, ZO, Lucknow that the present declaration is in any way incorrect or if at a later stage it is discovered by CBC, ZO, Lucknow that the contractor has engaged any such individual/firm, and paid or intended to pay any amount, gift, reward, fees,

commission or consideration to such person, party, firm or institution, whether before or after the signing of this contract, the agency will be liable to refund that amount to the CBC, ZO, Lucknow. The agency will also be debarred from entering into any supply Contract with the Government of India for a minimum period of five years. CBC, ZO, Lucknow will also have a right to consider cancellation of the Contract either wholly or in part, without any entitlement or compensation to the agency who shall in such an event be liable to refund all payments made by CBC, ZO, Lucknow in terms of the contract along with interest at the rate of 2% per annum above 18% penal rate. The CBC, ZO, Lucknow will also have the right to recover any such amount from any contracts concluded earlier by the agency with the Government of India or with CBC, ZO, Lucknow.

6. Access to Books of Accounts: In case it is found to the satisfaction of CBC, ZO, Lucknow that the agency has engaged an Agent or paid commission or influenced any person to obtain the contract as described in clauses relating to Agents/Agency Commission and penalty for use of undue influence, the agency, on a specific request of CBC, ZO, Lucknow shall provide necessary information / inspection of the relevant financial documents / information.

7. Non-disclosure of Contract documents: Except with the written consent of CBC, ZO, Lucknow, the agency shall not disclose the contract or any provision of the contract or information related to services thereof to any third party.

8. Penalty and Liquidated Damages: In the event of the Agency's failure to submit the Bonds, Guarantees and Documents, or provide the satisfactory services as specified in this contract, CBC, ZO, Lucknow may, at its discretion, withhold any payment until the completion of the contract. CBC, ZO, Lucknow may also deduct from the agency as agreed, liquidated damages to the sum of 1% of the contract price of the delayed services mentioned above, for each day, subject to the maximum value of the Liquidated Damages being not higher than 10% of the value of delayed services.

9. Termination of Contract: CBC, ZO, Lucknow shall have the right to terminate this Contract in part or in full in any of the following cases:

- a. The delivery of the creatives are delayed for causes not attributed to Force Majeure for more than 3 days after the scheduled date of deliverable fixed by CBC, ZO, Lucknow.
- b. The agency is declared bankrupt or becomes insolvent.
- c. The delivery of creatives is delayed due to causes of Force Majeure by more than 15 days.
- d. CBC, ZO, Lucknow has noticed that agency has utilized the services of any agent in getting this contract and paid any commission to such individual/company etc.
- e. As per decision of the Arbitration Tribunal.
- f. As per Para (8) of Part IV of RFP.

10. Notices: Any notice required or permitted by the contract shall be written in the English language and may be delivered personally or may be sent by registered pre-paid mail/airmail, addressed to the last known address of the party to whom it is sent.

11. Transfer and Sub-letting: The agency has no right to give, bargain, sell, assign or sublet or otherwise dispose of the contract or any part thereof, as well as to give or to let a third party take benefit or advance of the present Contract or any part thereof.

12. Patents and other Intellectual Property Rights: The prices stated in the present 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. The Contractor shall indemnify CBC, ZO, Lucknow against all claims from a third party at any time on account of the infringement of any or all the rights mentioned in the previous paragraphs whether such claims arise in respect of manufacture or use. The contractor shall be responsible for the completion of the services in satisfactory manner during the currency of the contract.

13. Amendments: No provision of present contract shall be changed or modified in any way (including this provision) either in whole or in part except by an instrument in writing made after the date of this Contract and signed on behalf of both the parties and which expressly states to amend the present Contract.

14. Statutory Duties & Taxes:

- a. Any change in any duty / tax upward / downward as a result of any statutory variation taking place within contract terms shall be allowed to the extent of actual quantum of such duty/tax paid by the agency. Similarly, in case of downward revision in any duty/tax, the actual quantum of reduction of such duty/tax shall be reimbursed to CBC, ZO, Lucknow by the agency. All such adjustments shall include all reliefs, exemptions, Rebates, concession etc. if any, obtained by the contractor.
- b. If it is desired by the Bidder to ask for the GST to be paid as extra, the same must be specifically stated. In the absence of any such stipulation in the bid, it will be presumed that the prices quoted by the Bidder are inclusive of GST and no liability will be developed upon CBC, ZO, Lucknow.
- c. On the Bids quoting GST, the rate and the nature of GST applicable at the time of supply should be shown separately. GST will be paid to the agency at the rate at which it is liable to be assessed or has actually been assessed provided the transaction of services is legally liable to GST and the same is payable as per the terms of the contract.

15. Pre-Integrity Pact Clause: An "Integrity Pact" would be signed between CBC, ZO, Lucknow & successful agency / bidder. This is a binding agreement between CBC, ZO, Lucknow and Agency for specific contracts in which CBC, ZO, Lucknow promises that it will not accept bribes during the procurement and services process and bidders promise that they will not offer bribes. Under this Pact, the Bidders for specific services or contracts agree with CBC, ZO, Lucknow to carry out the procurement and services in a specified manner. Elements of the Pact are as follows:

- a. A pact (contract) between the CBC, ZO, Lucknow (Principal) and successful Bidder for this specific activity (the successful Bidder);
- b. An undertaking by the Principal (i.e. CBC, ZO, Lucknow) that its officials will not demand or accept any bribes, gifts etc., with appropriate disciplinary or criminal sanctions in case of violation;
- c. A statement by successful Bidder that it has not paid, and will not pay, any bribes;
- d. An undertaking by successful Bidder to disclose all payments made in connection with the contract in question to anybody (including agents and other middlemen as well as family members, etc. of officials); the disclosure would be made either at the time of signing of contract or upon demand of the Principal, especially when a suspicion of a violation by that successful bidder/contractor emerges;

- e. The explicit acceptance by successful Bidder that the no-bribery commitment and the disclosure obligation as well as the attendant sanctions remain in force for the winning Bidder until the contract has been fully executed.
- f. Undertaking on behalf of a successful Bidding agency will be made "in the name for and on behalf of the company's Chief Executive Officer".
- g. The following set of sanctions shall be enforced for any violation by a Bidder of its commitments or undertaking:
 - i) Denial or loss of contracts;
 - ii) Forfeiture of the bid security and performance bond;
 - iii) Liability for damages to the principal (i.e. CBC, ZO, Lucknow) and the competing Bidders; and
 - iv) Debarment of the violator by the Principal (i.e. CBC, ZO, Lucknow) for an appropriate period of time.
- h. Bidders are also advised to have a company code of conduct, clearly rejecting the use of bribes and other unethical behaviors, and a compliance program for the implementation of the code of conduct throughout the company.



Part IV - Special Conditions of RFP

The Bidder is required to give confirmation of their acceptance of Special conditions of the RFP mentioned below which will automatically be considered as part of the Contract concluded with the successful Bidder (i.e. the Agency in the contract) as selected by CBC, ZO, Lucknow. Failure to do so may result in rejection of Bid submitted by the Bidder.

1. Performance Guarantee: The successful bidder will be required to furnish a Performance Guarantee by way of Bank Guarantee through a public sector bank or a private sector bank authorized to conduct government business (ICICI Bank Ltd., Axis Bank Ltd or HDFC Bank Ltd.) for a sum equal to 5% of the contract amount, before signing of contract. Performance Bank Guarantee should be valid up to 45 days beyond the date of completion of Contract period. The specimen of PBG is given in Annexure III.

2. Option clause: The contract will have an Option Clause, wherein CBC, ZO, Lucknow can exercise an option to hire service of the agency for additional number of deliverables as listed in the original contract in accordance with the same rate, terms & conditions of the present contract. This will be applicable within the currency of contract. The Bidder is to confirm the acceptance of the same for inclusion in the contract. It will be entirely the discretion of CBC, ZO, Lucknow to exercise this option or not.

3. Repeat Order Clause: The contract will have a Repeat Order Clause, wherein CBC, ZO, Lucknow can order up to same number of deliverables numbered under the present contract within currency of the contract at the same rate, terms & conditions of the contract. The Bidder is to confirm acceptance of this clause. It will be entirely the discretion of CBC, ZO, Lucknow to place the Repeat Order or not.

4. Payment Terms: It will be mandatory for the Bidders to indicate their bank account numbers and other relevant e-payment details so that e-payments could be made, instead of payment through cheques. The payment will be made upon satisfactory performance of work and no advance payment would be made at any cost.

5. Paying Authority: The payment would be made by CBC, ZO, Lucknow on submission of following documents:

- (i) Ink signed copy of the Agency's original bills
- (ii) **Satisfactory Performance Report (In prescribed format, to CBC, Zonal Office Lucknow, as given in annexure VI) by Nodal officer of ICOP**
- (iii) Details for electronic payment viz. Account holder's name, Bank name, Branch name and address, Account type, Account Number, IFSC code, MICR code (if these details are not incorporated in supply order/contract).
- (iv) Any other document / certificate that may be provided for in the Job Order / Contract.
- (v) Copy of Performance Bank Guarantee (PBG).

6. Fall Clause: The following Fall clause will form part of the contract placed on successful Bidder:

- (a) The price charged for the services supplied under the contract by the Agency shall in no event exceed the lowest price at which the Agency provides the services of identical description to any persons/organization including CBC, ZO, Lucknow or any department of the Central Government or any department of state government or any statutory undertaking of the central or state government as the case may be during the period till performance of all services placed during the currency of the contract is completed.



- (b) If at any time, during the said period, the Agency reduces the service price or offer to provide services to any person/organization including CBC, ZO, Lucknow or any department of the Central Government or any Department of the State Government or any Statutory undertaking of the Central or State Government as the case may be at a price lower than the price chargeable under the contract, the price of services offered shall stand correspondingly reduced.
- (c) The Agency shall furnish the following certificate to CBC, ZO, Lucknow along with each bill for payment for services made against the contract – “We certify that there has been no reduction in service price of the services provided to the Government under the contract herein, and such services have not been offered/sold by me/us at price lower than the price charged to the government under the contract, to any person/organization including CBC, ZO, Lucknow or any department of Central Government or any department of a state Government or any Statutory Undertaking of the Central or state Government as the case may be up to the date of bill/the date of completion of services against all job orders/contract placed during the currency of the Contract.”

7. Risk & Expense clause:

- i) Should the services thereof not be delivered within the time or times specified in the contract documents, or if defective services are provided in respect of the services thereof, CBC, ZO, Lucknow shall, after granting the Agency seven days to cure the breach, be at liberty, without prejudice to the right to recover liquidated damages as a remedy for breach of contract, to declare the contract as cancelled either wholly or to the extent of such default.
- ii) Should the services thereof not conform in accordance with the specifications/parameters provided by CBC, ZO, Lucknow during the check proof tests to be done by CBC, ZO, Lucknow, CBC, ZO, Lucknow shall be at liberty, without prejudice to any other remedies for breach of contract, to cancel the contract wholly or to the extent of such default.
- iii) In case of a contractual breach that was not remedied within 07 days, CBC, ZO, Lucknow shall, having given the right of first refusal to the contractor, be at liberty to provide services of the same or similar description, from any other source as it thinks fit.
- iv) Any excess of the services price, cost of services or value of any services procured from any other contract as the case may be, over the contract price appropriate to such default or balance, shall be recoverable from the Agency by CBC, ZO, Lucknow.

8. Force Majeure Clause:

- a) Neither party shall bear responsibility for the complete or partial non-performance of any of its obligations (except for failure to pay any sum which has become due on account of receipt of services under the provisions of the present contract), if the non-performance results from such Force Majeure circumstances as Flood, Fire, Earthquake and other acts of God as well as War, Military operation, blockade, Acts or Actions of State Authorities or any other circumstances beyond the parties' control, that have arisen after the conclusion of the present contract.
- b) In such circumstances, the time stipulated for the performance of an obligation under the present contract is extended correspondingly for the period of time of action of these circumstances and their consequences.
- c) The party for which it becomes impossible to meet obligations under this contract due to Force Majeure conditions, is to notify in written form the other party, of the beginning and cessation of the above circumstances immediately, but in any case, not later than 15(Fifteen) days from the moment of their beginning.

- d) Certificate of a Chamber of Commerce (Commerce and Industry) or other competent authority or organization of the respective country shall be a sufficient proof of commencement and cessation of the above circumstances.
- e) If the impossibility of complete or partial performance of an obligation lasts for more than one month either party hereto reserves the right to terminate the contract totally or partially upon giving prior written notice of 15 days to the other party, of the intention to terminate without any liability other than reimbursement on the terms provided in the agreement for the goods received.

9. Misc. terms & conditions of the contract:

- The agency shall provide the required services as and when demanded by the CBC, ZO, Lucknow. The personnel engaged for the services in the CBC, ZO, Lucknow shall be the employees of the Agency and will take their remuneration/wages from the Agency. They will have no claim of whatsoever nature including monetary claim or any other claim or benefits from the CBC, ZO, Lucknow. The Agency shall make its own arrangement for transport of the personnel requisitioned, to the CBC, ZO, Lucknow offices and / event venues wherever located in the areas and back.
- The agency will be responsible for compliance of all the applicable laws and obligations arising from the action of providing the services. Any liability arising under Municipal, State or Central Govt. laws and regulations will be the sole responsibility of the Agency and the CBC, ZO, Lucknow shall not be responsible for any such liability. The Agency shall undertake to indemnify the CBC, ZO, Lucknow for any liability under any law arising out of providing the services as per the contract.
- During the subsistence of the contract, the CBC, ZO, Lucknow shall not undertake any monetary liability other than the amount payable to the Agency for the services as per the contract. Other liabilities, if any, shall solely rest on the Agency. Even if the CBC, ZO, Lucknow has to bear such liabilities in unforeseen circumstances / occasions, the CBC, ZO, Lucknow will recover such amount from the Agency by adjusting the amount payable to them.
- The Agency shall comply with all acts, laws and other statutory rules, regulations, bye-laws, etc., as applicable or which might become applicable to the respective state / UT, with regard to performance of the work included herein or touching upon this contract.
- If the Agency fails to provide satisfactory performance, the CBC, ZO, Lucknow shall be at liberty to terminate the contract and withhold the Security Deposit or the balance payment of the contractor, etc. The CBC, ZO, Lucknow reserves the right to abandon or terminate the contract at any time without assigning any reason and it can stipulate any additional term & condition at any time during the currency of the contract.

10. Indemnity:

- **Mutual Indemnification** - Each party shall defend and indemnify the other, its officers and employees from and against any damages to real or tangible personal property and / or bodily injury to persons, including death, resulting from its or its employees' negligence or willful misconduct.
- **Intellectual Property Indemnities** - Bidder shall defend and indemnify CBC, ZO, Lucknow from and against any suit, proceeding, or assertion of a third party against CBC, ZO, Lucknow based upon a claim that any of the system or part of the system supplied by the Bidder including third party components, infringes any valid patent, copyright, trade secret, or other intellectual property right under any country's national or international laws. If a claim pursuant to

above occurs, Bidder shall take all necessary remedial actions at its own cost. Bidders shall safeguard CBC, ZO, Lucknow operations and protect CBC, ZO, Lucknow against any penalty and / or liability arising out of such claim.

- 11. The Bidder shall bear all the costs associated with the preparation and submission of its bid, and CBC, ZO, Lucknow will in no case be responsible or liable for these costs, regardless of conduct or outcome of bidding process.**
- 12. The Bidder has to examine all instructions, forms, terms, conditions and specifications in the bidding documents. Failure to furnish all information required by the bidding documents or submission of a bid not substantially responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of its bid.**
- 13. Amendment of Bidding Documents (Corrigendum)**
 - a. At any time prior to the deadline for submission of bids, CBC, ZO, Lucknow may, for any reason, whether at its own initiative or in response to the clarification request by a prospective bidder, modify the bidding documents.
 - b. In order to allow prospective bidders reasonable time to take into consideration the amendments while preparing their bids, CBC, ZO, Lucknow, at its discretion, may extend the deadline for the submission of bids.



Part V – Evaluation Criteria & Price Bid Issues

1. Evaluation Criteria: The selection of agency will be done through a two-bid system i.e. 'Technical' and 'Financial'. All evaluation (Technical & Financial) would be done by a committee duly constituted by the Competent Authority in CBC, ZO, Lucknow. During evaluation of Proposals, CBC, ZO, Lucknow, may, at its discretion, ask the Respondents for clarification of their Proposals. The process for Evaluation / Selection is as given below:

- **Preliminary Scrutiny:** Preliminary scrutiny of the technical bids along with the technical presentation (Presentation to be submitted in pen drive) will be reviewed by the committee for eligibility and to examine whether the Proposal is complete, whether the documents have been properly signed and whether the bid is generally in order and given by due date. Bids not conforming to such preliminary requirements will be prima facie rejected.
- **Checklist Evaluation:** Technical presentation of the agency must detail the design framework and facilities for the exhibition as per the scope of work. The agencies will be required to submit technical bids as per the checklist given below. Hard copy of the Technical bid properly signed and stamped along with the technical presentation in a pen drive should be placed in the envelope. If a Technical Bid is determined as not substantially responsive, the committee will reject it. The parameters to be used for evaluation of technical presentation will be as follows:

Checklist with Marks Allocation – Big ICOP (Total: 100 Marks)

S. No.	Component	Sub-components	Max Marks	Marks Obtained
1	Concept & Creative Design	Ideation, research, content in multiple languages, design layout	10	
2	Exhibition Setup & Infrastructure	Informative panels, LED walls, kiosks, VR/AR installations, selfie booths	15	
3	Stage Setup & Seating Arrangement	Dome/hangar structure, VIP stage, sofas, chairs, audience arrangement	15	
4	Digital Engagement	AR/VR displays, selfie zones, digital kiosks, touchscreen displays	5	
5	Audio-Visual & Power Backup	Sound systems, mic setup, Video Wall(P3 or P2 /LCD/LED screens), uninterrupted power supply	5	
6	Stalls & Branding	Thematic stalls setup, uniform branding, cleanliness	5	
7	Hospitality Arrangements	Refreshments for VIPs and general public	5	
8	Security & Housekeeping	Fire safety, security guards, regular maintenance during event	5	
9	Publicity & Outreach	Outdoor hoardings, banner installations, pamphlets, auto announcements	5	
10	Photography & Videography	Professional photo/video coverage, drone shots, interview bytes	10	
11	Reporting & Documentation	Detailed final report with photos, short video capsule, AVs for pre-	10	

		event promotion		
12	Staffing & On-ground Coordination	Anchors, event supervisor, volunteers	5	
13	Guest Reception & Gifting	Welcome bouquets, shawl and mementoes, prize distribution	5	

Checklist with Marks Allocation – Medium ICOP (Total: 100 Marks)

S. No.	Component	Sub-components	Max Marks	Marks Obtained
1	Concept & Creative Design	Event theme conceptualization, content research, design quality	10	
2	Exhibition Setup & Infrastructure	Panels with Govt. schemes, LED screens, thematic design	15	
3	Stage Setup & Seating Arrangement	Canopy/stage structure, VIP/guest seating, general audience arrangement	15	
4	Digital Engagement	Digital kiosks, interactive screens/selfie booths	5	
5	Audio-Visual & Power Backup	AV systems, mics, electricity support	5	
6	Stalls & Branding	Informational and interactive stalls with signage	5	
7	Hospitality Arrangements	Tea/water/snacks for participants and guests	5	
8	Security & Housekeeping	Guard deployment, venue maintenance, cleanliness	5	
9	Publicity & Outreach	Hoardings, pamphlets, local publicity (auto/vehicle)	5	
10	Photography & Videography	Still photos, full-day video shoot, bytes	10	
11	Reporting & Documentation	Report with stats and visuals, short summary video	10	
12	Staffing & On-ground Coordination	Anchor, event manager, coordination staff	5	
13	Guest Reception & Gifting	Mementoes, bouquets, small gifts	5	

Checklist with Marks Allocation – Small ICOP (Total: 50 Marks)

S. No.	Component	Sub-components	Max Marks	Marks Obtained
1	Concept & Content Preparation	Scheme-focused content, regional language inclusion	10	
2	Exhibition Setup	Display panels with visuals, standees	10	
3	Digital/Interactive Features	Use of tech (if any), selfie zone, touchscreens	5	
4	Installation & Venue Setup	Tent, backdrop, basic sound and stage arrangement	10	
5	Public Engagement Activities	Drawing/quiz/debate competitions, scheme quiz games	5	
6	Coordination with Local Authorities	Support from nodal department, presence of officers	5	
7	Innovation/Best	Any additional unique element or	5	

	Practice	local adaptation		
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Checklist with Marks Allocation – Mini ICOP (Total: 30 Marks)

S. No.	Component	Sub-components	Max Marks	Marks Obtained
1	Venue Setup & Backdrop	Backdrop with schemes, basic seating arrangement	10	
2	Display Material	Banners, standees, flex boards	5	
3	Hospitality & Refreshments	Tea/snacks for guests	5	
4	Guest Reception & Gifting	Bouquets, prizes, felicitation material	5	
5	Local Coordination	Timely setup and presence of local authorities	5	

- **Technically qualified Respondents:** All agencies securing more than a total of 70% marks in Technical Evaluation will be shortlisted by CBC, ZO, Lucknow on June 19, 2025. Financial Bids of only those respondents who secure a qualifying Technical Score of 70% will be considered.
- **Financial Bids:** The Agencies are required to provide one financial proposal (in INR) (along with Technical Bids in separate envelopes properly marked and sealed) providing rates for performing Exhibition as per the scope of work and activities as per their respective technical proposal. **Rate should be given (separately for each category / type of ICOP) in the format as per Annexure IV.** Financial Proposals will be opened on **June 25, 2025** in the presence of the Respondents who choose to be present. Lowest Rate (L1) will be determined on the basis of financial bids submitted by technically qualified agencies.
- **For each category of ICOP, the contract will be awarded to the technically qualified Agency which quotes the Lowest Rate (L1 Rate).** However, CBC, ZO, Lucknow reserves the right to distribute the work amongst Agencies quoting the L2, L3, L4, L5 rates, provided they agree to work at L1 rate. However, at least 40% of the job for each category of ICOP will be awarded to Agency quoting the L1 rate in that category.
- The decision of the competent authority in CBC, ZO, Lucknow will be final and binding. CBC, ZO, Lucknow reserves the right to accept or reject a proposal without assigning any reason thereof.
- The Bidders are required to spell out the rates of GST in unambiguous terms. In the absence of any such stipulation it will be presumed that the prices quoted are firm and no claim on account

of such taxes & duties will be entertained after the opening of tenders. If a Bidder is exempted from payment of GST up to any value of services provided by them, they should clearly state that no GST will be charged by them up to the limit of exemption by Government which they may have; in such cases, the documentary evidence for exemption of any statutory duties and taxes has to be produced along with price bid. If any concession is available in regard to rate/quantum of GST with the approval of Government, it should be brought out clearly. Stipulation like, GST is presently not applicable but the same will be charged if it becomes leviable later on, will not be accepted unless in such cases it is clearly stated by a Bidder that GST will not be charged by them even if the same becomes applicable later on. In respect of the Bidders who fail to comply with this requirement, their quoted prices shall be loaded with the quantum of GST which is normally applicable on the item in question for the purpose of comparing their prices with other Bidders.

- If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price will prevail and the total price will be corrected. If there is a discrepancy between words and figures, the amount in words will prevail for calculation of price.
- The Lowest Acceptable Bid will be considered further for placement of contract/supply order after complete clarification and price negotiations if required as decided by CBC, ZO, Lucknow. CBC, ZO, Lucknow also reserves the right to do Apportionment of Quantity, if it is convinced that Lowest Bidder is not in a position to provide the services within stipulated time and the same will be placed at Lowest, i.e., L-1 rate.

2. **Award of Contract:** After final evaluation of the technical & financial proposal, CBC, ZO, Lucknow will notify the successful Respondent in writing that their Proposal has been accepted.

3. **Disqualifications:** The CBC, ZO, Lucknow on behalf of Government of India may at its sole discretion and at any time during the evaluation of Bids / Proposals, disqualify any Respondent, if the Respondent has:

- a. Submitted the Proposal documents after the response deadlines.
 - b. Made misleading or false representation in the forms, statements and attachments submitted in proof of the eligibility requirements.
 - c. Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years.
 - d. Submitted a proposal that is not accompanied by required documentation or is non-responsive.
 - e. Failed to provide clarifications related thereto, when sought;
 - f. Submitted more than one Proposal;
 - g. Declared ineligible by the Government of India for corrupt and fraudulent practices or blacklisted;
 - h. Submitted a proposal with price adjustment/variation provision.
- The Respondent is expected to examine all the instructions, guidelines, terms and conditions as notified by CBC, ZO, Lucknow.

EMD Bank Guarantee format

Whereas..... (Hereinafter called the "Bidder") has submitted their offer dated.....for the services and supply of

(Hereinafter called the "Bid") against the customer's request for proposal No.....

KNOW ALL MEN by these presents that WE..... of
Having our registered office at are bound unto..... (Hereinafter called the "Customer") in the sum of for which payment will and truly to be made to the said Customer, The bank binds itself, its successors and assigns by these presents.

Sealed with the Common Seal of the said Bank this..... Day of.....20

The conditions of obligation are:

- (i) If the Bidder withdraws or amends, impairs or derogates from the Bid in any respect within the period of validity of this tender.
- (ii) If the Bidder having been notified of the acceptance of his tender by the Buyer during the period of its validity.
 - a) If the Bidder fails to furnish the Performance Security for the due performance of the contract.
 - b) Fails or refuses to accept/execute the contract.

WE undertake to pay the Customer up to the above amount upon receipt of its first written demand, without the customer having to substantiate its demand, provided that in its demand the customer will note that the amount claimed by it is due to it owing to the occurrence of one or both the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force up to and including 45 days after the period of tender validity and any demand in respect thereof should reach the Bank not later than the above date.

.....

(Signature of the authorized officer of the Bank)

Name and designation of the officer

Seal, name & address of the Bank and address of the Branch)

Format of Arbitration Clause – Indigenous Private bidders

- (i) All disputes of differences arising out of or in connection with the present contract including the one connected with the validity of the present contract or any part thereof, should be settled by bilateral discussions.
- (ii) Any dispute, disagreement or question arising out of or relating to this contract or relating to construction or performance (except as to any matter the decision or determination whereof is provided for by these conditions), which cannot be settled amicably, shall within sixty (60) days or such longer period as may be mutually agreed upon, from the date on which either party informs the other in writing by a notice that such dispute, disagreement or question exists, will be referred to a sole Arbitrator.
- (iii) Within (60) days of the receipt of the said notice, an arbitrator shall be nominated in writing by the authority agreed upon by the parties.
- (iv) The sole Arbitrator shall have its seal in Lucknow or such other place in India as may be mutually agreed to between the parties.
- (v) The arbitration proceedings shall be conducted under the Indian Arbitration and Conciliation Act, 1996 and the award of such Arbitration Tribunal shall be enforceable in Indian Courts only.
- (vi) Each party shall bear its own cost of preparing and presenting its case. The cost of arbitration including the fees and expenses shall be shared equally by the parties, unless otherwise awarded by the sole arbitrator.
- (vii) The parties shall continue to perform their respective obligations under this contract during the pendency of the arbitration proceedings except in so far as such obligations are the subject matter of the said arbitration proceedings.

(Note: In the event of the parties deciding to refer the dispute/s for adjudication to an Arbitral Tribunal then one arbitrator each will be appointed by each party and the case will be referred to the Indian Council of Arbitration (ICADR) for nomination of the third arbitrator. The fees of the arbitrator appointed by the parties shall be borne by each party and the fees of the third arbitrator, if appointed, shall be equally shared by the Customer and Contractor.)

Performance Bank Guarantee Format

From:

Bank _____

To

The President of India through
Central Bureau of Communication
Ministry of Information & Broadcasting,
Government of India
Lucknow

Dear Sir,

Whereas you have entered into a contract no. Dt.....(hereinafter referred to as the said Contract with M/s....., hereinafter referred to as the "Contractor/Supplier" for supply of services as per Part-II of the said contract to the said contractor and whereas the contractor/supplier has undertaken to produce a bank guarantee for 10% of total Contract value amounting to.....to secure its obligations to the President of India. We the..... Bank hereby expressly, irrevocably and unreservedly undertake and guarantee as principal obligors on behalf of the contractor/supplier that, in the event that the President of India declares to us that the goods have not been supplied according to the Contractual obligations under the aforementioned contract, we will pay you, on demand and without demur, all the any sum up to a maximum of Rupees.....only. Your written demand shall be conclusive evidence to us that such repayment is due under the terms of the said contract. We undertake to effect payment upon receipt of such written demand.

2. We shall not be discharged or released from this undertaking and guarantee by any arrangements, variations made between you and the Contractor/supplier, indulgence to the Contractor/Supplier by you, or by any alterations in the obligations of the Contractor/Supplier or by any forbearance whether as to payment, time performance or otherwise.
3. In no case shall the amount of this guarantee be increased.
4. This guarantee shall remain valid for 6 months from the effective date of contract according to the contractual obligations under the said contract.
5. Unless a demand or claim under this guarantee is made on us in writing or on before the aforesaid expiry date as provided in the above referred contract or unless this guarantee is extended by us, all your rights under this guarantee shall be forfeited and we shall be discharged from the liabilities hereunder.
6. This guarantee shall be a continuing guarantee and shall not be discharged by any change in the constitution of the bank or in the constitution of M/s.....

Format for Financial Proposal

The Financial / Price Bid format is given below and Bidders are required to fill this up correctly with full details on their letter heads indicating Rs. In figure.

Rate for Exhibitions

Sl. No	Type of ICOP	Deliverables	Total Cost in INR (Inclusive of GST)
Exhibition			
A	01 Big ICOP/ Digital Multimedia Exhibition	Conceptualization, design, fabrication, installation and maintenance of Exhibition and venue for the required time period (A single quote covering all elements as per technical proposal should be quoted. The rate should be for one such ICOP only)	(The rate should be for one such ICOP only)
B	01 Medium ICOP/ Digital Multimedia Exhibition	Conceptualization, design, fabrication, installation and maintenance of Exhibition and venue for the required time period (A single quote covering all elements as per technical proposal should be quoted. The rate should be for one such ICOP only)	(The rate should be for one such ICOP only)
c	01 Small ICOP/ Digital/ Photo Exhibition	Conceptualization, design, fabrication, installation and maintenance of Exhibition and venue for the required time period (A single quote covering all elements as per technical proposal should be quoted. The rate should be for one such ICOP only)	(The rate should be for one such ICOP only)
d	01 Mini ICOP	Conceptualization, design, fabrication, installation and maintenance of programme and venue for the required time period (A single quote covering all elements as per technical proposal should be quoted. The rate should be for one such ICOP only)	(The rate should be for one ICOP only)

Flagship Schemes and Campaigns of Government of India - Indicative list

1. Three New Criminal Laws
2. Ek Bharat Shresth Bharat
3. International Yoga Day
4. Fit India Movement
5. Swachh Bharat Abhiyan
6. Vocal for Local
7. Sukanya Samridhi Yojana
8. Dissuading Use of Single Use Plastic
9. Jal Shakti Abhiyan
10. Doubling farmer's income
11. Right to Education (RTE)
12. Aayushman Bharat Yojana
13. Beti Bachao Beti Padhao (BBBP)
14. Digital India
15. Rashtriya Swasthya Bima Yojna (RSBY)
16. Pradhan Mantri Awas Yojna (PMAY)
17. Smart City Mission
18. Mission Indradhanush
19. Skill India
20. National Agriculture Market Scheme
21. Kisan Samman Nidhi Yojana
22. Pradhan Mantri Maatru Vandana Yojna (PMMVY)
23. Women Empowerment (Nari Web Portal, She- Box Portal)
24. Pradhan Mantri Laghu Vyapari Maan-dhan Yojna
25. Changes in MV Act
26. Any other flagship schemes/ programs/policy of the Government of India