



Chhattisgarh State Industrial Development Corporation Limited

(A Government of Chhattisgarh Undertaking)

LIC Campus, Pandri, Raipur (C.G.) 492 004

Phone:0771-2583789-90, Fax:0771-2583794

Website : www.csidc.in, Email address:csidc.cg@nic.in,csidc_raipur@yahoo.com

Detailed

Request for Proposal(RFP)

For Event Management Consultant

for

Branding of Chhattisgarh State

Detailed RFP : Ref. NIT No.03/CSIDC/Tech.V/2010-11 **Raipur, dated 20/08/2010**

The Chhattisgarh State Industrial Development Corp. Ltd., Raipur (CSIDC), a Government of Chhattisgarh Undertaking on behalf of Government of Chhattisgarh intend to invite Request for Proposal (RFP) to appoint a Event Management Consultant having experience in the respective fields for the following work :-

"Branding of Chhattisgarh State on its 10th Anniversary of state formation through the events, Rajyotsav-2010 & India International Trade Fair-2010(IITF), showcasing the progress achieved in last 10 years & opportunities available"

1. Background and Objective :-

Chhattisgarh, India's youngest and fastest growing state is on the threshold of a new phase of growth as it completes ten years of its existence on 1st November 2010.

The state has several strengths and advantages in terms of stable and forward looking political leadership, surplus power, rich natural resources, luxuriant forests and a vibrant agricultural sector. With its central location, rich and varied culture, wild life sanctuaries, attractive tourist destinations, Chhattisgarh is poised to be 'The State' of 21st Century India.

On its 10th anniversary, apart from showcasing the journey of a decade towards progress and prosperity, the state desires to project itself as an ideal location not only for core industries and power generation but also for investment in agro-industries, information technology, tourism, herbal products, real estate and infrastructure.

Two major events "**Rajyotsav**" at state level and "**IITF (India International Trade Fair, Delhi)**" at national level with the participation of countries from international level, are the most opportune and suitable platforms for showcasing the progress achieved by the state in last 10 years as well as the new opportunities available for further growth.

The Chhattisgarh State Industrial Development Corp. Ltd., Raipur (CSIDC), State Government Undertaking, has been entrusted with the responsibility of appointing a Consultant for conceptualizing, planning and managing these two major events.

2. Broad Scope of Work and Services -

The Event Management Consultant/Company would be required to carryout the following major tasks :-

- (i) Conceptualization of theme and concept for State's 10th Anniversary Celebration, highlighting among other things :-
 - Achievements over the past decade and new opportunities for investments and growth.
 - A young state looking towards the youth for its future development.
- (ii) Preparation of master plan for **Rajyotsav-10** which would include :-
 - Participation of Government Departments, Public Sector Undertakings and Private Sector in both events.
 - Cultural programmes and other activities of public interest.
 - Special steps to ensure active participation of youth and children in this Mega Event.
- (iii) Plan for participation of Guest States in Rajyotsav-2010.
- (iv) Plan for organizing conclaves/seminars and investors meets.

3. To attract serious visitors/investors in these events and at the same time; making the events interesting enough for general public, engaging services of an experienced event management consultant is felt necessary for successfully organizing and managing such mega events from conception to completion ensuring that every thing runs smoothly. Experienced consultants expertise to ensure total turn-key solutions in the field of Event Management are required to be engaged.

Proposals are invited for "**Event Management Consultant**" from well reputed firms, organizations, companies and consultants -

- (i) Having experience of Creation, Managing & Marketing such mega events of similar nature completed successfully for any Govt., Semi-Govt., Public Sector Organizations in their own capacity, at least three such events in last 5 years out of which the bidder should have handled at least one domestic/international event either in India or abroad with the minimum turnover of Rs.4.00 Crore or above.
- (ii) The bidder should have a business turnover of Rs.0.75 Crore in each of the last 5 years or an amount equivalent to an aggregate of Rs.4.00 Crore in the last 5 years.

The required documents explicitly supporting the past experience such as work order copies and certificate from the clients, consortia document - MOU document, financial strength document, list of key personnel engaged along with brief bio-data must be forwarded with the application for issue of RFP document. In case of downloading the document from website, all the supporting documents as above should be forwarded along with the RFP failing which the proposal may not be considered or may be rejected out rightly.

4. RFP document containing detailed terms and conditions can be obtained from CSIDC office **on or before 9th September 2010** during office hours on payment of cash Rs.5000/- (Rupees five thousand only) or by Demand Draft in favour of The Managing Director, CSIDC, Payable at Raipur(C.G.). RFP document can also be downloaded from CSIDC website **www.csidc.in** up to **9th September 2010** which shall be submitted along with the cost of form i.e. Demand Draft of Rs.5000/- (Rupees five thousand only) in favour of the Managing Director, CSIDC, payable at Raipur(C.G.).

5. Sealed proposals should be submitted so as to reach the office **on or before 4.00 PM. of 10/09/2010** through Speed-Post, Registered-Post or by hand delivery, **along with an earnest money of Rs.1,00,000/- (Rupees One Lakh only)** in the form of Demand Draft in favour of The Managing Director, CSIDC, payable at Raipur(C.G.) [Refundable without interest]. CSIDC will not be responsible for any delay in receiving the documents.

6. The proposals shall be submitted in three separate sealed envelopes marked as "A", "B" & "C" containing, Earnest Money and cost of document [if RFP document downloaded from website] (**Envelope "A"**), Detailed RFP document along with technical proposal, profile of applicant/firm and required information/experience as per the eligibility criteria etc. complete (**Envelope "B"**), Financial Offer (**Envelope-"C"**).

Envelope "A" shall be opened first and examined. Envelope "B" of only those participants shall be opened who have submitted EMD and cost of document as prescribed **on the same day at 5.00 P.M.** in the presence of intending participants.

7. Technically qualified bidders shall be required to make a presentation of their concept on their own cost before the Committee in Raipur.

8. Applicants will be informed in due course, the results of their submissions after evaluation of RFP proposals by the committee.

9. CSIDC reserves the right to accept/reject any or all submissions without assigning any reason thereof.

Managing Director
Chhattisgarh State Industrial Development Corporation Ltd.
