

आयुर्वेद शिक्षण एवं अनुसंधान संस्थान (आईटीआरए),
आयुष मंत्रालय, भारत सरकार
आयुर्वेद परिसर, जामनगर-361 008

अभिरुचि की अभिव्यक्ति (ईओआई) सूचना: 2025-26

जामनगर में "प्रसंग प्रबंधन एजेंसियों को पैनल में शामिल करने के लिए अभिरुचि की अभिव्यक्ति (ईओआई) 2025-26" के लिए संभवित बोलीदाताओं से निर्धारित प्रारूप में निविदा आमंत्रित की जाती है। सीलबंद निविदा लिफाफे के ऊपर "प्रसंग प्रबंधन एजेंसियों को पैनल में शामिल करने के लिए अभिरुचि की अभिव्यक्ति (ईओआई) 2025-26" लिखकर दिनांक 15-09-2025 तक पहुंचाना है। निर्धारित प्रारूप, नियम और शर्तें आवश्यक विवरण के साथ वेबसाइट itra.ac.in पर उपलब्ध हैं। संस्थान स्वीकृति/अस्वीकृति का अधिकार सुरक्षित रखता है। संपर्क: 02882552014, 02882550966

**Institute of Teaching and Research in Ayurveda
(ITRA), Ministry of AYUSH, Govt. of India, Ayurveda
Campus, Jamnagar – 361 008**



EOI NOTICE : 2025-26

Sealed tender for "Expression of Interest (EOI) for Empanelment of Event Management Agencies 2025-26" at city JAMNAGAR; in prescribed format are invited from prospective bidders. The sealed tender superscribed "Expression of Interest (EOI) for Empanelment of Event Management Agencies 2025-26" should reach latest by Dt. 15-09-2025. Prescribed format, terms and conditions with required details are available on website itra.ac.in. The institute reserves the right for acceptance/rejection. Contact: 02882552014, 02882550966.

Date:01/09/2025

निदेशक/DIRECTOR

Dr. B. K. Tiwari
निदेशक
आयुर्वेद शिक्षण एवं अनुसंधान संस्थान
आयुष मंत्रालय, भारत सरकार
जामनगर

Tender Document No. : EMA-2025-26

EXPRESSION OF INTEREST (EOI)
FOR
EMPANELMENT OF EVENT MANAGEMENT AGENCIES
AT
INSTITUTE OF TEACHING AND RESEARCH IN AYURVEDA
(ITRA), JAMNAGAR, GUJARAT



Office Inviting the EOI

Institute of Teaching and Research in Ayurveda
(Institute of National Importance)
Ministry of AYUSH, Govt. of India, New Delhi.
Opp. B – Division Police Station, Gurudwara Road, Jamnagar – 361
008(O) +91 – 288 – 2552014 Tel. Fax : +91 – 288 – 2676856
director@itra.edu.in

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Schedule-I

About ITRA, Jamnagar

Institute of Teaching and research in Ayurved (ITRA) is a Prestigious Institute of National Importance located at Jamnagar, Gujarat. This is working under the Ministry of Ayush, Govt. of India, New Delhi. This eminent Institute has taken the part in the modern Indian History of Ayurveda in particularly standardizing the Teaching and Research aspects of Ayurveda. ITRA is the only WHO CC Institute in the Ayurveda Sector from India and now having the Interim office of WHO-Global Traditional Medicine Center (GTMC) in the Campus. ITRA taking care of the New Construction Buildings at Gordhanpur, Jamnagar and supporting the activities of WHO-GTMC as well. As a Great and quiet old Institute produced many Knowledgeable and committed people in Ayurveda from many decades to serve the Citizens of India and the world. Institute has conducted many National and International Conferences from time to time in the Past. This is the first time calling the tender for an Event Management Agency throughout the year events of ITRA, supported and mentored by Ministry of Ayush, Govt. of India, New Delhi.

Objective

The primary objective of this EOI is to empanel creative and resourceful event management agencies capable of delivering end-to-end services for high-impact events aligned with the Ayurveda principles. The empaneled agencies will help promote traditional medicine values, showcase success stories in Ayurveda Sector, and facilitate stakeholder engagement through targeted events and campaigns across Gujarat.

Brief Information about the Events Conducting Every Year at ITRA

ITRA seeks to engage an event management agency on a rate contract basis to support a range of official events throughout the year. The selected agency will provide end-to-end planning, coordination, and execution to ensure each event meets the highest standards of organization, Hospitality and technical quality.

The anticipated events for the upcoming contract period include:

1. Republic Day Celebration (26th January)
2. International Yoga Day (21st June)
3. Independence Day (15th AUGUST)
4. National Hindi Diwas (14th September)
5. International/National Ayurveda Day (23rd Sep)
6. ITRA Foundation Day (15th October)
7. Vigilance Awareness Week (October)
8. Visit by Central and State Govt. Ministers
9. Visits by Foreign Delegates

10. Regular Office meeting and smaller events
11. Miscellaneous events declared from time to time by Ministry of Ayush, GoI
12. Exhibitions, Workshops, CME, Seminars, Health camps conducting by different departments of ITRA
13. Notable Days, Weeks and festivals celebrating by different departments of ITRA

Note: Additional events may be added or above mentioned events may be curtailed as required, and the agency must remain adaptable to accommodate such requests without fail.

Brief Portfolios of Ministers, Officials, Delegates, Participants and Visitors of ITRA (The list is inclusive and for information only)

The ITRA, Institute of National Importance and only National Institute in the western region under the Ministry of Ayush, Govt. of India, the expectation of events conducting and scope of every event or visit by different delegates across the globe also with high portfolio's only. Expecting the selected EMA by this tender will be covering all the guests list of ITRA throughout the year with the same attention. Most of ITRA events shall be planned to accommodate participants including the following.

Hon'ble Governors of India
 VVIPs, Hon'ble Ministers
 Hon'ble Presidents and Prime Ministers of other Countries
 WHO and other UN Organization chiefs and their staff
 Government officials of India and other states
 Governing body Members of ITRA
 Foreign delegates from across the globe
 Academic delegates such as VC's, Directors of IIT's and other national institutes across the India
 Indian Delegates- Industry, Practitioners and academia
 Press and Media
 ITRA Staff and Students
 Other Stakeholders of Ayush sector

Expression of Interest (EOI) Schedule

Sr. no	Activity	Date and Time
01	Date of Publishing and Downloading of EOI	01.09.2025
02	Pre Bid Meeting	08.09.2025
03	Last date for submission of EOI	15.09.2025
04	Mode of Submission	Sealed envelopes by post/ courier or by hand within office timings at ITRA Director office dispatch section.
05	EOI Submission fee	NIL
06	Date of Presentation by shortlisted agencies	19.09.2025
07	Time and Venue for Presentation	Committee Room, First Floor, ITRA Administrative Building, Jamnagar, Gujarat
08	Any modification or addendum in this EOI	Please follow www.itra.ac.in , all updates will be added here only.

- Once Empanelment procedure completed and successful selected agencies shall submit the Contract Agreement and security deposit as mentioned in the EOI document, without fail within 7 days.
- Agencies submitted the contract agreement and SD will be declared as empaneled agencies for the period of 3 years; with subjective to satisfactory performance, assessment renewal every year.

General Instructions:

- ITRA desires to engage an EVENT MANAGEMENT AGENCIES of repute for the throughout the Year events, which shall include but not limited to managing events at the venue as per requirements. The scope of work shall be for development, set-up, organizing, management and execution of all events (Throughout the Year) of ITRA as per terms and Conditions.
- The agency has to research and propose ideas so that the event can be satisfactorily executed covering all the elements of scope of work mentioned in the Tender Document.
- ITRA Conduct most of the events in their in house facility venues such as Dhanwanthari Grounds, PM Mehta Auditorium, Shree Rajmata Gulabkunverba Auditorium, Prof. M.S. Baghel Conference

room and other demarcated areas of campus. But the Identification and selection of venue not limited only to campus always.

- The applicant may furnish or suggest any additional information, which could be considered necessary to establish capability to successfully complete the envisaged event.
- The particulars of the event given in this document are indicative only. These are subjected to change and may be considered only as advance information to assist the applicants.
- At any time, prior to the deadline for submission of EOI, ITRA either on its own or on request of the agency may amend this Document by issuing an addendum. To give the Agency reasonable time to take an addendum into account in preparing their EOI, ITRA may, at its sole discretion, extend the deadline for the submission of EOI. Agency may check the cPPP Portal for any such amendments from time to time.

Brief outline of Scope of Work:

1. Event Planning & Conceptualization:

Conduct a detailed needs assessment with ITRA representatives to establish event-specific goals, audience expectations, themes, and objectives. Conduct site visits and planning sessions as required.

Develop customized themes and design concepts that align with the significance of each event. This includes creating visual designs, Kits, mockups, and branding elements such as backdrops, banners, signage, and digital media.

Prepare a detailed event timeline covering pre-event preparations, event day schedule, and post event wrap-up. Create a budget with transparent cost allocations, resource requirements, and contingency funds for ITRA approval.

2. Venue and Setup Management:

Identify and secure venues based on the event scale, participant count, and specific logistical needs. Finalize venue contracts in consultation with ITRA to ensure all terms align with the organization's requirements.

Design efficient layouts for seating, stage, registration, and breakout areas. Coordinate and oversee setup, including stage construction, seating, lighting, and audio-visual arrangements.

Ensure venues adhere to health, safety, and accessibility standards, incorporating crowd management, emergency exits, and health protocols, including those required post-pandemic.

Design and printing of event specific branding material on flex/vinyl, post approval from Clients. Please note the Branding and advertisement rights for the event rest with the ITRA as per client's requirement. Accordingly, ITRA shall direct the Agency on the branding requirements.

3. Stage, Lighting, and Decoration

Arrange staging elements, including backdrops, podiums, banners, and lighting for optimal visibility and aesthetics.

Set up and test sound systems, lighting rigs, projectors, screens, and live streaming equipment. On-site should be available for real-time troubleshooting.

Provide appropriate decorations, such as floral arrangements, VIP seating decor, carpets, and banners, to create a polished event atmosphere.

Provision of DG sets with diesel, for adequate power supply at the event venues, inclusive of their operating licenses and safety certificates, fueling and required technical operators.

Provision of electrical works, temporary lighting works and Air conditioning units with the required wiring and cabling along with the procurement of safety certificate and NOCs from the concerned regulatory authorities.

4. Guest Hospitality, Catering, and Attendee Management

Organize catering services with attention to dietary requirements and preferences, ensuring quality and timely delivery. VIP and delegate Kits, refreshments, snacks, and meal services are to be managed per event scale.

Handle guest lists, invitations, RSVPs, and seating assignments for smooth attendee flow. Provide staff at registration desks to manage check-ins and guide guests.

Ensure special services for VIPs and delegates, including reserved seating, refreshments, and personalized assistance during the event.

5. Logistics, Transport, Boarding -Lodging and Cultural Events Management

Design and printing of event specific folders/brochures/envelopes/stationary post approvals from Client.

Coordinate the flow of event segments, including speeches, performances, and activities, to maintain timing and audience engagement and even

support needed in conducting cultural events.

Local Transport from the Airport for VVIP, VIP and delegates along with Hotel accommodation on the advice and demand of ITRA.

Supply trained and support staff to assist in event operations, including guest assistance, technical support, and safety management.

6. Compliance, Security, and Risk Management

Implement health and safety measures, crowd control, and emergency response plans.

Provide adequate security, including CCTV surveillance, crowd control barriers, and fire safety measures. Engage security personnel where required to ensure guest safety.

Develop contingency plans for disruptions, such as inclement weather, technical malfunctions, or safety concerns, ensuring swift response protocols.

7. Post-Event Services

Collect messages from dignitaries, chief guests and organizers, Gather feedback from attendees and ITRA representatives to assess event success, satisfaction, and areas for improvement.

Compile a detailed post-event report covering attendee satisfaction, vendor performance, budget adherence, and any lessons learned.

Supervise the dismantling of equipment, post-event clean-up, and the return of rented materials to ensure orderly venue exit.

Empanelment Mechanism

It is proposed to empanel event management agencies for ITRA initially for 3 years, renewal for each year with subjective to annual assessment of empaneled agencies.

The empanelment shall be purely based on the eligibility criteria and technical evaluation criteria mentioned in the Page No.12 and 13 of this EOI Document.

Award of Works to Empaneled Agencies

(a) The job will be awarded by inviting limited financial quotations from the empaneled agencies.

(b) Empaneled agencies will have to quote competitive rates and the agency with the L1 (Lowest Rates of Total Value) wise for the particular event will be awarded

the work Order.

ITRA reserves the right to de-empanel any agency from the empanelment list if the agency fails to provide financial quotations, continuously for 3 times in the RFP, without valid justification.

ITRA will empanel the EOI who are meeting the eligibility criteria conditions as specified in Terms and Conditions and scoring a minimum of 70 marks out of 100 marks in Technical evaluation as specified in Technical Evaluation Criteria.

ITRA will communicate the outcome to the empaneled agencies by mail confirmed by letter transmitted by registered/speed post that its EOI has been accepted. This letter (hereinafter and in the condition of contract called the “Letter of Empanelment”) shall mention the duration of the empanelment.

Contract Management and Compliance

- Performance Reviews: ITRA will conduct regular performance evaluations based on agency responsiveness, quality of service, and adherence to timelines and standards.
- Reporting Requirements: The agency must provide pre-event planning reports, real-time event updates, and post-event completion reports to ITRA for review and record-keeping.
- Dispute Resolution: Any disputes arising during contract execution will be resolved through mutual consultation. Unresolved disputes may be subject to arbitration as per ITRA guidelines.

Penalty Terms and Conditions

To ensure adherence to quality and timelines, ITRA will enforce penalty terms under the following conditions:

1. **Non-Compliance Penalties:** Failure to comply with contractual terms, event quality standards, or health and safety protocols will result in penalties. Each instance of non-compliance may attract a fixed penalty - 5% deduction from the bill amount for the respective service/item.
2. **Delay Penalties:** Delays in event setup or any component critical to the start of the event may result in penalties, 0.5% percentage of the billed amount per delayed hour. Persistent delays may lead to the termination of the contract.
3. **Service Deficiency Penalties:** Any service deemed subpar or below agreed-upon standards (e.g., issues in catering, hospitality, or technical setup) will attract a penalty of 3% of the billed amount, depending on the severity and impact of the event. Repeated deficiencies may lead to contract termination.
4. **Liability for Damages:** The agency will be responsible for any damage to property or equipment due to negligence. Any repair or replacement

costs will be borne by the agency, and ITRA reserves the right to deduct these costs from the final bill.

5. **Termination for Cause:** ITRA reserves the right to terminate the contract if the agency fails to meet expectations on three or more occasions, engages in misrepresentation, or fails to address repeated issues in a timely manner.

SCHEDULE – II

- ❖ After award of the work the Successful empaneled Agency shall submit creative designs and sample of items and materials for approval by ITRA. ITRA shall not be liable to payment for any of the items/materials/services supplied by Agency without approval of ITRA.

➤ **List of Documents Required:**

- 1) **Minimum 5 years of Experience** in the required Event Management services industry (*Company/Agency Incorporation Certificate, Work Completion Certificate only must be submitted*)
- 2) It is mandatory that the **Agency should have an office in Gujarat State of India**, provide along (*A proof in the form of certificate of incorporation or any certificate showing the address & location as specified should be submitted*).
- 3) **Minimum Average Annual Turnover of ₹ 5 Crores** for last 3 financial years (*Details of CA Certified Documents with complete financial statements to be submitted*).
- 4) **List of Human Resource on company rolls** along with qualification and Experience in the event management industry.
- 5) **Agency already empaneled under any Central/ State Govt. for the event management services**, enclose those list of Organizations and proofs
- 6) **All Annexures attached in this EOI format**, along with work orders/ purchase order / any more proofs to support individual annexures
- 7) **Composition of firm in details** (*whether a Proprietor or Partnership firm or a company, etc.*) *should be submitted along with name(s) and address of the owner/partners/Power of Attorney/other relevant documents*
- 8) Proper Registration- Agency has to submit details of tax registrations (**PAN, GST, etc.**) supported by documentary evidence
- 9) **Contact Details & Address proof Documents**
- 10) **Income Tax Returns & GST Returns**, of last three consecutive years, duly certified by a Chartered Accountant
- 11) **Tendering agency should have current account in a scheduled bank and should give an undertaking that they are ready to receive the payments through PFMS.**
- 12) The vendor/service provider must have to submit a declaration that it has **not been blacklisted in the recent past (3 Years)** by any Government Authority/Public Sector Organization etc.
- 13) **Tenders to be signed: Each page of the Tender Documents should be signed** by the person or persons submitting the tender in token of his/their having acquainted himself/ themselves with the conditions of contract etc, as laid down. **Any tender with any of the documents not so signed and uploaded is likely to be rejected.**

Mode of Submission of EOI Documents:

All interesting Bidders participating in this EOI document and ITRA empanelment procedure are instructed here by send your **all documents by duly signed and sealed with all annexures and supporting proofs** without fail to the following address in the **Hard Copy format only** in the envelop written on above as “**Documents for the EOI for Empanelment of EMA**” by the last date, as mentioned in the cPPP portal for this EOI to the following address.

**The Director,
Purchase section, First floor,
ITRA Administrative Building,
Institute of Teaching and research in Ayurveda (ITRA)
Opp. City B-Division Police Station,
Gurudwara Road, Jamnagar-361006
Gujarat.**

➤ Rejection of EOI

The EOI will be considered Non Responsive & summarily rejected in case it does not fulfill any one or more of the following conditions:

- a) Agency not submitted hard copy (EOI documents) by the last date of EOI Schedule
- b) If the agency tries to put any influence.
- c) If the agency furnished false information.
- d) If the Authorized Signatory has not signed with official seal on all pages of the EOI document.
- e) Agency not participated in tender through cPPP Portal.

Payment Terms:

S.No	Progress of Work	Amount to be released as % of the Contract Value
01	After Successful completion of the Work	100% as per actual delivery of items and Services at site/ event venue

Note:

- Payment is Subjected to recommendation by ITRA Committee
- Payment is subject to availability of fund
- Payment shall be against actual work done
- Any work/ item/ services not supplied by the agency, the same shall not be paid/ liable for payment by ITRA.
- GST & TDS shall be deducted as per rule applicable.

ELIGIBILITY CRITERIA FOR THIS EOI:-

S. No	Mandatory Eligibility Criteria	Supporting Document Required
1	<p>The applicant should be a single entity, registered as a Company under the Companies Act 2013 or Companies Act, 1956 or Partnership Firm registered under the Indian Partnership Act, 1932 or LLP registered under the Limited Liability Partnership Act, 2008 or a Society registered under the Societies Registration Act, 1860.AND</p> <p>Company should have a fully functional office/Offices in Gujarat (Rent agreement will not be entertained) Should have been in existence in Gujarat at least for the last Five years.</p> <p>The company should have a minimum average annual turnover of Rupees 5 crore in the last three financial years (i.e. 2022-23, 2023-24 and 2024-25).</p>	<p>(a) Certificate of Registration / Incorporation under the respective Acts in India.</p> <p>(b) The respective Memorandum of Association/Partnership Deed.</p> <p>(c) GST Registration Certificate</p> <p>(d) PAN Card</p>
2	<p>The applicant should not have been blacklisted in India by any Central Govt. Department, Ministry, Central PSUs, State PSUs, Autonomous bodies of the Central/ State Govt. etc. during the last 3 Financial Years.</p>	<p>Letter of undertaking</p>
3	<p>The Bidder should have successfully executed at least 5 events in the last 3 years with at least 2 events completed in the previous financial year (FY 2024-25) for any Central Ministry or State Ministries or PSUs</p>	<p>Attach Proof</p>
4	<p>The Bidder must successfully execute at least 1 large scale event, like conference, seminar, exhibition trade show etc., for any Govt./PSU or corporate sector value of Rs. 50 Lakh and above conducted in the last 3 financial years (i.e. 2022-23, 2023-24 and 2024-25).</p>	<p>Attach Proof</p>
5	<p>5 years' experience in the Event Management services (Relevant documents to be attached) along with empanelment with Govt/ ministry / PSUs (Active/ valid)</p>	<p>Work order/purchase order /empanelment agreement</p>

FURTHER EVALUATION SHALL ONLY BE UNDERTAKEN IF THESE ELIGIBILITY CRITERIA ARE MET

TECHNICAL EVALUATION CRITERIA FOR THIS EOI

Sr.	Criteria	Documentary evidence	Marks Assigned	Whether Relevant Documents Provided	List of Documents with Page Numbers
1	Minimum 5 years of Experience in the required Event Management services industry	Copy of registration certificate/ certificate of incorporation	<p>i. 5 Marks if experience is 5 years</p> <p>ii. 2 Marks for each year of experience above 5 years.</p> <p>Max. Marks: 10</p>	Yes/No	
2	Minimum ONE large scale event, conference, seminar, exhibition or trade show for any Central/ State govt./PSU or corporate sector value of Rs. 50 Lakh and above conducted in the last 3 financial years (22-23,23-24,24-25)	Work Order & Contracts are to be attached for authenticating claim.	<p>i. 60% marks for minimum eligibility criteria</p> <p>ii. 100% marks for twice the minimum eligibility criteria or more.</p> <p>iii. In between i & ii on pro-rata basis</p> <p>Max Marks: 25</p>	Yes/No	
3	Minimum Average Annual Turnover (for 3 years)	Audited Financial Report / Chartered Account certificate indicating minimum annual financial turnover	<p>i. 5 marks if turnover is up to ₹ 5 Crores during last 3 financial years (22-23,23-24,24-25).</p> <p>ii. 1 mark for each crore of annual turnover above the ₹ 5 Crores during last 3 yrs (22-23,23-24,24-25).</p> <p>Max Marks : 10</p>	Yes/No	

4	Human Resource	<p>Documentary proofs :</p> <p>CVs of key personnel like management Head, creative lead.</p> <p>Total No.of Employees on Agency Pay rolls.</p> <p>Undertaking on company letter head.</p>	<p>a) One mark per each year of experience for Management head with qualification of Master's degree in Business Administration i.e MBA.[Min 3 marks, Max 5 Marks]</p> <p>b) One Mark per each year of experience in branding/promotion/ PR activities of Creative lead with qualification of diploma in designing/VFX /Graphics [Min 1 Mark, Max 2 Marks]</p> <p>c) Total No. of Employees on Pay roll are more than 10: 3 Marks Max Marks: 10</p>	Yes/No	
5	Agency having a positive Net- worth as per the Annexure-8	CA Certificate of Net-worth	<p>0.5 (Half Mark) Mark for each crore of positive net worth.</p> <p>Max Marks: 05 Marks</p>	Yes/No	
6	Proposed approach, Themes, Concepts in the form of a presentation elaborating execution details for the event to be assessed on resource deployment, quality, content, understanding of scope of work,	Presentat ion Made to Tender Evaluati on Committ ee &/or Experts.	Max Marks : 40	Need to give presentation on the date decided by the ITRA in front of technical evaluation committee	

	relevance of presentation, creative approach, visual appeal etc.				
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- AGENCY absent in technical demonstration/ presentation/ evaluation on the prescribed date shall be disqualified.
- Date, Time and Venue for Technical Presentation was mentioned as in the **Table** in Page No. and cPPP Portal

Evaluation criteria

(a) Bidders who are eligible as per the eligibility criteria of EOI, will be evaluated on their submitted proposals.

(b) The selection for empanelment will involve an evaluation of the Technical Proposal of 60 Marks and Technical Presentation of 40 Marks.

(c) Bidders who score at least 40 out of 60 marks in Technical Proposal (referred to as Shortlisted Bidders) shall qualify for making a technical presentation before the selection committee.

(d) Bidders who score at least 20 out of 40 marks in the Technical Presentation shall qualify to be considered for the empanelment.

(e) Bidders shall be empaneled on the basis of obtained scores after aggregating the scores awarded on the basis of technical proposal and technical presentation (Overall composite score). (f) The minimum qualifying marks for the empanelment are 60 out of 100.

Even though the Agency meet the above qualifying criteria, they are subject to be disqualified if they have:

- i. Made misleading or false representations in the forms, statements and attachments submitted in proof of the qualification requirements; and/or
- ii. Record of poor performance such as abandoning the works, not properly completing the contract, inordinate delays in completion, litigation history, barred by the Central / State Government from participating in any project or financial failures etc.
- iii. Black Listed / debarred by the Govt. of India/ Govt. of Gujarat. The quantity and details of various components may also be indicated during presentation.
- iv. From the time the EOI are opened to the time the contract is awarded, the agencies should not contact the Institute on any matter related to its Technical and/ or Financial EOI. Any effort by the agencies to influence ITRA in the examination, evaluation, ranking of EOI and recommendation for award of contract may result in the rejection of the agency's EOI. A duly constituted Evaluation Committee will scrutinize and evaluate the EOI for selection of an agency.

The hard copy as well as the soft copy of the presentation may also be given to ITRA after the presentation. Proposed approach, themes & concepts should be laid down in a manner to maintain decorum of national exhibition standards as the event is mentored by Ministry of Ayush.

ITRA reserves all the rights related to the opening, evaluation and cancellation of EOI without assigning any reasons thereof.

ITRA can accept OR reject the financial EOI without assigning any reason and decision of the ITRA will be final & binding in this regard. In case of any ambiguity while comparing the rates offered by the agency, ITRA reserves all the rights to decide on the issue of identifying selected agency.




➤ **Security Deposit**

- (i) The selected agency shall submit Security Deposit in the form of Demand Draft /Pay Order (Nationalized Bank Only) equal to **Rs. 1,00,000 (One Lakh Rupees Only)** of the contract price to “The Director, ITRA” Jamnagar within 07 days of Empanelment intimation letter.
- (ii) The security deposit shall be valid for the period of EOI and which will be released after successful and satisfactory completion of the empanelment period.
- (iii) Those agencies after empanelment not successful in the submission of above security deposit will be removed from the list of empanelment of ITRA.
- (iv) Successful empaneled agencies must submit the security deposit of 5% on each work assignment time before the concerned event to ITRA. Failing will subjective to the delisting from the empanelment

Please Read carefully Before EOI Participation

1. The selected agency advised to maintain an office setup and godown in the vicinity of Jamnagar, Gujarat for the readily availability of large sized items as per the need, in emergency.
2. The intimation letter with the individual event scope and work order will be released at least before the 7 days for major events or 2 days for any visits or minor events. In case, failed by the agency penalties as indicated in this EOI will be deducted from Security Deposit of selected agency.
3. Selected agency, shall not be entitled to do any work without work order released by the ITRA, ITRA not responsible for such events and bills.
4. Selected agency shall be agree to work along with other existing setups of govt. Agencies such as CPW, PGVCL/ Power Suppliers and other govt. Sections with predefined and designated scope of works, without fail.
5. Further, the events NOT be conducted at all for which it will be ITRA's prerogative and the decision will be binding on the Agency/Agency/ Service Provider and ITRA shall NOT be liable for any payment to the agency. Payment shall be only after successful completion of the event/Programme.
6. **There should not be any Financial Proposal in any Technical Evaluation/Technical Enclosure.**
7. Selected agency must be willing to work for ITRA events execution anywhere in the Gujarat level.

Terms & Conditions

-  The purpose of this Document is to provide the Agency(s)/Agency with information to assist in the formulation of their EOI ding Document. This Document does not purport to contain all the information each Agency may require. This Document may not be appropriate for all persons, and it is not possible for the ITRA, their employees or advisors to consider the business/ investment objectives, financial situation and particular needs of each Agency who reads or uses this EOI document. Each Agency should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this Document and where necessary obtain independent advice from appropriate sources. The ITRA, their employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this Document.
-  The issue of this Document does not imply that the ITRA is bound to select a Agency or to appoint the Selected Agency, as the case may be, for the Event Management Services and the ITRA reserves the right to reject all or any of the proposals without assigning any reasons whatsoever.
-  Further, the events NOT be conducted at all for which it will be ITRA's

prerogative and the decision will be binding on the Agency/Agency/ Service Provider and ITRA shall NOT be liable for any payment to the agency. Payment shall be only after successful completion of the event/Programme.

✚ **There should not be any Financial Proposal in any Technical Evaluation/Technical Enclosure.**

✚ ITRA reserves the right to CANCEL or POSTPONE or PREPONE or Change the Date Time or Venue or items or materials etc. regarding the Workshop/Program/ Events which shall be BINDING upon the Agency. No amount shall be paid by ITRA to the Agency in-case the event/Programme is CANCELLED and ITRA shall NOT be liable for payment in taking such a decision for cancellation of the programme/event/workshop or part thereof. Payment shall be only after successful completion of the event/Programme/program.

✚ Any material found to be of sub-standard quality by ITRA, same shall have to be replaced without any delay at no additional cost. Decision of ITRA shall be final and binding in this respect and agency shall comply.

✚ The successful empaneled agencies shall provide customization of designs, theme base designs and demo of the items/materials before the officials of the ITRA in advance for finalization.

✚ ITRA shall not make any payments for defective/substandard items/services or any item/services which are not approved by ITRA.

✚ The details/description given above is only an indication of requirements for the Programme/event and may be considered by agencies when arriving at their financial quotes for the event. Agency are advised to visit ITRA office premise to get the complete assessment of the field/site requirements in-order for Agency to arrive at a justified and reasonable financial quote.

✚ By submission of the EOI, the Agency acknowledges that the Agency/Agency have understood all the requirements and shall have to provide the same during the Event otherwise the same shall be got done by ITRA at the risk and cost of the Agency.

✚ Apart from the documents mentioned in the checklist, Agency are required to submit all supporting documents, standard forms and any other documents as required to satisfy/qualify themselves in participation in this EOI.

✚ Agency are required to read all clauses, statements, text, documents, excels mentioned in this EOI and comply with the same.

1. Liquidated damages:-

The entire work as listed in the scope of work is to be completed before 24hours of commencement of exhibition. The above time schedule is required to be strictly adhered to and followed. Liquidated Damages will be applicable, on the entire value of the contract. In case of delay in completion of a specific job beyond the date/time of completion as indicated above. Penalty would be applicable at the rate of 20% of the contract value for delay of each day, subject to maximum of 50% of the contract value. The penalty shall be recoverable from the Performance Guarantee provided by the agency.

Further, in case of delay to deliver the work within stipulated program, ITRA reserves

the right to terminate the contract and get all the jobs or the delayed job completed through another agency of its choice. Any extra expenditure that ITRA incurs for completion of the balance job/s through another agency on account of higher rates quoted by the new agency, will be recovered from the selected agency's account or Performance Guarantee. Moreover, ITRA shall also be entitled to all other legal proceedings as may be required for shortfalls in recovery.

2. Venue /Ground/Site visit and Necessary Permissions of Events

The applicant agency is advised to visit and examine the venue/ground/site and its surroundings and obtain for himself on his own responsibility, all information that may be necessary for preparing the pre-qualifications application and subsequently the financial EOI. The cost of visiting the site shall be at applicant's own expense. All the necessary permissions such as Fire, Police, and Entertainment, Food safety or any more as per the need of event shall be taken by the concerned agency only from the concerned authorities, and submit the certificates, before the concerned event to the committee of ITRA. ITRA not liable for any of these permissions and agency liable to attract penalty, if so.

3. Amendment of tender document

At any time before the submission of EOI, ITRA may amend the tender document by issuing an addendum/corrigendum in writing or by announcing it through its website. The addendum/corrigendum shall be binding on all the agencies. To give the Agencies reasonable time in which to take an amendment into account in their EOI, ITRA may, if the amendment is substantial, extend the deadline for the submission of EOI.

4. Competent authority's right to vary items/activities at the time of award

The Competent Authority shall have the right to make any alterations, omissions, additions or subtractions in items/services at the time of award of contract. The Competent Authority will give such intimation to the successful empanelled agencies, and additional cost/deduction in the EOI prices, based on the price schedule submitted by him, will be worked out with the Agency. In case, the Agency does not agree for such alterations, the Competent Authority will be free to award the contract to the next eligible Agency.

5. Arbitration:

If any dispute, difference, question or disagreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assignees in connection with or arising out of the contract; ITRA, Jamnagar would appoint a sole arbitrator, which shall be accepted by the Agency. The decision of the arbitrator would be final and binding on both the parties. It is also term of the contract that contractor shall not stop the work under this contract and work shall continue as expected to continue whether the arbitration proceedings have commenced or not.

6. Labour laws and safety measures

a. Agencies shall comply with all the provisions of labour law related legislation acts as enacted by Government from time to time and in case of any prosecution / penalty,

consortium shall be liable for the same.

b. Agencies shall be liable for payments of duties viz. P.F., E.S.I. etc. including any compensation payable under Workmen Compensation Act. ITRA shall have no responsibility or financial or other liabilities towards professional employed by agencies.

c. Agencies will take all safety measures / precautions during the work. Any accident due to negligence / any other reason will be to consortium account.

7. Applicable Law and Jurisdiction

This contract, including all matters connected with this contract, shall be governed by the India laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Jamnagar Court, if required.

8. Insurance and medical facilities

It is the responsibility of the agencies to ensure their staff and equipment against any exigency that may occur at site. Agencies will also take insurance cover for third party liability for the entire events conducting, which might occur due to damages caused to their manpower, equipment etc. ITRA shall not be responsible for any such damages. Medical facilities (as per law) for professional including insurance of the professional on site will be provided by the agencies.

9. Agency code of conduct and business ethics

The ITRA is committed to its 'values & beliefs' and business practices to ensure that Agency, who provides services, will also comply with these principles.

10. Bribery and corruption

Agencies are strictly prohibited from directly or indirectly (through intermediates or subcontractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

11. Integrity, indemnity & limitation:

Agencies shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the ITRA. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suspension of material facts, such contract shall be voidable at the sole option of the competent authority of the ITRA. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and the ITRA or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the ITRA on account of such fraud, misrepresentation or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.

12. Termination of contract:

ITRA will have the right to terminate the contract at any time without assigning any reason thereof without any prior notice.

Other Important Conditions

- The vendor/service provider must comply with minimum eligibility criteria & other terms & conditions of the document.
- In case the meeting/meetings are cancelled or postponed due to any reason, no claims shall be made by the agency on ITRA.
- The agency/agency should adhere to Brief Planning out lines for the given Dimensions (mentioned in the Scope of Work) to create Dome, Stalls and their interior setup along with other amenities like as parking, Mobile Toilets, Generator Set etc.
- Photographs of Sofa set and other interior decorative items used for the VIP lounge and Stalls must be submitted.
- Safety and Security of the Iron Structure made in the Preparation of Final Dome must be strong and Agency ensures the safety of whole structure made on the Ground.
- The whole work of the Exhibition as per the work order mentioned all the items shall be placed and arranged for the inauguration of Exhibition shall be complete before the 24 hrs of Exhibition.
- Each item used in exhibition has to be approved in advance from the competent authority & the same shall be provided at the time of Presentation to the committee before the Financial EOI open.
- Security guard related instructions shall be intimated by the ITRA & are to be followed by the deputed personnel.
- Whoever the manpower deployed by the Agency must be in the control of one single person control, called as Facility Manager/Supervisor and the person only will be responsible for all in and out house services provided by the agency and the same shall have the all the contacts of the Human Resources working for different services and He/She must be at All events of ITRA area and available at any time to committee of the institution. Contact detail of such Facility Manager/Supervisor must be intimated to Institute well in advance before at least 3 days of conduction of event.
- Agency shall ensure the Materials of any variety used for Dome preparation must be Water Proof and resistant to rain. Overall no disturbance shall be occurred for the Exhibition days due to rain inside the Dome structure.
- Optimum Insurance Coverage to be taken by the vendor for full venue of the event along with utility items and human loss in case of exigencies.
- Any illegal, anti-social or mischievous activities should be prohibited by your security guard.
- The vendor will be fully responsible for maintenance of continuity of power supply and power supply lines as well as back up for the same in case of failure of any mode of power supply. Diesel or extra rent for additional utility items used for backup shall be borne by the agency.
- No political canvassing or no other materials to display other than what institute provides.
- All permissions in respect of JMC / Police / Health Department / Any other

authorities are to be arranged by the agency.

- All required arrangements in respect of Fire Safety are to be made mandatorily managed the agency.
- The ground/venue should be hand over back to the institute in the same position that will be made available to the agency.
- There may be request for materials, services or rearrangements as per the choice on the last moment, amicable to arrange, cooperate and positively to support the event.
- Institution has all the powers to penalize the agency in case of any malfunctioning or irregularities found in case of conduction of event as well as damage of property / loss of equipment's /materials, if any.
- Agency would also be responsible for publicizing and making the event successful.
- EOI once submitted cannot be amended.
- Any EOI which does not quote for all items will be determined to be non-responsive and may be rejected.
- The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency, without written consent of the Institute.
- Bidding as a consortium is not permitted.
- The Bidder's Organization should not be owned or controlled by any Director or Employee (or directly related relatives) of ITRA and those who have retired in the last one year.
- Franchisee arrangement is strictly not allowed in this.
- No part of the Event Management Services shall be sub-let to any other agency/individual in any form. If a bidder is caught doing so at any stage, the order would be immediately terminated and payments forfeited.
- All the payments towards any event so organized shall be made only in the name of the empaneled agency and not any other agency.
- The tenure of the empanelment shall be for a period of three (3) years from the date of empanelment, with the empanelment status being renewed every year based on the performance of the Agency and Agency continuously meeting the eligibility criteria being set out in this document or any other criteria being set out by the ITRA as per its requirement. Various factors may be considered for the performance review as per ITRA's requirements.:

➤ **Annexures** (To be filled up and submitted by the agency)

Annexure-1	Profile of the Agency
Annexure-2	Self-Declaration – No Blacklisting
Annexure-3	Technical Proposal Submission Letter
Annexure-4	Format for Submission of Technical EOI
Annexure-5	Successfully Executed Similar Events
Annexure-6	Format for key personnel
Annexure-7	Format for annual turnover and positive net worth
Annexure-8	Declaration for EOI
Annexure-9	Check list/ compliance sheet

ANNEXURE –I

PROFILE OF THE AGENCY

All individual firms and each partner are requested to complete the information in this form. Information should be provided for all owners or applicants that are partnerships or individually owned firms.

Sr.	Particular	
1	Name of agency	
2	Type of firm: a. Proprietary/ Partnership/ Pvt Ltd / Public Ltd Company/ Society/NGO	Partnership deed/MoA- AoA/Society as applicable
	b. Year of Incorporation/ Registration number	Incorporation certificate as applicable
3	Head Office address /Local Office address (if any)	
4	Contact detail	
	a. Mobile Number	
	b. Landline Number	
	c. Fax Number	
	d. Email detail	
5	Whether terms and conditions mentioned in the Tender document are acceptable (say 'Yes' or 'No') & if yes, please enclose the self-declaration of acceptance on letter head.	

No disclosure or wrong information /non-acceptance any shall result the disqualification of the firm. Change of the name of company or firm shall be supported by legal resolution as per applicable norms.

Signature of the agency with seal

ANNEXURE - 2

SELF DECLARATION – NO BLACKLISTING

Tender Document No. : _____

To:

[Location, Date]

The Director

Institute of Teaching & Research in Ayurveda

Opp. B – Division Police

Station, Gurudwara Road,

Jamnagar – 361 008.

Dear Sir/ Madam,

We / I, the undersigned, offer to provide the services of Event Management under this EOI, for the throughout year events of ITRA Jamnagar – 361008 as per the Guidelines, terms & conditions mentioned in this Tender document.

We/I, further declare that presently our Company/ firm is not blacklisted/debarred and not declared ineligible for reasons other than corrupt & fraudulent practices by any State/ Central Government/ PSU/ Autonomous Body on the date of EOI Submission. If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Thanking you.

Yours

faithfully,

Signature of the Agency with Seal

ANNEXURE- 3

TECHNICAL PROPOSAL SUBMISSION LETTER

To:
The Director
Institute of Teaching and Research in Ayurveda
Opp. B – Division Police
Station, Gurudwara Road,
Jamnagar – 361 008

[Location, Date]

Dear Sir,

We / I, the undersigned, offer to provide the services of Event Management for all throughout year events of ITRA of ITRA infrastructure for successful conduction at ITRA, Jamnagar – 361008 as per the Guidelines, terms & conditions mentioned in this Tender document. We / I are/am here by submitting our Proposal, which includes the Technical Proposal of EOI along with attached annexures and supporting proof of documents.

I/We confirm that I am/ we are qualified as per the Qualification Criteria specified in your document. I/We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it would lead to our disqualification.

I/We undertake, if our Proposal is accepted, to initiate the services related to the assignment immediately from the date of issue of letter of award and undertake to complete the assignment before 24 hours of conduction of event.

Thanking

You, Yours

Sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

* Proposal should be submitted on the official letter head of the company

ANNEXURE – 4

TECHNICAL EVALUATION CRITERIA OF THIS EOI

Sr.	Criteria	Documentary evidence	Marks Assigned	Whether Relevant Documents Provided	List of Documents with Page Numbers
1	Minimum 5 years of Experience in the required Event Management services industry	Copy of registration certificate/ certificate of incorporation	<p>iii. 5 Marks if experience is 5 years</p> <p>iv. 2 Marks for each year of experience above 5 years.</p> <p>Max. Marks: 10</p>	Yes/No	
2	Minimum ONE large scale event, conference, seminar, exhibition or trade show for any Central/ State govt./PSU or corporate sector value of Rs. 50 Lakh and above conducted in the last 3 financial years (22-23,23-24,24-25)	Work Order & Contracts are to be attached for authenticating claim.	<p>iv. 60% marks for minimum eligibility criteria</p> <p>v. 100% marks for twice the minimum eligibility criteria or more.</p> <p>vi. In between i & ii on pro-rata basis</p> <p>Max Marks: 25</p>	Yes/No	
3	Minimum Average Annual Turnover (for 3 years)	Audited Financial Report / Chartered Account certificate indicating minimum annual financial turnover	<p>v. 5 marks if turnover is up to ₹ 5 Crores during last 3 financial years (22-23,23-24,24-25).</p> <p>vi. 1 mark for each crore of annual turnover above the ₹ 5 Crores during last 3 yrs (22-23,23-24,24-</p>	Yes/No	

			25). Max Marks : 10		
4	Human Resource	<p>Documentary proofs :</p> <p>CVs of key personnel like management Head, creative lead.</p> <p>Total No.of Employees on Agency Pay rolls.</p> <p>Undertaking on company letter head.</p>	<p>d) One mark per each year of experience for Management head with qualification of Master's degree in Business Administration i.e MBA.[Min 3 marks, Max 5 Marks]</p> <p>e) One Mark per each year of experience in branding/promotion/ PR activities of Creative lead with qualification of diploma in designing/VFX /Graphics [Min 1 Mark, Max 2 Marks]</p> <p>f) Total No. of Employees on Pay roll are more than 10: 3 Marks</p> <p>Max Marks: 10</p>	Yes/No	
5	Agency having a positive Net- worth as per the Annexure-7	CA Certificate of Net-worth	<p>0.5 (Half Mark) Mark for each crore of positive net worth.</p> <p>Max Marks: 05 Marks</p>	Yes/No	
6	Proposed approach, Themes, Concepts in the form of a presentation elaborating execution details for the event to be assessed on resource deployment, quality, content,	<p>Presentat ion Made to Tender Evaluati on Committ ee &/or Experts.</p>	Max Marks : 40	Need to give presentation on the date decided by the ITRA in front of technical evaluation committee	

	understanding of scope of work, relevance of presentation, creative approach, visual appeal etc.				
--	--	--	--	--	--

Signature of the Agency with seal

Annexure- 05: Successfully Executed Similar Events
(On the Agency Letter Head)
Past experience / Work Experience

PART	FIN.YEAR	S.No	Name of Sponsoring Organization	Value of Contract in (Rs.)	Contract Details		Whether Completed Successfully (Yes/ No)
					From & To (dd/mm/yy)	Location of the Event	
A	2022-23						
B	2023-24						
C	2024-25						
		Please Add rows/ pages as per the number of Experience in respective Financial Year					

➤ *Please recheck the Point No.3 in the Eligibility criteria and fill up the details above.*

Note: Documentary Proof/ Supporting Document is required to be submitted in support of the above statement claim i.e.:

- A. Copy of Work order / Contract for proving “Award of WORK” AND**
- B. Copy of Completion Certificate / Final Invoice/ Letter indicating return of security deposit for proving satisfactory “Completion of Work” should have been furnished for each event.**

**Annexure -06: Format for Key Personnel
(On the Agency Letter Head)**

Name of the Employee	Qualification with Proof of Certificate	Experience with Proof of Certificate	Mention the Large Scale event where the personnel involved

Along with list of staff on pay roll of the agency to be submitted.

Name: Designation: Signature:

Undertaking (On letter head)

This is to certify that.(AGENCY Name)
having its registered office at(Address) have
sufficient technical and supervisory staff to cater to events organized by ITRA.

Name: Designation: Signature:

Annexure- 07: Format for Annual Turn over and Positive Net Worth

S.No	Financial Year	Financial Turn over in INR*	Positive Net worth in INR*
1	2022-23		
2	2023-24		
3	2024-25		

Note:

***To be supported by certificate issued by a Chartered Accountant.**

Name, Designation and Signature

Annexure-08 (Declaration for EOI)

I/We, hereby declare that:

- a) I/We have read and understood the system of empanelment.
- b) I/We have read and understood the terms & conditions governing the empanelment; and
- c) I/We agree to be bound by the same
- d) That I/We understand that in case of any of the above information is found to be incorrect, ITRA may reject the application or revoke the empanelment at any time, without giving any notice.

I/We hereby declare that:

I/We understand that:

- a. The submission of the application does not guarantee automatic empanelment.
- b. The address given below is the postal/communication address in which all the messages/documents, which may be addressed/ sent to us.

.....
(Signature)

Name Address

.....
.....
.....

Company

Telephone no.....

Mobile No.

Dated:-

Place:

**Annexure- 09: CHECK LIST/ COMPLAINEE SHEET
(On the Agency Letter Head)**

S.No.	Particulars of Documents/ Forms/ Proof required to be uploaded (Read ATC carefully full text)	Submitted? Yes /No	Remarks / Page No.
1	Copy of Registration Certificate/ Certificate of Incorporation		
2	A proof of office presence in the State of Gujarat		
3	Proof of Past similar work Experience as per S.No 03 of eligibility criteria		
4	Proof of one large scale event work Experience as per S.No 04 of eligibility criteria		
5	Proof of Average Annual Turnover and Positive Net worth authenticated by a CA		
6	Key Personnel of Firm		
7	All Annexures- 1 to 9 along with proof of documents		
8	GST and PAN certificates		
9	First page of Bank Pass book with agency account details		
10	Any other Document as required / specified in this EOI		

Note:

- a) Documentary Proof/ Supporting Document is required to be submitted in hard copy only to ITRA as per the mentioned address in this EOI.
- b) Apart from the above checklist, Agency are required to submit all Supporting documents, Standard Forms and any other documents as required to satisfy/qualify themselves in participation in this EOI
- c) Agency are required to read all clauses, statements, Text, Documents mentioned in this EOI and comply to the same
- d) Agency who fail to submit the documents as per this EOI shall be liable for disqualification.