



# The Sports Goods Export Promotion Council

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CIN: U74900DL1958NPL002893

## Terms of reference for Submission of Bid

### 1. Requirement

The Sports Goods Export Promotion Council (SGEPC), a Government of India sponsored organization is working for the promotion of India's exports of sports goods and toys. Founded in 1958, The SGEPC represents all the leading manufacturers and exporters of sports goods and toys in India.

In view of the COVID -19 pandemic and the cancellation of physical exhibition / fairs and BSM, The SGEPC has decided to conduct a virtual trade Fair for 50 Exhibitors/ 100 overseas buyers for its Sports Goods and Toys sector in the month of December 2020.

For this the SGEPC is inviting applications, from the Agencies, fulfilling the following minimum criteria, to bid for organizing a virtual trade fair on turnkey basis for the Council.

### 2. Eligibility for submission of Bids

- a. The Agency must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable may be quoted in the technical bids format and copy of the certificate/proof must be attached. These documents should be in the name of applicant organization only. The name of applicant organization should be same in all the documents submitted.
- b. The Agency must have a minimum of 3 years' experience in conceptualizing, designing, and executing and management of Trade Fair and Exhibition of International Status and have invited overseas buyers
- c. A turnover of minimum Rs. 2,00,00,000/Annum (Rupees 2 crores only per annum) during the preceding three financial years i.e. 2017-18, 2018-19, 2019-20.
- d. EMD in the form of DD for Rs. 20,000/- (Rupees Twenty Thousand only) in favor of "The Sports Goods Export Promotion Council" payable at New Delhi would have to be submitted along with the bid without which the bid offer will be rejected.
- e. A self-certified undertaking has to be submitted conforming that The Agency has not been black listed by any Government organization, and if it ever has been, the same has been cleared and is not applicable on date of submission of the bid.

### 3. Scope of Work

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

SGEPC expects the agency to:

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

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

B. Identify and Assist Buyers to register for the virtual exhibition.

C. Promote the virtual exhibition for Buyer Registration

- Identifying Buyers (Importers/Distributors/Retailers/Chain Stores/Brands) and preparing database of the buyers for Sports Goods & Toys from specific geographical regions.
- After Identification, inviting Buyers, follow up with buyers to ensure their presence at the virtual Fair.
- Coordinate with The SGEPC for all the Media planning for the publicity required for this fair

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

- To upload Products with images (Limit to be Specified)
- Feature to add company's logo and profile
- To upload company brochures
- To upload Company Video
- Chat option (between buyer and seller)
- Feature to add company's social media handles
- 8 hours of video conferencing per day of the show. (Total 40 hrs. for a 5-day virtual show)
- Information in Virtual Show Directory
- Technical Assistance/ Guidance for preparation and uploading the company profile, product brochures, video etc.

**4. GENERAL:**

- a. The selected agency will be responsible to ensure that suitable manpower is available for resolving queries of the exhibitors and buyers and to provide them the required technical assistance.
- b. The SGEPC reserves the right to place a subsequent repeat order on finally negotiated prices and similar terms and conditions for subsequent Virtual Trade Fair after this event within the specified time frame. All Agencies should keep this in mind while preparing their offer for this bid.

**5. TERMS AND CONDITIONS**

The approved Agency will work under the directions and guidance of the SGEPC. It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for The SGEPC are in accordance of the applicable laws.

- a. Bid value should be quoted in Indian Rupees only. GST should be quoted as extra.
- b. Interested eligible agencies may submit their bids as per **Annex-1 and Annex- 2** with supporting documents including earnest money (EMD) of Rs. Twenty Thousand in the form of a demand draft drawn in favor of 'The Sports Goods Export Promotion Council' payable at New Delhi. The EMD will be refunded to the unsuccessful bidders after the finalization of the contract. For the selected Agency, the EMD amount would be adjusted against the final payment.
- c. The agency is required to sign each page of the bid documents.
- d. The SGEPC requires that Agencies under this contract observe the highest standard of ethics during the period of agreement, free from any vigilance enquiry. The agency must bear the cost associated with the preparation and submission of tender documents to the SGEPC.

- e. The SGEPC at any time will reject a proposal for award of work if it is determined that the agency recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
- f. Agency will indemnify the SGEPC against any claims of loss and liability with regard to the contract work.
- g. An affidavit on Non-judicial paper regarding non-blacklisting by any government organization/ EPCs.
- h. The SGEPC reserves the right to:
  - Extend the deadline for the submission of applications/bid documents at its discretion.
  - Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on the SGEPC.
  - Suspend the project, cancel the contract with the selected party in part or whole at any time if in the opinion of the SGEPC it is necessary or expedient in the general interest. The decision of the SGEPC shall be final and binding in this regard. The SGEPC shall not be responsible for any damage or loss caused or arise out of aforesaid action.
  - Modify terms and conditions of the contract which shall be granted to the successful agency at the time of awarding the contract, if in the opinion of the SGEPC, it is necessary or expedient to do so in general interest or for proper implementation of the project.
  - To place a subsequent repeat order on finally negotiated prices and similar terms and conditions for other Virtual Trade Fair to be held in future one year.
  - For Interpretation of any clause of this document, the decision of the Chairman of the SGEPC would be final and binding on both the parties i.e., agency and the SGEPC

## **6. Guidelines for Submission of Technical and Financial Bids**

Sealed technical and financial bids in separate envelopes are required to be submitted in an envelope mentioning “Expression of Interest (EOI) – Sport Goods and Toys virtual exhibition at the envelope within 7 days from the date of publication of advertisement. Agencies may please note that conditional bids are not allowed and would be rejected summarily.

**Cover 1: Technical Bid: Super scribe the name of the event and “Technical Bid” to include the documents mention in Annexure I**

The concept/design of the virtual exhibition with layout, decoration plan etc. as indicated in Annexure I must be submitted in hard copy and in a pen drive.

**Cover 2: Financial Bid: Super-scribe the name of the event and “Financial Bid” (Annexure II) to include the documents / details mentioned in Annexure II.**

## 7. Selection Procedure:

- A Committee in the SGEPC will carry out a preliminary screening of the Agencies and will shortlist the Agencies fulfilling the prescribed requirements. The short-listed Agencies will be required to make technical presentation before the selection committee.
- The presentation may bring out their suggestions on the following areas:

S. No.	Areas	Score/Weightage						
1.	Overall concept and design along with Security & privacy features	35						
2	<ul style="list-style-type: none"><li>• Automated matchmaking between buyer and seller.</li><li>• Messaging between buyer and seller</li><li>• Online meeting capability of the platform between buyers and seller through video conferencing</li><li>• Individual Meeting scheduler</li></ul>	25						
3	Turnover of the Company: Breakup of marks is given below: <table border="1" data-bbox="529 1081 962 1312"><tbody><tr><td>02-4.99 crores</td><td>2 marks</td></tr><tr><td>05-7.99 crores</td><td>6 marks</td></tr><tr><td>Over 8 crores</td><td>10 marks</td></tr></tbody></table>	02-4.99 crores	2 marks	05-7.99 crores	6 marks	Over 8 crores	10 marks	10
02-4.99 crores	2 marks							
05-7.99 crores	6 marks							
Over 8 crores	10 marks							

## 8. Opening of Financial Bids

The marking would be done for all the presentations by the selection committee as per the stated parameters. The Agency who secure minimum 70% marks (49 out of 70 marks) in technical presentations will be short listed and their financial bids shall then be opened. Financial bid will carry a maximum of 30 marks. The calculation of marking of financial bid will have the following method:

L1 = 30 marks

$L2 = 30 \times L1 / (\text{the cost quoted by L1}) / L2$  (the cost quoted by L2) and similarly L3, L4 -----  
(depending on no. of parties)

**Above marking will be done separately for each of the selected options.**

After the financial marks are obtained the technical and financial marks will be added up and the Agency scoring highest aggregate marks will stand selected.

Selection Committee of the SGEPC reserves the right to accept or reject any or all the bids at any

time prior to award of contract/order, without assigning any reasons and without incurrance of any liability.

#### **9. Force-Majeure:**

The SGEPC shall not be liable for any failure of or delay in the performance of this agreement for the period that such failure or delay is due to unforeseen circumstances.

#### **10. Arbitration:**

All and any dispute arising out of or in connection with this contract, including any question regarding its existence, validity or termination, shall be referred to and finally resolved by arbitration in New Delhi in accordance with the Arbitration Rules of Arbitration Council for the time being in force at the commencement of the arbitration, which rules are deemed to be incorporated by reference in this clause.

#### **11. Terms of Payment:**

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

- An advance of 35% of the total cost, on award of contract.
- An advance of 35 % on the day of the start of the show.
- Balance amount (30%) would be released on completion of the event pursuant to verification of the work executed as per the contract.
- The Agency has to bear all the costs associated with the preparation and presentation.

#### **12. SUBMISSION OF BIDS**

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

##### **Envelope I:**

Containing earnest money in the form of a Demand Draft of EMD for Rs. 20,000/-

**Envelope II:** Containing Annexure 1 (Technical Bid) duly filled in with supporting documents. The envelope should be sealed and marked as “Technical Bid for SGEPC Virtual Trade Fair”

**Envelope III:** Containing Annexure – II (Financial Bid) duly filled in for the bid value in Indian Rupee including all taxes (Taxes to be shown separately) for the complete project and terms & condition of the Tender document. The envelope should be sealed and marked as for “Financial Bid for SGEPC Virtual Trade Fair”.

**Envelope- IV:** Envelopes I, II & III should be kept inside the **Sealed Envelope – IV**. The name of the Agency should be clearly written with full address, Tel: nos., **E-mail** (Mandatory) on the Envelopes (I, II, III & IV). This Master Envelope (Envelope – IV) should be marked as “**Technical Bid and Financial Bid for SGEPC Virtual Trade Fair 2020**”

**The advertisement has been released on the October 12, 2020 and the last date for receipt of bid is October 19, 2020 by 17:00 Hrs. The complete applications should be addressed to:**

Executive Director,  
The Sports Goods Export Promotion Council  
(Sponsored by Ministry of Commerce & Industry, Govt. of India)  
1-E/6, Swami Ram Tirth Nagar (Jhandewalan Ext.)  
New Delhi - 110055 (INDIA)  
Tel:+91-11-23516183 Fax: +91-11-23632147  
E-Mail: [mail@sgepc.in](mailto:mail@sgepc.in)  
Website: [www.sportsgoodsindia.org](http://www.sportsgoodsindia.org) , [www.toysindia.in](http://www.toysindia.in)

### **13. Performance Assurance**

Any variation from specification would invite levy of penalty and render the balance payment to be forfeited.

**The date and time of the presentation would be informed by an email on the ID provided on the envelop by the Agency.**

## Annexure I

Cover 1: Technical Bid: Super scribe the name of the event and “Technical Bid” to include the following documents:

1	Name of agency with address	
2	Name and Designation of Chief Executive	
3	Name, designation and contact details of project in charge	
4	Profile of the agency	
5	Track Record – previous experience of handling similar nature of work (Please mention here).	
6	The company must have experience of (holding) / (in process of holding) at least two (2) Virtual Exhibitions with copies of work orders or completion certificates. Provide name of the event dates and number of buyers attended.	
7	The company must have invited at-least 500 overseas buyers per year in the last 3 years	
8	A CA certificate certifying the turnover of the applicant agency for the last 3 financial years. The turnover should be in the name of applicant organization only and not that of group/ sister organizations.	
9	Interest free Earnest Money Deposit “EMD” for Rs 20,000/- in the form of draft. EMD will be returned to the unsuccessful, agency after the final selection. For the selected agency, EMD amount would be adjusted in the final payment.	
10	An affidavit on Non-judicial paper regarding non-blacklisting by any government organization/ EPCs.	



## Annexure II

Cover 2: Financial Bid: Super-scribe the name of the event and “Financial Bid” (Annexure II) to include the following documents / details.

- To include the following documents/details:
- The **Financial Quotation**, duly signed, sealed, and dated, with break-up of major components separately in Indian Rupees only. No lump sum amount shall be considered.

Sr. No.	Activity	Total in Rs.
1.	Comprehensive Project Management fee for organizing Sports Goods and Toys Virtual Trade Fair.  Each show shall be for 5 days and should have capacity for:  50 exhibitors’ booths with entitlements 40 hrs. of video meetings per exhibitor 100 Pre-Registered Buyers per show	
2.	Recruitment of at least 100 overseas buyers per show and Digital Marketing for Buyer Recruitment	
3.	Design and preparation of Virtual show directory in PDF format	
4.	Applicable taxes	
5.	Total	