

**No:HEPC/EF/Road Show /2016**

**Handloom Export Promotion Council, No.34, Cathedral Garden Road, Chennai-34.**

**03.08.2016**

**Inviting bids for appointment of Event Management agency for organising Road show / Fashion show abroad.**

Sealed quotations are invited from interested and eligible event management agency for organising Road show / Fashion show at Paris, France (on any one day between 2-5 September 2016). The exact date and timing will be intimated to the selected agency. Road shows and fashion shows are planned abroad to showcase rich variety of Indian textile products.

Handloom Export Promotion Council (HEPC) is participating in WHO's Next at Parc Des Expositions-Pote De Versailles, Paris, France to be held during 2-5 September 2016 with 31 member exporters and Indian Silk Export Promotion Council (ISEPC) is also participating in the same fair with 30 member exporters. The major product profile showcased in this event is **clothing accessories** like stoles, scarves, etc.

Coinciding with this event, HEPC is also organizing participation of 10 exporters in Maison & Objet at Parc Des Expositions De Paris Nord, ZAC De Paris, Nord II, Villiepinte, Paris to be held in Paris during 2-6 September 2016 and products displayed in this event is mainly **home textile products**.

**1. Activities proposed to be undertaken for Road show / Fashion show**

- i) A presentation on Indian handloom, silk and handcrafted/handwoven products
- ii) Screening of AV film on Indian handloom, silk and Textiles products
- iii) Live Demonstration of handloom weaving.
- iv) Live demo of handicraft artisans skills.
- v) Workshop on traditional culture.
- vi) Business networking meet with address by select 4-5 speakers.
- vii) Dinner (The attendees for the show will be around 150-200 persons including 75 buyers).
- viii) Fashion show. The choreographer and models of fashion show shall be reputed /renowned persons in their field. There will be 5 sequences with 6 ensembles for each sequence.

## **2. Responsibility of the Council**

- i)** Materials for PPT presentation and AV film.
- ii)** Arranging Loom and manpower for operating loom.
- iii)** Mobilisation of 75-100 exporters. Finalisation of Dinner menu for Business network meet.
- iv)** Providing assistance in sourcing fabrics for fashion show.

## **3. Responsibilities of the bidder**

- i)** Identification of suitable venue in coordination with the Council (4 or 5 star -As far as possible in close proximity of Port De Versailles (WHO's Next venue) for organising the events.
- ii)** If the venue of the fashion show is not available within one kilometre from the venue of WHO's Next, travel arrangement to be made from both the venue of WHO's Next (about 70 people) and Maison & objet (about 15 people) to the road show venue & back.
- iii)** If the venue of road show is available within one kilometre from the venue of WHO's Next, travel arrangement, to and fro, to be made only from the venue of Maison & objet\_ to the road show venue to transport about 15 people.
- iv)** Providing accessories for presentation and screening AV film.
- v)** Providing adequate Space for live loom demonstration
- vi)** Mobilising 75 buyers of foreign nation majorly (>50%) of clothing accessories sector and some hometextile sector.
- vii)** Submission of the list of buyers to the Council (with product category) for approval before one week of the show.
- viii)** Arrangement of business networking dinner for 150 persons.
- ix)** Organising Fashion show utilising Indian textile fabrics, Sourcing & Procuring, Designing, styling, hiring models, product styling, choreography, compere, wardrobe management behind the stage, hair & make-up, stage, ramp, green rooms, backdrop design and construction, tuning of models, sound and light, printing & documentation, stage management, boarding & lodging arrangement for the team involved, professional photography and videography (2 cameras), compere (bilingual English & French), interpreters, etc.,
- x)** Liaison with HEPC/NIFT for product development for the fashion show and with HEPC for other activities.

#### 4. Pre-qualification criteria

- i) The agency should be registered under companies act or any other appropriate act.
- ii) Agency should have turnover of atleast Rs.5 Crore each in the past 3 years or Rs.10 crore in the last financial year.
- iii) The agency should have relevant experience in organising Road shows/ Fashion shows/ Festival of India abroad in association with ministries/ Export Promotion Council/ Export Development Authority/Commodity board/ Other Government Entities.
- iv) Experience in organising BSM abroad for any EPC.
- v) Experience in organising atleast one event in France within the last 5 years
- vi) The agency should have experience of handling similar project abroad at a cost of Rs.75 lakhs and above.
- vii) The agency itself /choreographer engaged by the agency for fashion show should have experience of having organised minimum of 3 fashion shows abroad in the past five years.
- viii) Indication of availability of venue in the tentative dates proposed to organise the show.
- ix) Supporting documents in proof of above pre-qualification requirements need to be submitted.

#### 5. Procedure to submit bid

- i) The agency has to prepare two separate covers viz. one containing technical bid and the other containing financial bid. The bids should be as per the prescribed form (Annexure-I & Annexure-II) duly signed and along with requisite documents.
- ii) The pre-qualification bid otherwise called technical bid should be put in a sealed envelope with superscription "**Technical bid**" and financial bid in a sealed envelope with superscription "**Financial bid**". Both technical and financial bid have to be put inside a main envelope and sealed with superscription "**Bid for organising Road show abroad**"
- iii) The agency should send the filled in application in sealed cover as instructed above and the proposal should reach the following address before 3 pm on 12.08.2016.

Handloom Export Promotion Council  
No.34, Cathedral Garden Road,  
Nungambakkam, Chennai-34.  
Ph:044-28278879

- iv) The technical bid will be opened at 4.00 pm on 12.08.2016 in the presence of those bidders who may wish to be present.

- v) Financial bid will be opened only of those bidders whose technical bid meets the pre-qualification criteria.
- vi) Financial bids of bidders who do not meet the pre-qualification criteria will be returned unopened.

## **6. Terms & Conditions**

- i) The rates to organise the event have to be quoted in Indian Rupees (INR) only.
- ii) The rates furnished in the proforma need to be inclusive of all applicable taxes.
- iii) If venue or any other arrangements is not satisfactory, HEPC reserves the right to undertake such of these activities directly/through any other agency and amount incurred for such work will be deducted from the successful bidder.
- iv) Any shortfall in mobilisation of buyers mentioned in sl.no.3 (vi) above, execution of project, withdrawal after work order is awarded will attract penalty of 10% of the project cost.
- v) All the above requirements are indicative and any deviation will be considered on prorated basis with prior approval.
- vi) If there is any difference in the amount quoted in value and in words, amount quoted in words will be taken as correct.
- vii) The event management agency has to coordinate with HEPC/ NIFT(as will be informed to successful bidder) to ensure proper representation of traditional textile items in contemporary product style.
- viii) Payment Terms
  - i) 50% on receipt of acceptance letter.
  - i) 25% on completion of event
  - ii) 25% on submission of final bill and its acceptance by the Council
- x) Conditional bid will not be accepted
- xi) HEPC reserves the right to seek clarification from any/all bidders and also the right to reject any or all bids without assigning any reason.

**R.Anand**  
**Executive Director**

## HANDLOOM EXPORT PROMOTION COUNCIL

TECHNICAL BID

1. Name of the Agency:

2. Address:

3. Name of the authorised person

4. Telephone No:

Office: \_\_\_\_\_ Mobile: \_\_\_\_\_

Residence: \_\_\_\_\_ Fax: \_\_\_\_\_

5. Documents to be enclosed:

S.No	Prequalification criteria (as per para 4)	Documents required
1	The agency should be registered under companies act or any other appropriate act.	copy of incorporation certificate under Companies act or any other appropriate act
2	Agency should have turnover of atleast Rs.5 Crore each in the past 3 years or Rs.10 crore in the last financial year.	1. copy of the latest 3 years balance sheet duly certified by the Chartered Accountant 2. Income Tax return of the latest year filed: (either 2014-15 or 2015-16).
3	The agency should have relevant experience in organising Road shows/ Fashion shows/ Festival of India abroad in association with ministries/ Export Promotion Council/ Export Development Authority/Commodity board/ Other Government Entities.	Copy of work order awarded by clients with photos
4	Experience in organising BSM abroad for any EPC.	Copy of work order awarded by clients.
5	Experience in organising atleast one event in France with in the last 5 years	Copy of work order awarded by clients.

6	The agency should have experience of handling similar project abroad at a cost of Rs.75 lakhs and above.	Copy of work order awarded by clients.
7	The agency itself /choreographer engaged by the agency for fashion show should have experience of having organised minimum of 3 fashion shows abroad in the past five years.	The bio data of the choreographer along with work order has to be submitted with photos of fashion show.
8	Indication of availability of venue in the tentative dates proposed to organise the show.	Letter from the Hotel

6. Any other Please specify :

Date:

Signature:

Place:

Company seal:

## HANDLOOM EXPORT PROMOTION COUNCIL

FINANCIAL BID

1. Name of the Agency:

2. Address:

3. Name of the authorised signatory:

4. Telephone No:

Office: \_\_\_\_\_ Mobile: \_\_\_\_\_

Residence: \_\_\_\_\_ Fax: \_\_\_\_\_

5. Cost :

S.No	Particulars	Total cost (in Rupees).
i	Venue Cost (not less than 4-star category)	
ii	Mobilisation of buyers-not less than 75 nos.	
iii	Accessories for screening AV film & Presentation	
iv	Fashion show	
	a) Sourcing, Procuring & Designing	
	b) Models	
	c) Choreography	
	d) Stage Ramp & Backdrop construction	
	d)Stage	
	e) Sound & Lighting	
	f) Compere & Interpreters	
	g) Photography & Videography ( 2 cameras)	
v	Dinner -150 pax	
vi)	Any other expenditure (not covered above)	
	Total	

(Total amount in words Rupees \_\_\_\_\_ only )

**Note:** The above rates are inclusive of all applicable taxes.

**Payment Terms**

- ii) 50% on receipt of acceptance letter.
- ii) 25% on completion of event
- ii) 25% on submission of final bill and its acceptance by the Council

I/We agree to all the terms and conditions specified in the notice inviting bid No. HEPC/ EF/  
Road Show / 2016 dt.03.08.2016

Date:

Signature:

Place:

Company seal: