



REQUEST FOR PROPOSAL

FOR

Selection of Event Management Company for the conduct
of Women Startup Summit 3.0

Dated: 24th November 2021

Kerala Startup Mission

Kerala Startup Mission is the nodal agency of Government of Kerala for the
development and strengthening of Startup Ecosystem in the state

Request for Proposal

Request for Proposal for Selection of Event Management Agency for organization/implementation/execution of Women Startup Summit Scheduled to be held in Cochin

Kerala Startup Mission invites technical and financial proposals from Event Management Agencies for supporting the conduct of Women Startup Summit being scheduled on 15th and 16th December ,2021 at Integrated Startup Complex, Kerala Technology Innovation Zone, Kalamassery. The event is being planned to conduct both offline and online mode.

This RFP document is being prepared to provide details about scope of work, expectation from the agency, bidding procedure and can be downloaded from the <https://www.startupmission.in>. Response to this tender shall be deemed to have been done after careful study and examination of this document with full understanding of its implications. This section provides general information about the issuer, important dates and addresses and the overall eligibility criteria for the parties.

Chief Executive officer
Kerala Startup Mission

24/11/2021
Thiruvananthapuram

Selection of Event Management Agency for the Conduct of Women Startup Summit

Key Events/Points

Event/ Details	Date / Details
Date of Issue of Tender	24-11-2021
Bid submission end date	01-12-2021, 05:30 PM
Technical Bid Opening date	02-12-2021, 11:00 AM

1. Introduction

Kerala Startup Mission is the nodal agency setup by Government of Kerala to promote innovation and entrepreneurship in the State of Kerala. Kerala Startup Mission works in the entire lifecycle of Startup Ecosystem Development. Recognizing the contribution made to Startup Ecosystem in the State of Kerala, Government of India has recently endowed the coveted status of best Performer award with Kerala Startup Mission.

WOMEN STARTUP SUMMIT - A flagship event to inspire & empower women across the landscape of startup Ecosystem is returning virtually for Women Startup Summit 3.0. The event will bring together women leaders and entrepreneurs from various fields on a common platform to share experiences, aspirations and success stories. The deliberations, with **'Rise To Equal - Post Pandemic Era'** as the focal theme, the Summit will be featuring influential women from the ecosystem.

In its third edition, Women Startup Summit is hosted with an objective of Building awareness of business innovations, encouraging inclusivity in the ecosystem, accelerating & empowering women with upskilling and global collaboration opportunities.

2. Objective

The objective of this RFP is to invite proposals to engage a reputed Event Management Agency for the conduct of Women Startup Summit. The agency shall support Kerala Startup Mission in organizing the summit offline.

Considering the present Covid 19 pandemic scenario, the event is being planned to

conduct in a hybrid mode i.e. online and offline mode. In case, the covid restrictions are not removed and normal life is not restored, the event will be conducted online only.

The target audience of the Summit are;

- Women/Women Impact Startup Founder
- Aspiring Entrepreneurs
- Professionals, Graduates, Students
- Mentors/leaders
- Investors
- Industries/corporates/Government officials
- Other Stakeholders

3. Eligibility Criteria

The bidder must possess the requisite experience, strength and capability in providing the services necessary to meet the requirements as described in the tender documents. The Invitation to this RFP is open to all bidders who qualify the eligibility criteria as given below;

1. Firm should be a registered entity in India with a minimum of one year of experience in conducting events (Copy of Registration Certificate to be submitted)
2. Firms should have conducted at least three events during the last two years (Copy of Client Certificates and photos need to be submitted)
3. Firms must not be disqualified/blacklisted/terminated/debarred by any State/Central government or their agencies (Self Certification by authorized signatory)

4. Scope of Work

4 a. Offline

mode

I. Planning the Women Summit Event

- 4.1 Master planning of the venue
- 4.2 Conceptualise the Event plan based on the venue and requirements of Organisation
- 4.3 Maintain a Universal theme for all aspects of the Event execution in coordination of the vision of the event.
- 4.4 Design the Event flow in consultation with KSUM which would include the inaugural ceremony, plenary session, sectoral session, business discussions, exhibition, closing ceremony, lunches, tea, coffee etc.

II. Tentative Venue Arrangement

- 4.5 Stage with sufficient seating arrangement as per the programme design
- 4.6 Sound Systems line with amplifier,mixer,podium mic,cordless mic etc.
- 4.7 LED Wall for stage backdrop
- 4.8 Lightning of Lamp by VIP
- 4.9 Event Signages and Standees inside the venue

III. Startup Exhibition

- 4.10 Provide booths for showcasing Startup products
- 4.11 Branding of Startups selected
- 4.12 Branding and beautification of Exhibition space

IV. Registration Counters

- 4.13 Two tier registration counters
- 4.14 Printing of lanyards & badges for delegates with multicolour logo of summit with barcode scanning facility
- 4.15 Providing manpower along with computer and printers for registration for Event duration
- 4.16 Flower Decoration
- 4.17 Delegate/Speaker Kits (Event branded Diaries,Pen,Note pad etc)

V. Branding

- 5.20 Bidder has to do the branding of the entire venue
- 5.21 The agency is required to prepare and install adequate number of standees of appropriate sizes
- 5.22 Event Map inside the venue at most appropriate locations as per requirements

4c . General

II. Documentation

- 4c.4 The agency needs to submit a detailed summit report within 10 days after the event.
- 4c.5 The agency should print 30 copies of the summit brochure

4.d Items Required

Items Required	Nos
Photo Backdrop	1
LED wall with operator and laptop	1
Registration backdrop	1
Flower bed	1
Main entrance arch	1
Thematic Backdrop setup & side wings	1
Pathway signage Standees	4
Light & Sound- with operator	1
Cordless Mikes	2
Stand Mikes	2
Content Making for LED Wall	1
Branded Delegate Tags	100
Branded Pen	100
Branded Conference Pad	100
Branded Conference Bag	100
Branded Gift for guest	50
Master of Ceremony (female)	1

*After the program venue visit, all items to be quoted (ISC Building, KTIZ).

b. Technology Platform

5. Instruction to Bidders

5.1 (a) Pre bid queries

The prospective bidders may submit any queries through e-mail for clarification by the date mentioned in the schedule to procurement@startupmission.in and sumi@startupmission.in. The clarifications may be posted on the website.

4.1(b) Submission

Interested bidders who meets the eligibility criteria may submit their hardcopy proposals in a sealed cover to Chief Executive Officer, Kerala Startup Mission on or before 05:30 PM 01st December ,2021. The proposal must consist of a Financial proposal and the documents of evidence of their previous work experience and eligibility duly signed by competent authority.

6. General Instructions

- I. The event management agency shall provide a qualified team for undertaking the work. The team should work closely with Startup Mission
- II. The proposal shall contain no interlineations or overwriting, except as necessary to correct errors made by the official of Agency themselves
- III. Validity of the proposal shall be 90 days from the last date of submission of the proposal
- IV. Misrepresentation/improper response by the applicant may lead to the disqualification of the Applicant.
- V. Startup Mission reserve rights to reject any proposal any point of time, without assigning the reasons
- VI. Startup Mission reserve the right to cancel this RFP, if it found necessary
- VII. The tender may be offered to Lowest bidder, however due consideration would be given to quality of the service offered
- VIII. Bidders' proposal whose performance is not satisfactory in any of the past event will be rejected
- IX. Proposed venues for the event is Technology Innovation zone, Kalamassery
- X. Bidders are encouraged to visit the proposed venues

Annexure 1: Format for Tender Form

Form 1A: Letter of Proposal Submission

To,

The Chief Executive Officer
Kerala Start-Up Mission ,
G3B, Thejaswini, Technopark Campus, Trivandrum 695581

Dear Sir,

Sub: Technical Bid Proposal

Ref: RFP No.: KSUM/RFP/WSS/2021-22/24/11

1. Having examined the conditions of the RFP, the receipt of which is hereby duly acknowledged. I/we the undersigned, offer the services associated with RFP No KSUM/RFP/WSS/2021-22/24/11 dated 01st December 2021 and execute all works in conformity with RFP referred above and also to the said terms & conditions from the sum shown in the commercial bid(s) attached herewith and made a part of this bid.
2. I/We undertake, if our Bid is accepted to complete delivery of the services offered.
3. We understand that you are not bound to accept the lowest or any bid, you may receive.
4. I / We affirm that I / We have enclosed the acceptance of all terms and conditions and also all supporting documents relevant to the proposal submitted.
6. The tender document for the works mentioned above have been obtained by me from the URL www.startupmission.in , the official website of Kerala Startup Mission and I / we hereby certify that I / we have read the entire terms and conditions of the tender document, which shall form part of the contract agreement and I / we shall abide by the conditions / clauses contained therein.
7. Dated thisday of..... 201.....
8. Signature of
9. In capacity of
10. Duly authorized to sign the bid for and on behalf of -----

Form 1B: Bidder Details

SI No	Description	Details
1	Bidder Name	

2	Organisation details: Address Phone Number Email Website	
3	PAN Number	
4	GST Registration Number	
5	Contract person: Chief Executive / Head of Operations Name Designation Mobile Number Email	
6	Contact person: Project Leader Name Designation Mobile Number Email	

Form 1C: Pre qualification checklist

Sl No	Pre-Qualification Criteria and Supporting Documents	Compliance X / √
1	Is your organization registered and has been in operation for at least two years?	
	Attach Incorporation/ Registration Certificate or any other supporting document.	
4	Whether your organization is blacklisted by any Government agencies/PSUs	
	Self certification	
6	The bidder must have successfully Conducted at least three events	
	Details of events (name of events, size, name of the client,) in table format along with MoU / contract/work order/Programme photos	

Documentary proof is essential without which the proposal will be rejected. Technical and Financial evaluation will be done only for the bidders satisfying the above criteria.

Form 2 - Financial Proposal

To,

The Chief Executive Officer
Kerala Start-Up Mission,
G3B, Thejaswini, Technopark Campus, Trivandrum 695581

Dear Sir,

Sub: Financial Proposal

Ref: RFP No.: KSUM/RFP/WSS/2021-22/24/11

1. I/we the undersigned, offer the services associated with RFP No KSUM/RFP/WSS/2021-22/24/11 dated 01st December 2021 and execute all works in conformity with RFP referred above and is submitting our financial proposal
2. I / we hereby certify that I / we have read the entire terms and conditions of the tender document, which shall form part of the contract agreement and I / we shall abide by the conditions / clauses contained therein.
- 3.. I/We hereby agree to offer the services /requirements mentioned in this RFP at the rate of Rs (Rupees.....) Inclusive of GST and other taxes

The Breakup Of the Financial Proposal is given below;

A. Physical Event

Items Required	Nos	Cost
Photo Backdrop	1	
LED wall with operator and laptop	1	
Registration backdrop	1	
Flower bed	1	
Main entrance arch	1	
Thematic Backdrop setup & side wings	1	
Pathway signage Standees	4	
Light & Sound- with operator	1	
Cordless Mikes	2	
Stand Mikes	2	
Content Making for LED Wall	1	
Branded Delegate Tags	100	
Branded Pen	100	
Branded Conference Pad	100	
Branded Conference Bag	100	
Branded Gift for guest	50	
Master of Ceremony (female)	1	

Dated thisday of.....2021

8. Signature of

9. In capacity of

10. Duly authorized to sign the bid for and on behalf of -----