

**Reference Number: KSUM/RFP/SK/OFL/2022-23**



REQUEST FOR PROPOSAL

**FOR**

**Selection of Event Management Company for the conduct of Angel Investor Summit-“Seeding Kerala”**

**Dated: 28th January 2023**

**Kerala Startup Mission**

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

Request for Proposal for Selection of Event Management Agency for organization/implementation/execution of Angel Investor Summit “Seeding Kerala” Scheduled to be held in Cochin

Kerala Startup Mission invites technical and financial proposals from Event Management Agencies for supporting the conduct of the Angel Investor Summit named “ Seeding Kerala” being scheduled on 6<sup>th</sup> and 7<sup>th</sup> March 2023 at Cochin.

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

**Chief Executive officer**

**Kerala Startup Mission**

**28/01/2023**

**Thiruvananthapuram**

## Selection of Event Management Agency for the Conduct of Angel Investor Summit

### Key Events/Points

Event/ Details	Date / Details
Date of Issue of Tender	27-01-2023
Pre Bid Meeting	31-01-2023, 11:00 AM
Bid submission end date	03-02-2023, 06:00 PM
Technical Bid Opening date	04-02-2023, 11:00 AM

### 1. Introduction

Kerala Startup Mission is the nodal agency set up by the 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. Recognising the contribution made to the Startup Ecosystem in the State of Kerala, the Government of India has recently endowed the coveted status of best Performer award with Kerala Startup Mission.

Kerala Startup Mission is critical in supporting startup founders to raise investments from Venture Capital Funds and Angel Investors. Startup Mission facilitates regular interactions with Fund Managers and Angel Investments. With a view to investment in Startups, Kerala Startup Mission has designed an exclusive Investor summit named “Seeding Kerala”. The summit brings Investors and Startups under a common platform and facilitates interactions.

The objective of Seeding Kerala is to strengthen the Kerala angel ecosystem. Seeding Kerala 2019 laid the foundation by curating angel investors from the state, and subsequently, KSUM conducted two editions of Seeding Kerala. Seeding Kerala 2023 will now look to build on from there by providing linkages with key players and influencers in the angel investing ecosystem in the country.

### 2. Objective

Kerala Startup Mission, in its endeavour to promote startup activity in the State and establish Kerala as one of the prime startup investment destinations in the country, has concrete plans to create awareness among HNIs. Against this backdrop, Kerala Startup Mission, Startup Mission has planned to organise Investor workshops and Angel Investor Summit. The objective of this RFP is to invite proposals to engage a reputed Event Management Agency for the conduct of the Angel Investment Summit named “Seeding Kerala”. The agency shall support Kerala Startup Mission organising the Seeding Kerala investor summit.

## **The target audience of the Summit are;**

- Individuals who are part of the qualified club of angel investors
- HNI's who could be invited to join the qualified club of angel investors
- Family Offices
- Professionals
- Incubators
- Startup Founders

### **3. Eligibility Criteria**

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

1. The firm should be a registered entity in India with a minimum of two years of experience conducting events ( Copy of Registration Certificate to be submitted )
2. Firms should have conducted at least five events during the last two years (Copies 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 authorised signatory)

### **4. Scope of Work**

#### **a. Planning the Seeding Kerala Event**

- i. Master planning of the venue
- ii. Conceptualise the Event plan based on the venue and requirements of the Organisation
- iii. Maintain a Universal theme for all aspects of the Event execution in coordination with the event's vision.
- iv. 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.

#### **b. Tentative Venue Arrangement**

- i. Stage with sufficient seating arrangement per the programme design
- ii. Sound Systems line with an amplifier, mixer, podium mic, cordless mic etc.
- iii. LED Wall for stage backdrop
- iv. Lightning of Lamp by VIP
- v. Event Signages and Standees inside the venue

#### **c. Registration Counters**

- i. Two-tier registration counters
- ii. Printing of lanyards & badges for delegates with the multicolour logo of Seeding Kerala summit with bar code scanning facility
- iii. Providing manpower along with computers and printers for registration for Event duration

- iv. Flower Decoration
- v. Delegate/Speaker Kits (Event branded Diaries, Pen, Note pad etc)
- vi. Branding
- vii. The bidder has to do the branding of the entire venue
- viii. The agency must prepare and install an adequate number of standees of appropriate sizes
- ix. Event Map inside the venue at most appropriate locations as per requirements.

**d. Promotional Support**

- i. The agency needs to reach out to potential delegates
- ii. Design and develop Summit brochures and other marketing collaterals
- iii. Social media marketing and promotions

**5. Documentation**

- a. The agency must submit a detailed summit report ten days after the event.
- b. The agency should print 250 copies of the summit brochure
- c. The agency must submit a duly signed work order and the necessary documents to start the work.

**6. Items Required**

<b><u>Sl No.</u></b>	<b><u>Description</u></b>	<b><u>Quantity</u></b>	<b><u>No. of Days</u></b>
1	Registration backdrop with cloth print - Size 8ft /8ft	1 No	For 1 Day
2	LED Wall - 16 ft x 10 ft	2 No	For 1 Day
3	Slide changer	1 Nos	For 1 Day
4	Led TV	2 Nos	For 1 Day
5	Laptop	4 Nos	For 1 Day
6	Scale switcher	1 No	For 1 Day
7	Stage Platform - Size 32ft x16ft	1 No	For 1 Day
8	LED Wall Platform	1 No	For 1 Day
9	Thematic Backdrop setup & side wings	1 No	For 1 Day
10	Branded Podium	1 No	For 1 Day
11	Console Masking	1 No	For 1 Day
12	Pathway signage Standees (size 3 x 6)	6 Nos	For 1 Day
13	Light & Sound - 6000 watts Sound	1 No	For 1 Day
14	Light & Sound - 1000 watts Sound	1 No	For 1 Day

15	Cordless Mikes	12 Nos	For 1 Day
16	Podium Mike	1 Nos	For 1 Day
17	Led Par Lights	10 Nos	For 1 Day
18	Par Lights	10 Nos	For 1 Day
19	Content Making for LED Wall	20 Speakers	For 1 Day
20	Generator Set including Running expenses	1 No	For 1 Day
21	Electrical inspectorate		For 1 Day
22	Octornm Stall	5 Nos	For 1 Day
23	Stall Branding with 9 ft x 5 ft - 3 Cloth print & Facia Name	5 Nos	For 1 Day
24	Single Seater Sofa	10 Nos	For 1 Day
25	Double Seater Sofa	7 Nos	For 1 Day
26	Teapoy - 6 nos	6 Nos	For 1 Day
27	Branded Delegate Tags with Barcode	250 Nos	For 1 Day
28	Branded Pen	250 Nos	For 1 Day
29	Branded Conference Pad -A5 Notepad cover 220 gsm inner plain color 20 pages	250 Nos	For 1 Day
30	Branded Conference Bag Eco friendly material (Ecco Friendly 1st quality Jute Bag,Size 15 ×10, Main compartment 1,Front one pocket,Zipper)	200 Nos	For 1 Day
31	Branded Gift	200 Nos	For 1 Day
32	Branded Diaries	200 Nos	For 1 Day
33	Toyota Innova Vehicle for guest transportations (Minimum 10Hr/100KM)	5 Nos	For 1 Day
34	Master of Ceremony	1 No	For 1 Day
35	Startup Hand Book (Designing Charges & Printing extra)	1 No	For 1 Day
36	Promotional Book let (A4 Size, 50 Pages))	300 Nos	For 1 Day
37	Promotional Documents (A4 Size, 30 Pages)	300 Nos	For 1 Day
38	Seeding Kerala 2022 Report,A4 size,Mat lamination,Center Stappling	300 nos	For 1 Day
39	Momentoes	40 Nos	For 1 Day
40	Program Schedule	300 Nos	For 1 Day
41	Entertainment		For 1 Day

42	Day to Branding at ISC (Standee)	6 Nos	Day 2
43	Square Tables	30 Nos	Day 2

## 7. Instruction to Bidders

### a. Pre-bid queries

- i. The prospective bidders may submit any queries through e-mail for clarification by the date mentioned in the schedule to [procurement@startupmission.in](mailto:procurement@startupmission.in) and [jinesh@startupmission.in](mailto:jinesh@startupmission.in). The clarifications may be posted on the website.

### b. Submission

- i. Interested bidders who meet the eligibility criteria may submit their hardcopy proposals in a sealed cover to Chief Executive Officer, Kerala Startup Mission, on or before 06:00 PM 03rd February 2023. The proposal must consist of a Financial proposal and the documents of evidence of their previous work experience and eligibility duly signed by the competent authority.

### c. General Instructions

- i. The event management agency shall provide a qualified team to undertake 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 the 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 reserves the right to reject any proposal at any point of time without assigning the reasons
- vi. Startup Mission reserve the right to cancel this RFP if it is found necessary
- vii. The tender may be offered to the Lowest bidder, however, due consideration would be given to the quality of the service offered
- viii. Bidders' proposals whose performance is not satisfactory in any of the past events will be rejected
- ix. Proposed venues for the event are Hotel Marriot, Edappally and Technology Innovation zone, and Kalamassery
- x. Bidders are encouraged to visit the proposed venues

## 8. Selection Procedure:

The procedure for the selection of the agency will be carried out as detailed below by a committee constituted by KSUM.

Pre-Bid Meeting: The agencies invited for Pre Bid Meeting will be catered to with the brief for the strategy and creative presentation and the documents for submitting Technical & Financial Bids.

## 9. Bidding Process

Minimum Pre-Qualification Process: Only the agencies that satisfy the Minimum Pre-Qualification Criteria (PQC) after initial screening will be considered for the technical evaluation.

Technical Bid: The Technical Bids will be opened by the evaluation committee and marks will be given based on the criteria detailed in the technical bid document. The Technical Marks obtained will be referred to as Technical Scores (St). Agencies will be ranked on the basis of the Technical Score (St), and only agencies who have scored 70 or more marks, will be qualified for financial evaluation. The list of technically qualified applicants will be published in the e-tender portal on the date shown in the schedule of process.

Financial Bid: Financial bid shall carry 30% weightage Financial bid is the amount in Indian Rupees which is being sought by a bidder from the Dept. for the work of seeding Kerala event coordination in the Financial Bid Proforma

$$\mathbf{Sf = 100 \times Fm/F;}$$

in which Sf is the Financial Score, Fm is the lowest Financial Proposal, and F is the Financial Proposal under consideration. 17

### Combined Technical and Financial Score

For the final evaluation, the Agencies will be ranked in accordance with their combined Technical (St) and Financial (Sf) scores with weightage. The Technical Score (St) will be given 70% weightage, and Financial Score (Sf) will be given 30% weightage so that the combined Score will be:

$$\mathbf{S = St \times Tw + Sf \times Fw;}$$

Where S is the Combined Score, and Tw and Fw are weights assigned to Technical Score and Financial Score that will 0.70:0.30.

### Selection of the agency

With the highest Combined Technical & financial Score (S) will be selected, based on the above QCBS System. If two or more agencies obtain the same highest Combined Technical & financial Score (S), the agency with the maximum technical score will be selected.



### QCBS Mark

<b>SI No</b>	<b>Documents</b>	<b>MARK</b>
<b>1</b>	Organization registered and has been in operation for at least two years and Incorporation/ Registration Certificate	<b>15</b>
<b>2</b>	Successfully conducted at least five events	<b>15</b>
<b>3</b>	Details of events in table format along with MoU / contract/work order/Programme photos	<b>30</b>
<b>4</b>	PPT Presentation	<b>40</b>

**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/SK/OFL/2022-23**

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/SK/OFL/2022-23 dated 27th January 2023 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 the 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.
5. The tender document for the works mentioned above has been obtained by me from the URL [www.startupmission.in](http://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.
6. Dated this .....day of..... 2023

Signature of In the capacity of

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

**Form 1B: Bidder Details**

<b>SI No</b>	<b>Description</b>	<b>Details</b>
<b>1</b>	<b>Bidder Name</b>	
<b>2</b>	<b>Organisation details:</b>  <b>Address</b>  <b>Phone</b> <b>Number</b> <b>Email</b> <b>Website</b>	
<b>3</b>	<b>PAN Number</b>	
<b>4</b>	<b>GST Registration Number</b>	
<b>5</b>	<b>Contract person: Chief Executive / Head of Operations</b>  <b>Name</b> <b>Designation</b> <b>Mobile</b> <b>Number</b> <b>Email</b>	

<b>6</b>	<p><b>Contact person: Project Leader</b></p> <p><b>Name</b></p> <p><b>Designation</b></p> <p><b>Mobile Number</b></p> <p><b>Email</b></p>	
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**Form 1C: Pre-qualification checklist**

SI No	Pre-Qualification Criteria and Supporting Documents	Compliance X / √
<b>1</b>	<p>Is your organization registered and has been in operation for at least two years?</p>	
	<p>Attach Incorporation/ Registration Certificate or any other supporting document.</p>	
<b>2</b>	<p>Whether your organization is blacklisted by any Government agencies/PSUs</p>	
<b>3</b>	<p>Self Certification</p>	
<b>4</b>	<p>The bidder must have successfully Conducted at least five events</p>	

	Details of events (name of events, size, name of the client, ) in table format along with MoU / contract/work order/Programme photos	
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***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/SK/OFL/2022-23**

1. I/we the undersigned, offer the services associated with RFP No KSUM/RFP/SK/OFL/2022-23 dated 27th January 2023 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**

<u>Sl No.</u>	<u>Description</u>	<u>Quantity</u>	<u>Rate/Sqft/Piec e</u>	<u>Amount</u>
1	Registration backdrop with cloth print - Size 8ft /8ft	1 No		
2	LED Wall - 10 ft x 8 ft	2 No		
3	Slide changer	1 Nos		

4	Led TV	2 Nos		
5	Laptop	4 Nos		
6	Scale switcher	1 No		
7	Stage Platform - Size 32ft x16ft	1 No		
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28	Branded Pen	250 Nos		
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31	Branded Gift	200 Nos		
32	Branded Diaries	200 Nos		

33	Toyota Innova Vehicle for guest transportations	5 Nos		
34	Master of Ceremony	1 No		
35	Startup HandBook (Designing Charges & Printing extra)	1 No		
36	Promotional Booklet (A4 Size, 50 Pages))	300 Nos		
37	Promotional Documents (A4 Size, 30 Pages)	300 Nos		
38	Seeding Kerala 2022 Report,A4 size,Matt lamination,Center Stappling	300 nos		
39	Momentoes	40 Nos		
40	Program Schedule	300 Nos		
41	Entertainment			
42	Day to Branding at ISC (Standee)	6 Nos		
43	Square Tables	30 Nos		
	Sub Total	:		
	<b>GST @ 18%</b>	:		
	<b>Grand Total</b>	:		

**Dated this .....day of..... 2023**

**Signature of**

**In capacity of**

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