

KERALA STARTUP MISSION(KSUM)



REQUEST FOR PROPOSAL (RFP)

FOR

**SELECTION OF EVENT MANAGEMENT COMPANY FOR THE CONDUCT OF
“MENTOR CONCLAVE 2025”**

DATED: 07 TH OCT 2025

RFP NO: KSUM/RFP/EMC/MC25/2025-26/01

Date :

RFP SUBMITTED BY:.....

RFP TO BE ADDRESSED TO:

The Chief Executive Officer,

Kerala Startup Mission,

Thejaswani Building

Technopark, Kazhakoottam PO, Trivandrum

Kerala Startup Mission (KSUM) (Formerly Technopark -Technology Business Incubator (T-TBI) is the state nodal agency of the Government of Kerala founded in 2006, with a goal to promote technology-based entrepreneurship activities and to create the infrastructure and ecosystem required to support high-end technology-based startup businesses.

Request for Proposal for Selection of Event Management Agency for organization/implementation/execution of “Mentor Conclave” Scheduled to be held in Thiruvananthapuram.

Kerala Startup Mission invites technical and financial proposals from Event Management Agencies for supporting the conduct of the “Mentors’ Conclave” being scheduled on 25th October at Thiruvananthapuram.

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 RFP 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.

RFP Issuing Authority

This RFP is issued by the Kerala Startup Mission (KSUM) and selection through this RFP shall be final and KSUM reserves the right to reject any or all the RFP received without assigning any specific reason thereof.

Chief Executive officer

Kerala Startup Mission

07/10/2025

Thiruvananthapuram

Selection of Event Management Agency for the Conduct of Mentors' Conclave**Key Events/Points**

Event/ Details	Date / Details
Date of Issue of RFP	07-10-2025
Pre Bid Meeting	10-10-2025
Bid submission end date	17-10-2025
Technical Bid Opening date	18-10-2025

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 Top Performer award with Kerala Startup Mission.

Startup mentoring is one of the key activities of Kerala Startup Mission that directly adds value to startups. KSUM provides structured mentorship support for startups at various stages of growth such as ideation, productisation, acceleration, and scaling up. These initiatives are designed to provide expert guidance, helping startups navigate challenges and achieve growth milestones. Currently, KSUM has over 300 empanelled mentors. To acknowledge the contribution of mentors in mentoring startups, strengthen the mentorship networks in Kerala, KSUM has designed an exclusive Mentor Conclave 2025, that brings mentors and Startups under a common platform and facilitates interactions.

The objective of Mentors' Conclave is to strengthen the Kerala mentorship ecosystem. Mentor Conclave 2025 will bring together mentors, founders, and ecosystem leaders to discuss the role of mentorship in building sustainable startups and to showcase Kerala's structured approach to nurturing entrepreneurs. The event will also highlight the power of mentorship in building Tech driven startups more in Kerala.

2. Objective

Kerala Startup Mission, in its endeavour to strengthen the startup ecosystem in the State and establish Kerala as a national model for structured, technology enabled mentorship, has concrete plans to create stronger mentor- founder networks. Against this backdrop, Kerala Startup Mission has planned to organise a dedicated **"Mentor Conclave 2025"** The objective of this RFP is to invite proposals to engage a reputed Event Management Agency for the conduct of the Mentor Conclave. The agency shall support Kerala Startup Mission in conceptualising, planning, and

executing the event in alignment with its objectives of recognising mentors, enhancing structured mentorship practices, and positioning Kerala as a hub for collaborative startup growth.

The target audience of the Summit are;

- KSUM Empanelled Mentors
- Selected Experts who are Potential mentors
- Startup Ecosystem Enablers/ Institutions
- Investors
- 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 RFP 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, Work orders 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 Mentors' Conclave 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, speaker session, closing ceremony, lunches, tea, coffee etc.

b. Tentative Venue Arrangement

- i. Stage
- ii. LED Wall for stage side wings
- iii. Event Signages and Standees inside the venue

c. Registration Counters

- i. Registration counters
- ii. Printing of lanyards & badges for delegates with the multicolour logo of Mentors' Conclave
- 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.

5. Documentation

- a. The agency must submit a duly signed work order and the necessary documents to start the work.

6. Items Required

Sl No.	Description	Quantity	No. of Days
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	2 Nos	For 1 Day
4	Led TV	2 Nos	For 1 Day
5	Laptop	2 Nos	For 1 Day
6	Thematic side wings	2 No	For 1 Day
7	Pathway signage Standees (size 3 x 6)	3 Nos	For 1 Day
8	Face Light	6 No	For 1 Day
9	Par Light	6 No	For 1 Day
10	Generator Set including Running expenses	1 No	For 1 Day
11	Single Seater Sofa	4 Nos	For 1 Day
12	Branded Delegate Tags with pouch	300 Nos	For 1 Day
13	Branded Pen	300 Nos	For 1 Day
14	Branded Conference Pad -A5 Notepad cover 220 gsm inner plain color 20 pages	300 Nos	For 1 Day
15	Welcome Kit: Document Folder and Programme schedule.	300	For 1 Day
16	Branded Gift (The signature Kerala Heritage Set crafted by local artisans, Kerala spice or artisanal coffee box, Mural art notebook or scarfs etc)	20 Nos	For 1 Day

17	Stage facade	1 Nos	For 1 Day
18	Round table	10	For 1 Day
19	Chairs	60	For 1 Day
20	<p>FOOD Menu:</p> <p>Tea and Snacks (Morning and Evening) Bottled Water throughout the event.</p> <p><u>Lunch Menu :</u></p> <ol style="list-style-type: none"> 1. Appam / Chappati / Paratha. 2. Veg Fried Rice / Veg Pulao. 3. Chicken Fry / Beef Fry / Fish Fry. 4. Chicken Curry / Chicken Roast / Fish Curry. 5. Gobi Manchurian Dry Fry / Paneer Tawa Fry. 6. Gobi Manchurian / Paneer Butter Masala / Mixed Vegetable Curry. 7. Pickle, Pappad, Raita / Salad and Cut Fruits. 8. Ice-Cream with Fruit Salad / Gulab Jam. 9. Drinking Water - Bottled Water / Boiled water. 10. Banquet Buffet Counter Arrangements (including Plate, Cup, Spoons and forks - Transportation and Waste Disposal) 	200	For 1 Day
21	Video Shooting, Editing and Promo video making(Teaser video and speaker promo reels as a pre event promotions, Event highlight film and testimonials, full day event coverage, post event reels promotions videos etc)		For 1 Day

7. Instruction to Bidders

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 adithya@startupmission.in. The clarifications may be posted on the website.

b. Submission

- 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 17 th Oct 2025. 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 Kerala 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 Work 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 venue for the event is Park Centre, Technopark, Thiruvananthapuram
- 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 KSUM 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 are being sought by a bidder from the Dept. for the work of Mentor Conclave event coordination in the Financial Bid Proforma

$$Sf = 100 \times Fm/F;$$

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:

$$S = St \times Tw + Sf \times Fw;$$

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

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

Annexure I: Format for RFP 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/EMC/MC25/2025-26/01

1. Having examined the conditions of the RFP document, the receipt of which is hereby duly acknowledged. I/we the undersigned, offer the services associated with RFP No KSUM/RFP/EMC/MC25/2025-26/01 dated 07th Oct 2025 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 RFP document for the works mentioned above has 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 RFP document, which shall form part of the contract agreement and I/we shall abide by the conditions/clauses contained therein.
6. Dated thisday of..... 2025

Signature of In the capacity of

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

Form 1B: Bidder Details

Sl 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	
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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.	
2	Whether your organization is blacklisted by any Government agencies/PSUs	
3	Self Certification & Signed RFP documents	
4	The bidder must have successfully Conducted at least five 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/EMC/MC25/2025-26/01

1. I/we the undersigned, offer the services associated with RFP No KSUM/RFP/EMC/MC25/2025-26/01 dated 07th Oct 2025 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 RFP 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

Annexure II**The Breakup of the Financial Proposal is given below;****Physical Event**

Sl No.	Description	Qty	No. of Days	Quoted Rate
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	2 Nos	For 1 Day	
4	Led TV	2 Nos	For 1 Day	
5	Laptop	2 Nos	For 1 Day	
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13	Branded Pen	300 Nos	For 1 Day	
14	Branded Conference Pad -A5 Notepad cover 220 gsm inner plain color 20 pages	300 Nos	For 1 Day	
15	Welcome Kit: Document Folder and Programme schedule.	300	For 1 Day	
16	Branded Gift (The signature Kerala Heritage Set crafted by local artisans, Kerala spice or artisanal coffee box, Mural art notebook or scarfs etc)	20 Nos	For 1 Day	
17	Stage facade	1 Nos	For 1 Day	
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19	Chairs	60	For 1 Day	

20	FOOD Menu: Tea and Snacks (Morning and Evening) Bottled Water throughout the event. <u>Lunch Menu :</u> 1. Appam / Chappati / Paratha. 2. Veg Fried Rice / Veg Pulao. 3. Chicken Fry / Beef Fry / Fish Fry. 4. Chicken Curry / Chicken Roast / Fish Curry. 5. Gobi Manchurian Dry Fry / Paneer Tawa Fry. 6. Gobi Manchurian / Paneer Butter Masala / Mixed Vegetable Curry. 7. Pickle, Pappad, Raita / Salad and Cut Fruits. 8. Ice-Cream with Fruit Salad / Gulab Jam. 9. Drinking Water - Bottled Water / Boiled water. 10. Banquet Buffet Counter Arrangements (including Plate, Cup, Spoons and forks - Transportation and Waste Disposal)	200	For 1 Day	
21	Video Shooting, Editing and Promo video making (Teaser video and speaker promo reels as a pre event promotions, Event highlight film and testimonials, full day event coverage, post event reels promotions videos etc)		For 1 Day	
22	Service Charge			
23	GST (Include all Taxes)			
24	Other			
	GRAND TOTAL			

Dated thisday of..... 2025

Signature of

In capacity of

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

Annexure III

Self-Declaration - Non Blacklisting

(To be Submitted in Company Letter Head)

To

The Chief Executive Officer,

Kerala Startup Mission

Sir,

In response to the RFP reference no.....dated.....for selection of

I hereby declare that presently our company is having an unblemished record and is not declared ineligible for corrupt and fraudulent practices either indefinitely or for a particular period of time by any state/Central Government/PSU/Autonomous body.

I further declare that our company is not blacklisted and not declared ineligible for reasons other than Corrupt and Fraudulent practices by any State/Central Government/PSU/Autonomous Body on the date of submission of RFP.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my security may be forfeited in full and the RFP if any to the extent accepted may be canceled.

Thanking You

Name of the Bidder

Authorized Signatory

Seal of the Organization