

पूर्वोत्तर हस्तशिल्प एवं हस्तकरघा विकास निगम लिमिटेड (एनई एच एच डी सी)
North East Handicrafts & Handlooms Corporation Ltd
(A Government of India Enterprise)
NEHHDC, Craft Promotion Centre,
Garchuk, Pamhoi Road, Guwahati-781035

No. HHDC/CO/P &A/2022-23/38/1834

Dated Guwahati the 28th December'2022



REQUEST FOR PROPOSAL (RFP) FOR ORGANIZING SURAJKUND INTERNATIONAL CRAFTS MELA' 2023 AT FARIDABAD, HARYANA 121010

SCOPE OF WORK FOR THE SURAJKUND INTERNATIONAL CRAFTS MELA TO BE HELD FROM 3rd FEBRUARY TO 19th FEBRUARY 2023.

1. To conduct one of the Fashion Shows.
2. Pre-Production / Planning of the event, Design, Brochures, Printing and Publicity Materials
3. Artisan Stalls_60 Stalls
4. VR_AV Booths & On ground promotions/marketing
5. Venue Décor
6. Apna Ghar _ Interior Design and Décor, Curation & Execution
7. Apna Ghar _ Exterior Design, Construction & Curation
8. Shanghai Cooperation Organization (SCO) - Conclave, Invest India Platform
9. Documentation - Videography and Photography
10. Coordination
11. Work inspired by LIFE (Lifestyle for Environment)
12. Data collection & Technical works.
13. Travel & Transportation.

1. 01(one) Fashion Show

- Fashion Show will be presented highlighting the handloom, art, culture and the traditions of the NE States.
- Storytelling of the vibrant attire adorned by the tribes. The show will be curated as a narrative within the fashion show
- Showstoppers other than models, will include change makers in different sectors of NER
- Textile Designers - Designers from 8 NER States will be included
- Models - Fashion Modelling by the models from all eight States of NER
- Anchors / Master of Ceremonies (MC) will be on boarded for the event
- Branding and Décor of stage and ramp of the assigned area for one day



2. Pre-Production, Planning of the event, Design, Brochures, Printing and Publicity Materials

No.	Activities	Particulars
1	Media Promotion (Pre and Post)	
	Facebook	Regular Posts
		Invites
		Contests
		Event Invite
		Distribution of photos and videos
	Other	PR & Communications (Press Meet, PR Campaigns)
Electronic Media Publicity		
Print Media Publicity		
Video production	Creation of a short AV/Film to be run at the LEDs for the curtain raiser	
Web Reach	Website, FB, Social Media Awareness Creation & You-tube Channel	
2	Creative's	Proposals, Creative's for all formats i.e. Publicity, Décor, On ground promotions etc.
3	AV Media Promotion (Regional)	TV Ads Multiplex Screening
4	Promo Video	3 TVC (Duration 35 sec to 1 min)
5	Radio Jingles	10 - 15 Stations / 20 spots each
6	Promotions (All Design Works, Printing, Installation, Fabrication, Execution etc.)	Hoardings Banners Leaflets Posters (Demi Size) Invitation Cards/ Envelop Outdoor Publicity (Airports, PVR, Delhi Metro, Bus Stands etc) Design and Printing of Publicity Materials

3. Artisan Stalls_60 Stalls

- 60 Stalls are to be created in the designated area of the venue for 120 Artisans
- Branding and Décor of stalls in the assigned area
- Artisans - Artisans from 8 NER States will be included. Pottery, Weavers, Crafts etc.
- GI TAG Food and Textiles to be showcased in the stalls
- Ema Keithel, Manipur - 500 Year old largest all women market in Asia to be showcased in the Artisan Stalls.
- The following Artisans will be included as suggested by NEHHDC:
 - Original Thangka Painters (Sikkim), Carpet weavers (Sikkim), Wood cravers - Utensils, Decors, Choktse Table (Sikkim), Carpet Weavers (Arunachal Pradesh), Yak wool Garments (Arunachal Pradesh), The textile of Idu Mishimi Tribe (Arunachal), Mishimi Jewellery Makers (Arunachal Pradesh), Traditional Tattoo Makers - Apatanj Tribe (Arunachal Pradesh), Majuli Mask Makers (Assam)



4. VR_AV Booths

- The VR/AV Booth can be placed in the Apna Ghar areas for each NER States. The Tourism department of NER States can have the booth as Tourism VR/AV booth displayed next to Apna Ghar to enhance the experience of the audience.
- Documentaries of NER showcasing the unique narratives of the region
- Films of NER, Music Videos, Lifestyle Videos
- Tourism Videos
- On ground promotion of NER Tourism and Surajkund Mela (SKM).
- There will be booths for all 8 NER States and a special SKM booth showcasing all the earlier editions of SKM.
- The Surajkund Booth will be specifically located at the Centre, to promote the event and Haryana Tourism.
- Brochure, Leaflets etc. about NER State Tourism and SKM will also be placed in the respective booths for the audience.
- One of the booths will be placed in the Shanghai Cooperation Organization (SCO) arena showcasing the Indian diplomatic relations, trade routes, etc.

5. Venue Decor

- Theme based installations and fillers
- Creation of heritage sites
- Required Standees, Kiosks, Backdrops, Pillars for venue décor
- Spot Lights, Venue Lights and Overall theme lighting of the venue
- The flags for the Mela to be installed upto the venue on the road dividers. The area to be covered will be confirmed by Surajkund Mela Authority
- Heritage sites to be shortlisted for venue décor from the following:
 - UNESCO WORLD HERITAGE SITES of NER - 1. Kaziranga National Park, Assam, 2. Manas Wildlife Sanctuary, Assam, 3. Apatani Cultural Landscape, Arunachal Pradesh, 4. Namdapha National Park, Arunachal Pradesh, 5. Charaideo Maidam, Sibsagar, Assam, 6. Keibul Lamjao National Park, Manipur, 7. Majuli, Assam, 8. **Unakoti Heritage Site, Tripura**, 9. Living Root Bridge, Meghalaya, 10. Khangchendzonga National Park, Sikkim, 11. Nokrek Biosphere Reserve, Meghalaya, 12. Garo Hills, Meghalaya, 13. Thembang Fortified village, Arunachal Pradesh, 14. Keibul Lamjao National Park, Manipur

6. Apna Ghar _ Interior Design and Décor, Curation & Execution

- Northeast India (NER) the AshtaLakshmi is a microcosm of India's diversity. The major communities of all eight States will be covered in the interior curation and décor of Apna Ghar. There are *26 major communities of Arunachal Pradesh, 6 of Assam, 34 of Manipur, 3 of Meghalaya, 5 of Mizoram, 17 of Nagaland, 3 of Sikkim and 19 of Tripura* and their uniqueness will be showcased in the interior of Apna Ghar



- The diverse ethnic groups, traditions, culture, dances, music, folklores, cuisines, literature of regional languages, heritage, attires, jewellery, the rich handloom and handicrafts that is distinct in motifs and colours that represent the diverse communities of NER will also be showcased.

7. Apna Ghar _ Exterior Design, Construction & Curation

- Construct 8 Apna Ghar showcasing the way of life of different communities of NER
- The motifs, the bamboo craft to be showcased in the eight Apna Ghars
- Rural / Eco Tourism Information Desk - State Tourism Departments next to Apna Ghar

8. Shanghai Cooperation Organization (SCO)_ Conclave, Invest India Platform

As eight SCO Countries are invited to the 36th Surajkund International Crafts Mela-2023.

The following are to be achieved through the Surajkund platform.

1. B2B Forum - Meetings for exchange of ideas of Indian entrepreneurs' with the SCO countries
2. The need and importance of revival of the Silk Route for trade, and commerce uplifting the economies of the SCO countries
3. Discussions on the shared history, culture and traditions through regional cooperation.
4. The need and importance of cooperative multilateralism especially in a post-CoVID world.
5. Tourism Meet
6. People to People Meet
7. Investment Desk/ Invest India (NER)
8. Souvenirs for SCO Countries

9. Documentation - Videography and Photography

- We will document the Surajkund International Crafts Mela to be held from 3rd February to 19th February 2023.
- The documentation will be submitted as reports in the format of Photographs, Videos, Short Documentaries of the event.
- The written document will also be submitted to NEHHDC and NERAMAC with the details of sale, reach, footfall etc.

10. Coordination

- Invite students from NER in Delhi as volunteers / interpreters for the event. Certificates to be issued by DoNER for the volunteers / interpreters
- Volunteers will also be guided for being responsible for waste management
- Coordination for few assignments and curators / interpreters for Apna Ghar
- Coordination of the overall event

11. Work inspired by LIFE (Lifestyle for Environment) as mentioned below.

- Ambience Decor of the Amphitheater, 60 Stalls, 8 Food Courts, Boundary
- Wall (5000 mts approx) and a structure towards Gate No. 2.
- 10 Art installations made out of scrap aligned with SDG's.
- North East climate temple and info centre of biodiversity and practices.
- 8 Nos. of Selfie points representing each states of NER.
- Zero Waste Management
- 4 Live Painters and 2 indigenous tattoo artists showcasing tattoo Practices during the event.

12. Data collection & Technical works.

13. Travel & Transportation.



PROCESS OF SELECTION:

The process of selection of successful Bidder would be as follows:

- Issue of RFP
- Pre-Bid Meeting/ Clarification /Corrigendum (if any)
- Submission of Bids.
- Opening of Pre-Qualification Bids
- Opening of Technical Bids
- Technical Bid Evaluation.
- Presentations of the Bidders meeting Pre-Qualification criteria
- Opening of Financial Bids for the Bidders that are technically qualified
- Issue of Work Order to the bidder whose proposal has been found compatible.

FACT SHEET

Sl. No.	Key Information	Details
1.	Assignment Title	Request for Proposal (RFP) for engagement of Event Management Agency for SURAJKUND INTERNATIONAL CRAFTS MELA' 2023
2.	Purchaser/Organization	NEHHDC
3.	Location	FARIDABAD, HARYANA 121010
4.	Date of publication of the RFP	28/12/2022
5.	Last date of submission of proposal/document	10/01/2023 by email at hr.nehhdc@gmail.com
6.	Bid Submissions	Through email/hard copy submission/ CPP portal
7.	Method of Selection	As per norms
8.	Earnest Money Deposit (EMD)	The bidder is required to submit EMD @2% on the value of supply in favor of North Eastern Handicrafts and Handlooms Development Corporation Ltd at the time of accepting the Work Order for execution of Supply.
9.	Last Date and time for submission of bids/documents (Online mode at CPP Portal & offline at NEHHDC's CPEC Garchuk premises)	10.01.2023 at 1500 hrs
10.	Opening of receiving Bids/documents	10.01.2023 at 1600 hrs
11.	Language of bid	The bid should be submitted in English only
12.	Bid documents	Bidders must submit their bids in line with the requirements stated in this RFP.
14.	Issue of Work Order	To be informed later
15.	Address for Communication	North Eastern Handicrafts and Handlooms Development Corporation Ltd (NEHHDC) CPEC, Garchuk-35 contact No: 03671-2910002



Sd/-
Managing Director
NEHHDC