

## Request for Proposal (RFP)

For

Engagement of company to create a virtual exhibition platform

Tender reference no.: RFP No. FMC/FNF/2020-21/04

Foundation for MSME Clusters (FMC)



Corporate office: USO House, 2nd Floor,  
USO Road, Off Shaheed Jeet Singh Marg,  
6, Special Institutional Area, New Delhi-110067  
Ph no- 011-41034881  
E-mail- info@msmefoundation.org

### INTRODUCTION

Foundation for MSME Clusters (FMC) is a pioneering organisation specialising in promoting of MSMEs through cluster and value chain led development. Established as a trust in June 2005, FMC has experience of working directly and indirectly with over 100,000 MSMEs in around 200 clusters in over 15 other countries across the globe. FMC has its corporate office in Delhi and branch/representative offices in the states of Andhra Pradesh/Telangana, Karnataka, Punjab, Rajasthan and West Bengal.

---

### Vision

To economically progressive, socially connected, environmentally sustainable world that is spiritually rooted and composed of interconnected yet diverse local socio-economic systems.

---

### Mission

To assist institutions, undertake effective and inclusive cluster based local area development in developing and transition economies.

---

### Logo

The 3 blocks of the logo promote us towards addressing Social, Economic, Environmental aspects of MSMEs, glued together for promoting a spiritually rooted world.

## LETTER INVITING TENDER

Dear Sir/Madam,

Foundation for MSME clusters (FMC) is looking for Engagement of company to create a virtual exhibition platform.

### Tender information: -

1	Name of the work	Engagement of company to create a virtual exhibition platform
2	Period of Contract	<b>7 Months</b>
3	Date of publication of RFP	<b>27.04.21</b>
4	Last date & time for receipt of offline bid	<b>15.05.21</b>
5	Technical & Financial Bid Opening Date	<b>17.05.21</b>
6	Name & address of office inviting tender	Foundation for MSME Clusters Corporate office: USO House, 2nd Floor, USO Road, Off Shaheed Jeet Singh Marg, 6, Special Institutional Area, New Delhi-110067
7	Contact no. of procurement officer	011-41034881

### Eligibility Criteria

The Bidder must meet the following eligibility criteria:

**Experience:** The Company/consultant having an expert with at least 7 years of prior experience in organizing focused group discussions and individual stakeholder discussions in the MSME space.

. Details of documents to be furnished at the time of submission of bid

- GST certificate if applicable
  - PAN Card
  - Firm's registration certificate if applicable
  - Cancelled Cheque
1. Scanned Copies of the Annexure as per the enclosed formats should be submitted at the time of submission of Bid.
    - I. Annexure-A: Covering Letter (On Bidder's Letterhead)
    - II. Annexure B: Technical Proposal
    - III. Annexure C: Team Composition:
    - IV. Annexure D: Financial Proposal (On Bidder's Letterhead)
    - V. Signed copies of RFP

### Terms of Reference for creating platform for holding Virtual Exhibitions

**Overall objective:** Deliver marketplace for MSMEs/Start-ups for through year-round Exhibitions with branded digital experiences.

## **Project Description**

FMC is seeking proposals from qualified vendors to provide a complete virtual exhibition platform website for the MSMEs/Start-ups and BMOs. The successful Proponent will offer a full-service, all-in-one event management platform, including registration. The platform will enable FMC staff to process, communicate with, and track all event participants, including conference exhibitors, and delegates.

The platform must be cost effective, easy to use, and a one-stop solution that will streamline the key exhibition processes and create a positive experience for all exhibition participants.

## **Scope of Work**

The Website will provide an opportunity to MSMEs and Start-ups and Business Member Organizations (BMOs) to connect to their clients globally. The website will allow exhibitors to have a virtual (temporary) space for themselves where they would be able to exhibit their products and communicate with their visitors (clients). Visitors would be able to register with the website, view exhibitors and visit stalls/pages of individual exhibitors, and communicate with them. The stalls used by exhibitors will be designed using 3D Technology. This platform will streamline the key exhibition processes and create a positive experience for all exhibition participants. The platform must support registration of exhibitors and delegates. The virtual Exhibit Hall complements the artisan/MSME activities of the opportunity for delegates and exhibitors to connect. Exhibitors must have the ability to share resources, contact information and video demonstrations with delegates. Total number of stalls will be 20. Once the portal is created we should be able to manage it for making 100 exhibitions per year.

## **User Types**

The following types of users would be interacting on the website:

1. Exhibitors
2. Registered Visitors
3. Administrator

**Online registration portal:** Comprehensive and customizable registration system (collecting registrant information, processing payments and tracking registrations)

- Ability for registrants to create an account. This will enable later access to update their registrations (if required), access to receipts of payment, and preview/update their pre-selected sessions
- Mobile responsive and compatible with digital devices (desktop, laptop, tablet, smart phone) and all common operating systems
- Ability to process and support 600+ attendee registrations in realtime
- Ability to process multiple registration types with various fee rates (including regular rate, late rate)

**Exhibitor and Attendee Management Portal:** The portal provides information to prospective

exhibitors and delegates, serves to process sales and registrations, and is the main hub for ongoing communication with exhibitors and delegates in the months leading up to the conference. This portal must:

- Offer a menu of exhibitor packages with the potential to customize based on a set of available features. Supporting sales materials will include an interactive ExhibitHall
- Collect and collate materials for promotions and virtual booths, including company descriptions, website and social media links. Exhibitors and delegates must be able to download and upload documents in various formats, including PDF, PNG and JPG, for use in promotional and delegate materials, including integration with the FMS microsite and the conferenceapp
- Enable exhibitor and delegate registration, including complimentary registrations as part of packages, with as many as 70 or more delegates and exhibitors accessing the platform at the same time. FMC administrators must be able to add (“register”) exhibitors or delegates individually or via a bulkupload
- Enable data to be collected about interactions with the portal by exhibitors and delegates, and prospective exhibitors and delegates, for analysis by FMCstaff

**Virtual Delegate Forum and Exhibit Hall:** The Delegate Forum will host video sessions from our delegates and give delegates the opportunity to reach delegates with information about products and services. The Exhibit Hall will enable exhibitors to promote their services and products to delegates, including by making materials available and through virtual interactions. The Forum and Hall may be accessed by up to 800 conference delegates at any given time.

- Enable delegates and exhibitors to upload pre-recorded demonstrations promoting their products/services
- Enable delegates to download exhibitor/delegate materials, interact with exhibitors and delegates in various ways, including live chat, virtual meetings, product demonstrations and ability to schedule meetings
- Exhibitors access to Demo rooms where they can showcase/talk about their products and services helping them in generating more Leads

**Quality Assurance, Testing, Support and Training:** Quality assurance for all aspects of event data management outlined in this RFP

- Test platform on multiple devices (desktop, smart phone, tablet) with varying operating systems (iOS, Windows, and others as required) and using popular browsers (Chrome, FireFox, Safari, and others)
- Provide full training and support data entry, system reporting and other operational requirements of FMCstaff

**Registration and Analytics:** Detailed registration reports and statistics must be available in real time on the backend dashboard

- Reports/information must be accessible in real time and customizable to include date and time of registration, registrant type, registrant demographics and other registration details
- FMC staff must have unlimited administrative access with the ability to view and export registration and delegate information
- Administrator has rights to moderate content i.e. remove the images or any other content if not found suitable.
- Integrated with Google Analytics to track online statistics and traffic/behavior

**Branding and Appearance:** The platform and the materials generated through the platform, must be customized to the FMC brand, including brand logo, colours and font. FMC will provide branding guidelines to the successful proponent.

**Eligibility Criteria**

- More than 10 years in business of providing IT based business solutions
- Proven expertise in creating interactive online platforms (At least 3 such assignments)
- Experience in creating similar platforms having 3D experience (product showcasing).
- Proven Ability of the team to deliver virtual platform and meet timelines/deliverables

## **Terms & Conditions of RFP: -**

**Conflict of interest:** Consultant or his personnel shall not engage in any personal, business or professional activities, either during the course of or after the termination of this Contract, which conflict with or could potentially conflict with the services.

**Performance Standards:** Consultant agrees to provide the services required hereunder in accordance with the requirements set forth in the RFP. Consultant undertakes to perform the services hereunder in accordance with the highest standards of professional and ethical competence and integrity in Consultant's industry, having due regard for the nature and purposes of the FMC as a not for profit organization and ensure a conduct in a manner consistent therewith. The Services will be rendered by the Consultant in (i) an efficient, safe, courteous, and business-like manner; (ii) in accordance with any specific instructions issued from time to time by the FMC Nominee; and (iii) to the extent consistent with above as economically as sound business judgment warrants. Consultant shall comply with all the applicable local laws of the country and jurisdiction in which the services shall be performed. The Consultant's employees shall not act as an agent or employees of the FMC.

**Confidentiality:** The Consultant shall keep all work and services carried out hereunder for the FMC entirely confidential, and not use, publish, or make known, without written approval of the FMC, any information, developed by the Consultant or by the FMC, to any persons other than personnel of the parties to this Contract. However, the forgoing obligations shall not apply to any information that was in the Consultant's possession prior to commencement of work under this Contract, or which is or shall become available to the general public in a printed publication, but not by the Consultant, and provided further that this obligation shall in no way limit Consultant's internal use of such work. Any public representation regarding the FMC shall be made by the FMC or the client of the FMC for this particular assignment.

**Tax:** Consultant will be solely responsible for paying all duties, taxes and other levies payable as per the law of India in respect of any amount or anything having money value to be paid/payable/provided to him by the FMC.

**Consequential Damages:** In no event shall either of the Parties hereto be liable to the other for the payment of any consequential damages even if the possibility of such damages is known at the time of the execution of this Contract.

**Disputes:** Any dispute of difference arising out of, or in connection with, this Contract, or the breach thereof, which cannot be amicably settled between the Parties will be settled through an arbitrator appointed by the Executive Director of the Foundation for MSME Clusters.

**Rights in Data:** The deliverables report(s) and other creative work of Consultants called for this Contract, including all written, graphics, audio, visual and any other materials, contributions, applicable work product and production elements contain therein, whether on paper, disk, tape, digital file or any other media, (the "Deliverable Work") is being specially commissioned as work made for hire in accordance with the applicable copyright laws. The FMC is the proprietor of the Deliverable Work from the time of its creation and owns all right, title, and interest therein throughout the world including, without limitation, the copyrights and all related rights. To the extent that it is determined that the Deliverable Work does not qualify as a work made for hire within the meaning of the applicable copyright laws, then the Consultant hereby irrevocably transfers and assigns to the FMC all of its right, title and interest in copyright and related rights free of any claim by Consultants or any other person or entity.

**Severability:** Any provision of the Contract prohibited by the laws of any jurisdiction shall as to such jurisdiction, be ineffective to the extent of such prohibition, without invalidating the remaining provisions of the Contract.

**Contract Amendment:** The Contract may be amended for any part thereof upon written agreement of both parties; such amendment will be deemed to be effective from such date as may be stipulated in the amendment.

**Termination:** The FMC may terminate this contract:(a) FOR DEFAULT IN PART OR WHOLE If (1) Consultant fails to deliver any or all services within the time period(s) specified in this contract or any work order issued there under, and/or if the contract work does not conform, in all respects, to the requirements listed in the contract, the FMC will give the Consultant written notice describing the reasons for default and an opportunity to cure. In addition to any other remedy available to the FMC, if the FMC is required, due to this default, to re-procure all or part of the contract work from others similar to that terminated, Consultant shall be liable to the FMC for costs in excess of this contract price. If the Consultant does not cure the default to the satisfaction of the FMC within the period specified, FMC may terminate the contract for default by written notice, specifying the reason for the default, the portion(s) of the contract defaulted and the effective date of default.

**Force Majeure:** The failure of a Party to fulfill any of its obligations hereunder shall not be considered to be a breach of, or default under this Contract insofar as such failure arises from an event of Force Majeure, provided that the Party affected by such an event takes all reasonable precautions, due care and reasonable alternative measures, all with the objective of carrying out the terms and conditions of this Contract. "Force Majeure" is an event beyond the reasonable control of a Party which makes that Party's performance impossible or so impractical as reasonably to be considered impossible and includes, but is not limited to war, riot, civil disorder, earthquake, fire, explosion, flood or other adverse weather conditions, strikes, or confiscation or any other action by governments.

**Annexure – A**  
**Format for Covering Letter (On Respondent's Letter Head)**

Date:

To,  
Procurement Officer  
Foundation for MSME clusters  
Corporate office: USO House, 2nd Floor,  
USO Road, Off Shaheed Jeet Singh Marg,  
6, Special Institutional Area, New Delhi-110067

Sir,

**Sub: Engagement of company to create a virtual exhibition platform.**

1. I/We, the undersigned, having read and examined in detail the RFP documents in respect of consultancy to FMC, do hereby express our interest to provide the services as specified in the RFP.
2. I/We have read the provisions of RFP and confirm that these are acceptable to us and further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
3. Until the formal final Contract is prepared and executed between us, this Proposal shall constitute a binding contract between us.
4. We hereby declare that all the information and statements made in this proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.
5. We understand you are not bound to accept any proposal you receive.
6. The Agency has not indulged in any corrupt or fraudulent practices in preparing this proposal.
7. The person signing the cover letter and the proposal has due authorization.
8. I/We shall bear all costs incurred in connection with the preparation and submission of the proposal and to bear any further pre-contract costs
9. Our correspondence details are:

1	Name of the Agency/Consultant	
2	Address of the Agency/Consultant	
3	Name of the contact person to whom all references shall be made regarding this RFP	
4	Designation of the person to whom all references shall be made regarding this RFP	
5	Address of the person to whom all references shall be made regarding this tender	
6	Telephone (with STD code)	



7	E-Mail of the contact person	
---	------------------------------	--

10. We also understand that any decision taken by Procurement Officer, FMC shall be final and binding on both the parties.

Thanking you,  
Yours faithfully  
(Signature of Authorized Person for this Application)  
Name:  
Designation:  
Stamp of Company/Firm:  
Date:  
Place:

## Technical Proposal

Part One General Details of the Bidder				
1	Name of the Bidder			
2	Address of the Bidder			
3	Legal Status of the Agency			
4	Details of Incorporation of the Agency	Date:		
		Ref.#		
5	Details of Commencement of Business/ Service	Date:		
		Ref.#		
i.	Permanent Account Number (PAN)			
ii.	GST Number			
13	Name & Designation of the contact person to whom all references shall be made regarding this tender and in whose name the power of attorney has been issued.			
	Telephone No. (with STD Code)& E-Mail of the contact person			
	Fax No. (with STD Code)			
14	Company website			
15	Financial Details (as per audited Balance Sheets) (in Rupees Cr)			
16	Year	2018-19	2017-18	2016-17
17	Turn Over			

Date

Place

Signature of Authorised Signatory ...

Name of the Authorised Signatory ...

Designation ...

Name of the Organisation ...

Seal ...

## Part Two: Technical Proposal

- A. **Executive Summary:** This should be a brief overview of your tender covering how you intend to achieve the outputs and your assessment of the resources required.
- B. Brief description of the Bidder
- C. Brief description about relevant competencies and experience relevant to the ToR.

Please use the following table to cite the relevant project experiences (Maximum 10 most relevant ones and enclose the support documents (e.g. Contract/ Work Order, Project Completion report, etc):

Title of assignment	Duration (From – To)	Country, State	Value (In Rupees)	Details of Client	Lead Firm/Organization	Short Description about assignment

- D. Technical Response:
  - a. Understanding of the assignment;
  - b. Proposed approach & methodology of the study;
  - c. work plan in the form of a Gantt chart showing activities, milestones, deliverables etc. against time)

**Annexure – C**  
**TEAM COMPOSITION**

S. No	Name	Position	Qualification	Area of Expertise

**Note:**  
Please attach CV of each personnel

(Signature of Authorized Person for this Application)  
Name:  
Designation:  
Stamp of Company/Firm:  
Date:

**Annexure - D  
FINANCIAL BID**

**RFP No.- 04/EE/20-21**

Name of the Firm/Consultant: .....

To  
Foundation for MSME Clusters,  
USO House, 2nd Floor, USO Road,  
6 Special Institutional Area,  
Off Shaheed Jeet Singh Marg, New Delhi - 110067

**Financial Proposal Engagement of company to create a virtual exhibition platform.**

S.no	Name of activity	Price quoted/Meeting (Amount in Figure)	Price quoted/ Meeting (Amount in words)
1	Engagement of company to create a virtual exhibition platform.		

Notes: -

- The rates quoted for carrying out the activities are inclusive of all the charges, taxes, Transportation, TA/DA and any other expenses whatsoever.
  
- We hereby provide consent to FMC to deduct the applicable taxes, as per rules.

(Signature of Bidder With seal)