

EXPRESSION OF INTEREST (EOI) - TERMS OF REFERENCE

For

Conduct of Mega Out Reach Events- Mega Expos, Kisan Melas, Business Meets, etc.

1.Introduction

Kerala Veterinary and Animal Sciences University (KVASU) is an autonomous institute established in 2011 for the development of veterinary and animal sciences and for the purpose of ensuring proper and systematic instruction, teaching, training and research and extension exclusively in Veterinary and animal sciences in the state of Kerala. KVASU excels in research and academics through its seven academic institutions in veterinary, dairy, poultry and food sector, instructional farms, NABL-accredited labs, and advanced animal feed laboratories. The University collaborates with ICAR, central schemes, and other institutions to facilitate technology transfer through its extension activities. These initiatives create awareness and provide scientific management tools to stakeholders and farmers and will enable them to manage their livelihood more scientifically leading to the ultimate empowerment to thrive in the global market. This support is crucial for the people of Kerala, who rely on livestock, poultry, processed animal products, and the pet industry for food, nutrition, income, and emotional well-being. Therefore, to streamline the outreach programmes KVASU proposes to launch Mega Expos, Kisan Melas, Business Meets, and similar events in collaboration with various agencies in different campuses of KVASU across Kerala showcasing advancements, products, and services in the agricultural sector. The selected agency may be allowed to work for a maximum of 3 years with a minimum 10 percent annual increase in the rates fixed by the university.

2. Activities

The proposed activities are as follows:

1. **Occasional Kisan Melas:** To be held at various KVASU centres
2. **Business meets and Entrepreneurial conclaves:** These events aim to facilitate the development and cooperation of businesses related to the animal husbandry sector.
3. **Technology transfer meets, expos, mega events and exhibitions:** These events will showcase the latest technological advancements designed and developed within the university.
4. **Other Institutionalized Awareness Programs:** This includes exhibitions, fairs, expos, seminars, workshops, or a combination of all.

3. Invitation for Expressions of Interest

We invite expressions of interest from various government bodies, semi-government agencies, NGO's, experienced private agencies, farmers' organisations and entrepreneurs as event organisers on Revenue Sharing Basis for planning and execution of the events.

- **Event Organizers:** Experienced event management teams to handle logistics, coordination, and overall event execution.

4. Submission Requirements

Interested parties are requested to submit the following information:

- Company profile, previous event management experience, proposed plan for organizing the event, and budget estimates.

5. Calendar of Events

Item	Date
1. Publishing	06.09.2024
2. Eol Submission End Date	2.00 p.m on 20.09.24
3. Eol Opening Date	3.00 p.m on 20.09.24

6. Eol Processing Fees: A non-refundable processing fee for Rs. 2,500/- (Rupees Two thousand five hundred only) in the form of a Demand draft drawn in favour of "Director of Entrepreneurship, Kerala Veterinary and Animal Sciences University Payable at SBI, Wayanad has to be submitted along with the Eol response. Bids received without or with inadequate Eol processing fees shall be liable to get rejected.

7. Selection of Applicant:

- a. The applicant will be selected based on verification and testimonials submitted
- b. KVASU will take up references and reserves the right to assess the ability of applicant.
- c. Short listed applicants will be invited for a detailed discussion before the scrutiny/ organising committee as appointed by KVASU in this regard.
- d. KVASU reserves the right to select more than one service provider for different components mentioned in the document based on the area and expertise of the service provider.

8. Service Level Agreement

Selected service provider shall enter into a service level agreement with KVASU before the commencement of the work..

9. Instructions to Applicants

The Expression of Interest shall be submitted in the manner prescribed below.

- a) Applicant's Expression of Interest as per Annexure I.
- b) Application as per Annexure II along with relevant documents)

All information as detailed below is to be submitted in hard copies in sealed cover superscribing **"Conduct of Mega Out Reach Events- Mega Expos, Kisan Melas, Business Meets, etc."**

To

**The Director of Entrepreneurship,
Kerala Veterinary and Animal Sciences University
Pookode, WAYANAD- 673576**

10.Scope of Work

Event Management Firms/Companies shall be responsible for organizing and managing events from conception to completion stage. The scope of activities would include the following*:

- i. The Event Management Company (EMC) will provide creation of appropriate ambience, setting up stalls and layout, designing of stalls, provision of event branding through hoardings, arrangements of all requisite services at designated venues conferencing requirement and meeting venue, other delegates requirements, manpower requirements, cultural program and amusement attractions.
- ii. Conceptualize the Event Plan for event based on the venue and the requirements for exhibitors
- iii. Create the Event Execution Plan for executing the Event indicating the timelines with the respective work along with detailed specifications of works to be carried out
- iv. Complete Solution to the various aspects of the event such as obtaining various permissions/approvals from various Govt. Departments, etc.
- v. Designing & layout of the Stalls, Designing & Developing Theme Areas, Complete Branding of the event, etc.
- vi. Sale of event space, inviting exhibitors, inviting importers, organizing road shows (if any), publicity through offline, online and social media, etc.
- vii. Audio-Video recording arrangements of Programs during the event with a promotional movie also.

- viii. Designing flyers/ brochures for advertising and promotional activities
- ix. The applicant organization must have full-fledged creative team. The organization must be capable of conceptualizing, designing, fabricating, executing and supervising the requisite infrastructure, fabricated structures, various events and activities relating to organizing a premier event.
- x. While the above-mentioned activities are to give an idea on the nature and type of work involved, however, there can be any additional activities of similar nature, which the firms/companies would be required to undertake, based on the requirements of the event.
- xi. The quality of the services is extremely critical and as part of their proposal the bidder/proposer should demonstrate core competencies/strengths on the above key aspects including adherence to quality and timely execution.
- xii. The bidder shall be responsible for all costs associated with the execution of the events, including but not limited to insurance, permits, and any other ancillary expenses. The bidder ensure that all necessary insurance coverage is obtained and maintained throughout the duration of the event. All logistical and operational aspects of the events shall be managed and conducted by the proposer, and the university shall bear no financial responsibility for these items.
- xiii. The event organizers are responsible for the setup, distribution, and management of electrical connections beyond the power supply provided by the university.
- xiv. Organizers must ensure that all electrical installations and equipment meet safety standards and regulations.
- xv. Regular inspections and maintenance of electrical systems during the event.
- xvi. The organizers must adhere to all university safety protocols and regulations related to electrical use.
- xvii. Any electrical work or modifications required must be carried out by licensed professionals as per university guidelines.
- xviii. The university reserves the right to inspect all electrical setups and require modifications to ensure safety and compliance.
- xix. Ensure that the work is completed in a timely manner and meets all safety and

compliance standards

*NOTE : The above list is illustrative

11. Requirements

1. The proposer should have business track record of 5 years or more.
2. The proposer should furnish necessary documents justifying the track record.
3. The proposer has to showcase necessary client referrals and resume of skillsets
4. The proposer should have completed at least one project similar to the proposed project of KVASU, preferably in agricultural/ veterinary sector under the government of kerala, public sector undertakings in kerala, etc.
5. The proposer should have experts to handle technical requirements of the proposed project.
6. The proposer should not have been blacklisted by any Govt. Ministry/ PSUs/ corporates etc.
7. The proposer should be able to arrange visit of KVASU scrutiny committee to their facilities and reference check with their Clients
8. The proposer shall have annual turnover of Minimum of Rs 1.00 crore(Rupees One crore) and shall submit relevant financial audit documents attested by chartered accountant.

12.Budget

The space/ venue provided for the event will incur rental charges at the prevailing university rates. Additionally, the revenue generated from entry fee for the events will be subject to a revenue-sharing arrangement as outlined below. Both rental charges and revenue-sharing provisions should be factored into the overall budget for the project. Any revenue generated over and above shall be liable to be shared or rent which ever is higher.

12a.Revenue Sharing:

- A competition based sharing of revenue will be done for ticketed events for the organising agency and the University based on the gate collection plus the rent for the venue as fixed by the university from time to time.
- A competition based revenue sharing in the case of non-ticketed events from the income generated from the renting of Stalls and other means between agency and

KVASU or procurement of university share as rent for the venue as fixed by the university from time to time, whichever is higher.

- (In the case of events which are solely non-ticketed, competition based revenue sharing will be done between the agency and KVASU on the total revenue received in the form of stall rents and other items or the rent fixed by KVASU for the venue from time to time, whichever is higher)

12 b. Ticket Issuance and Monitoring:

All entry tickets bearing the official university stamp for the event will be issued by the university to ensure proper oversight and management, a university staff member will be present at the entry counter to monitor ticket distribution and access. Any ticket without the KVASU stamp will be illegal and punishable.

13. Activity Sharing for the collaborative extension programmes

Activity Sharing for the collaborative extension programmes	
Sl No.	KVASU
1	Providing land space as per the existing rule with the rent fixed
2	Providing technical support by handling sessions, expert interventions, sparing resource persons
3	Providing halls, accommodation facilities etc., available in the Venue based on daily rent basis as fixed by the university from time to time
4	Monitoring and management
5	Designing and developing programme, scientific interventions, total scientific conduct
Sl No.	AGENCY
1	Establishment of stall / setting up of venue conduct of the programme
2	Lights and sound arrangement
3	Electricity and Water
4	Logistics
5	Total conduct
6	Transportation and parking
7	Security
8	Insurance and all liabilities in case of any mishaps
9	Publicity
10	Honorarium to experts
11	Travelling expenses of experts
12	Audited accounts reconciliation with Chartered Accountants
13	Refreshments and cultural event
14	Attractions/amusements

14. Operation During the Event:

- Maintain the cleanliness and functionality of the venue throughout the event.
- Provide on-site support as required during the event.
- The agency selected will be solely responsible for insurance coverage, accidents and any other mishaps during the event.
- An organising committee appointed by KVASU will be monitoring the event.

15. Dismantling and Removal:

- **Dismantling:** At the conclusion of the event, the proposer must dismantle all stalls, displays, and related items in an orderly manner.
- **Removal:** The proposer is required to remove all event-related materials, including but not limited to booths, signage, promotional materials, and waste, from the venue.
- **Clean-Up:** The proposer must ensure that the area is left clean and free of any debris or damage. This includes proper disposal of all materials in accordance with local regulations and venue policies.

16. Compliance and Responsibility:

- The proposer must adhere to all venue rules and regulations regarding setup, operation, and dismantling.
- The proposer is responsible for any damage caused to the venue during the setup, operation, or removal process.

17. Security Deposit

A refundable security deposit of RS. 25,000/- (Rupees Twenty five thousand only) shall be paid by the selected proposer. The deposit will be refunded upon the satisfactory completion of all project and after the fulfilment of all contractual obligations.

Director of Entrepreneurship
Kerala Veterinary and Animal Sciences University
Pookode, Lakkidi (P.O)
WAYANAD-673576

ANNEXURE I

APPLICANT'S EXPRESSION OF INTEREST

To,

Director of Entrepreneurship

Kerala Veterinary and Animal Sciences University

Pookode,

Lakkidi (P.O)

WAYANAD-673576

Sub: Submission of Expression of Interest for “conduct of Mega Expos, Kisan Melas, Business Meets, etc.”

Dear Sir

In response to the Invitation for Expressions of Interest (EoI) published on _____ for the above purpose, we would like to express our interest in the proposed project. As instructed, we are submitting herewith the following documents in sealed envelopes.

- a) Applicant's Expression of Interest as per Annexure-I.
- b) Application as per Annexure II with relevant documents

Yours faithfully

Signature of the applicant

[Full name of applicant]

Stamp & Date

Encl.: As above.

ANNEXURE II

Sl. No.	Particulars	Information furnished by the applicant
1	Name and address of the applicant (IN BLOCK LETTERS):	
2	Address for communication (telephone/mobile number):	
3	Have already delivered such services to any individuals/agencies/organisation?	
4	No. of years of Experience in this aspect;	
5	Provide nature of services provided and details of customers	
6	Previous Performance; Customer Reviews Awards Certifications	
7	Previous Performance; Customer Reviews Awards Certifications	
8	Annual turnover of minimum of Rs 1.00 crore. And shall submit relevant financial audit documents attested by chartered accountant.	

I hereby declare that the information furnished in the application is true to the best of my knowledge and belief. I abide by the terms and conditions of KVASU.

Date:

Signature of the applicant

Full name of the applicant

Stamp & Date

Enclosure: - 1. Copy of Certificate of Incorporation. [in case of Firm]

2. Experience Certificates and other relevant documents in support of above profile.

3. Photo ID and Address Proof.