

# **Knowledge Consortium of Gujarat, Ahmedabad**

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Revised Offline Tender for  
Quiz Competition Event Management

Knowledge Consortium of Gujarat  
Opp. PRL, Nr. L. D. College of Engineering  
Navrangpura, Ahmedabad – 380009

Email: [osd-kcg@gujgov.edu.in](mailto:osd-kcg@gujgov.edu.in)

May- 2022

## **Introduction:**

Knowledge Consortium of Gujarat is a society established by the Department of Education, Government of Gujarat. The Organisation has its own premise at Prajna Puram campus, opp. PRL, Navrangpura, Ahmedabad 380009. The Director of Higher Education is the Chief Executive Officer (CEO) of the Organisation.

Knowledge Consortium of Gujarat invites financial bids (quotations) from experienced and eligible Agency/Contractors/individuals/authorised dealers to provide various maintenance Services at Knowledge Consortium of Gujarat and other Sister Organisations.

Gyan Guru Quiz Competition is going to be organized for 20 weeks in co-ordination with the Ministry of Education, Government of Gujarat under the empanelled agencies for Event Management endeavours to provide a platform to students around the Districts of Gujarat State.

### **Cover 1: “DOCUMENTS COVER”**

This cover shall comprise of all documents related to eligibility criteria and Annexure 1 duly signed and stamped on each page to be submitted with the self-attested/ signed and stamped supporting documents.

[NOTE:- Agency not fulfilling the criteria will not be held eligible to participate in the further process of Price/Financial Bid]

### **Cover 2: “PRICE BID COVER”**

This cover shall comprise of Annexure 2 duly signed and stamped on each page of the Annexure.

All the above three covers shall be super scribing it to "The CEO, Knowledge Consortium of Gujarat, at 'Pragna Puram Campus', Near L D College of Engineering, Opp. P.R.L., Ahmedabad - 380 009 through courier/R.P.A.D./Speed Post/in Personal on or **before 3<sup>rd</sup> June,2022 up to 12:00 hrs.**

This outer envelope shall bear the submission address, and the title as instructed above, and be clearly marked “Do Not Open, Except in Presence of the Official Appointed”. KCG shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may be case for rejection of proposal. If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive.

Any proposal received by the Client after the deadline for submission shall be returned unopened.

Cover 1 on eligibility criteria and Annexure 1 will be submitted by the agencies meeting the selection criteria for evaluation. Financial bids of only those agencies that successfully passes the presentation round will be considered for opening of financial bids. Reference is invited to methodology mentioned at “Deciding of Award of Contract” part. In case of non-acceptance of the assignment by the highest scored firm, selection of the Agency will be made on next higher combined score.

At any stage of the process, the decision of the KCG official will be held final. KCG official is authorized to make changes in the process or cancel the process at any point of time during the entire process.

Subject to Ahmedabad Jurisdiction only.

For, Knowledge Consortium of Gujarat,  
Ahmedabad

## **Structure for the Quiz Competition:**

A quiz contest is being organized by the Gujarat Government from the first week of June. This competition will run for twenty weeks. Quiz competition will be held in three rounds.

- 1) At taluka level,
- 2) At district level and
- 3) At state level.

Competitions will be conducted through an online platform only.

### **1) At taluka level:**

The above competition will be organized at both the school (class 11 and 12) and college level. At school and college level of taluka, 3-3 winners will be announced every week. There are 300 places in total, which includes 252 talukas and 48 zones of corporations. A winner will be announced every week for each of these 300 locations.

As a result, every week 1800 winners (900 for schools and 900 for colleges) will be announced from the quiz competitions being conducted at the taluka level. This competition will be held 20 times on weekly basis for 20 weeks at taluka level.

### **2) At district level:**

There will be competitions among 1800 winners, announced at taluka level during the first week. There will be a total of 41 locations within 33 districts and 8 zones of corporations participating in the quiz. A winner will be announced every week for each of these 41 locations which would make a total of 246 (123 for schools and 123 for colleges) winners per week. This completion will be organized over a period of 20 weeks yielding a total number of 4920 (2460 for schools and 2460 for colleges) winners at district level.

### **3) At state level:**

The winners of the previous round would be the participants competing in the final round at state level and a total number of 82 (41 for schools and 41 for colleges) winners will be announced at the end of the competition and they will be felicitated with prizes.

An additional quiz will be organised among this 82 (41 for schools and 41 for colleges) winners and the top 3 best performers from each category – school and college will be announced and they will be provided with a benefit decided by the GoG.

## **Scope of Work:**

### **A. Attractive/ Innovative ideas for Event Promotion/ Effectiveness of the event**

- The bidder is required to bring in innovations in various activities/works for Event promotion. Hence bidder is free rather encouraged to suggest such works/services/activities at an extra cost which may not be part of BOQ. The attractive/innovative ideas will have a bearing upon evaluation.

### **B. Mobilization of Resources**

- The bidder is advised to mobilize their resources like manpower, material, machinery, equipment, furniture, fixtures, artwork material for ambience etc. at the site before two days of event.

### **C. Event Management**

- Bidder shall depute adequate technical and qualified staff, experienced enough for supervision of the work under execution. Bidder shall depute one 'Event Manager' and one 'Coordinator' – at no extra cost - for the efficient handling of the project and to ensure that the project proceeds in accordance with conditions of contract and time schedule. The details of these personnel shall be submitted to the Authority without fail.
- Managing event management crew that will take care of all events in terms of overall event co-ordination, scripting, artist performance management and time management. (if required)
- Arranging anchor/s, moderators (male/female) for the event, for the complete co-ordination of the event.
- Providing volunteers & users for help desk & information desk or as per instruction of Authority. The volunteer shall be working under guidance of crew-coordinator & event manager.
- Bidder will provide regular supervision and inspection as may be necessary to ensure that works are being executed in accordance with the designed concept, working drawing and specification and no extra payment for supervision or inspection will be charged or payable by the Authority
- Bidder shall undertake to complete their professional services by the date hereafter, in accordance with the instruction by Authority. Bidder shall furnish the schedule of implementation to the Authority so that systematic and timely monitoring of the project can be done.
- During the Award function, the bidder shall ensure Maintenance of COVID-19 protocols at all times & Follow all GoG and GoI Guidelines.

**D. Execution with best industry practices/as per terms**

- Bidder shall prepare and install various types of branding material like Hoardings and standee at various locations as per requirement of the Authority.
- Make all necessary arrangements as per tender / presentation / agreement.
- To erect the structures considering season, forces and codes with safety of public being a prime concern.
- Execute the work with due respect to aesthetics, safety, theme consistent with best of Industry practices within given time and approved cost.

**E. Quantity**

- Quantity requirements can change (increase or decrease) at any time during the event depending on the actual usage/requirements.

## **General Terms and Conditions:**

1. No physical bids will be accepted under normal circumstances after the last date of submission of bid. However, KCG reserves the right to ask the bidders to submit the bid and/or any other documents in physical form.
2. The bidders are requested to read the tender document carefully and ensure compliance with all specifications/ instructions herein. Non-compliance with specifications/ instructions in this document may disqualify the bidders from the tender exercise. KCG reserves the right to select the service provider or to reject any bid wholly or partly without assigning any reason. Incomplete tenders, amendments and additions to tender after opening or late tenders are liable to be ignored and rejected.
3. Bidder shall be liable to consider any corrigendum published on the tender document before submitting their bids.
4. The Bidder has to fill Information as per Cover 1 of eligibility criteria and Annexure 1 and submit the same along with Financial Bid.
5. The bidder shall submit financial quotations in prescribed format (as per Annexure –2) on or before **3<sup>rd</sup> June,2022 up to 12:00 hrs.**
6. The bidder will be selected according to L-1 basis on price for 1 year.
7. If more than one Bidder has submitted the same Price Bid, the Bidder with the most experience in the relevant field will be selected.
8. In any case the decision of KCG authority will be considered as final and binding to all.
9. The successful L-1 vendor have to submit **performance Bank Guarantee(ePBG) @ 5 % of Total L-1 Price for 05 Month duration within 15 days of receiving order.**
10. **Penalty Clause:** Any consequences by the bidder/agency such as delay in service, non-completion of work on time etc. will be intimated once through notice and thereafter 5% of penalty from the total amount payable and if such situation arise for 3 times than the agency/bidder will be blacklisted and the contract shall held revoked. In this situation, L2 agency/bidder will be awarded with the contract. The blacklisted agency/bidder will never be held eligible to participate in future tender of any institutions/office under the purview of Commissionerate of Higher Education.
11. The Scope of Services specified in this Clause are only illustrative and not exhaustive and the Event Management Agency shall undertake such other tasks as may be necessary to successfully implement the event. As per instructions and approval of authority.
12. All the equipment should be of quality brands in excellent working condition with technical manpower to support and maintain Technical Quality of various Items in use.

13. All equipments to be installed in working condition before time and properly tested.
14. The transportation, installation & dismantling of materials would be done by the Event Management Agency.
15. The Agency shall have a credible contingency plan to effectively handle crisis and emergencies
16. Subject to Ahmedabad Jurisdiction Only.

**Payment Terms:**

1. Payment for Services shall be made by the accounts Department in Indian Rupees.
2. The total amount shall exclude GST (as applicable) or any other Government taxes.

**Eligibility Criteria:**

1. The bidder must be empanelled at INDEXTb.



**Annexure: I**  
**Details of the Bidder**

<b>SN</b>	<b>Particular</b>	<b>Details to be filled by Bidder</b>
1	Name of Agency	
2	Full Address	
3	Mobile Number	
4	Email id	
5	GST Registration Number	
6	Permanent Account Number (PAN)	

Signature of the Bidder with Seal

## Annexure: II

### Financial Bid Format

To,  
Knowledge Consortium of Gujarat,  
Pragna Puram, Opp. PRL, Navrangpura, Ahmedabad

Sir,

I/We hereby bid for providing the service as per the Terms of Reference given under this Tender Document of KCG, Ahmedabad within the time specified and in accordance with the specifications and instructions and Conditions as well as General Terms and Conditions.

The rates are quoted in the prescribed format given below:

SN	Brief Description of work	Unit	Estimated QTY	Rate per Unit	Amount (Excluding Tax)
1	Flagship main design language for the entire quiz and all its design requirements. Complete Packaging design including logo, stationary & collaterals, News Paper advertisement design, Baseline, Media designs, Hoarding designs, Scripting, Banners & Posters designs, Kit design, Booklet design and all types of design- Fix Cost for 2 weeks.	WEEK	2		
2	<b>Re-Creation cost for Designing:</b> Up gradation and Changes of all designing elements. Upload Website, Awareness drive designing, all types of design Posts for Social Media - On retainer basis per every week.	WEEK	18		
3	<b>Social Media Campaigns &amp; Management</b> - 1 Campaigns of 3 weeks - 6 total Campaigns for 18 weeks. 1st week will be an introductory Campaigns, last week will be the ceremonial Campaigns. total Campaigns for 20 weeks. Posting about the quiz and popularizing winners, creating hype with testimonials. Submit the weekly report of increase followers to the authority.	WEEK	20		
4	<b>LED Vans</b> to promote our quiz in all interior areas of Gujarat, interacting with School & College Students. Highlighting the winners digitally. (5 Vans for 3 Month) a) During the day, promote via vans in a 60-to-80 kilometer radius for minimum 8 hours per day and must hold for promote in School, College and well know areas within radius, after that submit photographs and video of Van campaign to authority.	MONTH	15		

	b) Zone/Area approve by authority and van campaign run simultaneously in multiple area as per authority order. (If required and approved by authority)				
5	<b>Digital Marketing:</b> Paid promotion across the state, focusing on the youth, via Facebook, Instagram, YouTube and other internet sites, services selected/approved by the authority, for which we will be compensated as per services. (If required and approved by authority)	WEEK	20		
6	<b>Campaign for Digital Marketing 1:</b> During the festivals of Janmashtmi, Ganesh Chaturthi, Navratri, and 15th August functions, quiz games should be played with a setup of stage, backdrop, audio/video equipment and Anchors - 33 districts + 8 Mahanagarपालिका. submit photographs and video to authority.	EVEN T	40		
7	<b>Campaign for Digital Marketing 2:</b> Visiting home of district wise winners (as per quiz phases) through Dhol-Nagara (Minimum 8 persons) & a small rally (Minimum 17 persons) - 33 districts + 8 Mahanagarपालिका. Submit photographs and video to authority.	EVEN T	82		
8	<b>Influencer Marketing:</b> Tie Up with top most Gujarati influencers to promote the Gyan Guru Quiz to divert the crowd to Gyan Guru Quiz. (If required and approved by authority)	Per Influe ncer	10		
9	<b>Audio Visual Production:</b> Promotional Quizzes for whatsapp & Social Media, talking about quiz and winners and different phases of Quiz. Jingles, Infotainment, Reels. (If required and approved by authority)	NoS	20		
10	<b>Help Desk &amp; Logistics:</b> Space, Phones, 5 Manpower, Internet, Computers. Taking care of daily itinerary, Proper management overlooking, Visits at various locations managed as per the instructions of Education Dept. Solve the issues if any. Proper training to the overall team. Volunteers should have fluency in Gujarati, Hindi and English languages. Team has to wear a common dress code. Maintain a register of daily activity. (When the authority requires a report, all appointed volunteers/manpower must report all activities and work done by them to the authority.)	Unit for 21 weeks	1		
11	<b>Event Management Team:</b> 1) 1 Event Co-ordinator, 2) 2 Senior Event Manager & 3) 2 Junior Event Manager The event handling, planning, monitoring, and implementation should be handled by their full-time job at KCG as long as the quiz is running. A daily report of their activities will be submitted to the authority.	No. of perso ns per day for 21 weeks	5		

12	<p>Providing, Manning and Executing well-dressed Hostesses with good knowledge of English, Hindi &amp; Gujarati to communicate with dignitaries (for entire event days)  Minimum Qualification criteria should 12th Standard Pass (English Medium) for following tasks: (1). Pushp varsha, Tilak, kankoo-chokha to special guests &amp; VVIP/VIP lamp lightening (2). Felicitation and Rose Buds to VVIP/VIP (3). Giving Bouquets to VVIP (4). Dias arrangements &amp; any other activity of the event. Agency shall submit the details of name, age, educational background, contact number and xerox copy of ID'Proof to Authority before 15 days of event starts. Authority concern official shall verify the attendance from time to time during event. Agency shall maintain the attendance register duly signed by the manpower. the quantity mentioned in price bid is indicative. Agency shall provide extra manpower in all above items, if required. No extra cost will be paid. Agency shall complete the all activities as per instructions of Authority &amp; will be responsible to complete the all activities satisfactorily. Also need to arrange tray for giving momentous and other items, need to arrange good gift-wrapping material and also need to wrap the books, souvenir, etc. is a part of scope of work.</p>	No. of persons per day	8		
13	<p>Providing and arranging <b>Event Management Crew, Guest/artist Management, volunteers &amp; ushers.</b> for the Inaugural program, stalls, help desk &amp; RSVP within the venue. Coordinator, volunteers for entire event with necessary arrangement of walky talky or site communication system. Agency shall submit the details of name, age, educational background, contact number and xerox copy of ID'Proof to Authority before 10 days of event starts. Authority concern official shall verify the attendance from time to time during event. Agency shall maintain the attendance register duly signed by the manpower for entire event day.</p>	No. of persons per day	18		
14	<p><b>Event Managers:</b> For entire event with necessary arrangement of walky talky or site communication system. Agency shall submit the details of name, age, educational background, contact number xerox copy of ID'Proof to Authority before 10 days of event starts. Authority concern official shall verify the attendance from time to time during event. Agency shall maintain the attendance register duly signed by the manpower.</p>	No. of persons per day	6		
15	<p>Inauguration Ceremony items like Lighting lamp, Diya, Match box, Stand with lamp, candle etc.</p>	Job	1		

16	Providing and arranging for Anchor with speech scripted for the event with protocols, assuring synchronized performance management, synchronization of stage performers with folk troupes/artists as directed by Authority for entire event. The anchors shall be finalized in consultation with Authority. (a) Male anchor. for inaugural day only (Item will be operated only if required)	No. of persons per day	1		
<b>Total in Rs.</b>					
<b>Notes:</b>					
1	The GST as applicable shall be paid extra but no other taxes shall be paid separately.				
2	If it is observed that in case of particular items the rates quoted are absurd/very high, the Authority shall ask for the explanation and negotiate the rates to lower than what is quoted.				
3	The items and quantities are estimates only. The bidder will not be entitled to execute quantities and items as per BOQ, but will execute as per work done, specific instruction and upon approval only.				
4	All the items above will be executed, operated as per the requirements and instructions of the authority. All the above item quantities are tentative which may increase/decrease/change in description as per the order/decision of authority, the bidder is bound to do the same.				
5	Content before being uploaded or shared anywhere, all posts and sharing content must be approved by an authority.				
6	If a code of conduct (aacharshahita) is applied, then payment will be made for the work done up to the code of conduct (aacharshahita).				
7	The details described in Sr.No. 4, 5, 8, 9, 12, 13, 14, 15 & 16 will be operated only if required.				

**Note:**

1. Price excludes all Government Taxes.
2. TDS will be deducted as per prevailing Government norms from above amount.

Signature of the Bidder with Seal