
 <b>Government eProcurement System</b>		<b>eProcurement System Government of India</b>		
<b>Tender Details</b>				
			Date : 09-Dec-2022 02:42 PM	
 <a href="#">Print</a>				
<b>Basic Details</b>				
<b>Organisation Chain</b>	The Marine Products Export Development Authority  MPEDA Head Office - Kochi  Publicity - MPEDA			
<b>Tender Reference Number</b>	IISS/3/2022-DD (IISS CELL)			
<b>Tender ID</b>	2022_MPEDA_728235_1			
<b>Tender Type</b>	Open Tender	<b>Form of contract</b>	Works	
<b>Tender Category</b>	Works	<b>No. of Covers</b>	2	
<b>General Technical Evaluation Allowed</b>	No	<b>ItemWise Technical Evaluation Allowed</b>	Yes	
<b>Payment Mode</b>	Offline	<b>Is Multi Currency Allowed For BOQ</b>	No	
<b>Is Multi Currency Allowed For Fee</b>	No	<b>Allow Two Stage Bidding</b>	No	
<b>Payment Instruments</b>		<b>Cover Details, No. Of Covers - 2</b>		
<b>Offline</b>	<b>S.No</b>	<b>Instrument Type</b>	<b>Cover No</b>	
	1	Demand Draft		
			<b>Cover</b>	
			<b>Document Type</b>	
			<b>Description</b>	
	1	Fee/PreQual/Technical	.pdf	TECHNICAL BID DEVELOPING DIGITAL PLATFORM FOR INDIA INTERNATIONAL SEAFOOD SHOW (IISS) 2023
	2	Finance	.xls	BOQ FINANCIAL BID DEVELOPING DIGITAL PLATFORM FOR INDIA INTERNATIONAL SEAFOOD SHOW (IISS) 2023
<b>Tender Fee Details, [Total Fee in ₹ * - 0.00]</b>		<b>EMD Fee Details</b>		
<b>Tender Fee in ₹</b>	0.00	<b>EMD Amount in ₹</b>	25,000	
<b>Fee Payable To</b>	Nil	<b>EMD through BG/ST or EMD Exemption Allowed</b>	Yes	
<b>Tender Fee Exemption Allowed</b>	No	<b>EMD Fee Type</b>	fixed	
		<b>EMD Payable To</b>	INDIA INTERNATIONAL SEAFOOD SHOW	
		<b>EMD Payable At</b>	ERNAKULAM	
<a href="#">Click to view modification history</a>				
<b>Work /Item(s)</b>				
<b>Title</b>	DEVELOPING DIGITAL PLATFORM FOR INDIA INTERNATIONAL SEAFOOD SHOW (IISS) 2023			
<b>Work Description</b>	DEVELOPING DIGITAL PLATFORM FOR INDIA INTERNATIONAL SEAFOOD SHOW (IISS) 2023			
<b>Pre Qualification Details</b>	Please refer Tender documents.			

<b>Independent External Monitor/Remarks</b>	NA				
<b>Show Tender Value in Public Domain</b>	No				
<b>Tender Value in ₹</b>	0.00	<b>Product Category</b>	Information Technology	<b>Sub category</b>	NA
<b>Contract Type</b>	Tender	<b>Bid Validity(Days)</b>	90	<b>Period Of Work (Days)</b>	7
<b>Location</b>	KOCHI/KOLKATA	<b>Pincode</b>	682036	<b>Pre Bid Meeting Place</b>	VIRTUAL HOSTED FROM MPEDA HO
<b>Pre Bid Meeting Address</b>	VIRTUAL HOSTED FROM MPEDA HO, PANAMPILLY NAGAR KOCHI	<b>Pre Bid Meeting Date</b>	12-Dec-2022 10:00 AM	<b>Bid Opening Place</b>	KOCHI / KOLKATA
<b>Should Allow NDA Tender</b>	No	<b>Allow Preferential Bidder</b>	No		

**Critical Dates**

<b>Publish Date</b>	09-Dec-2022 03:00 PM	<b>Bid Opening Date</b>	17-Dec-2022 10:00 AM
<b>Document Download / Sale Start Date</b>	09-Dec-2022 03:15 PM	<b>Document Download / Sale End Date</b>	16-Dec-2022 10:00 AM
<b>Clarification Start Date</b>	09-Dec-2022 04:00 PM	<b>Clarification End Date</b>	15-Dec-2022 11:00 AM
<b>Bid Submission Start Date</b>	10-Dec-2022 10:00 AM	<b>Bid Submission End Date</b>	16-Dec-2022 10:00 AM

**Tender Documents**

<b>NIT Document</b>	<b>S.No</b>	<b>Document Name</b>	<b>Description</b>	<b>Document Size (in KB)</b>
	1	Tendernotice_1.pdf	TECHNICAL BID DEVELOPING DIGITAL PLATFORM FOR INDIA INTERNATIONAL SEAFOOD SHOW (IISS) 2023	657.42

<b>Work Item Documents</b>	<b>S.No</b>	<b>Document Type</b>	<b>Document Name</b>	<b>Description</b>	<b>Document Size (in KB)</b>
	1	BOQ	BOQ_765875.xls	BOQ FINANCIAL BID developing Digital Platform for India International Seafood Show (IISS) 2023	284.50

**Bid Openers List**

<b>S.No</b>	<b>Bid Opener Login Id</b>	<b>Bid Opener Name</b>	<b>Certificate Name</b>
1.	mahesh@mpeda.gov.in	Mahesh G	MAHESH GIRIYAPPA
2.	shassi@mpeda.gov.in	SHASSI S	SHASSI SANTHAMMA
3.	gibin@mpeda.gov.in	GIBIN KUMAR	GIBINKUMAR T R

**Tender Properties**

<b>Auto Tendering Process allowed</b>	No	<b>Show Technical bid status</b>	Yes
<b>Show Finance bid status</b>	Yes	<b>Show Bids Details</b>	Yes
BoQ Comparative Chart model	Normal	BoQ Compative chart decimal places	2
BoQ Comparative Chart Rank Type	H	Form Based BoQ	No

**Tender Inviting Authority**

<b>Name</b>	DEPUTY DIRECTOR MP AND STAT
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<b>Address</b>	MPEDA HEADOFFICE PANAMPILLY NAGAR
<b>Tender Creator Details</b>	
<b>Created By</b>	GIBIN KUMAR
<b>Designation</b>	DEPUTY DIRECTOR
<b>Created Date</b>	09-Dec-2022 02:26 PM

**REQUEST FOR EXPRESSION OF INTEREST FOR DEVELOPING DIGITAL PLATFORM FOR INDIA INTERNATIONAL SEAFOOD SHOW (IISS) 2023**

Ref: IISS/3/2022-DD (IISS CELL)

9 Dec 2022

**EXPRESSION OF INTEREST FOR DEVELOPING DIGITAL PLATFORM FOR INDIA INTERNATIONAL SEAFOOD SHOW (IISS) 2023**

Sealed bids are invited from reputed firms for the **Expression of Interest for developing Digital Platform for India International Seafood Show (IISS) 2023** organized by The Marine Products Export Development Authority (Ministry of Commerce & Industry, Government of India) and the Seafood Exporters Association of India (SEAI) scheduled to be held at Biswa Bangla Mela Prangan, Kolkata, West Bengal from 15<sup>th</sup> – 17<sup>th</sup> February 2023 as per the details of which are available in the web site [www.mpeda.gov.in](http://www.mpeda.gov.in)

The bid must be submitted in sealed cover on or before 16 Dec 2022 at 10 AM in the following address super-scribing '**Expression of Interest for developing Digital Platform for India International Seafood Show (IISS) 2023**.'

The Deputy Director (MP & Stat)

The Marine Products Export Development Authority  
(Ministry of Commerce and Industry, Govt. of India)

MPEDA HOUSE, Panampilly Avenue, Kochi – 682036

Ph- 0484 2321722

Email – [iiss@mpeda.gov.in](mailto:iiss@mpeda.gov.in)

Website [www.mpeda.gov.in](http://www.mpeda.gov.in)

or can be submitted /uploaded through the **e-procurement system of Government of India on Central Public Procurement Portal website <https://eprocure.gov.in/eprocure/app>** on or before 16.12.2022 at 5 PM at **Expression of Interest for developing Digital Platform for India International Seafood Show (IISS) 2023**.

**INTERNATIONAL SEAFOOD SHOW (IISS) 2023**

**15<sup>th</sup> – 17<sup>th</sup> February 2023**

**Biswa Bangla Mela Prangan, Kolkata, West Bengal**

**EXPRESSION OF INTEREST**

**THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY**

(Ministry of Commerce & Industry, Government of India)

**P. B. No. 4272, MPEDA House, Panampilly Nagar, Kochi – 682 036.**

**Phone: + + 91-484- 2321722, 2312812**

E-mail: [iiss@mpeda.gov.in](mailto:iiss@mpeda.gov.in)

Web Site: <http://www.mpeda.gov.in>

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**THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY**

(Ministry of Commerce & Industry, Government of India)

**P. B. No. 4272, MPEDA House, Panampilly Nagar, Kochi – 682 036.**

Name of the work	<b>Expression of Interest for developing Digital Platform for India International Seafood Show (IISS) 2023. (Digital platform will include Mobile app and its website version)</b>
Bid Security (Earnest Money Deposit)	Rs. 25,000 (Rs. Twenty five thousand only) in the form of Account payee DD from any of the nationalized banks, in favour of " <b>India International Seafood Show</b> ", payable at Ernakulam
Pre bid meeting	<b>12.12.2022 10 AM</b>
Last Date and Time for receipt of Bids	<b>16.12.2022 10 AM</b>
Time and Date of Opening of Technical Bid	<b>16.12.2022 10 AM</b>
Place of Opening Bid	Office of the Deputy Director (P&MP) The Marine Products Export Development Authority (Ministry of Commerce and Industry, Govt. of India) MPEDA HOUSE, Panampilly Avenue, Kochi – 682036 Ph- 0484 2321722, FAX- 0484 2313361 Email - iiss@mpeda.gov.in Website : www.mpeda.gov.in

**EXPRESSION OF INTEREST (EOI)**  
**THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY**  
**HEAD OFFICE, KOCHI – 682 036**

**Expression of Interest for developing Digital Platform for India International Seafood Show (IISS) 2023**

**A. Introduction**

The Marine Products Exports Development Authority (MPEDA) (hereinafter referred as "Authority") is a statutory body under the Ministry of Commerce and Industry, Government of India. MPEDA with its Head office at Panampilly Nagar, Kochi is entrusted with the primary task of promotion of export of marine products from India.

MPEDA in association with Seafood Exporters Association of India (SEAI) is organising the 23<sup>rd</sup> edition of IISS (India International Seafood Show) from 15-17 February at Biswa Bangla Mela Prangan at Kolkata, West Bengal. The biennial exhibition will showcase the entire gambit of the seafood industry having seafood exporters with a range of high quality seafood, manufacturers of processing/packaging/ equipment and other vendor suppliers to this industry. The theme for the 23<sup>rd</sup> edition of IISS is "The World's Seafood Basket".

The event comprises of following components;

1. An exhibition with around 200 exhibitors in 364 stalls, more than 2500 delegates and more than 5000 visitors for three days.
2. The delegates will provided with Lunch and Dinner during the programme.
3. Technical sessions during the three days by renowned speakers from the industry, regulatory authorities from major importing countries and other experts.
4. International Buyer Seller Meet (IBSM): To provide a platform for direct interaction between buyers/ importers from top 25 countries including G20 countries and Indian seafood exporters. It is envisaged to bring 50 seafood buyers that can positively collaborate with Indian exporters for increasing exports.

Most of the activities of IISS are being done manually, for example badge distribution to delegates, managing exhibitor profile and requirements, access control to exhibitions, technical session management, food, dinner etc.,



management of technical sessions, distribution of mementos, books and other publications.

With a vision to digitalise the activities of IISS to improve the efficiency and effectiveness, it has been decided to seek the service of suitable agencies that can develop a Digital Platform that will help the organisers in managing the show more effectively and with minimal human interaction. It is envisaged that the digital platform with modules for-

1. Exhibitor management (For exhibitors to log in and update their profile and give orders for additional furniture etc)
2. Delegate management (For delegates to have AI based Matching for planning meetings with other delegates and exhibitors, access to presentations and chat)
3. Technical session management (Technical Session Program schedule with drill down information, Push Notification, bulk email to participants, Quiz module, Opinion Poll, Awards module, Provision for Delegates to ask questions)
4. Badge automation & Differential Access Control (Electronic badge with QR code, provision to generate badges for all approved delegates & exhibitors as per approved badge design, provision to upload photo of the delegate, his details, QR Code or Barcode for access control, provision for auto emailing of the badge to delegates & exhibitors, provision for access Control with differential access to various sessions, lunch/dinner venues and also for the issuing of delegate kits)
5. Spot Registration automation (QR code at registration areas for delegates and visitors to scan and provides a form for filling online & online payment integration. Generates a QR code which can be shown to the counter for badge printout)
6. Admin portal and reports (where administrator/ organiser can see the live status of all activities)
7. Event Feedback module (for collecting comments from all exhibitors & delegates/ visitors)
8. Advertisement module (provision for putting advertisements in the digital platform)
9. E-book module (for online viewing/ downloading of all publication related to IISS such as Souvenir, fair Catalogue, Export Award Directory, MPEDA News Letter, presentations etc)
10. Role and responsibility mapping of Organisers

## **B. Process Description**

Sealed Expression of Interests (EoI) in prescribed format are invited from reputed firms for **“Developing Digital Platform for India International Seafood Show (IISS) 2023** or can be submitted /uploaded through the **e-procurement system of Government of India on Central Public Procurement Portal website <https://eprocure.gov.in/eprocure/app>** on or before **16.12.2022** at 10 AM at

## **Expression of Interest for developing Digital Platform for India International Seafood Show (IISS) 2023.** (Hereinafter referred as Digital Platform)

The response form for the EoI can only be downloaded from our website **www.mpeda.gov.in** or **www.indianseafood expo.com**. The last date for submission of responses is **16.12.2022** at 10.00 hours. A pre-bid meeting with interested participants will be conducted on **12.12.2022** at 11:30 AM in virtual mode. The interested participants may submit their interest to participate in the pre-bid meeting to the email id given in. The responses received shall be opened on **16.12.2022 at 10.00** hrs hours in the presence of the bidder's representative who choose to be present at the MPEDA Head Office at Panampilly Nagar, Kochi, Kerala during the evaluation process. **The EoI with Technical & financial bid need to be submitted for evaluation.** Bidders Qualified in the technical evaluation will be called for an offline presentation either at MPEDA Head Office or through online platform. After the technical evaluation and presentation, the financial bids of the bidders who score marks above 75 only will be opened.

Those who are meeting the eligibility criteria and are interested to develop Digital Platform subject to the terms and conditions may furnish their interest in the prescribed form enclosed herewith and with copies of other required documents indicated in this document.

### **C. Eligibility Criteria**

#### **(i) Essential**

1. The vendor should have minimum 3 years experience in developing Digital Platform s.
2. The vendor should have developed at least 3 Digital Platform s in the last 3 years.
3. The vendor should have developed at least 2 Digital Platform s for exhibitor and technical session management in the last 3 years.
4. The vendor shall be reputed firm (herein after referred as "Vendor") having Average annual financial turn over during the last 3 years ending 31st March 2022 should be at least Rs. 30 lakh and above.
5. The vendor should have audited balance sheet for last 3 years.
6. Vendor should have GST registration
7. Digital Platform Work Completion certificates.

8. Declaration from the bidder to the effect that the bidder is not under ineligibility by any authority shall be submitted.

**(ii) Desirable**

1. Awards / certificates of excellence received, if any.

**E. Terms and conditions**

1. The vendors will have to submit an interest free, refundable earnest money deposit (EMD) of Rs. 25,000 (Rupees Twenty five thousand only) in the form of a Bank Draft / Pay Order of Scheduled Commercial Bank drawn in favour of **India International Seafood Show** payable at **Ernakulam**. The DD should be kept along with the bid (technical & financial) envelope.
2. The vendor shall not sublet whole or part of the work to any other agency, in case of award of contract.
3. The selected Vendor shall submit a Performance Security Deposit of 3% of the tender value in the form of bank Guarantee within 10 days of award of work order.
4. The vendor shall deliver their services, in accordance with the contract to the complete satisfaction of the Authority.
5. Vendors are advised to understand the magnitude of the job involved before submitting the bids.
6. In case of default on the part of the agency in carrying out any order, Authority shall be entitled to get the work done by any other persons and all expenses consequent thereon or incidental thereto shall be borne by the Authority and will be deducted by the Authority from any money due or may become due to the agency.
7. The decision of the Authority in the matter arising out of this contract shall be final and binding in regard to all matters relating to the contract.
8. Canvassing in any form by the agency directly or by any other agency / person on their behalf may lead to disqualification of their bid.
9. Please note that falsification/suppression of information shall lead to the disqualification of the vendor and forfeiture of EMD.
10. The vendor shall be responsible for un-interrupted working of the digital platform without any technical glitches from the inception.

11. The vendor shall provide uninterrupted technical support and provide necessary experienced staff since inception and completion of the contract period specified.
12. All cases/proceedings relating to any dispute or claim arising out of or any case of performance of this contract shall be falling in appropriate court having jurisdiction in Ernakulam, Kerala.
13. In the event of the vendor committing breach of any of the above terms and conditions or the services of the vendor being found to be unsatisfactory, the contract can be terminated by the Authority even before the expiry of the period of agreement by giving 5 day's notice to the vendor. Even otherwise the Authority will have the right to terminate the engagement of vendor by giving 10 day's notice.
14. The Authority shall have right to issue addendum to tendered documents to clarify, amend, modify supplement or delete any of the condition, clause or items stated therein. Each addendum shall form a part of the original invitation to EOI.
15. The Authority reserves the right to accept or reject the EOI response without assigning any reason thereof. No claim or complaint in this regard will be entertained by the Authority.
16. The Authority is under no obligation to accept the lowest or any EOI received in response to this EOI notice.
17. The response should be signed on all the pages by the Authorised signatory along with seal of the vendor.
18. Resolution of the Company (if the vendor is a Company) authorizing the person signing the EOI, to sign the EOI on behalf of the Company is to be provided.
19. In the event of the vendor committing a breach of the contract, the Authority is entitled to receive from the vendor compensation to the extent of loss incurred as determined by the Authority for any loss or damage caused to the Authority.
20. Details of personnel involved in the project shall be intimated in the Technical Bid and the same personnel shall be retained till the completion of the project. In case of change in personnel, the substitute shall have equivalent profile.
21. If there is a requirement of Advance Payment, the schedule of advance payment may please be mentioned explicitly in the Financial bid.
22. Work order will be issued to the successful bidder and within 10 days of issue, the successful bidder shall submit
  - a. Acceptance of work order (by submitting signed copy of work order).

- b. Submit of Performance Security Deposit equivalent to 3% of contract value in the form of Bank guarantee.
23. EMD amount of successful bidder will be retained as security deposit and will be adjusted during the final settlement.
24. EMD of unsuccessful bidders will be returned after the show.
25. MSME certificates may be attached, if applicable.
26. Successful bidder shall submit Detailed Project report for IISS 2023 within one week after work order confirmation.
27. Successful bidder shall make arrangements to launch the digital platform within two weeks after submission of Detailed Project report for IISS 2023.
- 28. The digital platform for IISS 2023 shall be active till 30<sup>th</sup> April 2023 for administrator at MPEDA.**

**F. Payment milestones and deliverables**

<b>Deliverables</b>	<b>Time period</b>	<b>Payment</b>
a. Submission of Detailed Project Plan of Digital Platform for IISS 2023	<b>Within one week after work order confirmation</b>	<b>20% of bid amount.</b>
b. Successful launch of the Digital Platform for IISS 2023	<b>Within 2 weeks after submission of Detailed Project Plan</b>	30% of the bid amount
c. Satisfactory operation of all features of the digital platform	From successful launch till 20 Feb '23.	30% of the bid amount
d. Transferring of all data created in the digital platform to MPEDA via pendrive/ hard disk after the show and operating the Digital platform till 30 April '23 for MPEDA Administrator.	From 21st Feb '23 to 30 Apr '23.	<b>20% of bid amount.</b>

**G. Selection Method & Criteria**

**BRIEF DESCRIPTION OF THE SELECTION PROCESS**

Two Bid selection process based on Quality and Cost Based Selection (QCBS) for evaluating the Bids has been adopted for selection of Event manger comprising

**a. Pre Bid meeting:** An online pre bid meeting will be conducted on **12/12/2022 at 11:30 am** for the prospective bidders. Link will be shared on the website of MPEDA & IISS.

**b) The Technical Bid and**

**(c) the Financial Bid.**

Bids are required to be uploaded as follows: **-1: Technical Bid: -2:Financial Bid**

The Bidding process shall be a two-stage process. Prior to the detailed evaluation of the Technical Bids, MPEDA shall determine whether each bid is

a) Complete

b) Is accompanied by the required information and documents towards Eligibility Criteria and

c) Is substantially responsive to the requirements set forth in the EoI document

The evaluation shall be based on the technical and financial parameters. The weightage for the technical parameters shall be 70% and the financial parameters shall be 30%.

a) Technical Weightage (St): The marks scored by the bidder in technical evaluation shall be calculated to 70 points as below:

$St = T * 0.70$  where T is the Technical score awarded to the bidder as per Technical Evaluation Criteria

b) Financial Weightage (Sf): The marks scored by the bidder in financial evaluation shall be calculated to 30 points as below:

The Commercial scores of all the other proposals will be determined by  $Sf = 30 * Fm/F$  (Fm = Lowest evaluated EoI cost, F = value of Commercial proposal under consideration).

c) Final Selection: Proposals will be ranked according to their combined technical (St) and Commercial (Sf) scores. The combined technical and Commercial score shall be calculated as  $S = St + Sf$ .

The technical evaluation criteria are broadly defined as under. Bidder has to provide documentary proof against each criteria as a part of technical proposal.

## H. Scoring pattern

S. No.	Criteria for Evaluation	Max. Marks (TS)	Documents needed
<b>1.</b>	<b>Experience in Digital Platform development</b>	<b>20 Marks</b>	<ul style="list-style-type: none"> <li>• Work order copies</li> </ul>
<b>a</b>	3 years	<b>10</b>	
<b>b.</b>	Above 3 and up to 6 years	<b>15</b>	
<b>C.</b>	Above 6 years	<b>20</b>	
<b>2.</b>	<b>Number of Digital Platforms developed in last three years</b>	<b>10 Marks</b>	<ul style="list-style-type: none"> <li>• Work order copies</li> <li>• Work completion certificates</li> </ul>
<b>a.</b>	3 Digital Platforms	<b>5</b>	
<b>b.</b>	4-5 Digital Platforms	<b>7</b>	
<b>c.</b>	Above 5 Digital Platforms	<b>10</b>	
<b>3.</b>	<b>Number of Digital Platforms with exhibitor &amp; technical session management developed in last three years</b>	<b>20 Marks</b>	<ul style="list-style-type: none"> <li>• Work order copies</li> <li>• Work completion certificates</li> </ul>
<b>a.</b>	2 Digital Platforms	<b>10</b>	
<b>b.</b>	3-5 Digital Platforms	<b>15</b>	
<b>c.</b>	Above 5 Digital Platforms	<b>20</b>	
<b>4.</b>	<b>Personnel involved in the project</b>	<b>20 Marks</b>	<ul style="list-style-type: none"> <li>• CVs of personnel</li> </ul>
<b>a.</b>	Project Head with 5 years experience in conceptualisation, development and management of Digital Platforms.	<b>10</b>	
<b>b.</b>	Senior Developer with 3 years' experience in design, development and operations of Digital Platform	<b>5</b>	
<b>c.</b>	Marketing manager with 3 years' experience in marketing and managing of Digital Platforms	<b>5</b>	
<b>5.</b>	<b>Turn over (Rs)</b>	<b>10 Marks</b>	<ul style="list-style-type: none"> <li>• Certified balance sheets</li> <li>• IT returns</li> </ul>
<b>a</b>	30 lakh	<b>5</b>	
<b>b</b>	Above 30 lakh and up to 50 lakh	<b>7</b>	
<b>c</b>	Above 50 lakh	<b>10</b>	
<b>6.</b>	<b>Presentation on the Approach and Methodology</b>	<b>20 Marks</b>	<ul style="list-style-type: none"> <li>• Presentation</li> </ul>

<b>a</b>	Understanding the needs of the exhibitors & technical session	5	
<b>b</b>	Registration & Management of exhibitors	5	
<b>d</b>	Proposed Design of Digital Platform	5	
<b>e</b>	Innovative Suggestions and offers to make the Digital Platform more effective	5	
<b>Total Marks (TS)</b>		<b>100 Marks</b>	

## I. SCHEDULE OF TENDERING PROCESS

The Schedule for the process for selection of event manager is as follows:

<b>Sl. No.</b>	<b>Milestone</b>	<b>Date</b>
1	Issuance of Tender notice	09/12/2022
2	Pre Bid meeting	12/12/2022
3	Last Date for Online Submission of Bid	16/12/ 2022 10 am
4	Date for Opening of Technical Bid (-1)	16/12/ 2022 10 am
5	Presentation	16/12/2022 3 pm
6	Opening of Financial Bid (-2)	16/12/2022 5 pm

## J. Scope of Work: To develop Digital Platform for Indian International Seafood Show 2023

### a. Modules required:

1. Digital Platform on IOS and Android including website version
2. Exhibitor management module
3. Delegate management module
4. Technical session management module
5. Badge automation & Differential Access Control



6. Spot Registration automation
7. Admin portal and reports
8. Event Feedback module
9. Advertisement module
10. E-book module
11. Role and responsibility mapping of officials

## **b. Features:**

### **1. Exhibitor management module**

- Selected Vendors can upload their products, their images, prices, description, etc
- Exhibitors can upload : Collaterals such as Fascia name; logo; company pic; company introduction note; products; services; certifications; contact person details; social media handles, etc.;
- Exhibitors can place orders for booth accessories uploaded by vendors
- Orders and payments go directly to vendors
- Organisers will get view of order details, total order value etc of each vendor

### **2. Delegate management module**

- Navigation to Venue
- Booth Navigation
- Delegates can upload the photos
- AI based Matching for planning meetings with other delegates and exhibitors
- Networking Channels for meetings with other delegates and exhibitors
- Appointments module for meetings with other delegates and exhibitors
- Electronic Business Card exchange
- Access to presentations in technical sessions
- Option for Chat

### **3. Technical Session management module**

- Technical Session Program schedule with drill down information
- Push Notification, bulk email to participants
- Quiz module
- Opinion Poll Module
- Awards module
- Q&A Module: Provision for Delegates to ask questions through the digital platform and the Moderator will get the list of questions against each speaker/session.

- Provision to upload presentations in PDF

#### **4. Badge Generation and Emailing**

- Electronic badge with QR code on Digital Platform: Generate badges for all approved delegates & exhibitors as per approved badge design
- Badge should have a photo of the delegate, his details as well as QR Code or Barcode for access control.
- Auto emailing of the badge to delegates & exhibitors
- Access Control: Software to control differential access to various sessions, lunch/dinner venues and also for the issuing of delegate kits.

#### **5. Spot Registration**

- QR code at registration areas for delegates and visitors to scan
- Provides a form for filling online
- Online payment integration
- Generates a QR code which can be shown to the counter for badge printout.

#### **6. Other facilities**

- Rental and Management of the cloud server
- Remote support before and during the event.
- Support Personnel at the venue
- Laptops, scanners and printers
- E-book module for publications related to IISS (Souvenir, fair Catalogue, Export Award Directory, MPEDA News Letter etc)

#### **7. Organisers will provide**

- Wifi at the venue.
- Manpower for the registration counters, scanning stations, badge printing, etc

#### **8. Role and responsibility mapping of officials**

- Roles & responsibility of each officials as per the duty list shall be incorporated in the digital platform.

#### **K. How to apply**

Application of agencies/ bidders that fulfill the criteria only would be considered by the Authority. Mere accepting the application by the Authority would not guarantee the award of contract.

The application in sealed envelope superscribed "**Expression of Interest for developing Digital Platform for India International Seafood Show (IISS) 2023**". along with the copies of the relevant certificates and other specified documents may please be forwarded to the following address on or before 10 am on 20.10.2022.

The Deputy Director (MP&Stat)

The Marine Products Export Development Authority  
(Ministry of Commerce and Industry, Govt. of India)  
MPEDA HOUSE, Panampilly Avenue, Kochi – 682036  
Ph- 0484 2321722,  
Email - iiss@mpeda.gov.in  
Website: [www.mpeda.gov.in](http://www.mpeda.gov.in)

**Technical Bid**

**Last date for receipt of application is up to 10.00 am on 16.12.2022**

**From**

.....  
.....  
.....

**To**

The Deputy Director (MP&Stat)  
The Marine Products Export Development Authority  
(Ministry of Commerce and Industry, Govt. of India)  
MPEDA HOUSE, Panampilly Avenue, Kochi – 682036

No.	Particulars	Details to be filled in by the Agency
1.	NAME	
2.	REGISTERED OFFICE	
3.	NEAREST OFFICE BRANCH IF ANY IN KOLKOTA	
4.	CONTACT PERSON	
5.	ADDRESS	
6.	PHONE	
7.	MOBILE	
8.	EMAIL	

9.	YEAR OF INCORPORATION	
10.	PAN CARD (Copy to be attached)	Yes / No
11.	INCOME TAX RETURNS (Copies to be attached)	Yes / No
12.	GST REGN (Copies to be attached)	Yes / No
13.	TURN OVER 2019-20	
14.	TURN OVER 2020-21	
15.	TURN OVER 2021-22	
16.	AUDITED BALANCE SHEET LAST 3 YEARS (Copies to be attached)	Yes / No
17.	COMPANY REGISTRATION CERTIFICATE (Copy to be attached)	Yes / No
18.	WORK ORDERS FOR DIGITAL PLATFORMS (Work order copies to be attached)	Yes / No
19.	EXPERIENCE WITH GOVT/ PSU/ PRIVATE/ MPEDA (Work order copies to be attached)	
20.	NO OF BRANCHES IN INDIA	
21.	AWARDS/ QC CERTIFICATIONS (Copies to be attached)	Yes / No
22.	CLIENTELE (give the list)	Yes / No
23.	Any other relevant information	
24.	<b>Verification</b> - The application for engagement should be signed by the authorized signatory verifying that all the details furnished in the application are true and correct to the best of his/her knowledge and that in case of furnishing any false information or suppression of any material information would lead to rejection of application besides initiation of penal proceedings by the Authority.	

**Name & Signature of authorized signatory**

**Date:**

**Name & Seal of Agency**

**Financial Bid (May be filled if submitting physical quotation)**

**(If bidding done through E procurement site amount may not be mentioned in this form, instead online BoQ may be filled )**

**Last date for receipt of application is up to 10.00 AM on 16.12.2022**

**From**

.....  
.....  
.....

**To**

The Deputy Director (P&MP)  
The Marine Products Export Development Authority  
(Ministry of Commerce and Industry, Govt. of India)  
MPEDA HOUSE, Panampilly Avenue, Kochi – 682036

I/We have read and examined the documents relating to the Digital Platform in connection with the IISS 2023, Biswa Bangla Mela Prangan, Kolkata, West Bengal from 15<sup>th</sup> – 17<sup>th</sup> February 2023, being organized by the Marine Products Export Development Authority (MPEDA) & SEAI.

<b>No.</b>	<b>Particulars</b>	<b>Amount Rs.</b>
1.	Digital Platform on IOS and Android platforms and website version	
2.	Exhibitor management module	
3.	Delegate management module	
4.	Technical session management module	
5.	Badge automation & Differential Access Control	
6.	Spot Registration automation	
7.	Admin portal and reports	
8.	Event Feedback module	
9.	Advertisement module	
10.	Role and responsibility mapping of officials	

1. Price has to be quoted in Indian Rupees only.
2. Taxes (if any) has to be mentioned
3. All inclusive prices have to be quoted. The applicable TDS shall be deducted from the payments made by Authority.
4. In case of a mismatch in the amount mentioned in Figures and Words, the amount mentioned in words shall be considered as final.
5. The vendor agree that the above price have been quoted after reading and understanding the complete EoI documents
6. SUB TOTAL : Rs. \_\_\_\_\_ (In words) \_\_\_\_\_
7. Taxes if any. \_\_\_\_\_

GRAND TOTAL: Rs. \_\_\_\_\_ (In words) \_\_\_\_\_

If the EoI is accepted, I/We agree to keep the EoI valid till the completion of the event. I/We shall not withdraw the EoI during the validity period and the Organizers shall be at liberty to forfeit the EMD and make alternate arrangements at my/our risk and cost in case of withdrawal of EoI during the validity period.

Signatures of authorized signatory:

SIGNATURE OF THE VENDOR: .....

NAME AND.....ADDRESS.....

STATUS OF THE  
SIGNATORY.....

Place:

Date:  
(SEAL)