

**Request for Proposal for Engagement of an Agency for Design, Fabrication, Deployment & Management of Vande Mataram Recording Booths**

**RFP Ref No.CM-22014/57/2025-C&M**

Dated 23.01.2026

**Issued by:**

Ministry of Culture

(C&M Secretariat)

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**Important Dates**

Date of inviting RFP by Ministry of Culture, Government of India : 23.01.2026

Pre-bid Meeting: 30.01.2026 (3.00 pm)

Last Date of Submission: 11.02.2026 (5.00 pm)

Date of Opening of applications:12.02.2026 (11.00 am)

Presentation before Committee : 16.02.2026 (2.00 pm)

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## **NOTICE INVITING TENDER**

### **Request for Proposal for Engagement of an Agency for Design, Fabrication, Deployment & Management of Vande Mataram Recording Booths**

The Ministry of Culture (MoC), Government of India invites Agencies to make a bid for design, fabrication, deployment & management of vande mataram recording booths as a component of Commemoration of 150 Years of Vande Mataram. Interested bidders may peruse the detailed RFP and those having experience of handling large scale events, designing, fabrication and management of recording booths may submit their bids on CPP Portal.

MoC would be detailing the minimum pre- qualification requirements and the process of selection in the RFP. Briefly the following procedure will be followed for selection:

- A designated Committee constituted by the Ministry would evaluate the quality/capacity of Bidders on the criteria mentioned in the RFP based on their proposals received and fulfillment of eligibility criteria (Technical Bid). The technically eligible agencies would be called to make a presentation before the Committee.
- Financial Bids of only the short- listed Bidders (who score at least 70 out of 100 in the Technical Bid) would be considered.
- MoC does not bind itself to accept the lowest or any tender and has a right to refuse any or all the bids without assigning any reason or select any bidder that is in the final evaluation list. The Ministry also reserves the right to re- issue the Tender without Tenderers having the right to object to such re- issue. It also reserves the rights to extend the validity period.
- The bidders shall submit their offers strictly in accordance with the Terms & Conditions of the Tender document. Any tender that stipulates conditions contrary to the conditions given in the tender document stands disqualified.
- The Bids should be submitted **up to 05.00 P.M. on 11.02.2026** and the Technical bids will be opened as per schedule below:-
  - **Date: 12.02.2026      Time: 11.00 am**
  - Pre-bid queries: All queries regarding the RFP can be raised in the pre-bid meeting in C&M Secretariat on **30.01.2026 (03.00 pm)**.
- Bidders are requested to attend the Pre-bid Meeting to understand in detail the activities to be covered, arrangements to be made and expectations from the Agency. Any doubt, clarification needed by the bidder will be cleared in the meeting and they will be in a better position to prepare their bid.
- Any tender received after the deadline for submission of tenders prescribed by MoC will be rejected and returned un-opened to the Bidder. The Ministry shall not be responsible for any delay or non- receipt / non- delivery of the documents.
- During opening of the technical and financial bids, all bidders or their representatives are requested to be present at Ministry of Culture, C&M Secretariat, Third Floor, IGNCA Building (Above Samvet Auditorium), Janpath, New Delhi-110001.

- MoC also reserves the sole right for carrying out amendments/ modification/ changes including any addendum to this RFP. Such amendments/ modification/ changes including any addendum to this RFP shall be notified to the Agencies.
- MoC reserves the right to advance/extend the deadline without assigning any reasons thereof.
- The bidder shall bear all costs associated with the preparation and submission of the Tender and MoC will in no case be held responsible or liable for these costs, regardless of the conduct or outcome of the tendering process.

## **2. BACKGROUND OF 150 YEARS OF VANDE MATARAM**

Vande Mataram first appeared in Bangadarshan, a Bengali literary magazine founded and edited by Bankim Chandra Chattopadhyay in April 1872, as part of serialized publication of his book Anandamath around 1880. The novel's serial publication in Bangadarshan helped popularize the narrative of renunciation, struggle, and sacrifice for the motherland. It was later published in book form in 1882 and became one of the most influential political novels in modern Indian literature.

The novel was set during the Sanyasi Rebellion (1770s), a series of ascetic uprisings in Bengal against oppressive colonial revenue policies after the great famine of 1770. Bankim reimagined the Sanyasis not just as rebels but as spiritual warriors devoted to liberating the "enslaved Mother" symbolizing India. Vande Mataram, positioned as a hymn sung by the monks in the novel, transcended fiction to become a real-world anthem of national awakening.

Vande Mataram was not merely a song—it was a pulse, a marching drum within the Indian freedom movement. As a battle cry, it became the voice of defiance in streets, schools, and prisons. During the Swadeshi Movement (1905), when Bengal was partitioned to divide nationalist sentiment, students poured out of classrooms with "Vande Mataram" echoing through Calcutta's lanes. Shops selling foreign cloth shut down, bonfires of imported goods flared high, and the chant became a thunderous challenge to colonial power. Revolutionary organizations like Anushilan Samiti and Jugantar used the slogan as a code of unity—whispered in secret meetings, shouted during protests, and written on walls where speech was forbidden. In 1907, when police lath charged the procession of students at Barisal, it was this cry that rose above the blows—proof that repression could wound bodies but not break spirit.

Equally powerful was Vande Mataram as a song—a poetic invocation of the motherland woven with tenderness and fire. It was sung at the 1896 session of the Indian National Congress by Rabindranath Tagore, moving leaders to tears, and later set to music by Vishnu Digambar Paluskar who sang it again in 1923 despite objections and restrictions. During picketing, in prisons, and in public meetings, people did not need leaders or pamphlets, the tune itself stirred courage. Young revolutionaries sent to the gallows, Khudiram Bose among them, went to death with Vande Mataram on their lips. Women in Bengal stitched the words into flags, children learned it as their first lesson in patriotism, and entire rallies synchronized their step with its rhythm. When Bengal was torn apart, the song became the thread that stitched hearts together, reminding millions that India was one mother, indivisible, eternal. The song offered emotional unity when political geography was broken and it turned protests into cultural assertion—the motherland was sacred, not negotiable.

### **3. SINGING OF VANDE MATARAM ACTIVITY**

The nation is today commemorating 150 Years of Vande Mataram. Singing of Vande Mataram (full song) is the key activity under the commemoration of 150 Years of Vande Mataram.

Thousands of events centered around singing of Vande Mataram are taking place across the length and breadth of the country. Both individual and mass singing of Vande Mataram is envisaged as part of the events.

Citizens across Bharat are also joining the digital movement and uploading their renditions of Vande Mataram. Already more than 1.63 crore people have uploaded their renditions of Vande Mataram on the campaign portal [www.vandemataram150.in](http://www.vandemataram150.in)

The Vande Mataram Karaoke Recording Booth is proposed as an interactive, experiential installation to capture and celebrate singing renditions of Vande Mataram across India.

The booth functions as a hybrid phygital (physical + digital) activity, combining in-person engagement with digital archival and sharing capabilities.

Citizens will record their renditions of Vande Mataram using professional karaoke support, creating a living repository of voices celebrating national pride and cultural continuity.

### **4. SCOPE OF WORK**

The selected agency must undertake the following comprehensive activities for 100 nos of booths for Government of India. The booths may be Model Booths for States/UTs which will put more booths.

#### **4.1 Booth Design and Fabrication**

##### **Physical Structure**

- Covered movable booth with four walls and a roof (6 ft × 6 ft × 10 ft)
- PVC-sheeted platform with 6-inch height and non-slip, easy-to-clean surface
- Glass door (7 ft × 3 ft) - Transparent, safety glass with handle
- Wall paneling and internal finishing using acoustic-grade wall panels for sound-damping
- Booth branding per guidelines (MoC + Vande Mataram 150 + partner logo space)
- Backlit panel (8 ft × 8 ft) - Illuminated backdrop for branding and visual impact
- Vinyl branding (8 ft × 8 ft) - High-quality branded vinyl with Vande Mataram 150 and MoC branding
- Acoustic treatment with integrated lighting for soundproof environment
- Space allocation for government and partner logos

## **Audio-Visual Setup**

- Studio-grade Microphone for high-quality sound recording with pop filter
- Professional sound recording device with onboard storage for high-fidelity renditions
- Dual stereo speakers and subwoofer for karaoke playback and optimal sound distribution
- 22-inch touch screen mounted on wall for karaoke lyrics display and user interface
- TV/LED Screen / Computer display for visual feedback
- Sound-reactive lighting setup - LED lights integrated with ambient illumination for engaging visual experience

## **Furniture and Fittings**

- 1 Ergonomic recording stool (adjustable height)
- 1 Compact service table (3 ft × 2 ft) for device placement and instructions
- Optional wireless headphone set for user comfort during recording

## **4.2 Digital and Technical Integration**

The booth must be fully integrated with the campaign website. The agency must ensure:

- Recording upload: Instant upload to the portal ([www.vandemataram150.in](http://www.vandemataram150.in))
- Auto-generation and download of certificate - Personalized with participant details
- Download option for user's recorded video - MP4 format with auto-generated watermark
- Internet connectivity in all booths (minimum 10 Mbps upload speed)
- Consent collection system for use of recordings and optional publishing on future digital/physical tribute walls
- Real-time integration with campaign database for seamless cloud upload
- Backup systems with local SSD storage and cloud redundancy for no data loss during transmission
- Software License - Portal integration, CMS access, analytics dashboards

## **4.3 Operations and Maintenance**

- Deployment across assigned states/UTs
- On-ground manpower (1 trained operator per shift - 8 hours)
- 1 Senior Supervisor per 3 booths

- Regular maintenance of equipment (daily, weekly, monthly, quarterly, annual schedules)
- Technical support: On-call remote support and field technician visits
- Troubleshooting of technical issues
- Ensuring 98% uptime
- Safe dismantling post project
- Comprehensive operator training provided by vendor

#### **Maintenance Schedule:**

- Daily: Cleaning of glass door, surfaces, and microphone
- Weekly: Audio/video system checks, speaker testing
- Monthly: Complete technical audit, software updates
- Quarterly: Full refurbishment and component replacement
- Annual: Hardware upgrades and warranty service

#### **Consumables and Supplies:**

- Microphone windscreen covers (monthly replacement)
- Eco-friendly, non-abrasive cleaning supplies
- Stool upholstery (annual replacement)
- Optional fresh fragrance diffuser

### **4.4 Logistics and Deployment**

- Fabrication at central workshops (cluster-wise)
- Transportation to respective States/UTs
- Installation at designated locations
- Coordination with District/State Nodal Officers
- Safe reverse-logistics post-project

#### **Logistics Breakdown:**

- a. Fabrication to Cluster Hub Transport: Transport of fabricated booth structure from central fabrication unit to zonal distribution hub
- b. Transportation from Hub to State Capital: Packaging, loading, transport, unloading

c. Return Logistics and Dismantling: Post-event dismantling and reverse logistics must be included

d. Insurance and Risk Coverage: Transit insurance and damage and repair costs

## 5. KARAOKE BOOTH SPECIFICATIONS AND FEATURES

### 5.1 Physical Structure Specifications

Component	Specification	Notes
Overall Booth Structure	6 ft (L) × 6 ft (W) × 10 ft (H)	Enclosed walk-in booth
Platform Height	6 inches with PVC Sheet Flooring	Non-slip, easy to clean surface
Wall Covering	Vinyl Wrap - 8 ft × 8 ft	High-quality branded vinyl
Backlit Panel	8 ft × 8 ft	Illuminated backdrop for branding
Paneling	Acoustic-grade wall panels	Sound-damping for optimal recording quality
Ceiling	Acoustic treatment with integrated lighting	Soundproof environment
Entry Door	Glass door - 7 ft (H) × 3 ft (W)	Transparent, safety glass with handle
Interior Stool	Ergonomic recording stool	Adjustable height
Interior Table	Compact service table - 3 ft × 2 ft	For device placement and instructions
Lighting	Sound-reactive LED lights + ambient illumination	Creates engaging visual experience

### 5.2 Recording and Playback Equipment

Component	Specification	Notes
Touch Screen Display	22-inch hanging/wall-mounted	For karaoke lyrics display and user interface
Microphone	Studio-grade recording microphone	Professional audio capture with pop filter
Recording Device	Professional audio recorder with onboard storage	Capture high-fidelity renditions
Speakers	Dual stereo speakers + subwoofer	Clear playback of instrumental track
Headphone Monitor	Optional wireless headphone set	For user comfort during recording



### 5.3 Technical Infrastructure

Component	Specification	Notes
Internet Connectivity	High-speed (minimum 10 Mbps upload)	Seamless cloud upload of recordings
Power Supply	3-phase or 2 kW single-phase backup	Uninterrupted booth operation
Cloud Integration	Real-time sync with campaign database	Direct upload to <a href="http://www.vandemataram150.in">www.vandemataram150.in</a> portal
Backup System	Local SSD storage + cloud redundancy	No data loss during transmission

### 5.4 User Interface and Experience

Component	Specification	Notes
Display Content	Karaoke lyrics, instructions, countdown timer	Bilingual (Hindi/English) interface
Recording Duration	Full song length approximately 3-4 minutes	Complete rendition capture
Certificate Generation	Digital certificate download option	Personalized with participant details
Video Export	MP4 format with auto-generated watermark	Participant can download their recording

### 5.5 Booth Dimensions and Layout

#### Front View (7ft × 10ft):

- Backlit Panel (8ft × 8ft) - Vande Mataram 150 Branding, MoC Logo and Private Partner Logo
- Glass Door (7ft × 3ft)

#### Top View (6ft × 6ft):

- Sound-Reactive LED Lights
- 22" Touch Screen (on wall)
- Stool and Mic
- Service Table
- Speakers (mounted)

### **Dimensions Summary:**

- Interior Height: 10 ft
- Platform Height: 6 inches from ground level
- Interior Floor Space: 6 ft × 6 ft
- Backlit Panel: 8 ft × 8 ft

## **6. AUDIO-VISUAL TECHNICAL SPECIFICATIONS**

### **6.1 Recording Quality Standards**

- Audio Format: WAV (lossless) for archival; MP3/AAC for distribution
- Sample Rate: 48 kHz minimum
- Bit Depth: 24-bit
- Microphone Type: Cardioids condenser microphone
- Frequency Response: 50 Hz - 16 kHz
- Signal-to-Noise Ratio: greater than 100 dB

### **6.2 Karaoke System**

- Karaoke Track: Professionally produced instrumental version of Vande Mataram
- Duration: Full song length
- Backup Track: Available for download from campaign website
- Playback System: Multi-zone speaker setup for optimal sound distribution

### **6.3 Video Specifications**

- Resolution: 1080p (1920 × 1080) minimum
- Frame Rate: 30 fps
- Video Codec: H.264 MP4 format
- Storage: Minimum 1TB local SSD per booth unit

## **7. BRANDING AND DESIGN REQUIREMENTS**

### **7.1 Mandatory Branding Elements**

1. "Vande Mataram 150" Logo - Placed prominently on backlit panel

2. Ministry of Culture Logo - Positioned on top-left of display
3. Ashoka Chakra - As national symbol (on vinyl wrap)
4. Indian Flag Motif - Incorporated in design theme
5. Website URL: [www.vandemataram150.in](http://www.vandemataram150.in) - Clearly visible on interior and exterior

## **7.2 Private Partner Branding Space (Only in State-Sponsored Booths)**

- Permitted Area: Up to 25% of visible surface (below MoC branding)
- Positioning: Bottom-right section of backlit panel
- Logo Size: Maximum 1.5 ft × 1.5 ft
- Format: Digital or vinyl application

## **7.3 Design Color Scheme**

- Primary: Saffron (#FF9933), White (#FFFFFF), Green (#138808)
- Accent: Gold/metallic finish for premium look
- LED Lighting: Programmable RGB (able to display national colors)

*The tentative design and produced mode is annexed (**Annexure 1**)*

# **8. SOFTWARE AND INTEGRATION REQUIREMENTS**

## **8.1 Content Management System**

- Real-time integration with [www.vandemataram150.in](http://www.vandemataram150.in) portal
- User registration and consent management
- Automated video upload and processing
- Certificate generation and email delivery
- Analytics dashboard for tracking recordings

## **8.2 Data Storage and Security**

- Encrypted cloud storage for all recordings
- GDPR-compliant data handling
- Backup systems with 99.9% uptime SLA
- User consent archival for legal compliance

### **8.3 User Experience Features**

- Touch-screen interface with instructions in multiple languages
- Real-time recording feedback (sound levels, visual indicators)
- Preview option before upload
- Optional public tribute wall submission
- Social media sharing options (WhatsApp, Facebook, Instagram)

## **9. ZONE-WISE CLUSTERING AND BOOTH ALLOCATION**

To optimize logistics efficiency, ensure cost standardization, and enable competitive cluster-wise bidding, States/UTs have been grouped into six terrain-based clusters. These clusters have been meticulously framed based on homogeneous terrain profiles, comparable transportation challenges, and similar operational cost structures. Bidders are required to submit separate financial bids for each cluster individually, enabling vendors to quote uniform per-booth rates within each cluster while applying terrain-specific logistics multipliers.

### **Key Objectives of Terrain-based Clustering:**

**Cluster-specific Bidding:** Bidders must submit independent financial proposals for each of the 6 clusters, reflecting terrain-specific cost realities

**Financial Uniformity:** States/UTs within each cluster exhibit similar cost profiles for transportation, installation, manpower deployment, and maintenance

**Logistical Optimization:** Terrain homogeneity ensures predictable deployment challenges and comparable reverse logistics requirements

**Vendor Costing Clarity:** Cluster-wise bids with cluster-specific logistics multipliers applied to base per-booth fabrication rate

### **Bidding Mandate for Vendors:**

**Mandatory Requirement:** Bidders shall submit six separate financial bids – one for each terrain-based cluster.

This clustering and bidding methodology ensures transparent, competitive, terrain-realistic, and cost-optimized financial evaluation while maintaining national standardization of booth specifications and quality parameters.

To ensure terrain-sensitive deployment and logistics efficiency, States/UTs are grouped into terrain-based clusters.

### 9.1 Terrain-based State/UT Clusters

Cluster Name	States/UTs Included
Mountainous North (Western Himalayas) - Cluster 1	Jammu & Kashmir, Ladakh, Himachal Pradesh, Uttarakhand
Mountainous Northeast (Eastern Himalayas & NE hill states) - Cluster 2	Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura
Indo-Gangetic Plains & Central - Cluster 3	Punjab, Haryana, Delhi, Uttar Pradesh, Bihar, Jharkhand, Chhattisgarh, Madhya Pradesh, Chandigarh
Western & Deccan Plateau - Cluster 4	Rajasthan, Gujarat, Maharashtra, Goa, Karnataka, Telangana, Dadra & Nagar Haveli and Daman & Diu
Peninsular South & Coastal - Cluster 5	Tamil Nadu, Andhra Pradesh, Kerala, Odisha, West Bengal, Puducherry
Islands (Special Logistics) - Cluster 6	Andaman & Nicobar Islands, Lakshadweep

### 9.2 Population-based Booth Allocation (Total: 100 Booths)

State/UT	Population (2025)	% Share	Booths
Uttar Pradesh	238,078,000	17.01%	17
Bihar	128,592,000	9.19%	9
Maharashtra	127,360,000	9.10%	9
West Bengal	99,563,000	7.11%	7
Madhya Pradesh	87,610,000	6.26%	6
Rajasthan	81,897,000	5.85%	6
Tamil Nadu	77,089,000	5.51%	6
Gujarat	72,367,000	5.17%	5
Karnataka	68,115,000	4.87%	5
Andhra Pradesh	53,340,000	3.81%	4
Odisha	46,566,000	3.33%	3
Jharkhand	39,963,000	2.86%	3
Telangana	38,272,000	2.73%	3
Assam	36,047,000	2.58%	3
Kerala	35,920,000	2.57%	3
Punjab	30,926,000	2.21%	2
Haryana	30,573,000	2.18%	2
Chhattisgarh	30,524,000	2.18%	2
Delhi	21,752,000	1.55%	2
Jammu & Kashmir	13,701,000	0.98%	1
Uttarakhand	11,755,000	0.84%	1

Tripura	4,184,000	0.30%	1
Meghalaya	3,379,000	0.24%	1
Manipur	3,253,000	0.23%	1
Nagaland	2,253,000	0.16%	1
Goa	1,583,000	0.11%	1
Arunachal Pradesh	1,576,000	0.11%	1
Puducherry	1,391,163	0.10%	1
Mizoram	1,250,000	0.09%	1
Chandigarh	1,243,000	0.09%	1
Sikkim	695,000	0.05%	1
Dadra & Nagar Haveli & Daman & Diu	657,587	0.05%	1
Andaman & Nicobar Islands	404,000	0.03%	1
Ladakh	302,000	0.02%	1
Lakshadweep	69,000	0.004%	1
<b>Total</b>	<b>1,399,754,750</b>	<b>100%</b>	<b>100</b>

#### Allocation Formula:

Each State/UT (i) receives booths proportional to its population share:

Minimum of 1 booth guaranteed per State/UT. Rounding adjustments made by Ministry to total exactly 100.

### 9.3 Fabrication and Assembly

- Primary Fabrication Hub: Central designated location per cluster
- Assembly: Modular construction for easy transportation
- Quality Check: Pre-deployment testing at fabrication center
- Transportation: Containerized units with protective packaging
- Installation: On-site assembly and testing by certified technicians

### 9.4 Deployment Timeline

Phase	Duration	Activities
Phase 1: Design and Prototype	4 weeks	Finalize designs, conduct trials
Phase 2: Procurement	6 weeks	Material sourcing, vendor engagement
Phase 3: Fabrication	8 weeks	Manufacturing at cluster centers
Phase 4: Quality Assurance	2 weeks	Testing and certification
Phase 5: Deployment	Ongoing (Across 12 months)	Phased rollout across all clusters

## 10. OPERATIONAL REQUIREMENTS

### 10.1 Booth Manning and Support

- Attendant: 1 trained Operator per shift (8 hours)
- Supervisory Staff: 1 Senior Supervisor per 3 booths
- Technical Support: On-call remote support and field technician visits
- Training: Comprehensive operator training provided by vendor

### 10.2 Performance Metrics and Uptime

- Target Uptime: 98% minimum (with daily monitoring)
- Recording Success Rate: 99%
- Average Recording Quality: greater than 90/100 quality score
- User Satisfaction: greater than 4.5/5 stars (post-recording feedback)
- Upload Completion Rate: 100% within 24 hours
- Response Time (Technical Support): less than 2 hours for critical issues

## 11. PERFORMANCE METRICS AND DELIVERABLES

### 11.1 Key Performance Indicators

Metric	Target	Measurement Frequency
Uptime	98% minimum	Real-time monitoring
Recording Success Rate	99%	Weekly
Average Recording Quality	Greater than 90/100 quality score	Per recording
User Satisfaction	Greater than 4.5/5 stars	Post-recording feedback
Upload Completion Rate	100% within 24 hours	Daily
Response Time (Technical Support)	Less than 2 hours for critical issues	Per incident

### 11.2 Deliverables

1. Completed Karaoke Booth Units - Fully functional, tested, and certified
2. Technical Documentation - Installation manuals, maintenance guides, troubleshooting logs
3. Training Materials - Operator handbooks, video tutorials, quick reference cards
4. Software License - Portal integration, CMS access, analytics dashboards

5. Support and Warranty - 12-month comprehensive warranty, post-warranty support packages available
6. Branding Assets - High-resolution logos, design files, placement guidelines
7. Project Report - Deployment records, user engagement data, technical specifications



## **12.VENDOR QUALIFICATION AND VALUATION CRITERIA**

### **12.1 Eligibility Criteria (Pre-Qualifications)**

Agencies must meet the following minimum criteria:

#### **(i). Company Profile**

- Minimum 5 years' experience in fabrication/event production/experience
- Valid GST, PAN, and incorporation documents
- Proven experience in producing and operating interactive booths, kiosks, or installations
- Experience with AV equipment integration
- Ability to handle multi-state deployments

#### **(ii). Technical Capability**

- Proven experience in audio-visual system integration
- Portfolio of similar projects (minimum 3 references)
- Technical support team with regional presence

#### **(iii). Financial Capability (Annual Average Turnover)**

- The annual average turnover must be minimum 05 crores in last three years ending FY 2024-25. Certificate from CA needs to be provided.
- Audited financial statements for past 3 years

#### **(iv). Past Work Experience**

- At least 3 large-scale national or multi-state projects executed for Government/PSU/Corporate sector

**(v) Consortium will be allowed to participate, and leading partner will be the point of contact and accordingly, responsible for the execution of project.**

#### **(vi) Net Worth:**

**Net worth should be positive of the agency in last 3 years. Certificate from CA needs to be provided.**

## 12.2 Bid Evaluation Criteria:

The first stage evaluation will be Technical Bid Evaluation. It will be consisting of 100 Marks. Those who will get 70% marks, will be technically qualified and only in those cases, Financial Bids will be opened.

### Technical Bid Score:

S. No.	Technical Bid Evaluation Criteria	Marks	Total Marks
1	<b>Large-scale experiential / booth / kiosk / AV installation for Govt/PSU/corporate, including multi-state digital campaigns.</b>		<b>15</b>
	1–3 projects of similar nature	7	
	4–6 projects of similar nature	10	
	More than 6 projects of similar nature (at least 1 Govt/PSU)	15	
2	<b>Financial average turnover – last 3 FYs*</b>		<b>20</b>
	₹5 crore – ₹7.5 crore	10	
	>₹7.5 crore – ₹12 crore	15	
	>₹12 crore	20	
3	<b>Years of Experience in Event Management*</b>		<b>20</b>
	5–7 years	10	
	8-10 Years	15	
	More than 10 years	20	
4	<b>Presentation</b>		Total Marks
	Quality of state/cluster-wise logistics plan, manning strategy, uptime and maintenance approach, including risk mitigation		<b>45</b>
	Booth design, layout and user experience (including accessibility & crowd flow)		
	AV and software integration, portal linkages, data security and analytics		
	Innovation (e.g., multilingual UX, social-share flows, queue management, low-power design, modular fabrication for re-use)		
	<b>Total</b>		<b>100</b>

## 13. SUBMISSION REQUIREMENTS

The Proposal must include:

### 13.1 Technical Proposal

- Understanding of project and methodology
- Booth design (3D renders, layout, specifications)
- AV integration plan

- Deployment plan (cluster-wise)
- Operations and Maintenance strategy
- Team structure and profiles
- Risk mitigation plan
- Installation methodology
- Quality assurance procedures
- EMD of Rs.10.00 Lakh in the form of Bank Draft drawn in favour of Pay & Accounts Officer, Ministry of Culture.

### **13.2 Financial Proposal**

Proposal may be made in Appendix III Cluster-wise for one or more Clusters. Detailed cost break-up be given including:

- Booth fabrication
- AV components
- Branding
- Transportation (all stages and cluster-wise)
- Installation and dismantling
- Manpower
- Maintenance (annual contract)

**Cluster-wise (terrain-based) logistics and operations plan and costing, aligned to the clusters defined in Section 9.1**

### **13.3 Mandatory Documents**

- Company particulars may be given in Appendix-II.
- Company registration documents
- GST, PAN certificates
- Past work experience portfolio with case studies
- Financial statements (past 3 years - audited)
- Undertaking for adherence to MoC branding and guidelines
- Audited statements confirming the average turnover

### 13.4 Earnest Money Deposit

- i. EMD amount will be accepted in the form of Demand Draft in favour of P&AO, Ministry of Culture, New Delhi. The bid without EMD is liable to be summarily rejected.
- ii. Without prejudice to any other right of MoC, the Earnest Money Deposit may be forfeited by MoC:
  - a. If the Bidder withdraws his bid during the period of bid validity; or
  - b. In case the successful Bidder refuses to sign the Agreement; or
  - c. If the successful bidder fails to furnish the Performance Security.
- iii) EMD will be refunded to the bidders within sixty days from the date of issue of award letter to the successful bidder and no interest would be paid there on.
- iv. MSME registered companies are exempted from EMD, a certificate in this regard is required.

## 14. **BUDGET AND FINANCIAL TERMS**

### 14.1 Pricing Instructions to Vendors

Vendors must:

1. Quote per-booth cost including all logistics end-to-end, assuming a total of 100 booths nationally, as per state-wise allocation notified by the Ministry.
2. Provide cluster-wise logistics multipliers, since distances vary
3. Include: Fabrication, Branding, AV setup, Installation, Transport (all stages), Manpower, Maintenance, Dismantling.
4. Submit a State/UT-wise deployment cost sheet for the notified number of booths (total 100), along with cluster-wise (terrain-based) logistics multipliers.

**Note:** 1. Actual cost may vary based on cluster, distance, and operational requirements. Vendors must provide detailed state-wise costing.

2. Booths will be the property of vendor after the Contract/AMC period.

### 14.2 **Payment Schedule**

- 30% upon order confirmation
- 20% upon delivery, successful testing and deployment

- 20% after six months of deployment
- 20% after nine months of deployment
- 10% upon warranty period completion (12 months)

## **15. TERMS AND CONDITIONS**

### **15.1 Warranty and After-Sales Service**

- Hardware Warranty: 12 months comprehensive
- Software Warranty: 24 months with free updates
- Replacement Parts: 5 years availability guarantee
- Technical Support: 24/7 helpline during campaign period
- Annual Maintenance Contract: Optional post-warranty support packages available

### **15.2 Compliance and Protocols**

- All booths must comply with National Building Code (NBC) standards
- Fire safety certification mandatory
- Electrical safety compliance (IE Rules 2016)
- Environmental compliance for waste disposal and energy efficiency
- Accessibility compliance for people with disabilities

### **15.3 Force Majeure**

- Parties not liable for unforeseen circumstances (natural disasters, pandemic, government restrictions)
- Written notification within 48 hours of occurrence

## **16. EVALUATION PROCESS**

### **Technical Presentation Evaluation Process:**

The presentation with the highest technical marks (as allotted by the Evaluation Committee) shall be given a score of 100 (Hundred) and other proposals be given technical score that are proportional to their marks w.r.t. the highest technical marks.

- The bidders **securing a minimum of 70% marks** will qualify in the technical evaluation round.

#### **Financial Evaluation Process:**

- After the technical evaluation is completed, financial bid of the qualified bidders shall be opened.
- Financial proposals of only those bidders will be evaluated, who secure a minimum of 70% marks in the technical evaluation. The proposal with the lowest total bid value as given in form Appendix II shall be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their total bid value.

#### **Combined Evaluation Process: Combined Evaluation**

- The combined score shall be obtained by weighing the technical and financial scores in the ratio of 70:30 and adding them up. On the basis of combined weighted score for technical and financial, the bidder shall be ranked in terms of total score obtained.
- The proposal obtaining the highest combined score in evaluation will be ranked as H-1 followed by the proposals securing lesser marks as H 2, H 3, etc. The bidder securing the highest Combined marks will be considered for award of the contract.

#### **Example:**

As an example, the following procedure will be followed. The minimum qualifying marks for technical qualifications are 70 and the weight age of the technical bids and financial bids is kept as 70:30. Assuming that in response to the RFP, 3 proposals, A, B & C are received. The Technical Evaluation Committee awards them 75, 80, and 90 marks respectively. The proposal with the highest technical marks (as allotted by the Evaluation Committee) shall be given a score of 100 (Hundred) and other proposals be given technical score that are proportional to their marks w.r.t. the highest technical marks. Bidders securing 70% marks in this process will be deemed as technically suitable and their financial proposals will be opened after notifying the date and time of bid opening to the successful participants. Assuming that the Evaluation Committee examines the financial proposals and the quoted total bid values are as under:

Proposal Total Bid

Value A : Rs.120

B :Rs.100

C: Rs.110

Using the formula  $LTV / TBV$ , where LTV stands for Lowest Total Bid Value and TBV stands for Total Bid Value, the Committee will give them the following points for financial proposals:

A :  $100 / 120 = 83$  points

B :  $100 / 100 = 100$  points

: 8 :

C :  $100 / 110 = 91$  points

In the combined evaluation, thereafter, the Evaluation Committee will calculate the combined technical and financial score as under:

Proposal A :  $75 \times 0.70 + 83 \times 0.30 = 77.4$  points.

Proposal B :  $80 \times 0.70 + 100 \times 0.30 = 86$  points

Proposal C :  $90 \times 0.70 + 91 \times 0.30 = 90.3$  points.

The three proposals in the combined technical and financial evaluation will be ranked as under:

Proposal A: 77.4 points: H3

Proposal B: 86 points:H2

Proposal C: 90.3 points: H1

Proposal C at the total bid value of Rs.110 will, therefore, be declared as winner and recommended for approval, to the competent authority.

In the event of a tie in the final scores, the agency having the lower financial quote amongst the two would be given preference.

## **17. PRE-BID QUALIFYING CRITERIA AND TECHNICAL PROPOSAL**

MoC shall evaluate the capabilities of the Event Management Agencies based on their profile and also keeping in view of the pre-bid criteria. **Agencies not fulfilling the pre-bid criteria will not be considered for technical and financial evaluation.**

## **18. Performance Security**

The successful bidder shall be required to deposit Performance Security equivalent to 3% of the award amount and should remain valid for 6 months beyond the date of completion of all contractual obligations. Performance Security shall be submitted in the form of Demand Draft/ BG/ FDR in favor of Pay & Accounts Officer, Ministry of Culture, New Delhi payable at New Delhi or in the form of Bank Guarantee issued by a scheduled/nationalized bank. Performance Security will be discharged after completion of contractor's performance obligations under the contract. The above security deposit will be liable to be forfeited during the period of contract, in case breach of any terms and conditions of the contracting contractor or failure to provide any services under the contractor loss results from contractor's failure and breach of obligation under the contract.

## **19. Termination/Penalty**

Ministry of Culture may without prejudice to any other remedy or right of claim for breach of contract by giving not less than 30 days' written notice of default sent to the selected bidder, terminate the contract in whole or in part if the vendor materially fails to render any or all the services within the time specified in the contract and fails to remedy its failure within a period of 30 days after receipt of default notice from MoC or if the project is not carried out according to specifications or due to deficiency in services as per terms of the contract. In such case MoC will withhold payments to the vendor and invoke the amount held back from the selected bidder as PBG.



## **TECHNICAL PROPOSAL**

Letter of Proposal  
(On Bidder's letter head)

### **APPENDIX-I**

Dated: 00.02.2026

To

The Under Secretary  
Ministry of Culture  
(AKAM Secretariat)  
IGNCA Building  
Janpath,  
New Delhi- 110001

Sub: Engagement of agency for putting up Vande Mataram Booths.

Dear Sir/ Madam,

1. With reference to your RFP document dated 00.00.2026, we, having examined the Bidding documents and understood their contents, hereby submit our Proposal for the aforesaid Assignment. This proposal is unconditional.
2. All information provided in the Proposal and in the Appendices is true and correct.
3. This statement is made for the express purpose of qualifying as a Bidder for undertaking the Assignment.
4. We shall make available to the MoC any additional information it may find necessary or require to supplement or authenticate the Bid.
5. We acknowledge the right of the MoC to reject our proposal without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
6. We certify that, we have neither failed to perform on any contract, as evidenced by imposition of a penalty or a judicial pronouncement or arbitration award, nor

been expelled from any project or contract nor have had any contract terminated for breach on our part nor blacklisted nor debarred by any state/ central Government or their agencies including Central/State Level Public Enterprises.

7. We declare that:
  - a. We have examined and have no reservations to the Bidding Documents, including any Addendum issued by the MoC.
  - b. We do not have any conflict of interest in accordance the RFP document;
  - c. We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in the RFP document, in respect of any tender or request for proposal issued by or any agreement entered into with the MoC or any other public sector enterprise or any government, Central or State; and
  - d. We hereby certify that we have taken steps to ensure that inconformity with the provisions of the RFP, no person acting for us or on our behalf has engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
8. We understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any proposal that you may receive nor to invite the Bidders to Bid for the Assignment, without incurring any liability to the Bidders, in accordance with the RFP document.
9. We declare that we are not a Member of any other firm submitting a Proposal for the assignment.
10. We certify that in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which could cast a doubt on our ability to undertake the Assignment or which relates to a grave offence that outrages the moral sense of the community.
11. We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates.
12. We further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO or any of our Directors/Managers/employees.
13. We undertake that in case due to any change in facts or circumstances during the Bidding Process, we are attracted by the provisions of disqualification in terms of the guidelines referred to above, we shall intimate the RFP of the same immediately.

14. We hereby irrevocably waive any right which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the MoC in connection with the selection of the Bidder, or in connection with the Bidding Process itself, in respect to the above mentioned Assignment and the terms and implementation thereof..
15. In the event of our being declared as the successful Bidder, We agree to enter into an Agreement in accordance with the draft that has been provided to us prior to the Proposal Due Date. We agree not to seek any changes in the aforesaid draft and agree to abide by the same.
16. We have studied all the Bidding Document carefully. We understand that except to the extent as expressly set forth in the Agreement, we shall have no claim, right or title arising out of any documents or information provided to us by the MoC or in respect of any matter arising out of or concerning or relating to the Bidding Process including the award of Concession.
17. The Fee has been quoted by us after taking into consideration all the terms and conditions stated in the RFP, draft Agreement.
18. We agree and understand that the Proposal is subject to the provisions of the Bidding Document. In no case, we shall have any claim or right of whatsoever nature if the assignment is not awarded to us or our Proposal is not opened.
19. We agree to keep this offer valid for 180 (One hundred eighty) days from the Proposal Due Date specified in the RFP.
20. We agree and undertake to abide by all the terms and conditions of the RFP document. In witness thereof, we submit this Proposal under and in accordance with the terms of the RFP document.

Yours faithfully,

Date: (Signature of the Authorized signatory)

Place: (Name and designation of the of the Authorized signatory) Name and seal of Bidder

## **APPENDIX II - Particulars of the Bidder**

1. Name of the Company:
2. Registered Office:
3. Date of Incorporation:
4. Constitution of Bidder Company:
5. GSTIN (Copy to be enclosed):
6. PAN (Copy to be enclosed)
7. Experience in Event Management services (years) with proof:
8. Date of first assignment:
9. Presence in India:
10. Total no. of employees:
11. No. of employees in Event Management services:
12. Details of contact persons:
13. Any other details:

Name: Designation:

Contact No.:

Mobile no.:

Email id:

Postal address:

(Signature of Authorized Representative)

**APPENDIX-III****FINANCIAL PROPOSAL SUBMISSION FORM****Submission of Proposal against your RFP:****Our detailed financial proposal is as follows:**

Sl. No.	Cluster-wise Cost of Design, Fabrication, Deployment & Management of Vande Mataram Recording Booths as per the ToR and SoW mentioned in the RFP.	Cost	GST as applicable	Total cost for the project
(A)	(B)	(C)	(D)	E (C+D)
1.	Cost for Cluster No.1			
2.	Cost for Cluster No.2			
3.	Cost for Cluster No.3			
4.	Cost for Cluster No.4			
5.	Cost for Cluster No.5			

6.	Cost for Cluster No.6			
Total cost in Words and Figure				

1. **The Bidder may quote for one or more Cluster.**
2. The prices stated in the bid shall be deemed to include all amounts payable for the use of patents, copyrights, registered charges, trademarks and payments for any other intellectual property rights.
3. For the purpose of evaluation for Selection of Bidder, the total cost inclusive of taxes of all the above will be considered.
4. No out-of-pocket expenses shall be paid separately unless prior approval for the same has been received from C&M representative in writing.
5. Bidder must submit their financial bid for the total scope of work.
6. The lump sum rates provided hereunder shall remain the same for the entire duration of the contract.

**Signature of the Authorized Signatory with  
official seal**

## Annexure1





Annexure1





## Annexure1



Annexure1



## Annexure1

