

HLL/CHO/SD/HCS/2019-20/EOI 002

16/10/2019

**NOTICE INVITING
EXPRESSION OF INTEREST**

**FOR EMPANELMENT OF
EVENT MANAGEMENT AGENCY
FOR CONDUCTING
HEALTH CHECKUP CAMPS
FOR HCS DIVISION OF HLL LIFECARE LIMITED
REGION WISE - ACROSS INDIA.**

16TH October 2019

**HLL Lifecare Limited
HLL Bhavan, Poojappura
Thiruvananthapuram-695012
Kerala,
India**

Date & Time of opening EOI received	31-10-2019, 16:00 HRS
Date & Time of Acceptance of EOI	31-10-2019, 15:30 HRS
Validity	<p>Bidders can express the interest before the Opening Date mentioned and on successful completion of document and credential verification get empanelled as HLLs Vendor.</p> <p>On need basis for respective region HLL shall request for PRICE QUOTE. Once qualified as L1 HLL will enter into a Contract with the vendor and award the particular project.</p> <p>Empanelment of parties will be valid for a period of ONE YEAR from date of NOTICE OF EMPANELMENT.</p>
Venue of opening Eoi	Application submission Address
EOI Application Money	NIL
Earnest Money Deposit (EMD)	WILL BE NOTIFIED ALONG WITH PRICE BID
Scrutiny and selection of applicants, Opening of Price Bid & Issue of Letter of Intent etc.	Will be notified separately in this document
Address for submission of Applications	<p>Vice President (Sourcing), HLL Lifecare Limited, Corporate Head Office, HLL Bhavan, Poojappura, Trivandrum 695012 Ph.: 0471-2354949</p> <p>Email:sdhcsouth@lifecarehll.com</p>
FORM of submission of EOI	Only hardcopies received at the above address before the submission time will be accepted for evaluation

NOTICE INVITING EXPRESSION OF INTEREST

Invitation of “Expression of Interest (EOI) for registration of event management agencies for conducting the health check up camps for HealthCare Services (HCS) Division of HLL Lifecare Ltd across India across different regions.

1. BACKGROUND

HLL Lifecare Limited (HLL) is a public sector undertaking under the administrative control of the Ministry of Health & Family Welfare, Government of India. HLL’s purpose of business is “to be a globally respected organization focusing on inclusiveness by providing affordable and quality healthcare solutions through continuous innovations”. In its quest to become a comprehensive healthcare solutions provider, HLL had diversified into hospital products and healthcare services, while nurturing its core business of providing quality contraceptives.

The Healthcare Services Division of HLL provides Medical Diagnostic Services (Laboratory and Imaging) and other facilities like Wellness Clinic/Polyclinic to partner institutions in a PPP model. Our first center in association with CGHS started functioning since February 2008 in New Delhi. The Healthcare Services Division (HCS) of HLL is planning to setup Diagnostic Service facilities, Healthcare Screening Facilities & other Specialized Therapeutic Facilities in various states across India. We have installed five 1.5 Tesla MRI scanners in 5 Government Medical colleges in Kerala and all the five are operated by us in partnership with Government of Kerala. Presently are having presences in New Delhi, Haryana, Karnataka, Kerala, Tamil Nadu, Chhattisgarh, Maharashtra, Assam, West Bengal & Uttar Pradesh.

The Healthcare Services Division has done numerous health checkup camps for Ministry of Health & Family Welfare (MoHFW), Public sector companies and other government departments. HLL intends to explore the possibility to empanel event management agencies for upcoming health camps. This Expression of Interest (EOI) is for registration of event management agencies for conducting the health checkup camps for HCS division of HLL Lifecare Ltd across India.

2. OBJECTIVE OF THE EOI

HCS division has been conducting health checkup camps/Medical Camps where thousands of beneficiaries get registered during the camps. We provide onsite health screening services during these camps. Most of the times, these camps organize in open area therefore an entire infrastructure needs to be created. Infrastructure requires stage setup, branding, arrangement of furniture & fixture, required technical and non-technical manpower, Data entry of Camp registrations etc. The objective is to create a world class infrastructure and deliver quality services to the common people during these camps.

The success of our noble endeavor depends on the execution capacity of the event management agency that provides all kind of required infrastructure on need basis. We expect the companies to give their best quality services as HLL intends to ensure quality services to its customers.

As HLL's Health Care Services division has been providing quality health screening services across India, the arrangement of entire setup of Health Camps plays a vital role. In order to meet this requirement, HLL has decided to enlist a group of companies executing similar kind of health checkup camps & events. Hence, Expression of Interest is invited from reputed Event Management agencies to participate in this venture.

For smooth functioning and better coordination, HLL shall select the agencies region wise. Details of the region are as follows –

S. No.	Region	States
1.	North Region	J&K, Punjab, Himachal Pradesh, Delhi, Haryana, Rajasthan, Uttar Pradesh, Uttrakhand
2.	West Region	Gujrat, Maharashtra, Goa, Chhattisgarh, Madhya Pradesh
3.	South Region	Karnataka, Kerala, Andhra Pradesh, Tamilnadu, Telangana
4	East Region	Bihar, Jharkhand, Paschim Bengal, Odisha
5.	North - East Region	Assam, Arunachal Pradesh, Mizoram, Manipur, Nagaland, Meghalaya, Tripura, Sikkim

Agencies may send in their Expressions of Interest for one region or more as per their choice. Each region chosen should have separate EOI document submitted to be considered for empanelment for that particular Region. The details to be furnished and documents to be submitted and eligibility criteria is defined in the following sections.

3. ELIGIBILITY

- 3.1 The bidders who submit the EOI (Herein after referred as Parties) must have minimum 3 years of relevant business experience in conducting similar kind of health checkup camps.
- 3.2 The bidders should have valid Pan No. & GST registration No. Submit the copy of PAN CARD and GST Certificate along with EOI.
- 3.3 The bidders should have average annual turnover of at least Rs. 350.00 lakhs for the last three years ending March 2019.

- 3.4 The bidders must have executed at least 1 (one) order of similar work having minimum value of Rs.200.00 lakhs or 2 (two) orders of similar work each of minimum value of Rs.100.00 Lakhs during preceding 3 (three) years ending March 2019.
- 3.5 The bidders must have executed at least 3 (three) order of work issued by Government agencies or Public sector undertakings during the last 3 (three) years ending March 2019 and Out of that at least two work orders must have the minimum value of Rs. 100.00 lakhs each.
- 3.6 The bidders must submit all the relevant work orders along with completion certificates.
- 3.7 The Net Worth of the Bidder shall be positive in any one year of the last 3 financial years. Balance sheet and P & L Account duly certified by a Chartered Accountant for the last 3 financial year shall be submitted along with the EOI as a proof for positive net-worth.
- 3.8 The bidders shall not have any criminal record or should not have been convicted by any court of law in India or abroad. Parties shall give a declaration to this effect.
- 3.9 The bidders submitting EOI should be ready to extend long term support to meet requirements of Health Checkup camps.

3.10 GENERAL TERMS & CONDITIONS

- Technical Bids shall be evaluated by the designated committee.
- The Designated Committee may accept or reject any or all bids without assigning any reason thereof.
- It shall be the responsibility of bidders to obtain requisite permission/NOC for water, electricity and other essential connections at the event premises for the entire duration of the exhibition.
- Fire extinguishers shall be placed at appropriate places as per the norms of Fire and Emergency Services.
- Direct or indirect canvassing on any part of bid by parties or its representative will lead to their disqualification.
- The competent authority reserves the right to reject bid or any of its part without assigning any reason thereof.
- The organization should not have been barred or blacklisted by any State/ Central Government Department.
- Bidder found involved in any fraudulent activities in any of the tender floated by HLL, shall not be eligible to participate in the tender.

3.11 EMPANELLEMENT OF AGENCIES

Once the technical evaluation of the submitted documents is completed, a set of Event Management Agencies for each region will be evolved and they shall be considered as the EMPANELLED LIST OF EVEN MANAGEMENT AGENCIES FOR CONDUCTING HEALTH CAMPS in that respective region. HLL will reserve the right for the inclusion and empanelling of any agencies and submission of the EOI does not necessarily guarantee an association with HLL.

HLL will issue letter of empanelment to each of the bidders who have qualified the minimum eligibility criteria and the bidders are expected to acknowledge the same in writing. Once this is done the bidder can be deemed as an empanelled party for future requirements as mentioned above for a period of one year which is mutually extendable on consent from HLL and the party.

4. PRICE QUOTATION

The price bid shall be invited from empanelled agencies as and when required as per the requirement of upcoming health camps. Price shall be quoted as per BoQ/requirement of particular health camps.

1. Service Description
2. Unit of Measurement
3. Price of Unit/item/service
4. GST Percentage

HLL has the right not to consider the items given without proper specification and Unit of Measurement.

Evaluation of the price quote based on the detailed BOQ for respective HEALTH CAMPS of respective regions will be done by Price Evaluation Committee of HLL and the L1 party will be determined.

5. RESPONSIBILITIES OF EVENT MANAGEMENT AGENCY

The L1 party will be considered as the partner for HLL for the respective Health Camp and the responsibility of the bidder is defined below.

5.1 SCOPE OF WORK

The bidder shall be managing the event of Health Camps at different locations of India on a region basis.

5.2 RESPONSIBILITIES OF AGENCY

The agency selected as L1 is expected to furnish the following arrangements and the list cannot be considered as exhaustive as the final list of Agency Arrangement will be defined in the BOQ in each case.

- Stall Fabrication & Branding
- On-ground give away
- Sound, Light and AV
- Providing Manpower
- Promotion
- Providing Medical Equipment for health checkup
- Creating Pre-Hype and on ground activities for generating: 40000-60000, approx footfalls, at the Health Mela registration counters.
- Providing To and Fro transportation for the entire staff including paramedics, volunteers etc.

5.3 WORK DEFINITION OF THE AGENCY

The following are the responsibilities defined for the empanelled agency during the Health check up and the list is not exhaustive and the final list of things to be done by the agency will be issued along with the BOQ. It shall include but not be limited to be following activities.

- I. Arrangement and installation for requisite **stalls with necessary barricading** for various service counters like Registration, Distribution of Admission Slips/ Health Cards/ Refreshments coupons etc. In addition to this sitting arrangement for about 50-80 persons to be made.
- II. **Registration**
 - Facilitate the setting up of adequate registration stalls for Visitors with adequate number of computers
 - The Registration stalls to be operational two days before to the event for trial run by HLL.
- III. **Signage**
 - Designing, fabrication, supply and installation of proper and sufficient number of signage and cloth banners inside and outside the ground to facilitate smooth movement of Visitors. The text/ design can be finalized in consultation with HLL.
- IV. **Seating Arrangement**
 - The seating arrangement in the premises to be carried out in consultation with HLL.

- Distributions of giveaway.

V. **Safety/ Security/ Other facilities**

- Comprehensive security arrangements through reputed security agency i.e Group 4, 24 Security, Eagle Hunters, Swift etc are required to be put in place both inside the hall as well as in registration area outside, snacks, tea and water distribution area in consultation with HLL.
- The security personnel to manage traffic movement of crowd Entry of designated persons, inside the premises, assisting participants for sitting inside the premises for the shareholders and proxy holders. The security personnel to act on the direction of HLL.
- Carpeting for entire area.

VI. Providing **volunteers** in appropriate categories, according to the nature of duties with proper mix of male and female and SafaiKaramcharis in proper uniform.

VII. Power **Back up** for Electrical connection in the stalls. Ensure 24X7 Power supply during the camp hours.

VIII. **Audio Visual Equipment**

- PA system will have to be arranged in the Ground. Mikes to be provided for each counter and in addition two standing mikes to be provided for volunteers.
- Arrangement of LED screens of appropriate size for live projection.
- Photography and Videography to be arranged for event for all the days and the event photographs to reach HLL office within five days of event.
- Sufficient number of copies of the particular photographs to be provided to HLL for release to Press & Media.
- One sets of photo albums (approx. 50 photographs) covering important event to be provided to HLL.
- Video recording to be done in digital format. An edited version in CD/DVD is to be made available to HLL within five days of the event.
- One CD/DVD digital video coverage of complete proceedings including the location photography to be handed over before the final bill.

IX. Arrangements for serving drinking water for visitors at the premises.

X. Arrangement of Health Food packets for Volunteers, Doctors, and Technicians & VVIP as per requirement.

- XI. Distribution of snacks Packets.
- XII. Decoration at the foyer and stalls as required.
- XIII. Cleaning of the relevant area inside and outside the area before and after the Health Checkup Camps.

The quality and quantity for Material and Manpower shall be as per the BOQ and requirement.

5.4 ACTIVITIES TO BE TAKEN BY THE AGENCY

The suggested activities to be carried out at various venues are summarized as below.

- i. At the Venues of Camps the bidder has to do any of these listed or combination of these depending on the site/location requirement.
 - Creating awareness through the campaign in the ground at different venues for all the days.
 - Hot Air Balloon to be installed in the ground at height to 40-50 feet.
 - Awareness creation through other programs to be carried out
 - Volunteers will push the crowd towards the activity stall and collect information data.
 - Anchors will engage the audience and will evoke their interest to be a part of the campaign
 - Stilt walkers and mascots will roam around the premises
 - Flash Mob to be organized to pull the crowd.
 - Inaugural activity like ribbon cutting, lighting the lamp,bouquet, snacks, hot air balloon to be arranged.
- ii. **Activity in Stall**
 - Reception area activities
 - Rewards distribution
 - Gifts for VVIPs/VIPs/Volunteers
 - Cultural Programs related to healthcare awareness and attracting people for health checkups.
- iii. **Reception Area Activity**
 - Data entry of visitors

- Data processing of the visitors
- Crowd engagement Face book through face book likes
- Rewards & Recognitions
- Follow ups

iv. **Activities in Containment Area**

- Face book Zone
- Slogan Competition
- Quiz Competition
- Lucky Draw
- Twitter activity
- Health awareness speeches by eminent doctors to be arranged and necessary publicity to be done.

v. **Social Media Activities**

- Provide detailed analysis of social media activities
- Face book App integrated with the platform is designed to create an online community of people who drive health awareness in many different ways
- To develop a live Twitter wall with an activated hashtag/handle, the event can create millions of impressions both online and offline
- Creation or maintenance of the official Facebook and Twitter
- Provide detailed analysis of social media activities

5.5 SPECIAL CONDITIONS OF CONTRACT

- Event Agency has to obtain all kinds of license, Permits, Electric Supply, Water Supply, any other permit/ license, as may be required for organizing the event at the site from Civic Agency / venue committees.
- The Scope of Work may vary as per the requirement of the situation and HLL can assign any work related to the health camps other than listed above.
- The Bidder shall be fully responsible for theft, burglary, fire or any mischievous deeds by his staff.
- Necessary insurance has to be taken for these events
- The scope of services as mentioned shall also include all such works & items which are not specifically mentioned in our bid document but are

necessary for the successful completion of work to the satisfaction of HLL unless otherwise specifically excluded.

- Waste disposal of the entire event as per the local body regulation shall be the responsibility of the successful bidder.

6. SELECTION PROCESS

- 6.1 The parties shall be shortlisted/ empanelled based on the evaluation of EOI submitted. The EOI will be evaluated based on the eligibility criteria to select the qualified service providers.
- 6.2 HLL may invite price bid/tender only from shortlisted/ empanelled parties based on the EOI evaluation.
- 6.3 HLL may reject proposals if they are found to be unresponsive to the requirements.

7. OTHER CONDITIONS:

- 7.1 Depending on the Requirement health camps of HLL, separate financial quotes will be invited from eligible empanelled parties.
- 7.2 Along with the financial bid request HLL will specify certain work plan acceptable to HLL for that particular Health Camp.
- 7.3 The decision to choose any particular work plan for a particular Health Camp for a location will rest with HLL.

8. GENERAL

- 8.1. The deadline for submission of the EOI bid is 15:00Hrs. (IST) on 06th November 2019. Expression of Interest shall be submitted in three copies in sealed envelope clearly super scribing on top of envelope "FOR REGISTRATION OF EVENT MANAGEMENT AGENCY FOR CONDUCTING HEALTH CAMPS FOR HLL FOR _____ REGION". Region to be mentioned as per table given in Section 02
- 8.2. Separate EOI Document has to be submitted for different regions if a bidder is interested to submit EOI for more than one region as specified in Section 02.
- 8.3. While the EOI responses may contain indicative commercially relevant information, it will not be construed to be a commercial bid.
- 8.4. EOI submitted for each business segment may not exceed Ten (10) pages - The submission may be organized in one document with each page marked with the title of submission and the name of the parties. A summary may be separately attached, if deemed helpful. Each response should contain following minimum information:

- Background about the Parties.
- The Core Competencies/ Core Area of working of the Organizations.
- Experience in India, and/or other key markets.
- Scope of work and detailed execution methodology envisaged by organizations.
- Evidence of previous proven track record to organize such kind of health camps.

8.5. While the Expression of Interest has been prepared in good faith, HLL does not make any commitment or warranty, express or implied, or accept any responsibility or liability, whatsoever, in respect of any statement or omission herein, or the accuracy, completeness or reliability of information contained herein, and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this request, even if any loss or damage is caused by any act or omission on its part.

8.6. Organizations are requested to keep the information and details strictly confidential. We are looking for your support and co-operation in getting fully responsive Expression of interest. HLL shall not be responsible for any expense incurred by Parties in connection with the preparation and delivery of their EOI and other expenses.

8.7. HLL reserves the right to reject any or all the Expressions of Interest without assigning any reason thereof.

8.8. The process of Inviting EOI is for ascertaining various options available to HLL. After Evaluation / Examination of the offers, HLL may at its sole discretion decide further course of action.

8.9. HLL reserves the right to deal with the proposal in any manner without assigning any reason for the same. The decision of HLL in this regard shall be final.

8.10. CONFLICT OF INTEREST

The selected Event agencies shall not engage in activities that are in conflict with interest of the client (HLL) under the assignment and they would not engage in any contract that would be in conflict of interest with their current obligations. The selected Event agency that has a business or family relationship with such members of HLL staff who are directly or indirectly involved in this assignment will not be awarded the assignment.

8.11. HLL reserves the right to negotiate with one or more applicant.

8.12. HLL reserves the right to engage more than one Event agencies for the same state/client

Interested parties qualifying the following conditions may express their interest in writing with a brief on the proposed partnership to the following address along with relevant documents.

VICE PRESIDENT (SOURCING)
HLL Lifecare Limited
HLL Bhavan, Poojappura
Thiruvananthapuram-695012
Kerala,
India

9. CONTRACT AGREEMENT

Terms and Conditions

Contract agreement: HLL and the Event agency shall sign a contract agreement prior to the event. The same shall detail the terms and conditions, under which the successful bidder (Licensee) shall conduct the upcoming Health Camp. The validity of the contract shall be till the completion of the awarded event only.

10. Penalties, Exit & Termination:

In the event of violation of the terms and conditions of the agreement, subject to the gravity of such violations, HLL reserves the right to impose a penalty as deemed fit on the Event agency and Event agency shall comply with the same. If there are repeated instance of violations, then the same shall amount to the termination of the agreement and HLL shall impose penalty as HLL need to complete the Health Camp by engaging with another party in between, where the penalty amount will be triple the value of expenditure incurred by HLL to complete the task successfully.

11. Documents to be submitted

The Applicant should submit the following documents in hard copies in sealed envelope super scribed "**HLL/CHO/SD/HCS/ 2019-20/EOI 02 for selection of event agency for conducting health checkup camps for HLL for different Regions Across India dated 15-10-2019**" for ----- **REGION(mention region)** while submission of application:

Complete Profile of the Prospective Event agency, as detailed below shall be furnished.

1. Copies of Certificates establishing Eligibility criteria, Registration of the firm, Educational qualifications of the promoter
2. Financial status of firms: Audited balance sheet and Income statement duly signed by the statutory auditors and the authorised signatories in case of firms/companies
3. PAN / Aadhar details of the bidder
4. Certified copies of documents submitted, as above, must be duly signed with seal
5. Valid GST Certificate
6. Self Declaration in Bidders letter head for complete COMMUNICATION ADDRESS of the bidder to be submitted. The details should include – Contact Person Name, Contact Address for correspondence, Phone Number and Mobile number, Valid E Mail Address.
7. All other documents as detailed in General terms.

12. Dispute Resolution:**Arbitration:**

In case of any dispute or differences arising out of this Tender, then the same shall be settled amicably between the parties. If such dispute or differences does not get resolved within 30 days from the date of commencement of such discussion, then the same shall be referred to a Sole Arbitrator under the provisions of the Arbitration & Conciliation Act, 1996. Venue of such arbitration shall be Thiruvananthapuram. Proceedings of the Arbitration shall be in English and the Award of the Sole Arbitrator shall be final and binding upon the Parties.

Jurisdiction:

Subject to the Arbitration clause mentioned herein above any dispute arising out of this Tender shall fall under the exclusive jurisdiction of the Courts at Thiruvananthapuram.

13. FORCE MAJEURE

If, at any time, during the continuance of this Contract agreement, the performance in whole or in part by either party of any obligation under this Contract agreement is prevented or delayed by reasons of any war or hostility, acts of the public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics, quarantine restrictions, strikes, lockouts or act of God (hereinafter referred to as events) provided notice of happenings of any such eventuality is given by either party to the other within 21 days from the date of occurrence thereof, neither party shall by reason of such event be entitled to terminate this Contract agreement nor shall either party have any claim for damages against other in respect of such non-performance or delay in performance, and deliveries

under the Contract agreement shall be resumed as soon as practicable after such an event come to an end or cease to exist, and the decision of the HLL as to whether the deliveries have been so resumed or not shall be final and conclusive.

Further that if the performance in whole or part of any obligation under this Contract agreement is prevented or delayed by reasons of any such event for a period exceeding 60 days, either party may, at its option, terminate the Contract agreement. Provided, also that if the Contract agreement is terminated under this clause, the HLL shall be at liberty to take over from the Event agency at a price to be fixed by the HLL, which shall be final, all unused, undamaged and acceptable materials, bought out components etc. which may be in possession of the event agency at the time of such termination or such portion thereof as HLL may deem fit, except such materials, bought out components and stores as the event agency may with the concurrence of the HLL elect to retain.