

# National Backward Classes Finance & Development Corporation

(A Govt. of India Undertaking, Ministry of Social Justice and Empowerment)



## NATIONAL BACKWARD CLASSES FINANCE AND DEVELOPMENT CORPORATION

(A Govt. of India Undertaking, Ministry of Social Justice & Empowerment)

### REQUEST FOR PROPOSAL (RFP)

For Engagement of Programme Implementing Agency (PIA) for “TULIP  
B2B Buyer Meet” Event

**Tender No.:** NBCFDC/TULIP B2B BUYER MEET/DELHI/2025 **Date of Issue:** October 21, 2025

**Issued by:**

National Backward Classes Finance & Development Corporation (NBCFDC) (A Govt. of India  
Undertaking, Ministry of Social Justice and Empowerment)

## TENDER SCHEDULE

S. No.	Activity	Date & Time
1	Bid Document Published Date	October 21, 2025
2	Bid Document Download Start Date	October 21, 2025
3	Pre-Bid Meeting Date	October 24, 2025 (12:00 PM)
4	Last date of submission of Pre-bid queries via Email	October 24, 2025 (18:00 PM)
5	Bid Clarification End Date	October 24, 2025 (18:00 PM)
6	Bid Submission Start Date	October 21, 2025
7	Bid Submission End Date & Time	October 31, 2025 (Time: As per GEM)
8	Technical (Techno-Commercial) Bid Opening Date	October 31, 2025 (04:00 PM)
9	Date, time and Place of Technical Presentation	To be notified later
10	Financial Bid opening Date and time	To be notified later
11	Estimated Cost of work (with GST)	Rs. 25,00,000/- Twenty-Five Lakhs Only) (Inclusive of GST)
12	Earnest Money Deposit (EMD) @ 5% of estimated work value	Rs. 1,25,000/- (One Lakh Twenty-Five Thousand Only)
13	Period of completion of work	November, 2025 (One Day Event)

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## 1. TENDER NOTICE

No : NBCFDC/TULIP B2B BUYER MEET/DELHI/2025

Date : October 21, 2025

### NOTICE INVITING TENDER

The National Backward Classes Finance and Development Corporation (NBCFDC), working under the aegis of Ministry of Social Justice & Empowerment, Government of India, is organizing a one-day event titled “TULIP B2B Buyer Meet” in November 2025 at Dr Ambedkar International Centre, New Delhi. NBCFDC wishes to appoint a Programme Implementing Agency (PIA) for the end-to-end coordination, management, and execution of this event.

The Tender document and details of the tender are available on GeM Portal and NBCFDC website ([www.nbcfdc.gov.in](http://www.nbcfdc.gov.in)). Interested Bidders need to **apply on GeM Portal only**. The last date of submission of tender is October 31, 2025. (Time as per GEM Bid Document).

**General Manager (HR/Admn)**

## 2. INTRODUCTION AND BACKGROUND

### 2.1. About National Backward Classes Finance & Development Corporation (NBCFDC)

National Backward Classes Finance & Development Corporation (NBCFDC) is a Govt. of India Undertaking under the aegis of Ministry of Social Justice and Empowerment, incorporated under Section 25 of the Companies Act 1956 (now section 8 of Company's Act 2013), as a Company not for profit. Main objective of the Corporation is to extend loan facilities under its credit schemes to the members of Backward Classes having annual family income below Rs. 3.00 lakh, through nominated Channel Partners.

### 2.2. About "TULIP"

TULIP (Traditional Artisans' Upliftment Livelihood Program) is an initiative by the National Backward Classes Finance and Development Corporation (NBCFDC) under the Ministry of Social Justice and Empowerment. Launched on 5th November 2024, TULIP is a transformative platform designed to empower marginalized artisans by integrating them into the global digital economy. The event will focus on facilitating interactions between buyers and sellers (artisans associated with TULIP), promoting cultural heritage. The event is scheduled in **November 2025 at Dr Ambedkar International Centre, New Delhi.**

### 2.3. Event - TULIP B2B meet RFP Objective

The primary objective of this RFP is to engage a highly competent and experienced agency to **plan, coordinate, manage, and execute the one-day "TULIP B2B Buyer Meet"** event. The selected agency will be **primarily responsible for bringing verified buyers and sellers**, ensuring seamless **end-to-end coordination with NBCFDC officials (POCs)**, and guaranteeing the smooth execution of the entire program. The goal is to create a highly effective and impactful event that maximizes direct sales and networking opportunities for participating artisans, thereby contributing to their upliftment and livelihood enhancement.

## 3. Instructions to Bidders (ITB)

This section provides detailed instructions to prospective bidders to facilitate the preparation and submission of their proposals. Bidders are advised to read these instructions carefully and comply strictly with all requirements.

### 3.1. General Instructions

- **Language of Bid:** The bid and all correspondence and documents relating to the bid exchanged by the Bidder and NBCFDC shall be written in English language.
- **Cost of Bidding:** The Bidder shall bear all costs associated with the preparation and submission of its bid, and NBCFDC will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- **Clarification of Bidding Documents:** A prospective Bidder requiring any clarification of the Bidding Documents may notify NBCFDC via email. NBCFDC will respond to any request for

clarification of the Bidding Documents, which it receives no later than one day prior to the pre-bid meeting or query submission.

- **Amendment of Bidding Documents:** At any time prior to the deadline for submission of bids, NBCFDC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the Bidding Documents by amendment. All amendments will be published on the NBCFDC website. Bidders are advised to regularly check the website for any amendments.
- **Validity of Bids:** Bids shall remain valid for a minimum period of 180 days from the date of opening of the technical bid. A bid valid for a shorter period may be rejected by NBCFDC as non-responsive.
- **Right to Accept/Reject Any or All Bids:** NBCFDC reserves the right to accept or reject any bid, and to annul the bidding process and reject all bids at any time prior to contract award, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for NBCFDC's action.
- NBCFDC reserves the right to modify or reschedule the event date at its sole discretion, without any liability.

### 3.2. Bid Submission Process

- Bidders shall submit their proposals in GeM Portal only, comprising a Technical Bid and a Financial Bid. Both bids must be submitted separately as per the instructions.
  - **Technical Bid:** Shall contain all technical details, proposed methodology, work plan, team composition, experience, and all supporting documents as required by this RFP, excluding any financial information.
  - **Financial Bid:** Shall contain only the financial proposal, clearly itemizing costs for all services and deliverables as per the prescribed format.
- **Online Submission:** Bids shall be submitted online only through the GeM portal. Manual bids will not be accepted.
- **Deadline for Submission:** Bids must be received through GeM Portal not later than the date and time specified in the Tender Summary.

### 3.3. Tender Fee

- a. Bidders shall submit non-refundable Tender Fee of **INR 5,000/- (Rupees Two Thousand Five Hundred Only) plus GST ( as applicable)** via RTGS/NEFT/electronic mode to NBCFDC Account No. 1445101026928 Branch Hauz Khas Market, New Delhi – 110016, Branch Code 0126 with IFSC Code CNRB0001445. The Cost of Tender shall not be entertained in any other form and shall be denominated in Indian Rupees only. Proof of payment/UTR shall be submitted as part of the bid.
- b. The bidder can download the BID documents from the Government e Marketplace Portal <https://gem.gov.in/> & [www.nbcfdc.gov.in](http://www.nbcfdc.gov.in). Bids submitted without or with an inadequate Cost of Tender shall be rejected.
- c. As per Government of India Guidelines for Startup/Micro & Small Enterprises, the bidders



may claim exemption from deposit of Cost of Tender provided that the bidders upload, along with the technical bid, the scanned copy of documentary proof / certificate in support of the claim for Cost of Tender exemption issued by the appropriate authority of Government of India`.

- d. The bid shall also be regulated by the "Public Procurement Policy for Micro & Small Enterprises (MSEs) Order 2012" as amended from time to time to the extent of its applicability to this bid process.
- e. Proof of payment of the tender fee shall be submitted along with the bid documents.

### 3.4. Earnest Money Deposit (EMD)

The Total Cost of the Project is for Rs. 25,00,000/- (Rs Twenty Five Lakhs Only) Inclusive of GST and The Bidder shall furnish interest free refundable EMD of Rs. 1,25,000/- (Rupees Four Lakh only) Shall be transferred in the below A/c Details through NEFT or RTGS Only.

#### **National Backward Classes Finance and Development Corporation (NBCFDC)**

**SB A/c No- 1445101026928**

**IFSC Code- CNRB0001445**

**Canara Bank , A-27, Hauz Khas Market Branch, New Delhi-  
110016**

- **Purpose of EMD:** The EMD is required to protect NBCFDC against the risk of Bidder's conduct which would warrant the EMD's forfeiture.
- **Forfeiture of EMD:** The EMD may be forfeited:
  - If a Bidder withdraws its bid during the period of bid validity specified in the RFP.
  - If a Bidder makes any statement or encloses any form which turns out to be false/incorrect at any time prior to signing of Contract.
  - If the successful Bidder fails to sign the contract or furnish Performance Bank Guarantee within the specified time period.
- **EMD Exemption for MSMEs:** As per the Public Procurement Policy for Micro and Small Enterprises (MSMEs) Order, 2012, and subsequent amendments, Micro and Small Enterprises (MSMEs) registered with the prescribed agencies are exempted from payment of EMD. Bidders claiming EMD exemption must provide valid documentary proof of their MSME registration, including a valid Udyam Registration Certificate.
- Proof of deposit of the Earnest Money Deposit (EMD) shall be submitted along with the bid documents

### **3.5. Performance Bank Guarantee**

- a. The successful bidder will be required to submit a Performance Bank Guarantee issued by any scheduled commercial bank for 5% of the contract value valid for 6 months from the expiry of the contract.
- b. The Bank Guarantee may be invoked by NBCFDC in case of failure of vendor to adhere to the terms & conditions of the contract.
- c. In case of delays in execution of project, NBCFDC may seek extension of the Performance Bank Guarantee for common rate period which will require to be acceded to by the vendor.

### **3.6. Liquidated Damages**

The time schedule is required to be strictly adhered to and followed as per Scope of Work. Liquidated Damage will be applicable, on the entire value of the contract. In case of delay in completion of a specific job beyond the date/time of completion as indicated, penalty would be applicable at the rate of 0.5% of the contract value for delay of each week, or 1% per day but must be capped at reasonable total amount, often around 5-10% of the contract value, to avoid being deemed an enforceable penalty. The penalty shall be recoverable from the bill amount/Performance Bank Guarantee

Further, in case of delay to deliver the work within stipulated schedule, NBCFDC reserves the right to terminate the contract and get all the jobs or the delayed job completed through another agency of its choice. Any extra expenditure that NBCFDC incurs for completion of the balance job/s through another agency on account of higher rates quoted by the new agency, will be recovered from the selected bidder's account of Performance Bank Guarantee. Moreover, NBCFDC shall also be entitled to all other legal proceedings as may be required for shortfalls in recovery.

### **3.7. Instructions for Online Bid Submission**

Detailed instructions for online bid submission will be available on the GeM portal. Bidders are advised to carefully read and follow these instructions to ensure successful submission of their bids.

### 3.8. Pre-Bid Meeting and Clarifications

A Pre-Bid Meeting is scheduled to be held on **October 24, 2025, at 12:00 Hrs** in offline mode at the NBCFDC Office. Participants unable to attend the meeting in person may submit their queries via email at **tulip.artisans@nbcfdc.gov.in** on or before **October 24, 2025**.

## 4. ELIGIBILITY AND QUALIFICATION CRITERIA

Prospective bidders must meet the following minimum eligibility and qualification criteria to be considered for this project. Bidders must provide documentary evidence for all criteria.

### 4.1. Legal Entity and Registration

- The Bidder shall be a legal entity duly registered and incorporated in India under the applicable laws, such as the Companies Act, 2013, the Partnership Act, 1932, the Limited Liability Partnership Act, 2008, or any other relevant Act/Association governing such entities.
- A valid Certificate of Incorporation/Registration issued by the competent authority, indicating the registration number and date of incorporation, must be enclosed with the bid as proof of legal status.
- Valid Goods and Services Tax (GST) registration and Permanent Account Number (PAN) are mandatory.
- The Bidder must have its **Headquarters located in the National Capital Region (NCR), India.**

### 4.2. Financial Capacity

- The Bidder must have a **positive net worth** as per the latest audited financial statements.
- The Bidder must have a **minimum average annual turnover of ₹1 Crore** during the last three (3) financial years (2022-2023, 2023-2024, and 2024-2025). Audited balance sheets, income & expenditure accounts, and a certificate from a Chartered Accountant must support this claim, **as per Annexure - F.**
- The Bidder must demonstrate **consistent profitability** during the last three (3) financial years, duly certified by a Chartered Accountant.

### 4.3. Experience and Track Record

- The Bidder must have a **minimum of three (3) years of consistent business revenue**, demonstrating financial stability and operational continuity.
- The Bidder must have **prior experience in organizing large-format corporate events**. Documentary evidence of at least **one (1) event executed with a value of ₹25 lakhs and above** must be submitted, including work orders/completion certificates and client testimonials.
- The Bidder must have successfully completed a **minimum of three (3) similar projects** (e.g., event management, buyer-seller meets) for Central Government, State Government, Public Sector Undertakings (PSUs), or private companies of repute.

- Specific experience with events focused on artisan products or similar social impact initiatives will be given preference.

#### 4.4. Non-Blacklisting/Debarment

- The Bidder, or any of its directors/partners, should not have been blacklisted or debarred by any Central Government, State Government, PSU, or any other government agency in India for any reason whatsoever as on the bid submission date. A self-declaration to this effect, duly certified by the Bidder's MD/CEO/Chairman and Chartered Accountant, must be submitted, **as per Annexure - D**.

#### 4.5. Technical Capability

- The Bidder must demonstrate adequate technical infrastructure, tools, and human resources required to execute the project effectively.
- Details of the proposed project team, including their qualifications, experience, and roles, must be provided.
- All key personnel proposed to be deployed for event coordination, buyer–seller management, and technical execution must possess a **minimum of five (5) years of relevant professional experience** in the areas of **marketing, event promotion, and event management**.

### 5. SCOPE OF WORK

The selected agency will be responsible for the comprehensive **execution of the “TULIP B2B Buyer Meet” event**. The primary role of the **Programme Implementing Agency (PIA)** is to **bring verified buyers and sellers, coordinate the event end-to-end in sync with NBCFDC officials (POCs)**, and ensure smooth execution of the one-day programme. The scope of work is broadly categorized into Buyer and Seller Verification and Mobilization, Event Coordination and Management, Technical and Creative Execution, Collaborative Services and Post-Event Reporting.

#### 5.1. Buyer and Seller Verification and Mobilization

The PIA shall be responsible for identifying, vetting, and mobilizing genuine buyers and sellers relevant to the objectives of TULIP B2B Buyer Meet. This includes ensuring the authenticity of products and the credibility of buyers.

##### 5.1.1. Identification and Verification

- Conduct thorough **research and due diligence to identify potential buyers** (e.g., retailers, wholesalers, exporters, corporate buyers) and sellers (TULIP Registered artisans) whose profiles align with the event's objectives.
- Implement a robust verification process for all prospective participants to ensure their legitimacy, financial standing (for buyers), and quality of products (for sellers).
- Maintain a **comprehensive database of verified buyers and sellers**, including their contact details, product interests, and past engagement history.

#### *5.1.2. Outreach and Engagement*

- Develop and execute a targeted outreach strategy to invite and engage verified buyers and sellers. This may include direct communication, digital marketing campaigns, email campaigns, tele-calling, and participation in relevant industry forums.
- Provide all necessary information to potential participants regarding the event, its objectives, benefits of participation, logistical arrangements, and terms and conditions.
- Conduct awareness campaigns to generate interest and maximize participation from relevant stakeholders.

#### *5.1.3. Confirmation and Onboarding*

- Secure confirmed participation from a pre-agreed 12-15 and up to 20 number of verified buyers and sellers, as per targets set in consultation with NBCFDC.
- **Manage the complete onboarding process for confirmed participants**, including collection of required documentation, scheduling of their presence at the event, and dissemination of pre-event guidelines.

#### *5.1.4. Logistical Support for Participants*

- Provide necessary logistical support and guidance to participating buyers and sellers, including information on travel, accommodation, and on-site arrangements.
- Ensure a smooth arrival, registration, and setup process for all participants at the venue.
- Address any queries or issues raised by participants before and during the event to ensure their comfortable and productive involvement.

### **5.2. Event Coordination and Management**

The PIA will be responsible for the end-to-end planning, coordination, and on-site management of the TULIP B2B Buyer Meet event, ensuring seamless execution in close collaboration with NBCFDC officials.

#### *5.2.1. End-to-End Event Planning*

- Develop a detailed event plan, including a comprehensive minute-to-minute agenda for the entire day, covering all sessions from inauguration to closing. **This plan must be developed in close consultation with and approved by NBCFDC officials.**
- Prepare a critical path analysis and detailed timeline for all **pre-event, during-event, and post-event activities.**
- Ensure identification and management of all required permits, licenses, and regulatory compliances for the event, along with coordination and management of all collaborative service vendors empaneled with DAIC to facilitate smooth and seamless execution of the event.

#### *5.2.2. On-site Management*

- **Oversee all on-site operations, ensuring seamless execution of the event schedule**, including registration, session timings, participant flow, and logistical arrangements.

- Deploy a dedicated **event management team to supervise all aspects of the event**, ensuring adherence to the approved plan and addressing any operational issues promptly.
- **Manage crowd control, security arrangements** (in coordination with venue security), and emergency response protocols.

#### *5.2.3. Coordination with NBCFDC Officials*

- Establish a robust coordination framework with **designated NBCFDC Points of Contact (POCs) for regular communication**, progress reporting, and joint decision-making.
- Conduct regular review meetings with NBCFDC officials **during the planning and execution** phases to ensure complete alignment with the **Corporation's vision and objectives**.
- Provide timely updates and reports on all critical aspects of event preparation and execution.

#### *5.2.4. Resource Deployment*

- Deploy adequate and **qualified personnel for various event functions**, including but not limited to event managers, coordinators, ushers, technical support staff, and hospitality personnel, to ensure efficient event flow and participant satisfaction.
- Ensure all deployed staff are **well-briefed, trained, and equipped** to perform their roles effectively and professionally.

### **5.3. Technical and Creative Execution**

The PIA shall be responsible for the technical and creative aspects of the event, ensuring a professional and engaging experience for all participants.

#### *5.3.1. Event Flow and Agenda*

- Design a comprehensive and **engaging event flow and agenda** that maximizes interaction between buyers and sellers, incorporates inaugural and closing ceremonies, and facilitates networking opportunities. This should include a **detailed breakdown** of each segment of the day, including speaker slots, cultural performances (if any), and dedicated business interaction sessions.

#### *5.3.2. Branding & Creative Concepts*

- Develop indicative designs and concepts for all event branding elements, **including stage backdrops, directional signage, registration counters, photo booths, and other on-site branding materials**.
- **Design e-brochures/e-catalogues, digital invitations, social media creatives, and other digital collateral**. All designs must align with NBCFDC's brand guidelines and the theme of TULIP B2B Buyer Meet.
- Ensure consistency in branding across all physical and digital touchpoints.

#### *5.3.3. Public Relations & Media Plan*

- Formulate and execute a strategic public relations and media plan for **pre-event publicity, during-event coverage, and post-event dissemination**. This includes engaging with

relevant media outlets (print, electronic, digital), social media management, and issuing press releases.

- Arrange for **media accreditation and facilitate media interactions** during the event.
- **Monitor media coverage and prepare a comprehensive media report.**

#### *5.3.4. Operational Readiness*

- Present a detailed operational readiness plan, including comprehensive timelines for all key activities, precise resource allocation (human, technical, material), robust risk mitigation strategies, and well-defined contingency plans for unforeseen circumstances (e.g., technical failures, adverse weather, participant no-shows).
- Conduct mock drills or rehearsals for critical event segments to ensure smooth execution.

#### **5.4. Collaborative Services (Through DAIC-Paneled Vendors)**

The following services shall be arranged by the PIA in collaboration with the venue's empaneled vendors at DAIC, Delhi. Vendor details shall strictly be as per the list available on the DAIC website. These services form an integral part of the scope of work:

- **Hospitality Services:** Coordination with DAIC-paneled vendors for complete hospitality arrangements for VIPs, dignitaries, and special guests. This includes catering, lounge management, dedicated support staff, and transportation facilities.
- **Sound & Stage Arrangements:** Engagement of empaneled vendors for professional sound systems, stage setup, lighting, LED screens, and technical support required for presentations, cultural performances, and other event segments. Services include installation, operation, and dismantling.
- **Branding & Giveaways:** Execution of branding and promotional activities through approved vendors, covering the design, development, and procurement of event-specific materials (banners, standees, backdrops, etc.) and customized giveaways/merchandise for participants and guests.

#### **5.5. Guaranteed Revenue Clause**

The successful bidder shall be required to furnish a Guaranteed Revenue Commitment of the total tender value at the time of the event, in the prescribed format provided at Annexure–H.

1. The Bidder shall commit to a **minimum assured business/revenue** expected to be generated **during the event day** of the TULIP B2B Buyer Meet.
2. Such revenue shall include:
  - **Confirmed purchase orders** placed during the event; and
  - **Signed Letters of Intent (LOIs)** executed between buyers and sellers on the day of the event.

3. The Bidder shall be responsible to invite such buyers having history of buying products in line with the products of the artisans' under TULIP. Therefore, the Bidder shall be required to do relevant analysis of the artisans products accordingly.
4. The buyers shall
5. The Bidder shall submit a **post-event certification** of the achieved revenue, supported by documentary evidence such as purchase orders, LOIs, or equivalent written confirmations from buyers. NBCFDC reserves the right to verify such claims independently.
6. The Guaranteed Revenue Commitment shall be **evaluated as part of the overall bid**, and the selection of the successful Bidder may be based on a **weighted evaluation of technical capability, experience, and guaranteed revenue commitment**.
7. In case of any shortfall against the committed revenue, NBCFDC reserves the right to consider this in the evaluation of future performance or settlements, as applicable.
8. The TULIP B2B Meet Event shall ensure recurring orders for the TULIP Brand, thereby empowering artisans through sustainable livelihood opportunities.

#### 5.6. Post-Event Reporting

- **Comprehensive Report:** Submit a detailed post-event report to NBCFDC within 15 days of event completion. This report shall include a summary of activities, participant feedback, key outcomes, media coverage analysis, and financial reconciliation.
- **Data Submission:** Provide all **collected data related to buyer-seller interactions**, confirmed orders, participant demographics, and any other relevant metrics in an agreed-upon digital format.
- **Impact Assessment:** PIA should **conduct an impact assessment** of the event, highlighting its contribution to artisan upliftment and livelihood enhancement.

### 6. TERMS AND CONDITIONS OF CONTRACT

This section outlines the general terms and conditions that will govern the engagement between NBCFDC and the selected agency. Bidders are required to accept these terms and conditions as part of their proposal.

#### 6.1. Contract Period

The initial contract period will be for the duration of the "TULIP B2B Buyer Meet" event, including pre-event preparation (from the date of signing the agreement) and post-event reporting, culminating in the submission of the final report within **7 days** of the event date. Tentatively One Day on 3rd week of November, 2025.



## 6.2. Payment Terms and Schedule

Payments will be linked to the successful completion of agreed-upon milestones and deliverables, as outlined in the detailed work plan to be finalized with the selected agency. The payment schedule will be clearly defined in the contract, typically in three installments:

Instalment	Deliverables	Percentage
1 <sup>st</sup>	Upon issue of the Work Order and acceptance of the Guaranteed Revenue Clause (Annexure–H)	20%
2 <sup>nd</sup>	After successful inauguration of TULIP B2B Buyer Meet in November 2025, subject to confirmation by NBCFDC representatives	30%
3 <sup>rd</sup>	Upon successful completion of the event, submission of the Utilization Certificate for the 1st and 2nd installments, and receipt of the advance against the minimum commitment for the B2B orders.	50%

## 6.3. Confidentiality and Data Protection

The selected agency shall maintain strict confidentiality of all information, data, and documents shared by NBCFDC during the course of the engagement. The agency shall not disclose any confidential information to any third party without prior written consent from NBCFDC. The agency shall also comply with all applicable data protection laws and regulations.

## 6.4. Intellectual Property Rights

All intellectual property rights, including copyrights, in any work, content, designs, software, or other materials developed by the agency specifically for NBCFDC under this contract shall exclusively belong to NBCFDC upon full payment for the services.

## 6.5. Indemnification and Liability

The agency shall indemnify and hold harmless NBCFDC, its officers, employees, and agents from and against any and all claims, liabilities, losses, damages, costs, and expenses (including reasonable attorney's fees) arising out of or in connection with the agency's performance of the contract, including but not limited to claims for personal injury, death, or property damage, or claims arising from the agency's breach of any intellectual property rights.

## 6.6. Force Majeure

Neither party shall be liable for any failure or delay in performing its obligations under this contract if such failure or delay is due to a Force Majeure Event. A Force Majeure Event means an event beyond the reasonable control of a party, including but not limited to acts of God, war, terrorism, riots, natural disasters, epidemics, or government actions. In such an event, the affected party shall notify the other party promptly and take all reasonable steps to mitigate the impact of the Force Majeure Event.

## 6.7. Termination of Contract

NBCFDC reserves the right to terminate the contract, in whole or in part, by giving written notice to the agency, if:

- The agency fails to perform any obligation(s) under the contract.
- The agency becomes bankrupt or otherwise insolvent.
- For convenience, by giving a specified notice period.

## 6.8. Governing Law and Jurisdiction

The contract shall be governed by and construed in accordance with the laws of India. Any disputes arising out of or in connection with this contract shall be subject to the exclusive jurisdiction of the courts in New Delhi.

## 6.9. Arbitration

In case, a dispute or difference arises, between the parties about the terms and conditions of this agreement or pertaining to any other dispute relating to this agreement, and if both the parties to the dispute fail to get the dispute settled themselves, then any of the parties shall have a right to get the dispute settled under the Arbitration and Conciliation Act, 1996, including any statutory modifications, amendments, re-enactments thereof from time to time by reference to a sole arbitrator, to be appointed by the Managing Director of NBCFDC to decide the disputed matter. The award of the Arbitrator shall be final and binding on both the parties. Such arbitration shall be conducted in English language. Arbitration proceedings will be conducted in New Delhi. The fees and other incidental expenses incurred by the Arbitrator for conducting proceedings shall be borne by both the parties in equal share.

# 7. EVALUATION CRITERIA

NBCFDC will adopt a Quality-cum-Cost Based Selection (QCBS) method for evaluating the proposals and selecting the most suitable agency. The evaluation will be conducted in two stages: Technical Evaluation and Financial Evaluation.

## 7.1. Technical Evaluation

The Technical Proposals will be evaluated based on the following criteria and their respective weightages. The technical evaluation will be conducted in two parts:

### PART - A: Technical Parameters

S. No.	Evaluation parameters	Criteria	Max Marks	Score
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1.	<b>Prior experience in large-format corporate events.</b> Documentary evidence of at least one (1) event executed with a value of <b>₹20 lakhs and above</b> must be submitted, including work orders/completion certificates and client testimonials.	Should have completed one similar work of value not less than Rs. 20 lakhs in any of the last 3 years. OR Should have completed two similar works each of value not less than Rs. 12.5 lakhs in any of the last three years.	15							
2.	<b>Financial Soundness</b> (Average annual turnover for last three financial years i.e. 2022-23, 2023-24, and 2024-25): The Audited Profit and Loss Account of last three Financial Years will only be considered.	Average Annual Turnover of ₹25 lakhs up to 75 lakhs: 5 marks; Average Annual Turnover of ₹75 lakhs to ₹1 Crore : 7.5 marks; Average Annual Turnover of more than 1 crore: 10 Marks	10							
3.	<b>Profitability Criteria:</b> The Bidder must demonstrate profitability as per the latest audited financial statements, duly certified by a Chartered Accountant.	Positive Net Worth and Profitability demonstrated.	05							
4.	<b>Guaranteed Revenue Clause:</b> Commitment to a minimum value of guaranteed orders/revenue generated for the artisans/sellers participating in the TULIP B2B Buyer Meet event. The methodology for achieving and measuring this guaranteed revenue must be clearly outlined.	<p>Bidders must provide a clear commitment and viable methodology for guaranteed revenue against the total tender value. Marks shall be awarded as per the following scale:</p> <table><tr><td><b>Guaranteed Revenue Commitment (as % of Tender Value)</b></td><td><b>Marks Allotted</b></td></tr><tr><td>10%</td><td>2 Marks</td></tr><tr><td>20%</td><td>4 Marks</td></tr></table>	<b>Guaranteed Revenue Commitment (as % of Tender Value)</b>	<b>Marks Allotted</b>	10%	2 Marks	20%	4 Marks	20	
<b>Guaranteed Revenue Commitment (as % of Tender Value)</b>	<b>Marks Allotted</b>									
10%	2 Marks									
20%	4 Marks									

		30% 6 Marks 40% 8 Marks 50% 10 Marks 60% 12 Marks 70% 14 Marks 80% 16 Marks 90% 18 Marks 100% 20 Marks  <b>Note:</b> For commitments that fall between the specified percentages, marks shall be awarded on a <b>pro-rata basis</b> .		
5.	<b>Technical Presentation</b> (Mandatory Component) covering: Complete Event Flow / Agenda, Audience Sourcing Plan, Branding & Creative Concepts, Public Relations & Media Plan, Operational Readiness.	Detailed and comprehensive presentation demonstrating understanding and capability.	50	

	<b>Total Marks for Technical Evaluation</b>		<b>100</b>	
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## 7.2. Financial Evaluation

The financial bids of only those agencies who qualify technically (scoring 70 marks and above in Technical Evaluation) will be opened. The financial bids will be evaluated based on the lowest quoted price (Fm). The formula for determining the financial scores (Sf) is:

$$Sf = 100 \times Fm / F$$

Where: \* **Sf** is the financial score. \* **Fm** is the lowest price quoted by any technically qualified bidder. \* **F** is the price quoted by the respective bidder.

## 7.3. Combined Evaluation and Selection Process

The combined evaluation will be based on a Quality-cum-Cost Based Selection (QCBS) method with a 70:30 weightage, i.e., 70% weightage to the Technical proposal and 30% weightage to the Financial proposal.

$$S = (St \times 0.7) + (Sf \times 0.3)$$

Where: \* **S** is the combined total score. \* **St** is the technical score of the Bidder. \* **Sf** is the financial score of the Bidder.

The bidder with the highest combined score (S) will be declared the successful bidder. In the event of a tie in the combined score, the bidder with the higher technical score (St) will be preferred.

## 8. BID SUBMISSION REQUIREMENTS

Bidders are required to submit their proposals in a Two-Bid System (Technical Bid and Financial Bid) through the GeM portal. All submissions must adhere to the formats specified in the Annexures and include all supporting documents as requested.

### 8.1. Technical Bid Components

The Technical Bid shall contain the following components, strictly excluding any financial information:

**Bid Submission Form (Annexure A):** Duly filled and signed on the company letterhead.

### Technical Proposal Format (Annexure B):

A detailed proposal outlining the bidder's approach, methodology, and plans for executing the "TULIP B2B Buyer Meet" event, including:

- **Proposed Agenda for the Event:** A comprehensive, minute-to-minute agenda detailing the complete event flow from the inaugural session to the closing ceremony, including all activities, sessions, and breaks.
- **Experience & Credentials:**
  - Detailed information on past events, including their scale, audience size, and specific roles undertaken by the bidder.
  - The bidder must have successfully executed **at least three (3) similar events in the last three (3) financial years (2022-23, 2023-24, 2024-25), of which at least one event must have a minimum contract value of ₹25.00 lakhs or more.**
  - Documentary evidence must be provided in the form of work orders, agreements, completion certificates, and/or client testimonials.
- **Committed Revenues from Bidder:** A clear commitment from the bidder regarding the guaranteed orders/revenue to be generated for the participating artisans/sellers, along with the methodology for achieving and measuring this commitment.
- **Technical Presentation (Mandatory Component):** A detailed presentation covering:
  - **Complete Event Flow / Agenda** – step-by-step structure from inaugural session to closing.
  - **Audience Sourcing Plan** – identification, outreach, and confirmation of buyers/sellers.
  - **Branding & Creative Concepts** – indicative designs for stage, signage, e-brochure/e-catalogue, other collaterals.
  - **Public Relations & Media Plan** – pre-event, during-event, post-event coverage.
  - **Operational Readiness** – timeline, resource deployment, coordination framework.
  - **Experience Touchpoints** – bidder's approach to enhancing the overall experience of key stakeholders (sellers, buyers, artisans, dignitaries, and guests), drawing from proven strategies in past events.
- **Collaborative Services (Through DAIC-Panelled Vendors):** The Collaborative services, such as hospitality arrangements, advanced sound and stage arrangements, and customized branding/giveaways.
- **Self-Declaration for Non-Blacklisting (Annexure D):** Duly filled and signed.
- **Format for Annual Turnover Certificate (Annexure E):** Certified by a Chartered Accountant, along with audited financial statements for the last three financial years.

- **Undertaking for Liquidation/Bankruptcy (Annexure G):** Duly filled and signed.
- **Guaranteed Revenue Clause Format (Annexure H):** A detailed commitment and methodology for the guaranteed revenue, as specified in the eligibility criteria.

## 8.2. Financial Bid Components

The Financial Bid shall contain only the financial proposal, clearly itemizing costs for all services and deliverables as per the prescribed format:

- **Financial Proposal Format (Annexure C):** Duly filled and signed, providing a detailed cost breakdown.

## 8.3. Supporting Documents

Bidders must submit the following supporting documents along with their technical bid:

- Certificate of Incorporation/Registration.
- Valid Goods and Services Tax (GST) registration certificate.
- Permanent Account Number (PAN) card.
- Proof of payment for Tender Fee.
- Earnest Money Deposit (EMD) in the specified format or proof of exemption for MSMEs.
- Work orders, completion certificates, and client testimonials for past relevant projects.
- Audited financial statements for the last three financial years (2022-2023, 2023-2024, and 2024-2025).
- Any other document deemed necessary to support the eligibility and technical capabilities of the bidder.

## 9. ANNEXURES

### Annexure A:

### Bid Submission Form

**[On Company Letterhead]**

To, The Managing Director, National Backward Classes Finance and Development Corporation (NBCFDC) 5th Floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg, New Delhi-110 016.

**Subject: Submission of Bid for Engagement of Programme Implementing Agency (PIA) for “TULIP B2B Buyer Meet” Event.**

Dear Sir/Madam,

1. Having examined the Tender Document for the Engagement of Programme Implementing Agency (PIA) for “TULIP B2B Buyer Meet” Event, we, the undersigned, offer to provide the services in conformity with the said Tender Document.
2. We undertake, if our bid is accepted, to commence the services as soon as is reasonably possible after the receipt of your notification to that effect, and to complete the services within the time frame stipulated in the Tender Document.
3. We agree to abide by this bid for a period of 180 days from the date fixed for bid opening of the Technical Bid, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.
4. We declare that we have not been blacklisted/debarred by any Central Government, State Government, PSU, or any other government agency in India.
5. We certify that all information provided in our bid and in the appendices is true and correct, and all documents accompanying such bid are true copies of their respective originals.
6. We confirm that we have read and understood all the terms and conditions of the Tender Document and agree to abide by them.

**Yours faithfully,**

**(Signature of Authorized Signatory)**

**Date:**

**Name:**

**Address:**

**Designation:**



## Annexure B:

### Technical Proposal Format

[On Company Letterhead]

To, The Managing Director, National Backward Classes Finance and Development Corporation (NBCFDC) 5th Floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg, New Delhi-110 016.

**Subject: Technical Proposal for Engagement of Programme Implementing Agency (PIA) for “TULIP B2B Buyer Meet” Event.**

Dear Sir/Madam,

We are pleased to submit our Technical Proposal for the Engagement of Programme Implementing Agency (PIA) for “TULIP B2B Buyer Meet” Event, in response to your Tender No. NBCFDC/TULIP B2B BUYER MEET/DELHI/2025 dated\_\_\_\_\_.

Our proposal addresses the requirements outlined in the Tender Document and includes the following:

1. **Proposed Agenda for the Event:** A comprehensive, minute-to-minute agenda detailing the complete event flow from the inaugural session to the closing ceremony, including all activities, sessions, and breaks.
2. **Experience Touchpoints:** Detailed information on past events, including their scale, audience size, and specific roles undertaken by our company. We have attached documentary evidence such as work orders, completion certificates, and client testimonials.
3. **Committed Revenues from Bidder:** Our clear commitment regarding the guaranteed orders/revenue to be generated for the participating artisans/sellers, along with the methodology for achieving and measuring this commitment, is detailed in Annexure H.
4. **Technical Presentation (Mandatory Component):** We confirm our readiness to provide a detailed presentation covering:
  - Complete Event Flow / Agenda – step-by-step structure from inaugural session to closing.
  - Audience Sourcing Plan – identification, outreach, and confirmation of buyers/sellers.
  - Branding & Creative Concepts – indicative designs for stage, signage, e-brochure/e-catalogue, other collaterals.
  - Public Relations & Media Plan – pre-event, during-event, post-event coverage.
  - Operational Readiness – timeline, resource deployment, coordination framework.

5. **Collaborative Services:** The following services shall be arranged by the PIA in collaboration with the venue's empaneled vendors at DAIC, Delhi. These services are an integral part of the scope of work and shall be executed strictly through vendors listed on the DAIC website: Hospitality arrangements, advanced sound and stage setups, as well as customized branding and giveaways.
6. **Preparedness of the PIA to undertake the work:** A detailed description of the availability of resources and timelines for the completion of work, if allocated to our company, is also enclosed.

We confirm that this Technical Proposal does not contain any financial information.

**Yours faithfully,**

**(Signature of Authorized Signatory)**

**Date:**

**Name:**

**Address:**

**Designation:**

## Annexure C: Financial Proposal Format

[On Company Letterhead]

To, The Managing Director, National Backward Classes Finance and Development Corporation (NBCFDC) 5th Floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg, New Delhi-110 016.

**Subject: Financial Proposal for Engagement of Programme Implementing Agency (PIA) for “TULIP B2B Buyer Meet” Event.**

Dear Sir/Madam,

We are pleased to submit our Financial Proposal for the Engagement of Programme Implementing Agency (PIA) for “TULIP B2B Buyer Meet” Event, in response to your Tender No. NBCFDC/TULIP B2B BUYER MEET/DELHI/2025 dated September 25, 2025.

Our financial proposal is as follows:

S. No.	Description of Services	Total Cost (INR) Inclusive of GST
1.	<b>The Entire Scope of work Inclusive of the below services like:</b> Event Management & Coordination, Buyer & Seller Mobilization & Verification, Technical & Creative Execution (Branding, Media Plan, etc.), Collaborative Services (Through DAIC-Paneled Vendors)	
	<b>Grand Total (in figures)</b>	
	<b>Grand Total (in words)</b>	

**Note:**

1. All prices are in Indian Rupees (INR).
2. The above costs are inclusive of all taxes, duties, levies, and charges.
3. Any optional services requested by NBCFDC will be charged separately as per mutually agreed rates. We agree to abide by this financial bid for a period of 180 days from the date fixed for bid opening of the Technical Bid.

Yours faithfully,

(Signature of Authorized Signatory)

**Date:**

**Name:**

**Address:**

**Designation:**

## **Annexure D:**

### **Self-Declaration for Non-Blacklisting**

#### **[On Company Letterhead]**

To, The Managing Director, National Backward Classes Finance and Development Corporation (NBCFDC) 5th Floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg, New Delhi-110 016.

**Subject: Self-Declaration for Non-Blacklisting/Debarment.**

Dear Sir/Madam,

I, [Name of Authorized Signatory], son/daughter of [Father's Name], aged [Age] years, residing at [Address], and being the [Designation] of [Company Name], do hereby solemnly affirm and declare as under:

1. That I am the authorized signatory of [Company Name] and am competent to make this declaration.
2. That [Company Name], or any of its directors/partners, has not been blacklisted or debarred by any Central Government, State Government, Public Sector Undertaking (PSU), or any other government agency in India for any reason whatsoever as on the date of submission of this bid.
3. That there are no ongoing legal proceedings or investigations against [Company Name] that could lead to blacklisting or debarment.
4. That all information provided in this declaration is true and correct to the best of my knowledge and belief.

I understand that any misrepresentation or false declaration may lead to the rejection of our bid and/or termination of any contract awarded.

Yours faithfully,

(Signature of Authorized Signatory)

Name: Designation: Company Name: Address: Date:

**[To be certified by the Bidder's MD/CEO/Chairman and Chartered Accountant]**

## Annexure E:

### Format for Annual Turnover Certificate

[On Chartered Accountant's Letterhead]

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s [Company Name], having its registered office at [Company Address], has an average annual turnover as follows:

FINANCIAL YEAR	ANNUAL TURNOVER AS PER AUDITED BALANCE SHEET (in Rupees)
2022-2023	
2023-2024	
2024-2025	
<b>Average Annual Turnover</b>	<b>[Average Amount]</b>

This certificate is issued based on the audited financial statements of the company for the respective financial years. The company has maintained consistent business revenue for the last three financial years.

Further, we certify that the company has demonstrated profitability during the last three financial years. The company's revenue for the financial year \_\_\_\_\_ was ₹\_\_\_\_\_, which meets the minimum turnover requirement of ₹1 Crore as prescribed under the eligibility criteria.

**Signature of Chartered Accountant**

**Date:**

**Name: Membership No.:**

**Firm Name and Seal:**

## Annexure F:

### Criteria for Evaluation of Technical Bids

The evaluation of technical bids will be on the following parameters:

Sl. No.	Details	Max Marks	Score
1.	Prior experience in large-format corporate events. Documentary evidence of at least one (1) event executed with a value of ₹20 lakhs and above must be submitted, including work orders/completion certificates and client testimonials.	15	
2.	Financial Soundness (Average annual turnover for last three financial years i.e. 2022-23, 2023-24, and 2024-25): The Audited Profit and Loss Account of last three Financial Years will only be considered.	10	
3.	Profitability Criteria: Bidder must demonstrate profitability. If applicable, a revenue threshold of 1 Crore will be considered for large enterprises. Details of profitability and revenue must be certified by a Chartered Accountant.	05	
4.	Guaranteed Revenue Clause: Commitment to a minimum value of guaranteed orders/revenue generated for the artisans/sellers participating in the TULIP B2B Buyer Meet event. The methodology for achieving and measuring this guaranteed revenue must be clearly outlined.	20	
5.	Technical Presentation (Mandatory Component) covering: Complete Event Flow / Agenda, Audience Sourcing Plan, Branding & Creative Concepts, Public Relations & Media Plan, Operational Readiness.	50	
	<b>Total Marks for Technical Evaluation</b>	<b>100</b>	

**Note:** The Core team of Technical/Professional Manpower indicated in the bids should not be changed during the fair.

Yours faithfully,

(Signature of Authorized Signatory)

Date:

Name:

Address:

Designation:

**Annexure G:**  
**Undertaking for Liquidation/Bankruptcy**  
**[On Company Letterhead]**

**UNDERTAKING**

(To be stamped and signed by the authorized signatory on letterhead of bidder and be attached with Technical Bid.)

We hereby confirm that all the documents submitted in this tender are authentic, genuine, copies of their originals and have been issued by the issuing authority mentioned above and no part of the document(s) / information is false, forged or fabricated.

We hereby confirm that our Bid complies with the total technical-commercial requirements/terms and conditions of the Bidding Document and subsequent addendum/corrigendum (if any), issued by NBCFDC, without any deviation/ exception/comments/ assumptions.

We hereby confirm that we are not under any liquidation, any 'court receivership' or similar proceedings and bankruptcy. We hereby confirm that any partner/Director of the entity have not been convicted in any disciplinary proceedings/criminal case by regulatory authority (ies)/ court in connection with professional work. We further confirm that, we have not been in negative list / blacklisted by any Public Sector Undertaking/Government Organization/NBCFDC. We also confirm that the contents of this Tender have not been modified or altered by us. We agree that if any noticed in future, our Bid may be rejected/terminated.

We hereby confirm that we have gone through and understood the Bidding Document and that our Bid has been prepared accordingly in compliance with the requirement stipulated in the said documents.

**Yours faithfully,**

**(Signature of Authorized Signatory)**

**Date:**

**Name:**

**Address:**

**Designation:**

**Annexure H:**  
**Guaranteed Revenue Clause Format**  
**[On Company Letterhead]**

To,  
The Managing Director,  
National Backward Classes Finance and Development Corporation (NBCFDC)  
5th Floor, NCUI Building,  
3, Siri Institutional Area,  
August Kranti Marg, New Delhi-110 016.

**Subject: Guaranteed Revenue Commitment for “TULIP B2B Buyer Meet” Event**

Dear Sir/Madam,

In response to your Tender No. NBCFDC/TULIP B2B BUYER MEET/DELHI/2025 dated \_\_\_\_\_, for the Engagement of Programme Implementing Agency (PIA) for the “TULIP B2B Buyer Meet” Event, we hereby commit to generating guaranteed revenue/orders for the participating artisans/sellers as follows:

**1. Guaranteed Revenue/Orders Commitment:**

We guarantee to facilitate revenue/orders equivalent to the \_\_\_\_\_ total contract value for the artisans/sellers participating in the “TULIP B2B Buyer Meet” event.

**2. Methodology for Achieving and Measuring Guaranteed Revenue:**

Our methodology for achieving and measuring this guaranteed revenue/orders includes, but is not limited to:

- **Pre-event Buyer-Seller Matching:** Proactive matching of verified buyers with relevant sellers based on product categories and buyer requirements.
- **Dedicated Business Interaction Zones:** Creation of specific zones within the event venue for focused B2B meetings and order placements.
- **Facilitated Networking Sessions:** Organized networking sessions to encourage direct interactions and business discussions between buyers and TULIP Registered Artisans.
- **Post-event Follow-up:** A structured follow-up mechanism to track and confirm orders generated during and immediately after the event.
- **Reporting and Verification:** Submission of verifiable documentation immediately after the event, including confirmed order sheets, purchase orders, and payment receipts from buyers, to demonstrate achievement of the guaranteed revenue/orders. NBCFDC reserves the right to independently verify such claims.



**3. Consequences of Non-Achievement:**

We understand that failure to achieve the committed guaranteed revenue/orders may result in a proportionate deduction from the final payable amount. NBCFDC reserves the right to verify all claims independently.

We are confident in our ability to meet and exceed this commitment, thereby ensuring a successful and impactful “TULIP B2B Buyer Meet” for the benefit of the artisans and sellers.

**Yours faithfully,**

**(Signature of Authorized Signatory)**

**Date:**

**Name:**

**Address:**

**Designation:**

Financial Bid		
S. No.	Description of Services	Total Cost (INR) Inclusive of GST
1	The Entire Scope of work Inclusive of the below services like: Event Management & Coordination, Buyer & Seller Mobilization & Verification, Technical & Creative Execution (Branding, Media Plan, etc.), Collaborative Services (Through DAIC-Paneled Vendors)	
	Grand Total (in figures)	
	Grand Total (in words)	