

HR-01/2016-17/560/NMCG

Ministry of Water Resources, River Development & Ganga Rejuvenation

National Mission for Clean Ganga

Dated 16.2.2018

Subject: Replies to Pre-Bid queries and Corrigendum-I to RFP for the “Event Management of Ganga Swachhta Pakhwada (March 16-31, 2018)”

1. A pre-bid meeting with prospective Bidders was held on 13-02-2018 in conference room of NMCG office to discuss the RFP document for the Event Management of Ganga Swachhta Pakhwada(March 16-31, 2018). The list of participants is enclosed at **Annexure-I** and **Corrigendum-I** to the bid document is at **Annexure -II**.

2. Replies to the Pre Bid Queries are summarized below:

S.No.	Bidder’s Query/ Remarks	Remarks by NMCG
1.	The eligibility criteria says experience in similar assignments (event management) but does not specify whether Govt. or corporate assignments. since Govt. is not much involved in on ground events and we would want to show the corporate experience because being in the industry for more than 16 years we have a lot of projects to show case where we have done a lot events that are multi-city and complete event management experience	RFP Condition prevails. (Reference: Clause No III (2) Page No 9 of RFP)
2.	For the purpose of mounting the presentation, agencies would require thematic creative as are to be developed at the mission end. Request is to share a couple of directional creative for purpose of designs	Creatives would be provided by the NMCG (Reference: Page No. 11, Printing and distribution of resource materials)
3.	For coordination with various stakeholders since NGO also to be considered, it's desired that such lists be provided so that unwanted elements can be kept at bay. This assumption will be considered at agency end for planning purposes	The Bidder may partner with local NGOs as per their field support requirement. However, necessary interaction & coordination with local administration and

		<p>other stakeholders shall be done in this regard.</p> <p>(Reference: Page 11 Para on coordination)</p>
4.	<p>Resource material - while quantities and specifications of t shirts and caps have been provided rest of the event collateral as supposed to be procured centrally, there quantity and specifications aren't provided. Please share the same for benchmarking</p>	<p>Sufficient quantity of resource material like leaflets, handouts should be based on the events proposed to be organized. Agency shall make its assessment and make it as part of its work plan. (Atleast 35000-Handouts and Leaflets)</p>
5.	<p>Publicity and public outreach - publicity and public outreach through hoardings, banners, FM campaign as well as quantum of media engagement in terms of briefings, channel and media coverage, availability and nature of dignitaries hasn't been shared. We request and submit to the chair to consider sharing the proposed media and outreach plan to arrive at nature of exact engagement for the agency</p>	<p>For Swachhta Pakhwada, Dignitaries for the Programme are indicated in RFP.</p> <p>Hoardings and Banners to be installed in coordination with local bodies. FM plan to be prepared by the agency.</p> <p>Other Media and outreach plan will be shared well in advance with the successful bidder</p> <p>(Reference- Page No. 11)</p>
6.	<p>Promotion and publicity on social media - widely promoted campaign - Pl share the social media plan as has been arrived at to understand the agencies exact role and responsibilities</p>	<p>Refer S.No 1 of Corrigendum-I at Annexure -II</p>
7.	<p>In the proposed activities for the Pakhwada as explained during the pre- bid meeting, the engagements are spread over 16 days and there may be more than one activity in a day and there may not be any activity on a certain day, this leaves the agency to propose it's best desired mechanism. While coat has already been arrived, it would be desirable that the tentative schedule as considered at the mission end be shared for benchmarking purposes</p>	<p>It is planned that activities in these towns shall comprise of all the activities according to table of RFP page No. 15-19.</p> <p>Schedule of the main event at Category A -16 locations is at Annexure -V.</p> <p>For rest of the locations and other activities, agency has to prepare a plan.</p> <p>Refer S.No 3 of Corrigendum -I at Annexure -II</p>
8.	<p>Availing the grounds and venues and getting</p>	<p>Agency has to contact SPMGs</p>

	<p>them ready for the proposed events, what exact role has been envisaged for the agencies, Pl specify. Who all as stakeholders at the state level will play minimal what all roles, need be clearly stated to avoid the ambiguity</p>	<p>in five States and District Administration/ULBs in each location/district. Contact details shall be provided to the successful bidder.</p> <p>Agency has to organize all logistics and mobilize all stakeholders for successful conduct of program</p> <p>(Reference: Page 11 of RFP)</p>
9.	<p>For mega events, wide coverage and publicity has been proposed, what's the media plan and what role has been envisaged for the agencies</p>	<p>Media plan has to be prepared by the agency in Local coordination with Public Information officer of the district. For Invitation to press, press release and coverage in print media and electronic media for each location to be coordinated with district administration.</p>
10.	<p>Technical experts to be invited for the workshops and seminars, what exact role is envisaged for the agencies</p>	<p>Technical experts available in the local area to be invited in workshops and seminar. Agency shall prepare schedule, Topic of Interactive workshops, documentation etc.</p> <p>(Reference: S.No 10 page No. 18)</p>
11	<p>Brand ambassadors and branding partners - please share exact details of the envisaged role for the agency</p>	<p>Agency should approach brand ambassadors to endorse this Pakhwada and branding partners for partnership around any specific event (s).NMCG would provide necessary support</p>
12	<p>FM campaign - jingle production has been kept as part of the event agency responsibility, do we have a script and musicians arrived at, or agency is free to suggest the same</p>	<p>Agency is free to take artist and prepare script , however, script would be approved by the NMCG</p>
13	<p>As per the RFP document, agencies can only charge applicable GST on agency charges. Does this mean, the entire GST on all</p>	<p>GST at applicable rates will be paid extra on agency charges.</p>

	production and services as well as travel as to be charged on actual already have GST calculated within the provisioning Ideally a figure exclusive of GST should be shared for benchmarking purposes	Travel , local transportation , lodging & boarding is reimbursable as per actual as prescribed in RFP
14	We could like clarity on whether the PR for the event is managed by the Event management agency within the current budget itself? there is currently no budget ear-marked for hiring of a professional PR firm that will be managing the press releases, briefings, Local TV Channel Coverage, media bytes, etc.	Activities to be carried out by the Event Management agency is enlisted in RFP, S.No 17-18 , page. No 19 of RFP
15	Point 7.3- Criteria- A. What is the criteria of marks if a bidder submits required no. of assignments but of different values? For exam: A bidder submitting 5 PO's of value 1 cr. and another submitting 10 PO's of value 25 lakhs. Will the marks given be same to both the bidders? Point 7.3- Criteria- A. In any case 50 marks cannot be obtained if a bidder submits all the PO's of value more than 50 lakhs but less than 1 cr. Request you to kindly revise this point	Clause 7.3 of the RFP is self-explanatory
16	FM Campaign Will the FM Campaign be running in 10 different cities enclosing 10 different locations city wise or only 10 locations in total?	Refer S.No 2 of Corrigendum-I Annexure -II
17	Mobile Van Does the activation involve only running of mobile vans or some activities to be taken place as AV equipment's are mentioned?	Mobile vans can be used before any event like Padyatra, chaupal etc. It can play short films/audio provided by NMCG/SPMG.
18	RFP title mentions requirement of" Event Management" company with little or no scope for defining, designing strategy of education and communication. We need to understand what scope there would be in terms of defining the overall strategy and its implementation.	Scope for defining and designing strategy is a criterion for evaluation (Reference: S. No7.3 C, page 7)
19	No provision for designing and development of education and communication materials. We need to know if there is any scope or everything is being done centrally at NMCG	Agency can develop material for Interactive workshops, children related Programme etc. (Reference Table pg. 15-19, S.No 6, 8, 10, 12)

20	Schools and colleges are not available during these dates. Activities would need to be planned to keep these constraints in mind	Activities can be planned as per the best available local resources and scenario.
21	How is local engagement and involvement of agencies in the various cities recognized? Looking at the scale of the project, this would be of utmost importance	Agency may submit with their proposal, the kind of network they are having at the grass root level to establish their strength for this campaign
22	Need early release of Bank Guarantee and funds	RFP condition prevails
23	<p>1. <u>बिंदु संख्या 7.3</u></p> <p>बिबिदा में दलाई गार्ड शर्तों के अनुसार तकनीकी रूप से योग्य होने के लिये 70 अंक लागू अनिवार्य हैं। इनके लिये समस्त प्रकार के कार्य करने का अनुभव रखने का 50 अंक, समस्त कार्य पर प्राप्त होने वाली भुगतान तथि के लिये 10 अंक एवं कार्य की जानकारी, कार्य का क्षेत्र, परिचयना के नियमावली के लिए 50 अंक निर्धारित किये गये हैं। इस शर्त का अर्थोपक्रम करने से यह प्रतीत होता है कि इनमें विभाग के अधिकारियों द्वारा जिन संस्थाओं को लाभ पहुँचाना है, उन्हें अधिकतम अंक देकर तकनीकी रूप से योग्य घोषित किया जा सकता है। कृपया प्रस्तुत अनुशेष पर विचार करते हुए सही प्रकार से अंकों का निर्धारण किया जाये ताकि यह बिबिदा एक आदर्श बिबिदा बनी रहे एवं इस कार्य को बिना किसी पक्षपात के पारदर्शिता के साथ पूर्ण किया जा सके।</p>	RFP condition prevails

2. बिंदु संख्या 7.3

प्रकाशित विविदा का अध्ययन करने पर यह पाया गया है कि यह जंगल स्वच्छता पत्रवादा आयोजित करने के संबंध में है, किंतु इसमें इवेंट सेनेजरमेंट का कार्य करने वाली संस्थाओं को प्राथमिकता प्रदान की गई है, जबकि इसमें स्वच्छ भारत मिशन के अंतर्गत कार्य करने वाली संस्थाओं को प्राथमिकता दिया जाना था। इससे यह प्रतीत होता है कि इस बिंदु पर भी विभाग को अधिकारियों द्वारा मनवाही संस्थाओं को लाभ पहुँचाने के उद्देश्य से इस शर्त को लगाया गया है। कृपया प्रस्तुत अनुरोध पर विचार करते हुए उचित संशोधन जारी करें।

3. बिंदु संख्या 7.3

प्रकाशित विविदा का अध्ययन करने पर यह पाया गया है कि इसमें अलग-अलग रशियों यथा : 1 करोड़ से अधिक, 50 लाख से अधिक एवं 25 लाख से अधिक के कार्य करने पर अंक प्रदान किये जाने हैं। साथ ही पिछले तीन वर्षों के लिये प्राप्त औसत टर्नओवर की रशि 50 लाख निर्धारित की गई है। जब औसत टर्नओवर की रशि 50 लाख निर्धारित की गई है तो 1 करोड़ की रशि से 5 कार्य की शर्त छिप्त प्रकार रखी जा सकती है। कृपया प्रस्तुत अनुरोध पर विचार करते हुए उचित संशोधन जारी करें।

4. बिंदु संख्या 8.1

विविदा में तकनीकी तौर पर अर्हक होने के लिये न्यूनतम अंकीयता 70 निर्धारित की गई है। सामान्य तौर पर इस प्रकार की विविदा में न्यूनतम अंकीयता 60 निर्धारित की जाती है। कृपया प्रस्तुत अनुरोध पर विचार करते हुए उचित संशोधन जारी करें।

5. बिंदु संख्या 11.1

प्रकाशित विविदा का अध्ययन करने पर यह पाया गया है कि इसमें कार्यदस्ता सुरक्षा रशि रु० 20,00,000-00 निर्धारित की गई है, जिसे अनुबंध करने से पूर्व जमा कराया जाना है, जबकि इस प्रकार के कार्यों के बिल के भुगतान के समय कार्यदस्ता सुरक्षा रशि देव रशि में से कम की जाती है। कृपया प्रस्तुत अनुरोध पर विचार करते हुए उचित संशोधन जारी करें।

List of Participants

A). **NMCG & SPMG**

- i. Shri. Hitesh Kumar Makwana- ED(P), NMCG
- ii. Shri Hirdesh Chopra -NMCG
- iii. Shri. Mohd Najeeb Ahsan- NMCG
- iv. Shri. Mohit Sharma- NMCG
- v. Dr. Pradeep Sarkar – UP SPMG
- vi. Dr. Puran Chandra Joshi – UK SPMG
- vii. Shri. Puran Chand Kapri- UK SPMG

B). **Representatives of prospective bidders**

S.No.	Name of Firm	Representative
1.	Encompass Events Pvt Ltd	Shri Prakhar Chaturvedi
2.	Carat Media	Ms. Annapurna Rai
3.	Paramin	Shri Yash Gupta
4.	Vibgyor events	Shri Ashish Bhardwaj Ms. Richa Mittal Ms. Naveen Kaur
5.	Showtime Events	Shri C Bhowmik
6.	Falcon exhibitions	Shri Rakesh Mishra
7	Mc Caan	Ms. Himani Shri Tabrez
8	Encompass	Shri Ashish Shri Naruttam
9	Paras Art Studio	Shri Vikram Soni
10	Avtar Mukti services	Shri Kapil Gupta
11	TEC India Entertainment Pvt Ltd	Shri Lakshay Chawla
12	Jagran Solutions	Shri. Pallani Prakash Shri. Samrendra Das

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Ministry of Water Resources, River Development & Ganga Rejuvenation

National Mission for Clean Ganga

Dated 16.2.2018

CORRIGENDUM-I

Subject: RFP for the Event Management of Ganga Swachhta Pakhwada (March 16-31, 2018)

S. No	Reference	Original Clause of RFP Document	Amended Clause of the RFP Document																													
1	Reference: S. No 16 of Table on pg. 19 of RFP	Social Media Promotion on Facebook, Twitter etc.- 20 Days'	Social Media Promotion on Facebook, Twitter etc.- 20 Days Social Media Plan to be finalized by successful bidder in consultation with Social Media Team of NMCG																													
2	Para No C: Public Outreach campaign Page 19 of RFP	FM campaign – AIR (in 10 locations where city wise FM channel is available) Production of Jingle- 1	FM campaign – AIR (in 10 locations where city wise FM channel is available) Production of Jingle- 2 Media plan to be prepared by agency and NMCG at its own cost will release it through DAVP out of the Rs.20 lakhs budget earmarked for the purpose. Production of Jingle- 2 (20-30 sec) as per DAVP rates by the agency																													
3	Location of Ganga Swachhta Pakhwada events Page No 14-15 of RFP	<table border="1"> <thead> <tr> <th>S. No</th> <th>City /Town</th> </tr> </thead> <tbody> <tr> <td colspan="2" style="text-align: center;">UTTARAKHAND</td> </tr> <tr> <td>1</td> <td>Rishikesh</td> </tr> <tr> <td>2</td> <td>Haridwar</td> </tr> <tr> <td>3</td> <td>Rudraprayag</td> </tr> <tr> <td>4</td> <td>Chamoli</td> </tr> <tr> <td>5</td> <td>Uttrakashi</td> </tr> </tbody> </table>	S. No	City /Town	UTTARAKHAND		1	Rishikesh	2	Haridwar	3	Rudraprayag	4	Chamoli	5	Uttrakashi	<table border="1"> <thead> <tr> <th>S. No</th> <th>City /Town</th> <th>Category of Town (A) or (B)</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;">UTTARAKHAND</td> </tr> <tr> <td>1</td> <td>Rishikesh</td> <td>A</td> </tr> <tr> <td>2</td> <td>Haridwar</td> <td>A</td> </tr> <tr> <td>3</td> <td>Rudraprayag</td> <td>B</td> </tr> </tbody> </table>	S. No	City /Town	Category of Town (A) or (B)	UTTARAKHAND			1	Rishikesh	A	2	Haridwar	A	3	Rudraprayag	B
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		6	Bijnore	5	Uttrakashi	A
		7	Garhmukteshwar	UTTAR PRADESH		
		8	Anupshar	6	Bijnore	A
		9	Narora	7	Garhmukteshwar	A
		10	Kanpur	8	Anupshar	B
		11	Unnao	9	Narora	A
		12	Bithoor	10	Kanpur	A
		13	Allahabad	11	Unnao	B
		14	Varanasi	12	Bithoor	A
		15	Mirzapur	13	Allahabad	A
		16	Ghazipur	14	Varanasi	A
		17	Vrindavan	15	Mirzapur	B
		18	Kannauj	16	Ghazipur	B
		19	Fatehpur	17	Vrindavan	A
		20	Farrukhabad	18	Kannauj	B
		BIHAR		19	Fatehpur	A
		21	Patna	20	Farrukhabad	B
		22	Bhagalpur	BIHAR		
		23	Sultanganj	21	Patna	A
		24	Buxar	22	Bhagalpur	A
		25	Munger	23	Sultanganj	B
		26	Hajipur	24	Buxar	A
		JHARKHAND		25	Munger	B
		27	Sahibganj	26	Hajipur	B
		28	Rajmahal			

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4	Tentative cost estimates for activities (S.No 1-18) in 34 towns	As per Annexure -III	As per Annexure -IV																																												
5	Tentative schedule for main events in 16 Category A towns	Added new	Refer Annexure -V																																												

Annexure -III

Sr. No.	Head of Expenses	Unit
A	Programme Organizing Expenses	
1	Printing of resource and take-away material – T Shirt <ul style="list-style-type: none"> • 12,500 Nos. • M Size - Chest 50 Cms& Length 71 Cms / L Size Chest 52 Cms& Length 73 Cms / XL Chest 54 Cms& length 75 cms (Proportionate) • White Cotton 140-160 GSM • Round Neck • Colour Fastness – Minimum 4 on a Grey scale. • Print fastness – Minimum 3-4 on Grey scale. • Swachhta Pakhwada and Namami Gange Logo on front & Back Cap <ul style="list-style-type: none"> • 25,000 Nos. • Fabric – Only Woven Fabric with Polyester / Nylon / Poly Cotton contents. • Color Fastness –Minimum 4 on Grey scale. • Velcro / Elastic – Shall be of minimum standard life of One year use • Size fits all • Swachhta Pakhwada Logo in front and Namami Gange Logo on Back Flyers, Stickers, badges , bands, Handouts, Leaflets CDs of Namami Gange Songs & Short Films etc	34 Locations+ New Delhi
2	Exhibition on Swachh Ganga (Printing of 30 panels - 6X4 feet) , may vary depending upon availability of space <ul style="list-style-type: none"> • Audio Visual Facility • Panels: Flex with Frame • Focus light on Panels, if required 	16 locations
3	Setting up of Information Desk, Signature & Selfie corner on ghat (4-5 days) pre and post main event date along with Exhibition	16 locations
4	Launch and concluding event at two locations, VIP Programme at one location	3 locations

Sr. No.	Head of Expenses	Unit
	<ul style="list-style-type: none"> • Stage • Customized Podium with branding • Staircase on either side of Stage • Stage décor and sound requirement • Seating arrangements for 500-1000 participants • Preparation of Name plates • Sound and wireless/ cordless as per requirement with technical support • Back stage arrangements for artist • Properties of the Stage including ceremonial lamp , presentation trays etc • Preparation of Minute to Minute programme • Facilitation of VIPs and dignitaries • Announcer /Compere • Power backup /Genset • Invitation Card printing and distribution • Registration • 2 LED • Distribution of T-Shirts, caps, IEC material • Desktop with Printing facility • VIP Snacks Buffet • Refreshment Packets for other participants (Rs. 50 each) 	
5	<p data-bbox="268 1205 639 1234">Main Event/VIP Programme</p> <ul style="list-style-type: none"> • Stage with Backdrop • Stage décor and sound requirement • Seating arrangements for 250-500 participants • Preparation of Name plates • Sound and wireless/ cordless as per requirement with technical support • Preparation of Minute to Minute programme • Facilitation of VIPs and dignitaries • Announcer /Compere • Power backup /Genset • Invitation • Registration • 1 LED • Distribution of T-Shirts, caps, IEC material • Refreshment Packets for the participants (Rs. 50 each) 	31 Locations
6	<p data-bbox="268 1877 991 1944">Nukkad Natak (5 - 10 shows on different days of 10-15 mins on the approved script)</p> <p data-bbox="268 1977 983 2007">Nukkad Natak agency should be registered with either</p>	34 locations X 5 Days

Sr. No.	Head of Expenses	Unit
	registered/empanelled or have worked with Central Govt./Sate Govt./District Administration	
7	ShramDaan at Ghats <ul style="list-style-type: none"> • Cleaning equipments , gears, masks, • Refreshment (Rs.25 each) • Banner/Hoarding • Mike and sound system • Stage set up for event , if required 	34 locations
8	Painting, Essay and other Competitions <ul style="list-style-type: none"> • Stationery- Branded(brands among top5 market share) • Venue arrangement • Refreshment (Rs. 25 each) • Prizes & certificates (Rs. 1500) 	34 locations
9	Cultural Programme - Rishikesh, Haridwar, Varanasi, Patna, Allahabad , Kanpur , Vrindavan tentatively <ul style="list-style-type: none"> • Identify and network with local folk singers/artists • Supervise and conduct cultural evening • Preparation of minute to minute • Facilitation of VIPs/Dignataries • Identification of Indoor or outdoor location, preferably near the river • Light and sound arrangements • Green rooms for artist • Announcer • Seating arrangements • Power backup /Genset • Invitation Card printing and distribution • Registration • Refreshment Packets for participants (Rs. 50 each) • Distribution of T-Shirts, caps, IEC material 	7 locations
10	Interactive Sessions on Swachh Ganga (Group Discussions/Workshop)–(Tentatively at Haridwar, Varanasi, Kanpur , Bhagalpur, Kolkata) <ul style="list-style-type: none"> • Organize the Group Discussion by identifying resource person/subject experts, Kit, organizing expenses etc. • Remuneration for Resource Person 	5 locations

Sr. No.	Head of Expenses	Unit
	<ul style="list-style-type: none"> • Preparation of Time Schedules • Venue Identification and other arrangements • Back drop • Lunch / Refreshments (Lunch Rs. 150 each/ Refreshments Rs. 100 each) • Registration • Distribution of T-Shirts, caps, IEC material 	
11	Swachh Ganga Rally/Pad Yatra- At least 2 per town/city <ul style="list-style-type: none"> • Banner • Refreshments/Water Bottles (Rs.20 each) • Mobile Audio, Mike arrangements 	34 locations
12	Public meetings, Ganga Chaupal etc. in coordination with PRIs and GVM <ul style="list-style-type: none"> • Seating arrangements (100-200) • Backdrop • Refreshments (Rs. 50 each) • Audio Visual 	34 locations
13	Hoardings (20 X 10 ft size) 10-20 Numbers, depending upon size of city /town	34 Locations
14	Banners (10X5) 20-50 ,depending upon size of city /town	34 Locations
15	Plantation - Symbolic <ul style="list-style-type: none"> • Arrangement of Plants • Other arrangements for plantation 	34 Locations
16	Social Media Promotion on Facebook, Twitter etc- 20 Days	34 Locations
17	Press Coverage <ul style="list-style-type: none"> • Print Media • Electronic Media 	
18	Documentation <ul style="list-style-type: none"> • Event/ ShramDaan/Activity – Report & Photographs – Daily Update latest by 3 PM for morning event ;by9 am next morning for evening event • Press release- Daily • Press clippings – Daily update • Event & other activities – Videography- Snippets to be provided daily • Post event <ul style="list-style-type: none"> ○ Report – 10 copies 	

Sr. No.	Head of Expenses	Unit
	<ul style="list-style-type: none"> ○ Soft copy of High Resolution photographs, videography ○ Coffee Table Book- 150 copies 	
	Sub Total for Sl.No. 1 to 18	Rs.1,50,00,000

Annexure -IV

Sr. No.	Head of Expenses	Unit	Tentative Cost (Rs.)
A	Programme Organizing Expenses		
1	Printing of resource and take-away material – T Shirt <ul style="list-style-type: none"> • 12,500 Nos. • M Size - Chest 50 Cms& Length 71 Cms / L Size Chest 52 Cms& Length 73 Cms / XL Chest 54 Cms& length 75 cms (Proportionate) • White Cotton 140-160 GSM • Round Neck • Colour Fastness – Minimum 4 on a Grey scale. • Print fastness – Minimum 3-4 on Grey scale. • Swachhta Pakhwada and Namami Gange Logo on front & Back Cap <ul style="list-style-type: none"> • 25,000 Nos. • Fabric – Only Woven Fabric with Polyester / Nylon / Poly Cotton contents. • Color Fastness –Minimum 4 on Grey scale. • Velcro / Elastic – Shall be of minimum standard life of One year use • Size fits all • Swachhta Pakhwada Logo in front and Namami Gange Logo on Back Flyers, Stickers, badges , bands, Handouts, Leaflets CDs of Namami Gange Songs & Short Films etc	34 Locations+ New Delhi	25,00,000
2	Exhibition on Swachh Ganga (Printing of 30 panels - 6X4 feet) , may vary depending upon availability of space <ul style="list-style-type: none"> • Audio Visual Facility • Panels: Flex with Frame • Focus light on Panels, if required 	16 locations	5,80,000
3	Setting up of Information Desk, Signature & Selfie corner on ghat (4-5 days) pre and post main event date along with Exhibition	16 locations	

Sr. No.	Head of Expenses	Unit	Tentative Cost (Rs.)
4	<p>Launch and concluding event at two locations, VIP Programme at one location</p> <ul style="list-style-type: none"> • Stage • Customized Podium with branding • Staircase on either side of Stage • Stage décor and sound requirement • Seating arrangements for 500-1000 participants • Preparation of Name plates • Sound and wireless/ cordless as per requirement with technical support • Back stage arrangements for artist • Properties of the Stage including ceremonial lamp , presentation trays etc • Preparation of Minute to Minute programme • Facilitation of VIPs and dignitaries • Announcer /Compere • Power backup /Genset • Invitation Card printing and distribution • Registration • 2 LED • Distribution of T-Shirts, caps, IEC material • Desktop with Printing facility • VIP Snacks Buffet • Refreshment Packets for other participants (Rs. 50 each) 	3 locations	25,00,000
5	<p>Main Event/VIP Programme</p> <ul style="list-style-type: none"> • Stage with Backdrop • Stage décor and sound requirement • Seating arrangements for 250-500 participants • Preparation of Name plates • Sound and wireless/ cordless as per requirement with technical support • Preparation of Minute to Minute programme • Facilitation of VIPs and dignitaries • Announcer /Compere • Power backup /Genset • Invitation • Registration • 1 LED • Distribution of T-Shirts, caps, IEC material • Refreshment Packets for the participants (Rs. 50 each) 	31 Locations	

Sr. No.	Head of Expenses	Unit	Tentative Cost (Rs.)
6	<p>Nukkad Natak (5 - 10 shows on different days of 10-15 mins on the approved script)</p> <p>Nukkad Natak agency should be registered with either registered/empanelled or have worked with Central Govt./Sate Govt./District Administration</p>	34 locations X 5 Days	8,50,000
7	<p>ShramDaan at Ghats</p> <ul style="list-style-type: none"> • Cleaning equipments , gears, masks, • Refreshment (Rs.25 each) • Banner/Hoarding • Mike and sound system • Stage set up for event , if required 	34 locations	3,40,000
8	<p>Painting, Essay and other Competitions</p> <ul style="list-style-type: none"> • Stationery- Branded(brands among top5 market share) • Venue arrangement • Refreshment (Rs. 25 each) • Prizes & certificates (Rs. 1500) 	34 locations	8,50,000
9	<p>Cultural Programme - Rishikesh, Haridwar, Varanasi, Patna, Allahabad , Kanpur , Vrindavan tentatively</p> <ul style="list-style-type: none"> • Identify and network with local folk singers/artists • Supervise and conduct cultural evening • Preparation of minute to minute • Facilitation of VIPs/Dignataries • Identification of Indoor or outdoor location, preferably near the river • Light and sound arrangements • Green rooms for artist • Announcer • Seating arrangements • Power backup /Genset • Invitation Card printing and distribution • Registration • Refreshment Packets for participants (Rs. 50 each) • Distribution of T-Shirts, caps, IEC material 	7 locations	12,50,000

Sr. No.	Head of Expenses	Unit	Tentative Cost (Rs.)
10	<p>Interactive Sessions on Swachh Ganga (Group Discussions/Workshop)–(Tentatively at Haridwar, Varanasi, Kanpur , Bhagalpur, Kolkata)</p> <ul style="list-style-type: none"> • Organize the Group Discussion by identifying resource person/subject experts, Kit, organizing expenses etc. • Remuneration for Resource Person • Preparation of Time Schedules • Venue Identification and other arrangements • Back drop • Lunch / Refreshments (Lunch Rs. 150 each/ Refreshments Rs. 100 each) • Registration • Distribution of T-Shirts, caps, IEC material 	5 locations	11,60,000
11	<p>Swachh Ganga Rally/Pad Yatra- At least 2 per town/city</p> <ul style="list-style-type: none"> • Banner • Refreshments/Water Bottles (Rs.20 each) • Mobile Audio, Mike arrangements 	34 locations	6,70,000
12	<p>Plantation - Symbolic</p> <ul style="list-style-type: none"> • Arrangement of Plants • Other arrangements for plantation 	34 Locations	
13	<p>Public meetings, Ganga Chaupal etc. in coordination with PRIs and GVM</p> <ul style="list-style-type: none"> • Seating arrangements (100-200) • Backdrop • Refreshments (Rs. 50 each) • Audio Visual 	34 locations	10,10,000
14	Hoardings (20 X 10 ft size) 10-20 Numbers, depending upon size of city /town	34 Locations	12,50,000
15	Banners (10X5) 20-50 ,depending upon size of city /town	34 Locations	
16	Social Media Promotion on Facebook, Twitter etc- 20 Days	34 Locations	5,90,000
17	<p>Press Coverage</p> <ul style="list-style-type: none"> • Print Media • Electronic Media 		8,40,000
18	<p>Documentation</p> <ul style="list-style-type: none"> • Event/ ShramDaan/Activity – Report & 		

Sr. No.	Head of Expenses	Unit	Tentative Cost (Rs.)
	Photographs – Daily Update latest by 3 PM for morning event ;by9 am next morning for evening event <ul style="list-style-type: none"> • Press release- Daily • Press clippings – Daily update • Event & other activities – Videography- Snippets to be provided daily • Post event <ul style="list-style-type: none"> ○ Report – 10 copies ○ Soft copy of High Resolution photographs, videography ○ Coffee Table Book- 150 copies 		
	Sub Total for Sl.No. 1 to 18		1,43,90,000
19	Contingency		5,80,000
	Grand Total		1,49,70,000
	Say		1,50,00,000

Ganga Swachhta Pakhwada 16th -31st March 2018
Tentative dates for Main events in 16 (Category A) locations

16th March 2018 Friday Inaugural Ceremony of Ganga Swachhta Pakhwada	Haridwar
17th March 2018 Saturday	Kanpur
18th March 2018 Sunday	Patna
19th March, 2018 Monday	Sahibganj
20 March 2018, Tuesday	Fatehpur
21st March 2018, Wednesday -	Bhagalpur
22nd March 2018, Thursday Presided by Mos VIP Programme - World Water Day	Bijnore
23 March 2018 Friday -	Rishikesh
24 March 2018, Saturday	Bithoor
25 March 2018, Sunday	Buxar
26 March 2018, Monday	Varanasi
27 March 2018, Tuesday	Garhmukteshwar
28 March 2018, Wednesday	Vrindavan
29 March 2018, Thursday	Narora
30 March 2018, Friday	Uttarkashi
31 March 2018, Saturday Closing Ceremony of Ganga Swachhta Pakhwada	Allahabad