



अधिकाषी अभियंता कार्यालय
उद्यान सिविल खण्ड -10
दि०वि०प्रा०., सीड बेड पार्क, स्कूल ब्लॉक
शकरपुर, दिल्ली- 110092

E-Tender Notice for R.F.P. No. 04/EE/HCD-10/DDA/2025-26

REQUEST FOR PROPOSAL (RFP) NOTICE

Online Request for Proposal are invited by the Executive Engineer, HCD-10/DDA, Seed Bed Park, School Block, Shakarpur, Delhi-110092 on behalf of Delhi Development Authority through e-tendering mode from the onboarding Event Aggregator who have fulfill the eligibility criteria for the following work which shall be opened on the date mentioned below:-

S. No.	Name of Work	Reserve overall Annual Commitment (in Rs.)/ Earnest Money (in Rs.)	Date of pre bid meeting	Last date of submission of R.F.P. / Date of opening of Technical Bids.
1.	Selection of Event Aggregator at designated DDA Parks for Conceptualization Design, Execution and Delivery of Cultural Events.	Rs. 86,01,600/- Rs. 4,30,080/-	17/03/2026 at 3:00 P.M.	<u>27/03/2026 upto 5:00PM</u> <u>28/03/2026 at 11:00 AM</u>

For eligibility criteria, mode of payment of EMD/ Tender Cost through RTGS/ NEFT mode etc. and other details of the tender, visit the website <https://eprocure.gov.in/eprocure/app>.

For any assistance, please contact M/s National Information Centre over telephone No. 1800 233 7315 or send mail to cppp-nic@nic.in

Durga Prasad
12/3/2026
Executive Engineer
HCD-10/DDA

No. F1(T.N.)2025-26/A/c/HCD-10/DDA/666

Date: 12/03/2026

Copy to: -

1. CE(Hort.)/DDA.
2. SE/HCC-III/DDA.
3. Director, Land Landscape, DDA, Vikas Minar, New Delhi- 110002
4. Director (System)/DDA through e-mail ddatender@dda.org.in for up-loading on DDA's website www.dda.org.in.
5. Sr. A.O.(CAU)Hort./DDA.
6. FO to CE(Hort.)/DDA.
7. DDA Contractor Welfare Association (Regd.) Room No.12 (near entrance of barrack No.1) Vikas Kuteer, ITO, New Delhi.
8. Secy. Contractor Registration Board, Vikas Minar ITO, New Delhi.
9. The Trans Yamuna contractor Association 11-12, Vir Savarkar Block, Budh Bazar, Gandhi Nagar, Delhi.
10. Delhi Contractor & Builders Association (Regd.)306, Masjid Moth, Rai Sahib Market, South Extn Part-II, New Delhi- 49.
11. Delhi Contractor building Associations, Ch. Prem Raj Building, New Chandrawal, New Delhi.
12. DDA Builders Association 2/11, WHS Kirti Nagar, Delhi.
13. East Delhi Contractor Welfare Association (Regd.) 45/2 East Azad Nagar, Delhi-51.
14. AE (P), AAO/HCD-10/DDA.
15. Notice Board.
16. Project Coordinator of N.I.C. (EZ).

EE/HCD-10/DDA

Delhi Development Authority

REQUEST FOR PROPOSAL

for

**Selection of Event Aggregator at Designated DDA Parks
for Conceptualization, Design, Execution and Delivery of
Cultural Events**

No. of RFP

Date of Publishing

Email

Website

NOTICE, INSTRUCTION & APPLICATION

RFP for Onboarding Event Aggregator

1. Background

Delhi, with its layers of history, diversity of communities, and evolving urban landscape, has always been a living, breathing cultural mosaic. The Delhi Development Authority (DDA) envisions public spaces that do justice to this identity: spaces that bring together people, showcase the city's many traditions, and create opportunities for inclusive growth and civic pride.

Over the years, festivals, exhibitions, workshops, and awareness campaigns have shown how powerful collective experiences can be in shaping the character of a city. However, such initiatives, often limited to one-off occasions, do not fully unlock Delhi's potential as a hub of cultural vibrancy, environmental stewardship, and civic engagement. The city, now, needs a more structured, year-round framework of public programming that citizens can look forward to participating in, and feel ownership of.

To achieve this vision, DDA is seeking a single, qualified **Event Aggregator** to manage, curate, and deliver an integrated annual calendar of events focused on two key pillars: **Art & Culture** and **Health & Wellness**. This partner will bring the creative and professional expertise needed to realize this vision, while DDA provides strategic direction and final approvals

2. Objective of the RFP

The objective of this RFP is to select a single, experienced agency to serve as the exclusive Event Aggregator for DDA's recreational spaces. The selected aggregator will be responsible for creating a diverse, high-quality, and year-round program of events that ensures consistency, innovation, and inclusiveness in how DDA engages with citizens.

3. Scope of Work

The Delhi Development Authority (DDA) proposes to license designated parks and public spaces for curated public programming and events through an empaneled Event Aggregator.

a. Overview

The selected Event Aggregator shall be responsible for the conceptualization, curation, management, and execution of a year-round program of events at DDA's designated venues. The model seeks to promote cultural and wellness-oriented programming while ensuring public engagement, operational efficiency, and sustainable revenue generation.

b. License and Event Days

- The Event Aggregator shall be granted the license to host a **Minimum Guarantee (MG)** of **sixteen (16) events** per calendar year across DDA's identified parks and public spaces.
- Considering Delhi's event seasonality (September to April), the aggregator shall plan and distribute these events primarily within this active window.
- **Scalable Maximum:** Based on demand, the aggregator may conduct up to **twenty-four (24) events annually**, subject to venue availability and DDA's approval.
- **Additional Events:** Any events beyond the 16 MG (including off-season events between May and August) shall be permitted on a **pro rata** license fee basis.

c. License Fee and Financial Model

- The aggregator shall pay DDA a fixed annual License Fee determined through this bidding process as a one-time upfront payment after award of tender.
- The **License Fee** shall be payable in full against this **Minimum Guarantee (MG) of 16 events**, whether or not all events are conducted within the contract year.
- For any additional events approved beyond the MG allocation, a pro rata fee will apply, calculated proportionally based on the tendered License Fee.
- The license period shall be **three (3) years, extendable (1+1+1)** for a further term subject to satisfactory performance and DDA's approval and mutual agreement with the event aggregator.

d. Programming Framework

- The Event Aggregator shall have the freedom to conceptualize and curate events of diverse nature, scale, and format, provided they align with DDA's public objectives and comply with applicable laws and safety standards.
- The event aggregator is permitted to co-curate events with partner organizations and may undertake co-branded or sponsor based intellectual properties (Ips). The event aggregator may also adopt mixed revenue models including ticketed and sponsored events. However, the following conditions shall apply:
 - **Primary Accountability:** For all events, the event aggregator shall remain the lead agency and the single point of contact for DDA for all operational, legal, statutory, safety and compliance matter.
 - **Branding requirement:** Each event must prominently carry the aggregators primary branding alongside any partner or sponsor branding.
 - **Liability:** All event whether co-curated, co-branded or co-sponsored shall be deemed the sole responsibility of the event aggregator for all legal, technical, commercial and statutory purposes.
 - **Approvals:** Any co-curated, partnership or sponsorship arrangement shall be subject to prior written approval by DDA including placement of branding and communication material.
- While retaining creative independence, the aggregator shall be encouraged to design events aligned with DDA's broad thematic pillars:
 - **Arts & Culture:** Music, dance, theatre, literature, crafts, culinary heritage, and festivals.
 - **Health & Wellness:** Yoga, fitness, sports, mindfulness, and community well-being.

e. Exclusivity and Coordination

- All public ticketed events held at the designated venues shall be curated and executed exclusively by the empaneled Event Aggregator.
- Once event dates are finalized in consultation with DDA, they shall not be cancelled or rescheduled, except in cases where the Government of India mandates use of the venue for official or public purposes.
- The aggregator shall coordinate closely with DDA's designated nodal officers for planning, execution, compliance, and post-event reporting.

f. General Guidelines

- Aligning all event proposals with DDA's vision of ***culture, heritage preservation, education, civic engagement, sustainability, and the environment***.
- Provide **end-to-end** management for all allocated events, including planning, artist/vendor engagement, logistics, permissions (excluding land use approval), production, and on-ground execution.
- Ensure compliance with all applicable laws, safety regulations, sustainability guidelines, and accessibility standards.
- Submit **post-event documentation**, including reports on participation, outreach, and impact, in the format prescribed by DDA.

4. Terms and Conditions for Usage of Booked Spaces

a. General Conditions

- The empaneled agency shall be the sole entity responsible for conceptualization, planning and execution of the approved year-round event calendar across the designated DDA sites. Booking will be confirmed only after the advance payment is made to DDA. However, DDA reserves the right to refuse/cancel or shift any booking for optimum utilization of the designated sites. The decision of DDA shall be final and binding on the event organizer booking the venue. DDA shall not be liable for any damage/losses incurred by the event organizer due to the same. Reservation/Booking of DDA Greens shall not confer on the allottees any right of tenancy on the premises.
- The organizers must abide by the Terms and Conditions prescribed by DDA for the activities undertaken meticulously. The event organizer shall also be liable for any tax/fine/penalty etc. in case of any violations of the Terms and Conditions.
- In case the event organizer is not able to use the space allocated due to non-production of license/NOC/statutory approval or failure of electricity due to fire/strike/earthquake/flood or an act of God/War, DDA shall not be held liable for any consequences, damages, refund, or any other losses etc.
- Installation of any tent in open area or use of open areas is allowed only with prior approval from DDA. In case of any misuse of the spaces, the event organizer shall be liable for consequential action as decided by DDA.
- The event organizer shall be allowed to use only Booked Spaces. In case the event organizer is required to utilize any other additional space, the same shall be done only with the prior approval of the authority concerned from DDA.
- The event organizer shall be solely responsible for the behavior of its staff/vendor/agencies/guests etc. within the DDA premises. The event organizer shall be liable for any liabilities arising on account of breach/violation/misconduct/negligence/nuisance etc. caused by its staff/vendors/agencies/guests etc. and shall indemnify DDA for the same.

- In the case of any Important and Urgent Programme as notified by the Government of India or its agencies, DDA reserves the right to cancel the Booking without any prior notice. The decision of DDA in this regard shall be final and binding on the event organizer and DDA shall not be responsible for any damage/loss incurred by the party/organization due to the same.
- Sub-letting or transfer of rights is strictly prohibited. The agency may, however, subcontract specialized services in order to activate and sustain the year-round calendar.
- DDA reserves the right to change the Terms and Conditions without any prior notice to the event organizer. The event organizer must agree to these amendments/revisions, if and when they arrive.
- The event organizer shall undertake not to use the venue for any other purpose other than those for which the booking has been confirmed by DDA.
- The event organizer acknowledges that the event to be conducted at DDA venues is not endorsed by DDA, unless specified.
- The event organizer shall nominate a nodal person to act as SPOC for communication with DDA for any and all events. Any communication carried out with the said nodal person shall be deemed to be valid and sufficient communication with the event organizer as whole.
- Liquor is not permitted to be served within the premises of the DDA venues without a valid permit/license.
- DDA will provide facilitation support in the form of property owner NOC's or endorsement letters wherever required for statutory permissions. However, the entire responsibility for applying, obtaining and ensuring timely approvals from all regulatory bodies shall rest solely with the event aggregator.
- DDA will review and sign off on layouts, security plans and related submissions within a reasonable timeline of 7 working days, subject to submission of complete documentation by event aggregator.
- If the venue is required by the Government of India or DDA for priority or official use, the scheduled MG event shall be rescheduled to an alternative date mutually agreed upon. No financial penalty shall apply and the MG commitment will be protected.
- If the aggregator is unable to conduct an MG event due to extraordinary circumstances (Government orders, law and order issues, pollution bans, force majeure), the authority may provide additional dates within the same contract year to complete MG requirement. This provision will not apply where the short fall is due to delays or lapses attributable to the event aggregator.

- It is to be noted that in each month only 10 total event days including set up and dismantling days will be allowed to the onboarded agency. This is to preserve the ecology at Baansera Park.

b. Housekeeping

- The event organizer must ensure the highest standards of sanitation, hygiene, and cleanliness in the usage of the DDA premises.
- No permanent fixtures, alterations, or drilling/nailing into park infrastructure shall be permitted.
- It shall be the sole responsibility of the event organizer to ensure that the garbage is disposed of at the designated places only.
- The DDA premises are tobacco-free and spit-free zones. Chewing tobacco, paan/betel leaf are not allowed within the premises of DDA venues. Any incident of spitting by the event organizer or its vendor/employees/agencies/guests etc. shall attract a fine of Rs. 500/- per incident. In addition to the above, the event organizer will also be liable to legal action under the Prevention of Damage to Public Property Act, 1984.
- The event space and/or common areas used by the event organizer or its vendors/agencies must be cleared/cleaned up after use. Any items/materials/equipment etc. brought by the event organizer shall be removed from the event space and any other common areas post the event at the earliest. The event organizer shall ensure that the Venue used is clean, undamaged and free from waste material/litter. In case any litter is found lying around post event, cleaning charges shall be deducted from the security deposit.
- The event organizer must ensure that the branding at the event is done only after consultation and approval from DDA at the designated spaces as specified by DDA.
- The Event Aggregator shall be solely responsible for any loss, damage, injury, or liability arising from or during the conduct of the event, including to property, DDA assets, personnel, or any third party.
- The Aggregator shall indemnify and hold harmless DDA, its officers, and agents from any such claims, suits, or proceedings arising due to negligence, omission, or misconduct by the Aggregator, its employees, vendors, or sub-contractors.
- The event organizer must ensure that the process of Installation and Dismantling of branding and advertising material/board shall be carried out diligently without causing any collateral damage to any property of DDA.

c. Layout and Movement Plan

- The event organizer must ensure that entry of people into the event space shall not exceed the number of seats/carrying capacity of the booked space.
- The event organizer must ensure that the adequate signages are placed at appropriate locations for ease of movement and smooth functioning of the event.
- The event organizer must provide a detailed event layout plan along with the movement plan of goods and people to DDA prior to the event.
- The event organizer must ensure that the movement of goods is carried out from the designated gates only.

d. Security and Disaster Management

- The event organizer shall be responsible for securing the event venue. All access areas not designated for public use shall be properly curtailed off, barricaded, or otherwise restricted to prevent unauthorized entry.
- The event organizer shall coordinate with local police and emergency services and submit a **comprehensive security and crowd management plan** (including deployment maps, access control measures, and contingency protocols) to DDA prior to the event.
- DDA shall not be held liable for any losses/damages to the life and property of the event organizer including its staff/vendors/agencies/guests etc.
- The event organizer shall be solely responsible for the management of all entrances and exits, as well as overall crowd control, traffic regulation, and maintenance of law and order within the venue. The organizer shall deploy an adequate number of trained personnel/volunteers to man entry and exit points, passageways, and other strategic locations. All deployed personnel must be properly briefed and fully familiar with the venue layout, including designated entry and exit routes, to ensure smooth movement and effective crowd management.
- Portable fire extinguishers, fire brigade, fire guards in sufficient numbers as per the expected footfall must be placed at the place of the event by the event organizer.
- The event organizer must deploy a sufficient number of Ambulances and Medical Teams at vantage points to cater for any medical situation without any loss of time. It is emphasized that all high footfall points viz entry gates, food spaces, and stage areas must be adequately covered.
- The event organizer shall ensure that any temporary electrical fitting/connection set up for the event should be properly affixed, covered with adequate insulation, and safe for usage from all angles.
- The event organizer shall prepare and implement a comprehensive parking plan, clearly detailing parking lots, capacity, and entry/exit arrangements. The plan must always ensure

unhindered ingress and egress for emergency vehicles. Provision for shuttle vehicles, where required, shall also be incorporated into the overall parking management plan.

- Proper illumination must be made at the place of function, especially at high footfall points.
- The event organizer shall share the minute-to-minute program, approximate number of invitees/likely visitors, entry-exit plan for the attendees, parking plan etc. with DDA at least 48 hours before the opening of the event.
- The event organizer shall ensure that the space under the fire curtains, exit gates, entry gates, passages for movements etc. shall not be obstructed in any manner whatsoever.

e. Utilities

- The event organizer shall intimate DDA about any additional utility requirements beyond the facilities/utilities already available at the designated sites during the pre-event meeting. The event organizer should provide a detailed requirement plan and ensure provision in a way that does not compromise people's safety, entry and exit movement, and premise's aesthetic features.
- No changes, whatsoever, can be made to the landscape of the designates sites without prior approval from the authority concerned at DDA.

f. Miscellaneous

- The event organizer must ensure that all participants/attendees/guests/visitors are confined to the venues booked.
- The event organizer must ensure that any adjacent events being held in the designated sites are not hindered by their events.
- The event organizer shall obtain NOC/Permissions/Licenses etc. from the office of DCP (Licensing), Delhi Police, Electrical Inspector, Government of NCT of Delhi, Delhi Fire Services etc. or any other licenses/permissions required for the purpose of organizing the event. A copy of the same shall be submitted to DDA by the event organizer at least 48 hours prior to the event.
- DDA reserves the right to cancel the event and/or forfeit the security deposit and/or impose a penalty up to 50% (fifty percent) of the total invoice value in case of any damage/loss and/or breach/violation/misuse of any of the Terms and Conditions by the event organizer.
- The event organizer shall indemnify DDA for any losses incurred by DDA and reimburse all expenses incurred by DDA resulting from the breach of its obligations under these Terms and Conditions.

g. Prohibited Events and Activities

The following categories of events or activities shall **not be permitted** at DDA parks and public spaces under this License Agreement:

- i. **Political and Religious Events:**
 - Political rallies, processions, or campaigns.
 - Events promoting or opposing any political party, ideology, or election-related activity.
 - Religious gatherings, sermons, or activities based on faith, caste, community, or sectarian identity.
- ii. **Private and Social Functions:**
 - Private celebrations including weddings, receptions, birthdays, anniversaries, or personal parties.
 - Family or corporate get-togethers that are not open to the public or aligned with DDA's programming objectives.
- iii. **Commercial or Promotional Activities (Non-Approved):**
 - Product launches, brand promotions, or advertising campaigns not expressly approved by DDA.
 - Ticketed or sponsored events that use DDA property primarily for private commercial gain, without alignment to public engagement or approved categories.
- iv. **Events Involving Hazardous or Disruptive Activities:**
 - Use of fireworks, open flames, pyrotechnics, or any inflammable materials.
 - Motor rallies, drone shows (without approval), or mechanized activities that risk public safety or damage park infrastructure.
- v. **Morally or Socially Objectionable Content:**
 - Events or performances that depict obscenity, vulgarity, violence, or content offensive to public decency or cultural sensibilities.
 - Activities promoting alcohol, tobacco, gambling, or any prohibited substances.
- vi. **Environmental Violations:**
 - Activities causing defacement, littering, or damage to green cover, monuments, or water bodies.
 - Use of plastic, thermocol, or non-biodegradable materials for event setup or catering.
- vii. **Unapproved Modifications or Constructions:**
 - Installation of permanent or semi-permanent structures without prior written consent from DDA.
 - Excavation, alteration, or obstruction of pathways, flora, or park infrastructure.

5. Eligibility Criteria

a. Minimum Eligibility Criteria

S. No.	Criteria	Details	Documents Required
1	Legal Entity	Applicant must be a company under Companies Act, LLP Act, or Partnership Act, registered in India for at least 2 years .	1. Certificate of Incorporation/Registration. 2. PAN & GST registration and copy of latest GST return.
2	Registered Office	Applicants must have a registered office in India. Branch in Delhi office will be preferred.	Copy of government-issued address proof.
3	Nature of Business	Applicants must have relevant experience in conceptualization, design, management, and execution of events such as cultural festivals, heritage programmes, exhibitions, or similar public events.	1. Completion Certificates; OR invoice supported by TDS certificate and bank statement 2. Work Orders on organizer letterhead or agreement
4	Work Experience (Scale-Based)	Applicants must have delivered in the past 5 years: i. At least 1 large-scale event (5,000+ attendees). OR ii. At least 2 medium-scale events (1,000–5,000 attendees). OR iii. At least 3 small-scale events (<1,000 attendees).	3. Completion Certificates; OR invoice supported by TDS certificate and bank statement 4. Work Orders on organizer letterhead or agreement
5	Key Team Members	Applicants must propose a dedicated team including: <ul style="list-style-type: none"> • Event Director (5+ years). • Creative/Programming Lead (3+ years). • Operations/Production Lead (3+ years). • Finance & Compliance Officer. 	1. CVs of key members.
6	Financial Capacity (Turnover)	Annual turnover of at least Rs 2 Cr in any 2 of the last five financial years.	CA certificate with valid UDI number.
7	Net Worth	Applicants must not have incurred losses in more than 1 financial year during the last 3 financial years till FY 2024-25	CA certificate with valid UDI number.

8	Statutory Registrations	PAN and GST mandatory.	Copy of certificates.
9	Blacklisting	Applicants must not have been blacklisted or debarred by any Central/State Govt./PSU/statutory body.	Self-declaration on company letterhead.

Only the bidder fulfilling the above-mentioned requirements will be eligible for technical and financial evaluation.

It is hereby clarified that the bidders will have to submit a technical proposal comprising of the criteria mentioned in the “Technical Proposal Evaluation” of the RFP (This is separate from the minimum Eligibility criteria).

6. Instructions to the Bidders

a. General Guidelines for the Bidders

- The application, completed in all respects, must be submitted by the intending applicants within the stipulated date and time as mentioned in the Notice Inviting Applications.
- This Notice is neither an agreement nor an offer by the Delhi Development Authority (DDA) to the applicant or any other party. Its purpose is to provide relevant information to interested agencies to assist them in preparing their application for empanelment.
- All required details must be furnished in the prescribed Application Form only.
- Mere submission of an application does not confer any right to empanelment. DDA reserves the right to accept or reject any application without assigning reasons.
- Any costs incurred by the applicant for preparing the proposal, submitting documents, making presentations, or providing clarifications will not be reimbursed by DDA.
- All supporting documents required as per the application form must be enclosed. Incomplete applications or those lacking the necessary documents to establish eligibility and credentials will be summarily rejected.
- The application must be signed on each page by the authorized signatory of the applicant agency, along with the seal of the company/firm.
- If the applicant is a company, the application must be signed by a duly authorized person holding the Power of Attorney. Certified copies of the Power of Attorney, Certificate of Incorporation, and Memorandum & Articles of Association must be attached.
- If any information provided in the application is found to be false or misleading at any stage, or if any material fact is concealed and comes to the notice of DDA later, the agency’s engagement will be cancelled immediately.
- Applications received after the deadline or not in the prescribed format may be rejected without notice.

b. Other Important Instructions

- i. Incomplete, partially complete, not clearly filled applications giving correct information are liable to be rejected without any consideration. Evaluation will be done only for the Applicants who have submitted all the necessary documents as per evaluation criteria.
- ii. The documentary evidence of experience in the form of work order/contract, photographs and performance reports must be enclosed on the client’s letterhead.
- iii. The applicant shall be the single point of contact with DDA and shall be solely responsible for the execution and delivery of the work.

- iv. DDA reserves the right to cancel/withdraw/defer the engagement without assigning any reason and shall bear no liability whatsoever consequent upon such a decision.

c. Instructions for Online Bid Submission

- i. Possession of a valid Digital Signature Certificate (DSC) and enrolment/registration of contractors/bidders on the e-procurement portal is a prerequisite for e-tendering.
- ii. Bidders should enroll on the e-procurement site using the "Online Bidder Enrolment" option available on the home page. Enrolment is generally free of charge. During enrolment, bidders must provide correct and valid information, including a working email ID. All correspondence will be made through this registered email.
- iii. Bidders must log in to the portal using the User ID and Password created during enrolment.
- iv. The DSC (Class II or Class III with signing key usage) issued by SIFY/TCS/nCode/eMudra or any Certifying Authority recognized by CCA India must be registered on the portal using an e-token/smart card.
- v. Only the registered DSC should be used by the bidder. Bidders are responsible for ensuring the security of their DSC.
- vi. Bidders may browse the published tenders on the portal and download the required tender documents/schedules of interest.
- vii. After downloading the tender documents, bidders must read them carefully and submit all required documents. Failure to do so will result in rejection of the bid.
- viii. For any clarifications, bidders may use the online clarification option on the tender site or contact the authority using the details provided. Bidders must consider any corrigenda published before submitting the bid.
- ix. Bidders must log in using their credentials and access the DSC via the password-protected e-token/smart card.
- x. After logging in, the bidder should search for the relevant tender and move it to the "My Tenders" folder.
- xi. From the "My Tenders" folder, the bidder can access full details of the selected tender.
- xii. It will be presumed that the bidder has read and agreed to all terms and conditions before submitting the bid. Failure to comply with submission instructions may result in rejection.
- xiii. Bidders should prepare all documents required for submission in advance, as indicated in the tender. Accepted formats include PDF, XLS, RAR, JPG, and DWF. Multiple documents may be combined and uploaded in the prescribed format.
- xiv. All scanned documents should be in 100 DPI resolution, black and white. Each uploaded file should ideally be under 2 MB. If a file exceeds this size, it may be compressed using RAR (if permitted). Files under 1 MB are recommended for faster upload.
- xv. Clarifications may also be obtained through the tender site, contact information provided, or during the pre-bid meeting (if applicable). The corrigenda, if issued, must be considered before submitting the bid.
- xvi. Bidders may pre-upload documents such as certificates, annual reports, etc., under the "My Space" section. These documents can then be selected as needed during bid submission to reduce upload time.
- xvii. The bidder must submit the Tender Fee/EMD as specified. The original instrument must be sent by post/courier or delivered in person as per instructions. A scanned copy must also be uploaded with the bid.
- xviii. During online submission, bidders must read and accept the terms and conditions before proceeding.

- xix. Bidders must select the offline payment option to pay the EMD and enter the instrument details as required.
- xx. The details of the DD/any other accepted instrument sent physically must exactly match the information provided in the scanned copy and data entered during bid submission. Discrepancies may lead to rejection.
- xxi. Bidders must digitally sign and upload each required document individually, as indicated. The act of using the DSC for downloading and uploading is deemed as confirmation that the bidder has read and understood the entire bid document, including the General Conditions of Contract, without exception.
- xxii. Bidders must upload only the relevant files as indicated in the tender. Uploading irrelevant files will result in rejection.
- xxiii. Bidders are advised to submit their bids well before the deadline as per the server system clock. The Tender Inviting Authority (TIA) is not responsible for delays or issues faced during last-minute submissions.
- xxiv. After clicking “Freezing Bid Submission” on the portal, the system-generated Acknowledgement Number should be printed and kept as proof of submission. It also serves as the entry pass for the bid opening session.
- xxv. TDS under the provisions of the GST Act will be deducted from bills and/or advance payments as and when applicable.
- xxvi. The GST Act, 2017 shall override all previous tax structures (VAT/WCT/Service Tax, etc.). Any mention of these in the tender documents should be read as per the applicable provisions under GST.

xxvii. Contractors not registered with DDA must pay e-tendering fees as follows:

S. No.	Cost of Work	E-Tendering Fees
1	Above Rs. 15.00 Lacs to 20 Crores	Rs. 20000+ GST applicable

The e-tendering fee for non-registered contractors is. Rs, 20000/- +GST applicable. Requisite e-tendering fee as applicable payable to the CRB, DDA shall be in form of Pay order/Bank demand draft payable in Delhi in the name of “PAO, Engineering Wing, DDA, Vikas Minar, New Delhi” or RTGS/NEFT on Central Bank of India, Account Name: PAO (EW)DDA, Account No. 1075843312, IFSC CODE: CBIN0281467. A letter on firm’s letter head enclosing the demand/pay order and addressed to “The Secretary CRB, Ist Floor, Vikas Minar, DDA, New Delhi shall be submitted to contractor’s Registration Board. Ist Floor, Vikas Minar, I.P. estate New Delhi- 1100001 in duplicate and acknowledge stamped copy of the letter shall be uploaded in the tender as proof of registration with the CRB, DDA.

In case any contractor fails to make payment by the stipulated date, the concerned contractor will not be eligible for tendering.

Note: The e-tendering fees are non-refundable in nature.

For any queries regarding the e-tendering process, the bidders are requested to contact as provided in the tender document. Parallel for any further queries, the bidders are asked to contact over phone: 1-800-3070-2232 or send a mail over to – cPPP-nic@nic.in.

For any bid related queries Er. Sandeep Kushwaha, Executive Engineer, DDA can be contacted on mobile no. 9868915016

d. Pre-Bid Meeting

The pre-bid meeting shall be held on 17/03/2026 at 3:00 PM in the office of **Director, Landscape, DDA**, 11th Floor, Vikas Minar, ITO, New Delhi-110002. The purpose of the pre-bid meeting is to clarify the issues and to answer questions on any matter that may be raised at that stage. Non-attendance at the pre-bid meeting will not be a cause for disqualification of bidder and it shall be presumed that the bidder does not require any clarification. The management shall circulate proceedings of the pre-bid meeting, if held.

e. Clarifications and Amendments

Tenderer's attention is drawn to the fact that during the period, the tenderers are under consideration, the tenderers are advised to refrain from contacting by any means, the DDA and/or his employees/ representatives on matters related to the tender under consideration and that, if necessary, DDA will obtain clarifications in writing or as may be necessary. The tender evaluation and process of award works is done by duly authorized Tender Scrutiny Committee, and this committee is authorized to discuss and get clarification from the tenderers.

f. Validity of Proposals

The offer outlined in the proposal must be valid for a minimum period of **180 calendar days** after the closing date for submission of proposals. A proposal valid for a shorter period may be rejected by DDA. In exceptional circumstances, DDA may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. Any bidder granting such an extension will not, however, be permitted to otherwise modify its proposal.

7. Evaluation of Proposals

The Committee will evaluate proposals based on **the Technical Proposal**. Only bidders who secure **70 or above mark out of 100** based on the following criteria will be eligible to participate in the financial bid.

7.1. Evaluation of Technical Proposals

Sr. No.	Criteria	Description	Max Marks
1	Approach & Methodology	Proposed strategy for designing and delivering the year-round DDA Calendar of Events across Arts & Culture, Health & Wellness. <ul style="list-style-type: none">• Must include programming mix (small/medium/large), stakeholder integration, and sustainability practices.	30
2	Publicity & Outreach Plan	Strategy for audience development and outreach, including multi-channel promotion, influencer/community engagement, media tracking, digital content, and hyperlocal publicity.	30

3	Creative and Conceptual Strength	Quality, diversity, and innovation of past event concepts, visual identities, and thematic designs. Evaluation based on submitted decks, photos, branding samples, and media coverage.	40
	TOTAL		100

Selected bidders shall have to secure **a minimum of 70 marks out of 100 in technical evaluation for price bid opening**. Such bidder shall be called “*Technically Selected bidder*”, and such technically selected bidder shall only be eligible for financial bid opening.

7.2. Evaluation of Financial Proposal

- DDA shall fix a Reserve License Fee (Base Price) for each designated venue. **(Attached in Annexure 1)**
- **Bidders shall quote an enhanced License Fee (above the base price) they are willing to pay.**
- The bidder offering the **highest License Fee (H1)** shall be declared the successful bidder.
- The License Fee quoted and committed in the Financial Bid shall remain valid for the entire contract duration.
- The fee must be deposited with DDA in full within 15 (fifteen) days of Letter of Award.
- In the event of a tie in the financial bids (i.e. identical License fee quotes), the tied bidders shall be required to submit a revised, higher financial quote within 24 hours in a sealed envelope.
- If a tie persists even after the revised submission, the authority shall conduct a transparent draw of lots in the presence of the tied bidders and the bidder selected through this process shall be declared the successful bidder.

Failure to deposit the License Fee within the prescribed period shall lead to cancellation of the award and forfeiture of EMD/Security Deposit. Authority reserves the right to make the appointment of the Successful bidder subject to such further terms and conditions as it considers appropriate in relation to the Tender process and/or the provision of the Services. Authority shall not be obliged to give any reason(s) for the selection and/or rejection of any Proposal or any part thereof.

Authority shall constitute a management committee for coordinating the event and evaluating the bid. It shall examine the documents submitted by the bidders and take the presentation. The selection of the members in the committee shall solely vest with the Authority based on its internal processes and the decision shall be final and binding on the bidder. Also, Authority, with its sole discretion, can add/ replace or remove the members in the committee as and when required, and no question can be raised on the same by the bidder during the course of bid evaluation.

Further, on all aspects where subjective evaluation is involved (based on presentation), all members have equal weight and average will be considered. Based on combined marks of presentation and Financial Bid, bidder securing the highest score/ranking will be selected/Awarded.

Authority reserves the right, at any time and in its absolute discretion, accept or reject Proposals (or to permit any bidder to resubmit its Proposal, such that Proposal fails to meet any or all of the Criteria and/or the Requirements), to pursue negotiations with any number of bidders, to

withdraw from negotiations with any bidder at any time and to suspend, discontinue, modify and/or terminate the Tender process at any time

8. Deliverables and Timelines

Phase	Deliverable	Description	Frequency / Timeline
Annual Planning	Draft Annual Calendar of Events	Integrated calendar covering Arts & Culture + Health & Wellness across small, medium, and large scales.	Within 30 days of empanelment.
Event Initiation	Event Dossier	For each event: concept note, layout plan, security & crowd management plan, housekeeping & waste plan, parking/traffic plan, vendor list, permissions checklist.	At least 15 days before each event.
Pre-Event	Pre-Event Coordination Note	Consolidated plan approved in pre-event meeting: deployment map, access plan, branding/sponsorship plan, utilities.	7–10 days before each event.
Handover	Site Handover Receipt	Joint inspection record (condition of lawns, trees, heritage structures, utilities) signed by DDA & Agency.	48–72 hours before event setup.
Event Day	Manpower Deployment Plan	Detailed plan of volunteers, security, ushers, and nodal staff at entry/exit, stage, parking, medical/fire points.	Circulated at least 48 hours before event.
Event Day	Branding & Publicity Collateral	Event branding with mandatory “DDA Greens” identity, approved media/publicity plan, community outreach material.	Before each event.
Event Day	Incident & Compliance Log	Real-time log of security, medical, safety, and environmental incidents (if any).	Maintained during event; shared post-event.
Post-Event	Site Restoration Certificate	Joint inspection confirming clean-up, removal of installations, and restoration of site to original condition.	Within 12 hours of event closure.
Post-Event	Post-Event Report	Summary of event outcomes: footfall, media coverage, sponsorships, compliance, incident log, learnings.	Within 7 days of event.
Financial	Revenue Statement	Statement of gross revenue (ticketing, sponsorships, stalls, F&B, etc.)	Within 15 days of event closure.
Periodic Review	Mid-Year and Annual Performance Reports	Consolidated report on events delivered, revenues generated, compliance, community feedback, sustainability practices.	Half-yearly and annual.

9. Payment Terms

a. Minimum Guarantee

- The Event Aggregator shall pay DDA a **License Fee** determined through this bidding process, corresponding to the Minimum Guarantee (MG) of **sixteen (16)** events per calendar year.
- The License Fee shall be treated as a **fixed and non-refundable annual payment**, irrespective of the number of events conducted within the MG allocation.
- The payment schedule shall be as follows:
 - **Year 1:** License Fee to be paid on a **half-yearly basis** (in two equal instalments).

- **Year 2 and Year 3:** License Fee to be paid on a **yearly basis**, against the principal contract value.
- The first instalment for Year 1 shall be payable within **15 (fifteen) days** of issuance of the Letter of Award (LoA).
- The Event Aggregator shall submit all payments directly to DDA through electronic transfer or Demand Draft, as per instructions provided in the Letter of Award.

b. Additional Usage (Beyond 60 Days)

- The Event Aggregator may request additional shows beyond the annual MG allocation, subject to DDA's prior approval and venue availability.
- Payment for such additional shows shall be made at the pro rate derived from the approved annual License Fee.
- The payment for each additional show shall be made no later than 7 (seven) days prior to the event date, following written notification to DDA of intent to host the event.
- No separate Security Deposit shall be required for these additional shows; they will be covered under the existing rolling Security Deposit (10%).
- DDA reserves the right to deny additional show requests in cases of scheduling conflict, maintenance, or government use of the venue.

c. General Conditions

- The License Fee shall serve as a **minimum guarantee** payable to DDA regardless of the success or failure of the event.
- Delayed payments shall attract an interest of 12% per annum, calculated daily until actual payment is made.
- Payment less than the agreed revenue shall attract an interest of 12% per annum, calculated daily until actual payment is made.

d. Adjustments and Deductions

- All payments will be made subject to applicable taxes, including GST, as per Government of India rules.
- Statutory deductions such as TDS will be made at source.
- Any penalties for delay, sub-standard work, or non-compliance with approved specifications shall be deducted as per the terms of contract.

e. Annual Fee Escalation

To mitigate inflationary impact and ensure financial viability of services, the quoted fee shall be subject to an annual escalation of **5%** on the preceding year's payable amount. This escalation shall apply from the start of each subsequent contract year and will be calculated on the base professional fee, exclusive of taxes and statutory levies.

10. Performance Guarantee and Penalty Clause

a. Performance Security

- i. The selected Event Management Agency (EMA) shall furnish a Performance Security of 10% of the total contract value in the form of a Bank Guarantee or Demand Draft, valid for 60 days beyond completion of the event.

- ii. The Performance Security shall be forfeited in case of failure to deliver the agreed services as per scope, or in the event of withdrawal from the contract without due notice.
- iii. The Performance Security will be released only after satisfactory completion of all deliverables, including the post-event clearance and submission of final reports.

b. Penalties for Non-Performance

- i. DDA reserves the right to revoke the bank guarantee in case of any loss(es)/damage/delay in service/failure in service or any other compensation resulting from the failure of the agency to meet its obligations. In case where the loss(es)/damage value exceeds the value of the Bank Guarantee, a penalty/recovery shall be raised on the agency by DDA.
- ii. DDA may consider blacklisting of selected agency with sufficient due diligence, for rendering their services with DDA for a period of 3 years if the selected agency is found to be engaged in unlawful and unfair trade practices.

11. Earnest Money Deposit

Bidders shall submit an earnest money deposit (EMD) Rs. 4,30,080/- accounting to 5% of the annual reserve price along with the bidding documents through RTGS/NEFT in the account of Sr. A.O. (CAU), Horticulture having account no. 01201110000010 (IFSC Code HDFC0000120), HDFC Bank, Branch Laxmi Deep Building, Laxmi Nagar District Center, Delhi-110092. The EMD shall be deposited into DDA's designated bank account as specified in the RFP. The EMD will be refunded after submission of the Performance Guarantee and shall be forfeited if the bidder fails to submit the Performance Guarantee within the stipulated time as specified in this RFP.

12. General Terms and Conditions

a. Confidentiality

Except as explicitly provided in the Contract, the Bidder shall keep confidential all information which comes to its knowledge during, or because of, the implementation and execution of the Contract. Accordingly, the Bidder shall not use or disclose such information for any purpose other than the performance of its obligations under the Contract. The Bidder shall ensure that each of its employees and/or other people and entities having access to such information shall be made aware of, and be bound by, the obligations of the Bidder under this paragraph. However, there shall be no obligation of confidentiality or restriction on use, where: (i) the information is publicly available, or becomes publicly available, otherwise than by any action or omission of the Bidder, or (ii) the information was already known to the Bidder (as evidenced by its written records) prior to becoming known to the Bidder in the implementation and execution of the Contract; or (iii) the information was received by the Bidder from a third party not in breach of an obligation of confidentiality.

The Bidder, its employees and any other persons and entities used by the Bidder shall furthermore not copy and/or otherwise infringe on copyright of any document (whether machine-readable or not) to which the Bidder, its employees and any other persons and entities used by the Bidder have access in the performance of the Contract.

The Bidder may not communicate at any time to any other person, Government or authority external to DDA, any information known to it by reason of its association with DDA which has

not been made public except with the authorization of DDA; nor shall the Bidder at any time use such information to private advantage.

b. Force Majeure

- In the event that any scheduled event is cancelled, curtailed, or postponed due to force majeure conditions, including but not limited to extreme weather, natural calamities, acts of God, government orders, law and order situations, or any other circumstances beyond the reasonable control of either party, such cancellation or postponement shall not constitute a breach of contract by either DDA or the Event Aggregator.
- In such cases, the affected event shall, at the discretion of DDA and in consultation with the Event Aggregator, be either:
 - ❖ Rescheduled to a mutually agreed date within the same license period, without any financial penalty, or
 - ❖ Counted toward the Minimum Guarantee (MG) commitment for that contract year.
- This provision ensures that unavoidable disruptions do not impose financial liability on either party, while maintaining adherence to the agreed annual programming framework.

c. Dispute Resolution

Notwithstanding any other practice in existence, or any prior agreement or written negotiations having taken place, or any tender condition, or any other clause or covenant in this agreement or any document referred to in this agreement, any provision in the GCC or CPWD Manual, or any circular, guideline, direction or any rule or regulation, it is hereby agreed that any dispute between the parties to this agreement shall be resolved by decision of the courts at Delhi and the dispute shall not be resolved by way of arbitration or any other alternate dispute redressal mechanism.

d. Indemnity

While conforming to any of these conditions, the Event management agency must ensure that no applicable Act or rules regarding labour, welfare etc. are violated. The agency must submit an Indemnity Bond (in the prescribed format Form D) indemnifying DDA for any action brought against him for violation, non-compliance of any applicable Act, rules & regulations there under.

Annexure 1: Minimum Guarantee License Fee

S.No.	Location & Area	Rent Per Day (in INR)	Rates for Installation and Dismantling Days (in INR)
1	Lawn Area at Café Terrace	25,000	NIL (To be done on the event day only)
2	Lawn Area at Floral Terrace including Rain Shelter	15,000	NIL (To be done on the event day only)
3	Area between floral garden and floral terrace	30,000	5,000 per day (Maximum 2 days will be given)
4	Arrival Zone	75,000	7500 per day (Maximum 4 days will be given)
5	Green Lawn Top Plateau	2,50,000 (Booking Charge) + 50,000 (Parking Charge)	60,000 (Maximum 4 days will be given)

Fee Structure (per event)

- **Show Day Fee:** Rs 3,00,000
- **Installation Day Fee:** Rs 60,000 (20% of Show Day Fee)
- **Dismantle Day Fee:** Rs 60,000 (20% of Show Day Fee)
- **Additional Days (if required):** Rs 60,000 per day (20% of Show Day Fee)
- **Total Cost per Show (3 days):** Rs 3,00,000 + Rs 60,000 + Rs 60,000 = **Rs 4,20,000**

Annual Cost (for Minimum Guarantee)

- **MG Commitment:** 16 shows in 8 months (Sep–Apr)
- **Rs 4,20,000 × 16 shows = Rs 67,20,000**
- **18% GST = Rs 12,09,600**
- **Total (License Fee, including GST): Rs 79,29,600**

Security Deposit

- **Rolling Security Deposit:** 10% of principal amount = **Rs 6,72,000 (yearly)**

Overall Annual Commitment

- **Rs 79,29,600 + Rs 6,72,000 = Rs 86,01,600**
(Inclusive of fees, GST, and security deposit)