



Ref. No. 1-8/SAI/FitIndia/2020

REQUEST FOR PROPOSAL (LIMITED)

HIRING OF EVENT MANAGEMENT AGENCY

FOR

1st ANNIVERSARY CELEBRATION OF FIT INDIA

Date of Release: 25th July 2020

Last date of Submission: 03.08.2020 at 11:00 AM

FIT INDIA DIVISION

SPORTS AUTHORITY OF INDIA (SAI)

1st Floor, SAI, HQ, JLN Stadium, Entry no 10, Lodhi Road, New Delhi

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DISCLAIMER

1. The information contained in this Request for Proposal Document (hereinafter known as “RFP Document”) or subsequently provided to Bidder/s in documentary form by or on behalf of Sports Authority of India (“SAI”) or any of their representatives, employees or advisors (collectively referred to as “Representatives”), is provided to Bidder(s) on the terms and conditions set out in this RFP Document and any other terms and conditions subject to which such information is provided.
2. This RFP Document is not an agreement and is not an offer or invitation by SAI and/or its Representative(s) to any party other than the entities, who are qualified to submit their Proposal (“Bid”). The purpose of this RFP Document is to provide the Bidder with information to assist the formulation of their Proposal. This RFP Document does not purport to contain all the information each Bidder may require. This RFP Document may not be appropriate for all persons, and it is not possible for SAI and/or its Representatives to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP Document. Each Bidder should conduct their own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP Document and wherever necessary, obtain independent advice from appropriate sources.
3. SAI and/or its Representatives make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFP Document.
4. SAI and/or its Representatives may in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP Document.

FIT INDIA ANNIVERSARY

1. BRIEF OF EVENT

It is proposed that the 1st Anniversary of FIT INDIA missions be celebrated as an ONLINE event on 29th Aug 2020. The following are the key elements of the proposed plan

- Since it's the National sports day on 29th Aug - the event will be launched with a tribute to Major Dhyan Chand ji (short 1 min capsule) – this may also include the MOS ceremony held earlier in the day at Dhyan Chand Stadium (PART A of the Programme)

Core Message of the event (These will be pre-recorded capsules stitched together as a documentary)

- **Documentary on Fit India** shaping up as a mass people movement post PM launching the same last year – showcasing how the movement has caught people's imagination across the country – with a 4 min video (max time limit) highlighting the work accomplished by the FIT INDIA movement over the last one year (a complete list of the same shall be provided)
- **Testimonials of celebrities and people** from across walks of life – from big cities / small towns / villages and across corporates / armed forces showcasing Fit India's reach far and wide as well as covering cross section of society – village women / Govt officials / housewives / students, senior citizens, Armed forces (max 3 minutes)

2. SCOPE OF SERVICES

S. No.	Particulars	Scope
1	Flow of event - Hon'ble MOS and Hon'ble PM Message and interaction (Proposed as LIVE)	<ul style="list-style-type: none">• Hon'ble MOS to give the opening address and to welcome Hon'ble PM and other Ministers• Hon'ble PM address to the nation on the occasion of 1st anniversary launch of FIT INDIA• FIT INDIA Mobile App launch with the Age Appropriate Fitness tests (developed for all age groups) – backdrop /set up, translation, page layout and printing of booklets and collaterals for the launch of this• Messages backdrops from other Ministers could be pre-recorded as well• Part A of the programme will be pre - recorded and Part B (message of Hon'ble PM and MOS) may be LIVE so the plan has to be made accordingly.• The main capsule will have to be recorded across multiple locations including cities, towns and villages in the country, as aligned in the final plan. This may also be in multiple languages.

		<ul style="list-style-type: none"> The pre-recorded capsules will have to be recorded with celebrities and fitness enthusiasts from across various locations in the country, which will include cities, towns and villages. The videos will be divided into two parts a) for documentary, the duration is approx. 4 mins duration and b) the testimonials approx. 3 mins duration. The celebrity list and number of locations will be aligned once the creative concept is finalized.
2	Duration	<ul style="list-style-type: none"> The total event would be a maximum of 45 mins
3	Production	<ul style="list-style-type: none"> Producing the entire event keeping in mind that the event is an online event and will broadcast on Live TV and digital platforms (in part) using the latest international technology for production including online editing, graphics, commentary, etc. to support live broadcast of the event. This will also include up-linking the feed to broadcast partners and providing clips and features post the conduct of live event. Deployment of latest technology and innovation to enhance the consumer experience and ensure a seamless viewing experience. Recommendation for the host(s) of the show including possibility of doing the same in multiple languages. The celebrity testimonials and documentary will have to be recorded for across multiple locations including cities, towns and villages in the country. The documentary and the testimonials would have to be shot across various locations in India as per the alignment of the final creative as mentioned above Ministers messages (if pre-recorded) will have to be organized in Delhi or any other place. Providing recorded, edited versions with VOs/ supers to DD and other National networks to be plugged in to support the LIVE telecast part of the same (with PMO and Ministers)

NOTE: - The Event is expected to be viewed by a large number of people through electronic/digital media and hence combination of high tech and on-ground activities is essential. The event should be impactful, engaging, entertaining and inspiring as a capsule (on ground as well as off ground) and should be planned as a world class broadcast friendly event. The above events are only indicative in nature. EMA is expected to use imagination and high technology. However for most part the theme should evolve around using daily and indigenous activities befitting culture of the nation which showcase the importance of fitness in daily life and accomplishment of Fit India movement during last one year– not restricted to a one off event but should be conceived as a first anniversary event for one of the biggest social movement in our country.

3. BID SCHEDULE

The Bid Schedule is as follows:

Date of Release	25 th July 2020
Bid Submission start date	26 th July 2020 onwards
Pre-Bid conference	29 th July 2020 (Online, Video conference link shall be shared through Corrigendum)
Bid submission end date and time	3 rd Aug 2020 (11 AM)
Opening of Technical Bid	3 rd Aug 2020 (12 PM)
Presentation	3 rd Aug 2020 (2 PM onwards)
Opening of Financial Bid	Will be intimated at a later stage

SAI reserves the right to vary or discontinue the process or any part thereof at its absolute discretion at any point of time

4. ELIGIBILITY CRITERIA

This is a limited RFP floated for the participation of following Event Management Agencies that have been Empanelled by SAI as on 1st Nov 2018;

- (i) M/s DNA Entertainment Networks Pvt. Ltd.
- (ii) M/s Encompass Events Pvt. Ltd.
- (iii) M/s Fountainhead Entertainment Pvt. Ltd.
- (iv) M/s SV Edusports Pvt. Ltd.
- (v) M/s Wizcraft International Entertainment Pvt. Ltd.

5. BID SECURITY /EARNEST MONEY DEPOSIT (EMD)

- 5.1 The Bidder shall furnish along with its Bid, Bid Security (restricted to 2 – 5 % of estimated tender value) for an amount of **Rs. 2,00,000 /-**
- 5.2 The Bid Security is required to protect SAI against the risk of the Bidder's unwarranted conduct. Non-submission of bid security will be considered as major deviation. Bid for the event without Bid Security will not be considered.
- 5.3 Bid security must be submitted to SAI before bid submission end date and time as mentioned in the Bid Schedule in clause 3 above.
- 5.4 In case as per Notification of Government of India, if the Bidder falls in the category of exemption of Bid Security, Bidder should furnish the relevant Notification along with required documents like valid Registration Certificate along with all other relevant documents. If no such notification or Registration Certificate along with relevant documents is furnished along with the bid, bid shall be treated as un-responsive and shall be summarily ignored without any further reference.
- 5.5 The Bid Security shall be furnished in one of the following forms:
 - a. Account Payee Demand Draft
 - b. Banker's cheque
 - c. Fixed Deposit (FDR)
 - d. Bank Guarantee from any of the Commercial Banks
 - e. Any online acceptable method (NEFT/RTGS) as per the following details (the bidder has to submit a copy of UTR No. in case the transaction is done by this method);

A/C NAME : SECRETARY (SAI), KHELO INDIA
A/C NO. : 108510100037232
BANK NAME : ANDHRA BANK
BANK BRANCH : J L N STADIUM, SPORTS AUTHORITY OF INDIA BUILDING
CGO COMPLEX, NEW DELHI
BRANCH CODE : 1085
IFSC CODE : ANDB0001085

5.6 Demand Draft/Bankers Cheque/FDR/BG from scheduled commercial bank drawn in favour of “**SECRETARY (SAI), KHELO INDIA**” payable at New Delhi are deposited in the office of KHELO INDIA, 1st Floor, SAI Headquarters, JLN Stadium Complex, Entry Gate No 10, Lodhi Road on or before scheduled date given in this RFP.

5.7 The Bid Security shall be valid for a period of 45 days (forty five days) days beyond the validity period of the Bid. As validity period of Bid as per clause 10 of this RFP is 90 days, the Bid Security shall be valid for 135 days from the date of opening of Technical Bid.

5.8 Bid Security of unsuccessful Bidders will be returned to them without any interest, after expiry of the Bid validity period, but not later than 30 (thirty) days after conclusion of the resultant Contract. Successful Bidder’s Bid Security will be returned without any interest, after receipt of Security Deposit from that Bidder.

5.9 The EMD can be forfeited if an agency:

- f. Withdraws or amends or impairs or derogates its bid during the period of bid validity.
- g. Fails to accept orders issued in its favour for execution, and / or violates the terms and conditions of the contract after submission of the bid.
- h. Successfully gets selected but fails to sign the contract within the stipulated time.
- i. Without prejudice to other rights of SAI, if it fails to furnish the required Performance Security within the specified period.

7. BID VALIDITY

7.1 The Bid shall remain valid for acceptance for a period of 90 days (ninety) days after the date of Bid opening prescribed in the Bidding Document. Any Bid valid for a shorter period shall be treated as unresponsive and rejected.

7.2 In exceptional cases, the Bidders may be requested by SAI to extend the validity of their Bids up to a specified period. The Bidders, who agree to extend the Bid validity, are to extend the same without any change or modification of their original Bid.

7.3 In case the day up to which the Bids are to remain valid falls on or subsequently declared a holiday or closed day for SAI, the Bid validity shall automatically be extended up to the next working day.

8. SIGNING OF BID

8.1 Bid shall be typed and the same shall be signed by the bidder or by a person(s) who has been duty authorized (as mentioned in RFE for Empanelment of Event Management Agencies) to bind the Bidder to the contract.

8.2 The bid shall be duly signed at the appropriate place as indicated in the Bidding Documents and all other pages of the Bid. The Bid shall not contain any erasure or overwriting.

9. CLARIFICATION OF BID

9.1 Bidders requiring any clarification or elucidation on any issue in respect of the bid document may take up the same with Dy. Director, SAI, Fit India at contact@fitndia.gov.in. SAI will respond through mail to such request provided the same is received by SAI not later than 4 (four) days prior to the prescribed original date of submission of bid;

9.2 Any clarification issued by SAI in response to query(ies) raised by the prospective bidders shall form an integral part of bid document and it may amount to an amendment of the relevant clauses(s) of the bid document.

10. SUBMISSION OF BIDS

The Bids from the Applicant should be in English and should consist of the requisite documents and are to be submitted in password protected compressed folders (Technical and Financial bids separately) at contact@fitndia.gov.in. The password of the bids shall not be mentioned anywhere in the email. The password shall be required on the date of opening of Proposal.

11. BID OPENING

11.1 SAI will open the Bids at the specified date and time and at the specified place as indicated in the Bid Schedule.

11.2 In case the specified date of Bid opening falls on or is subsequently declared a holiday or closed day for SAI, the Bids will be opened at the appointed time and place on the next working day.

11.3 Authorized representatives of the Bidders, who have submitted Bids on time may attend the Bid opening provided they bring with them Letters Of Authority from the corresponding Bidders.

12. BID EVALUATION

12.1 The bid evaluation shall be done in two parts with following weightage;

- a. Technical Evaluation – shall carry 70% of overall evaluation
- b. Commercial Evaluation – shall carry 30% of overall evaluation

12.2 Technical Evaluation

A designated committee will evaluate the technical bids on the basis of submitted documents and presentation. The bidder will be required to make a presentation on the details of the proposed theme (**Based on the Scope of Work mentioned above**) along with a brief overview of creative items of 45 minutes duration, a proposed management model, and quality of elements- Technical Evaluation shall be carried out on the basis of the following;

S. No.	Bid Component	Max Marks
1	A comprehensive plan for an ONLINE launch programme including the a) pre buzz plan, b) recommendation for use of technology for making the ONLINE experience as real as possible and c) Elements suggested for the programme to deliver the desired message for masses including delivery of feed to multiple partners – TV, Digital, Radio and any other	40
2	<u>Creative expression</u> The event should highlight the benefits of the FT INDIA programme and the accomplishment of the FT INDIA Mission and present the whole achievement in a way that it inspires the viewers , showcases the importance of FITNESS in daily life, positions FITNESS as a simple and daily ritual that could be followed by people of all age groups. All this to be delivered in a crisp and effective manner to reach out to a large mass of people.	40

3	Workforce Deployment Plan including the presenter proposed for the show (MC / Host) and plan to deploy multiple language presentation	20
	TOTAL	100

Note : Panel of experts shall decide on above aspects.

The bidders scoring 60 Marks or above shall qualify for opening of financial bids.

12.3 **Commercial Score**

The total all - inclusive consideration towards Event Management Fees and Cost of Production including all other expenses related to the Event shall not exceed the estimated value of RFP i.e., **INR 40,00,000/- (INR Forty Lakhs Only) including GST.**

The Bidder is required to submit the Commercial Bid incorporating the following two heads:

- i. Event Management Fee
 - a) Event Management Fe/es in Rupees (lump sum amount) to cover all administrative expenses for providing expertise and support in the management of the Event.
 - b) The cost indicated by the applicant should be inclusive of all taxes. The applicant, however, may indicate the tax element in a separate column for clarity.
- ii. Production Cost
 - a) Production Cost for online editing, graphics, commentary, collaterals/backdrops etc. to support live broadcast of the event, hiring charges for material and equipment, including light and sound; charges for engaging professionals, procurement of material and equipment; transportation / conveyance charges for the shoot; screens for display, projectors; stage set-up, trussing structure, décor; gen sets; cranes; video and cabling; composition, podium; MC and all associated levies /charges, cost for providing recorded, edited versions with VOs/ supers to DD and other National networks (Please note that the list is not exhaustive).
 - b) Procurement, purchase and hiring of resources by the bidder will be done according to the technical specifications as required by the bidder to execute the event finalized by the Creative Consultant, Creative Core Group and SAI and subject to approval by SAI in terms of quality and price/charges/cost in writing.
- iii. The Price Bids shall be opened and evaluated in second stage, where marks shall be assigned to the competing bidders according to the following;
 - a) L1 shall be given Maximum Marks (i.e. 100 Marks).
 - b) Other bidders shall be assigned marks in comparison to the L1 as per to the following formula;

$$\text{Commercial Score} = (\text{Lowest Bid} / \text{Bid Under Consideration}) \times 100$$

12.4 **Final Score**

The final score shall be calculated as per the following formula;

$$\text{Final Score} = (0.7 \times \text{Technical Score}) + (0.3 \times \text{Commercial Score})$$

13. COMPARISON OF BIDS AND AWARD CRITERIA

13.1 Bids shall be evaluated on the basis of final score obtained as per clause 12.

13.2 The bidder who has obtained highest Final Score shall be awarded the Bid.

14. RIGHT TO VARY SCOPE OF WORK

14.1 SAI may at any time at the time of RFP process or even after award of the contract, by a written order given to the bidder, make changes within the general scope of the Work. The Bid shall accordingly be amended.

15. AWARD OF CONTRACT

15.1 SAI reserves the right to accept/reject a bid, to cancel/abort the RFP process and/or reject all bids at any time prior to award of contract, without thereby incurring any liability to the empanelled agencies on the grounds of such actions taken by SAI.

15.2 SAI shall award Contract to the highest scoring bidder for providing services of conceptualizing, planning, designing, coordinating and managing the Event in accordance with the scope of work mentioned in the RFP.

16. PERFORMANCE BANK GUARANTEE

16.1 The selected Bidder to whom the Purchase Order (PO) / Work Order (WO) is issued shall be required to give Performance Bank Guarantee (“**PBG**”) for the amount equivalent to 10% of the PO value. PBG will be in the form of Bank Guarantee (BG) of any Commercial Bank drawn in the name of “**SECRETARY (SAI), KHELO INDIA**” payable at New Delhi to be deposited in the office of Khelo India, 1st Floor, SAI Headquarters, JLN Stadium Complex, Entry Gate No 10, Lodhi Road, New Delhi.

16.2 SAI will have the right to invoke the PBG without assigning any reasons if the selected Agency defaults or deemed to have defaulted or in the case of non-acceptance of the purchase orders/work order and empanelment will be cancelled.

- a. Successful bidder shall be required to give PBG within 15 days of issuance of PO by SAI. In the event of default in submission of PBG within the stipulated time, the Agency shall be liable for a penalty amounting to 0.1% (Zero Point One Percent) of the PO value per day of delay subject to a maximum delay of 7 (seven) days. If delay continues beyond 7 (seven) days, SAI shall have the right to cancel empanelment with the right to other legal remedies that may be available under law.
- b. The PBG should remain valid for an additional period of 90 (ninety) days beyond the timelines mentioned in the PO. For example, if the timelines mentioned to complete a deliverable in the PO is for 3 months, the PBG shall be valid till 3 months + 90 days from the date of project initiation.
- c. In the event wherein a PO is released by SAI for project renewal or a fresh PO is released, the bidder shall ensure extension / submission of PBG with 15 days of issuance of the PO. Penalty as per clause 13.2 (a) shall be applicable in the event of default in timely submission of PBG.

16.3 PBG has to be made in form of Bank Guarantee equal to 10% of PO value.

17. TERMS OF PAYMENT

17.1 The payments shall be made in instalments as under:

- a) **Phase I** – Advance Payment amounting to 20% of the contract value will be made after signing of the contract against submission of Bank Guarantee of the equivalent amount.
- b) **Phase II** – Out of the 90% of the contract amount, 70% of the total contract amount will be released as part payment, according to FA wise Invoices/bills raised (as per actual) subject to verification of

successful completion (in terms of quantity, quality and timelines) from designated officers and FA Heads. The 20% advance payment made earlier will be adjusted while releasing part payment.

- c) **Phase III** – Final Payment: 10% of the contract value will be made after final acceptance of all documentation and reports of the Event.

17.2 The Agency is required to submit Bank Guarantee of equal amount for release of advance payment as per standards mentioned in General Financial Rules 2017 (GFR) issued by Ministry of Finance. This Bank Guarantee shall be returned after the whole amount is adjusted after settlement of Invoices.

17.3 EMA to submit Bank Guarantee of equal amount for release of advance payment as per standards mentioned in General Financial Rules 2017 (GFR) issued by Ministry of Finance. This Bank Guarantee shall be returned after the whole amount is adjusted after settlement of Invoices.

17.4 Final Billing will be done on actual orders placed.

17.5 EMA has to ensure that any additional work done by the EMA has to be approved by the Khelo India Secretariat in writing, otherwise it will not be considered for payments.

17.6 All billed items are to be signed off by respective FA Head from SAI/ State regarding quantity, quality and successful completion as per agreed timelines. These need to be backed up by relevant evidence (Photographs, Videos, Lists signed off by Competent Authority).

18. PENALTY CLAUSE

18.1 During the term of the Contract, SAI, at its sole discretion, will assess the EMA's performance periodically regarding fulfilment of its obligations. It is contemplated that this assessment of the EMA's performance shall be based on the following factors:

- i. Timely delivery of the Services;
- ii. Standard of quality of Services;
- iii. Quantity of the items as per the RFP.

18.2 If, upon assessment by SAI, performance of the Agency is not found satisfactory on above mentioned factors, the following penalty shall be levied upon the EMA:

- i. If the EMA, having been notified, fails to timely deliver goods/services in accordance with the delivery schedule, SAI may proceed to take such remedial action(s) including award of work to any other Agency, as deemed fit by SAI, at the risk and expense of the EMA and without prejudice to other contractual rights and remedies which SAI may have against the EMA. Any delay by the bidder in the performance of its obligation, shall attract penalty at the rate of 3% of the value of particular work per day to a maximum of 30% of the value of relevant portion of Work Order. In case maximum penalty is levied, the firm may be blacklisted for a period of three years.
- ii. In case the default in quality of goods/services is found, the designated committee of SAI will assess the actual value of the goods/services supplied and payments will be made based on this assessment. Over and above, SAI reserves the right to levy penalty ranging from 10% to 30% of relevant portion of Work Order for the particular work, as decided by the designated committee of SAI. In case maximum penalty is levied, the firm may be blacklisted for a period of three years.
- iii. If quantity of promised goods/services is found less than specified in Work Order, payments will be made on actual basis. Over and above, SAI reserves the right to levy penalty ranging from 10% to 30% of relevant portion of Work Order for the particular work, as decided by the designated committee of SAI. In case maximum penalty is levied, the firm may be blacklisted for a period of three years.

18.3 Any failure by EMA in maintaining its contractual obligations shall render EMA liable to any or all of the following sanctions:

- i. Imposition of Damages as per Clause 18.2 above,

- ii. Forfeiture of its Performance Security
- iii. Termination of the Contract for default and
- iv. Termination of Empanelment.

Annexure I | SUPPORT TO BE PROVIDED BY SAI

SAI will provide the following support to the EMA at no additional cost:

- SAI will be responsible for procuring the venue for the Event. SAI shall provide the access to the venue as may be required by the EMA for performing its services.
- SAI will procure all necessary governmental and/or regulatory approvals and licenses for the conduct and implementation of the Event will extend assistance to the EMA to procure all licenses required to perform services.
- SAI shall set-up a dedicated team of 4 (four) individuals, who shall liaise with the successful Bidder in relation to the Event.
- Any approvals sought by the EMA in the course of its services shall not be unreasonably withheld or delayed, and any grant or rejection of such request for approval shall be communicated in writing forthwith to the EMA with reasons thereof.

Annexure II | PRICE BID

Name of Work: Proposal by Event Management Agency for conduct of Fit India Anniversary Celebrations

Price Bid

S. No.	Element	Cost in Rupees	Taxes (if any)	Total
1	Event Management Fee	xxx	xxx	xxx
2	Production Cost	xxx	xxx	xxx
GRAND TOTAL				xxx

Grand Total = (in words.....)

- **The bidders are required to mandatorily submit detailed element wise cost breakup of all the components such as Production, Entertainment, Technology, AV Content etc. along with the financial bid. Also, bidders must ensure that the costs are exclusive of the services available with SAI.**
- All work should be carried out in consultation with designated committee of SAI.
- The bidders are advised to conduct physical visits to the venue(s) for proper assessment of cost of items.

Note:

- a. Applicable taxes shall be paid extra by SAI on submission of documentary proof at the time of submission of invoices.
- b. No conditions should be attached to the price proposal.
- c. The amount should be quoted in both figure and words. In case of discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words shall be considered as final price.

Signature of the Agency:

Address:

Date:

Annexure III | SUGGESTED DEADLINES

SUGGESTED DEADLINES RELATED TO CONDUCT OF EVENT			
S. No.	Particulars	Work to be ensured	Deadline
1	FIT INDIA ANNIVERSARY CELEBRATION (Event)	Event concept presentation	7 th August
		Final Presentation including confirmation of event flow, videos, testimonials etc	10 th August
		Full Rehearsal	26 th August, 2020
		Conduct of the Event	29 th August, 2020

- The above timelines are subject to change in view of unavoidable circumstances.
- Any deviation from the suggested deadline and the reasons thereof is to be documented and submitted to SAI along with the bid submission. Bidders are to explain deviation from timeline during presentation if required.
- The main emphasis will be on quality & timely delivery of goods & services.

Annexure IV | DEPLOYMENT PLAN

Sr. No	Functional Area	<u>QUANTITY</u> Phase-wise no. of Personnel Deployed	<u>QUALITY</u> Relevant Work Experience of Resource	<u>WHEN</u> Date of Deployment	<u>WHERE</u> Place of Deployment
1					

- The Human Resource as indicated in the table above may be allocated to multiple Functions depending upon their ability to multi-task.
- The Deployment Plan will be discussed in detail during the Presentation.