



राष्ट्रीय पुस्तक न्यास, भारत

शिक्षा मंत्रालय, भारत सरकार

**NATIONAL BOOK TRUST, INDIA**

Ministry of Education, Government of India

Nehru Bhawan, 5 Institutional Area, Phase-II,  
Vasant Kunj, New Delhi – 110 070

**Website:** [www.nbtindia.gov.in](http://www.nbtindia.gov.in), **E-mail:** [office.nbt@nic.in](mailto:office.nbt@nic.in)

Phone: 011-26707780-81 & 788

**SUBJECT: TENDER FOR DESIGNING, DEVELOPMENT,  
HOSTING AND MAINTENANCE OF EXHIBITION  
PLATFORM FOR VIRTUAL NEW DELHI WORLD BOOK  
FAIR-2021 FOR NATIONAL BOOK TRUST, INDIA**



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**SUBJECT: TENDER FOR DESIGNING, DEVELOPMENT, HOSTING AND MAINTENANCE OF EXHIBITION PLATFORM FOR VIRTUAL NEW DELHI WORLD BOOK FAIR-2021 FOR NATIONAL BOOK TRUST, INDIA**

Sealed tenders/bids are hereby invited for designing, development, hosting and maintenance of Exhibition Platform for Virtual New Delhi World Book Fair-2021 for National Book Trust, India for book fair to be organized from eligible agencies having minimum experience of 5 years (in developing web platform / mobile application) with Central or State Government or Public sector undertaking/Autonomous bodies, with annual turnover of Rs.2.00 Crore per annum in the last three financial years.

2. The Tender document containing terms & conditions can be obtained from the Office of the Deputy Director (Exhibition), National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi-110070 on any working day between 9:30 a.m. and 5:00 p.m. as per the schedule given in the tabular format on the next page (Except Saturdays, Sundays and Government Holidays) on payment of **Rs.1,180/- inclusive of GST (Rupees One Thousand One Hundred and Eighty only) (Non-Refundable) for each book fair** in the form of demand draft favoring **National Book Trust, India** payable at **New Delhi**. The Tender document can also be downloaded from our website i.e. [www.nbtindia.gov.in](http://www.nbtindia.gov.in) and [www.eprocurement.gov.in](http://www.eprocurement.gov.in), and submitted with separate Demand Draft of Rs.1,180/- towards Tender Fee (Non-Refundable) along with EMD.
3. Tender should be submitted in two sealed envelopes. **TECHNICAL BID** (Envelope-I) shall contain Earnest Money Deposit (EMD), pre-qualification documents, Tender conditions, Bill of Quantity / work specifications duly signed by the authorized person or persons as a token of acceptance of terms and conditions of contract and work specification, and the Application form. **FINANCIAL BID** (Envelope - II) shall contain Priced Schedule of quantities. The two sealed envelopes **with the name of the Tender written on each envelope should be placed in an outer envelope and marked on top as “Tender for designing, development, hosting and maintenance of Exhibition Platform for Virtual New Delhi World Book Fair-2021”**.
4. **The Tender should be dropped in the tender box placed at the Main Gate of NBT.**
5. The Technical Bids of the Tender shall be opened on **1 December 2020 at 11:30 a.m.** in the presence of the bidders or their representatives who wish to be present. The technical bids shall be scrutinized by the Committee constituted by NBT for the purpose. The Financial bids of only those contractors whose Technical Bids and Presentation are acceptable to NBT shall be opened and the decision of NBT in this regard shall be final and binding. The Financial bids of those Bidders who qualify in the technical requirements and presentation of the Tender form will be informed accordingly.

6. Tender document can be obtained from the office of NBT as per following schedule.

Sl. No.	Tender Schedule	Date and Time
1.	Date of Issue of Tender	10 November–1 December 2020 till 10:00 a.m.
2.	Pre-Bid Meeting	18 November 2020 at 11:00 a.m.
3.	Last Date and time for submission of Tender	1 December 2020 till 11:00 a.m.
4.	Date and time for opening of Technical Bids	1 December 2020 at 11:30 a.m.
5.	Date and time of Presentation	04 & 05 December 2020 at 11:00 a.m.
6.	Date and time for opening of Financial Bids	Would be informed accordingly
7.	Earnest Money Deposit (EMD)	Rs.2,00,000/-

- 7.1 The Bidders should quote in figures as well as in words the rates and the amount tendered by them in the price schedule. The amount for each item should be quoted and the requisite totals should also be given. The rates quoted in the Price Schedule shall be inclusive of all taxes, levies etc. except GST which shall be paid at rates applicable from time to time as per GST ACT. No extra amount shall be payable in addition to the accepted rate as per the Price Schedule. If there is any discrepancy in rates between words and figures, the lowest amount will prevail.
- 7.2 The final bill / tax invoice submitted to NBT should mention the GST number of both the contractor as well as NBT.
8. **Earnest Money Deposit (EMD) amounting to Rs.2,00,000/- is to be deposited separately with Tender in the form of Demand Draft/Pay Order in favour of National Book Trust, India payable at New Delhi, otherwise the Tender is liable to be rejected. Please ensure that Technical Bid should accompany the EMD of Rs.2,00,000/- and Tender Fee of Rs.1,180/-, failing which the Technical Bid shall be rejected.**
9. Only those parties who are found eligible technically as per the tender conditions will be asked to give a brief presentation of their platform, and their financial bids will be opened.
10. The bidder shall bear all costs associated with the preparation of his Tender including cost of preparation for the purposes of clarification on the Tender, if so desired by NBT. The NBT in no case will be responsible or liable for these costs, regardless of the conduct or outcome of the Tendering process.
11. The acceptance of a Tender will rest solely with the Competent Authority of NBT, who is not bound to accept the lowest bid and reserves the authority to reject any or all the Tenders without assigning any reasons whatsoever. All Tenders in which any of the prescribed conditions are not fulfilled, or are incomplete in any respect are liable to be rejected.
11. Tender containing any condition leading to unknown/indefinite liability, are liable to be summarily rejected.
12. Canvassing in any form in connection with Tender is strictly prohibited and the Tender submitted by the bidders, who resort to canvassing will be liable for rejection.
13. After submission of Tender to NBT by the bidder, no change or modification will be allowed. Any such change made by bidder will result in cancelling of that bid.
14. The items given in the specification of work are approximate. Requirement of quantity / items mentioned in the schedule may increase or decrease as per the decision of the Competent Authority of NBT and no claim in this regard shall be entertained. If considered necessary, any item could be dropped completely.
15. Any modification/corrigendum issued with regard to this Tender document shall be uploaded only on NBT website: [www.nbtindia.gov.in](http://www.nbtindia.gov.in). Bidders are, therefore, advised to visit the website regularly till the last stipulated date of issuance of the Tender document for ascertaining any modification/corrigendum issued in this regard.

16. The NBT shall have the right to issue Addendum regarding Tender documents to clarify, amend, modify and supplement or delete any of the conditions, clauses or items stated therein. Each Addendum shall form a part of the original invitation for Tender.

**NOTE:**

**As per the guidelines of the Ministry of Finance, Government of India, the payment to the party will be made through e-Payment mode and the successful bidder will have to submit his/her RTGS details along with a cancelled cheque.**

Yours faithfully,  
**DEPUTY DIRECTOR (EXHIBITION)**  
**NATIONAL BOOK TRUST, INDIA**  
**NEHRU BHAWAN, 5 INSTITUTIONAL AREA**  
**PHASE-II, VASANT KUNJ**  
**NEW DELHI-110070**  
**PHONE NO:- 011-26707780-81-88**  
E-mail: [nbtexhibition@gmail.com](mailto:nbtexhibition@gmail.com)

# **TENDER FOR DESIGNING, DEVELOPMENT, HOSTING AND MAINTENANCE OF EXHIBITION PLATFORM FOR VIRTUAL NEW DELHI WORLD BOOK FAIR-2021 FOR NATIONAL BOOK TRUST, INDIA**

National Book Trust, India (NBT), an autonomous organization (under Ministry of Education) established by the Government of India in the year 1957 to develop reading habit and promote book culture in the country invites sealed quotations/bids for designing, development, hosting and maintenance of Exhibition Platform for Virtual New Delhi World Book Fair-2021.

Tenders are invited from established agencies/firms (single entity) who have successfully undertaken similar projects in Web/Mobile application of Designing, Development & Maintenance with experience of at least 5 years in the same domain with Central/State Govt., PSU/Autonomous Bodies, with annual turnover of Rs.2.00 crore per annum in the last three financial years.

**The offer of proposal for designing, developing, hosting & maintenance of Exhibition Platform for Virtual New Delhi World Book Fair-2021 for NBT, India will be valid for 90 days after opening of Technical Bid.**

**Amendment in Quotation:** At any time, 5 days before the deadline for submission of bids, NBT may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the quotation document by amendment. Such modifications shall be uploaded on NBT's website, [www.nbtindia.gov.in](http://www.nbtindia.gov.in). All such amendments shall be binding on all the bidders. NBT reserves the right to amend the dates mentioned in the Quotation as well as Data Sheet.

## **SCOPE OF WORK**

The scope of the project includes Designing, Development, Maintenance & Hosting of Web / Mobile application (on Android & iOS platform) for Exhibition Platform for Virtual New Delhi World Book Fair-2021 which includes the following features of Meet, Collaborate & Educate.

## **General requirements for web based virtual platform**

- NBT has decided to organize Virtual New Delhi World Book Fair-2021 for 1000 Exhibitors approx. (tentatively in 11 to 15 February 2021).
- The Virtual Press Conference for the Fair would be conducted 2-3 days prior start of the Book Fair. After the Press Conference, the promotional video and photographs shall be displayed till the end of the Fair.
- Exhibitor booths shall be placed all across the Virtual Exhibition Landscape (VEL). Visitors to the site should be able to easily navigate through the VEL and ensure a near-physical exhibition experience for them through high-resolution Exhibitor Avatars.
- Virtual booths of Exhibitors, should be available 24X7 with unfettered flexibility to update periodically.
- Provision for Online Audio & Video Interaction between Exhibitors and visitors.
- Provision for Registration of Visitors / Media / Officials and entry into the platform through registration and for those as informed by NBT-India.
- Provision for Exhibitors Directory.
- Provision of Security features preventing visitors from downloading Product / books, if so required.

- Provision for Books catalogues which allows uploading Multimedia items for Exhibitors such as high definition photos & video recordings.
- Provision for Publishing Notices/Documents/White Papers/Presentations & Publications (Powerpoint and PDF) etc.
- Provision for Publishing Contact Details & Maps on Dashboard
- Registration for Visitor, Media, etc., and direct link for VIPs (only those as informed by NBT)
- Provision of shopping cart for the visitors, where MIS is generated every day for the concerned exhibitor and organizer.

**NBT expects the agency to:**

Provide **a unified platform compliant to conduct Virtual Book Fairs with** following features:

**A. GENERIC FEATURES**

- Exclusive Event website
- Floor plan, exhibition halls for product segmentation.
- Conference room to have live presentations or pre-recorded presentations
- Lobby area for information, guidance to the exhibitors and visitors
- Information desk with live Hostess facility during official event timings
- Screen for Promotional AV display, inaugural message etc.
- Feature to have live inauguration
- Company search, Product Search
- Display of show directory, general brochure etc.
- Organize video meetings as per agreed pre-schedule with facilities to reschedule and cancel on requirement basis
- Personalized dashboards for both exhibitors and visitors
- Master dashboard for NBT
- Complete post event report
- Ensure full security of the data of exhibitors and visitors.
- Provide the required data and report for records and submission to NBT
- Pavilion for the organizer with Live text chat (multi lingual) / video chat
- Pavilion for technical team
- Easy navigation to switch access to lobby, conference room, exhibition hall
- Background Music
- **The system should be totally secure and data privacy considerations should be enforced.**
- **Ensure 24X7 support and response management system during the fair**

**B. EXHIBITOR SPECIFIC FEATURES**

- Individual display for each participant with a minimum 3 booth designs to choose from
- To upload books with images
- Feature to add each exhibitors' logo and profile
- To upload exhibitors catalogue/brochure
- To upload Company Video
- Unlimited product display with a facility to upload, delete the product profile / catalogue
- View Product profile and download, only if necessary
- Feature to restrict viewing and /or downloading of product images
- Floor plan for easy navigation
- Chat option (between exhibitor and visitor)
- Feature to add company's social media handles
- Information in Virtual Show Directory (PDF format)
- To receive message on one Mobile – SMS/ Whatsapp.

- Technical Assistance/ Guidance for preparation and uploading the company profile, product brochures, video etc.
- Automated matchmaking between exhibitors and visitors
- Search by product, company
- Ability to send and receive message and arrange meetings.
- Organize video meetings as per agreed pre-schedule or schedule fresh meeting during the event with facilities to modify/cancel if needed
- Personalized dashboards for exhibitors indicating the number of visitors, details of visitors, number of meetings confirmed, completed & pending; and communicate with the visitors through message
- Meeting scheduler – Google calendar or any other app
- Visitor notification to the exhibitor to their registered mobile number and/or email upon entry of a visitor to the virtual booth of the exhibitor
- Multi-room facilities to be attended by designated official representatives of the exhibitor to entertain more than one visitor simultaneously
- Ability for the exhibitors to upload their profiles and update them as per requirements
- Technical support for on-boarding of exhibitors in preparing & uploading their profile, brochures, logo & videos etc.
- AV tutorial guiding the exhibitors on various tools ad features
- Visitors tracking report for each exhibitor
- Download/ export data of messages, visitor details
- Ensure 24X7 support and response management system during the fair.
- The system should be totally secured with data privacy considerations.
- To provide the required data and report for records and submission to Government.
- Branding option in lobby area and in to Networking area for the exhibitors
- Customised booth option for exhibitors, with Standee, Fascia, Promotional Video, B2B chat, Display of books for AR facility, and Exhibitors' Website link

### **C. VISITOR SPECIFIC FEATURES**

- Customised registration facility for visitors to attend the virtual exhibition. Provision of registering through Google, Facebook etc. as well.
- Personalized dashboards for visitors indicating the number / name of exhibitors viewed / pending meetings confirmed, completed etc.
- Provision for sending message to the exhibitors
- Fix up meeting schedule with the exhibitor
- Receive message from exhibitors and respond to them
- Ensure full security of the data of the visitor
- Download product catalogue of the exhibitor, if allowed by them
- Calendar/Meeting scheduler option
- To be able to have shopping cart facility
- To be able to view other visitors attending the Virtual Book Fair
- To be able to schedule a meeting in Networking area with other visitors / exhibitors
- To be able to attend the Conferences / literary events

### **SPECIFICATION OF TASKS REQUIRED TO BE CARRIED OUT**

**The agency's main task shall be to design & develop the web Mobile application for Exhibition Platform for Virtual New Delhi World Book Fair-2021 that will be consistent with the standard guidelines set by DEITY/Govt. of India.**

1. **The platform should provide a wide range of features to attract and engage book lovers. The virtual event platform should include the following.**
  - Reception/Lobby
  - Auditorium/Conference Hall
  - Exhibition hall & booths
  - Networking lounge
  - Compatible with all web browsers line, Safari, Chrome, Internet Explorer, Firefox, etc.
  - Schedule of a visitor
  - Resource center
  - B2B facility inside the Exhibitors' booth
  - Video wall
  - Help desk / Information Center
  - High-impact background designs & music
  - Custom branding
  - Visitor counter
  - Exhibitor's list
  - Social media wall
  
2. **Exhibition space to have the look and feel of a Physical Fair.**
  - There shall be free-flowing two-way communication between Buyers and Exhibitors at the Virtual Book Fair through Video Call, Audio call & Chat facilities available in each booth and also in Webinars.
  - Seminars should be able to bring about a more engaging and interactive experience.
  - NBT and Exhibitors can further leverage the video streaming facility to deliver customized product information to prospective visitors.
  - Application shall enable potential visitors to learn about products & services via images, videos, and documents using features like Video Vault carrying a host of product videos and brochures. **These may preferably not be downloadable**, if so required
  - Provision for Polls, Q&A, feedback surveys etc.
  - Speaker BIOS (Basic Input Output System) & presentation resources
  - Screen-Share
  - White-Boarding
  - Presenter Console
  
3. **Web / Mobile applications should include the following but not limited to following administrative tools. Create multiple levels of access to the administrative control panel, including reports-only access.**
  - General settings
  - Registration
  - Access & entitlement
  - Content libraries
  - Tracking & metrics
  - Preview & publish
  - Virtual builder for easy creation of booths with spaces
  - Accounts for sponsors or partners
  - Access to specific rooms
  - Access to specific features and reports
  - User Management
  
4. **Security of data & application with Scalability**
  - The Proposal shall include a secure, cloud-based platform which shall allow to host online events for thousands of attendees and with restrictions of disabling downloads.



- Visitors should be able to access the platform online from wherever they are in the world - all they need is a device with access to the internet.
- The Service provider should plan and implement adequate security infrastructure to ensure that any incident of cyber-attack, for example, denial of service attack or man in the middle attack; does not take place by the use of security infrastructure like firewall, IPS/IDS, network rules & policies, antivirus & HIPS etc.
- The concerned agency shall implement automated regular backup of all the data and associated database to ensure availability of data in case of any disaster.

## 5. Reports & Charts

- Application shall have the functionality to measure the success of our Exhibition Platform for Virtual Book Fair with detailed reports for the Host
  - Gauge the success of the Virtual Book Fair both during and after the event through detailed confidential executive reports that provide statistics like but not limited to following :
    - Number & list of visitors as per day.
    - Number & details of chat room interactions.
    - Number & details of transactions performed
    - Details of items in visitors' cart
    - Number & details of visits on Webinars/Literary events
6. The Virtual New Delhi World Book Fair-2021 application shall be administered by a dedicated Product Manager and a super responsive Customer Service team.
  7. Development & management team of the selected Agency shall meet relevant officials to discuss the needs and to integrate the designing and functionalities of the Application. Agency shall organize a review meeting from time to time and receive suggestions, comments from the meeting which should be incorporated by the Agency. The Agency shall be encouraged to make use of their expertise and creativity to propose and implement relevant enhancements in the Application.
  8. A service contract period of One Year shall be executed, once the Application is developed and deployed.
  9. The Application traffic should be regularly monitored to analyze the usage pattern as well as visitors' profile preferences. Traffic analysis tools should also give Reports on broken links.
  10. The concerned Agency shall be responsible for any kind of data theft/hacking and non-functionality of part/whole of the Application and the agency shall undertake corrective measures at the earliest and ensure minimal downtime of the Application. In any circumstances, the downtime of the website should not be more than 20 minutes.
  11. The details of staff deputed to the fair grounds should be made available to NBT office. The Contractor shall also deploy a team of representatives consisting of minimum 4 staff for carpet works, electric works
  12. **Penalty Clause:** In case of any delay / damage / back-out / crash or hack from the work by the "Selected Vendor" after finalizing and issuance of the work order to the selected vendor, the total project cost will be levied as per the penalty given below:

Delay of work	20% of the total quoted value
Back out	EMD and Performance Guarantee will be forfeited
Crash or hacking of data	20% of the total quoted value

## **DETAILED FEATURES**

### **A. General requirements for web based virtual platform**

#### **1. Creation of Virtual Convention Centre:**

- Exterior: 3-D rendering of the exterior of Exhibition Grounds with Events, Branding, Exhibitors branding option, walkway, etc.
- Interior: Lobby Area, Technical Support Counter/Information Desk, Feedback counter, Way to Exhibition/Conference Halls/B2B Meeting rooms, Networking Lounge, etc.
- Immersive experience has to be given to the user, walk through, movement in the exhibition venue shall be smooth. Links shall be clearly demarcated for moving inside the venue. The virtual platform must provide very high quality virtual reality simulation experience to the users.

#### **2. Exhibition Halls (Category Based):**

- Minimum or maximum number of visitors will be defined before the event. Therefore, the platform should be scalable to take care of very large scale event.
- Exhibition halls shall have exhibition branding. Enough Branding scope should be there inside/outside the halls.
- Post-meeting feedback mechanism for generating feedback from both parties for each meeting.
- Analytics – Report should be generated post meeting, number of meetings, meetings scheduled, expected Business transacted/generated during the virtual meeting, feedback form for visitor and exhibitor
- Exhibition booth to have a meeting scheduler to help buyer/visitors fix their meetings directly.
- Alert service to be integrated once Visitor registers
- Backend module for NBT as the organizer, with different control levels based on the hierarchy within the organization.

#### **3. Conference Centre**

- Two conference venues depending on the frequency on the sessions. Live/Recorded sessions to run in conference halls over the integrated platform like Zoom/WebEx/MS Team, etc. The session recording of the past sessions shall be available to the audience.
- Capacity to host delegates from 200-2000 at any given point in time.
- Particularly for conference/webinar, there could be 10-15 display booths, which is not an exhibition but a display table/booth to conference sponsors; provisioning needed for the same.
- Enough Branding scope should be there inside/outside the halls.
- Chat option within the live event
- Streaming facility
- Changing tab – do you want to allow concurrent admission
- time list of attendees
- Facility to raise hand

#### **4. Networking Lounge**

- Enough Branding scope should be there inside/outside the networking lounge.
- Provision for pre-fixed B2Bs meets
- Access only to pre-fixed meeting of visitors/exhibitors
- There should be option for open to all B2Bs, backend module in monitor and control the B2B meetings to be organized.

- Method of organizing B2B meetings – Chat box & video calling.
- Post meeting feedback mechanism for generating feedback from both the parties after each meeting.
- Analytics Report should be generated post meeting, number of meetings, meetings scheduled feedback form.
- Feedback report by exhibitor and visitor and analytics.

**5. Marketing support**

- Creation of sample videos for exhibitors, visitors, demo video etc. to make the user understand the interface.
- Display of backdrop with sponsor branding along with their AVs.
- 24X7 IVR and human Interface-based as well as portal-based technical support by the agency for all types of queries/concerns.
- Facility to share information/image of books (of exhibitor) on visitors platform.

**6. Data Analytics:**

- Exhibitors shall be able to record/save data of the visitors with who they interacted and can download the same.
- Admin panel for NBT shall have complete analytics on number of meetings with any exhibitors, business generation during the campaign period, duration a visitor spent on any booth discussions over chat/video etc.
- Provision of shopping cart for the visitors, where MIS is generated every day for the concerned exhibitor and for the organizer.

**7. Facility to add payment links of exhibitors on their booth.**

**8. Dedicated 24X7 Team of reasonable number of executives for Coordination with 24X7 Technical Team.**

**AGENCY ROLES & RESPONSIBILITIES IN ADDITION TO THE DEVELOPMENT OF THE EXHIBITION PLATFORM FOR VIRTUAL BOOK FAIR AND THE ALLIED INFRASTRUCTURE**

**1. Marketing and Promotion of Virtual Conference & Exhibitions**

The agency is expected to have the capability to generate delegates/visitors through marketing in different channels.

- **Email Marketing**  
Email marketing for event awareness and participation to generate maximum visitors
- **Digital Marketing**  
Digital marketing through different channels, such as LinkedIn, Facebook, Instagram, YouTube and Twitter, etc.

**2. Coordination & Assistance at the Virtual Event**

The agency will provide tech and backend support for seamlessly executing the event and will provide post-event analytical reports.

**3. Training with exhibitors & speakers**

The agency will coordinate / rehearse with the exhibitor and speakers prior to the event.

## **B. General Requirements for web / Mobile app for virtual platform**

- a) **Visitor Registration Section:** It should have the facility for the visitor to register himself easily and preferably generate a QR code based entry pass for himself. It should also have the option for any visitor to send invite for the event to any known person/persons. The invite will be sent to the registered email address of the invitee and the invitee will receive an email with the link to register himself and enter the event venue independently. The person sending the invite may accrue some credit points which may be redeemed in the form of some discount/any other freebie offer by NBT.
- b) **Useful Information Section:** An “Info” section containing relevant information about event/NBT’s activity.
- c) **“Search” Option:** A properly optimized “Search” option to allow user to locate contain that contains the keywords/key phrases relevant to what the user needs. Search & List exhibition with key details – logo, name, website, contact phone, address. Booth & Stall number, Search & List exhibitors with key details logo, cover-image, name, website, contact phone, address.
- d) **“One-touch contacting” features:** One-touch contacting feature should be there that should allow the user to directly get in touch with NBT through email and telephone.
- e) **FAQ Section:** There should be list of FAQs grouped by topics.

## **C. Virtual Booth/Event/Ad/Sponsors Requirements**

- a) **At the home page,** there should be broad categorization of participants and events like Webinar, Inauguration, Children’s Pavilion, etc. These labels should be customized and renamed as per event.
- b) **E-commerce Section/Virtual Booths:** A dedicated section (Virtual Booths) for display of exhibitor’s products including images, company information, product videos and an additional 360 degree/3D view of the intended products to engage interested visitors.
- c) **Interaction:** At Virtual Booth, there should be facility of one to one chat between visitor and exhibitor. Exhibitor can also have multiple participants in a same session. Further there should be facility to conduct a video conference between exhibitor and participant.
- d) **Event Calendar:** There should be an overall calendar for entire fair consisting of event details, eminent person joining/addressing etc.
- e) Real-time Audience polls in APP with LIVE projections and real time results should be enabled. Also supported image polis with deep linked notification for easy user access.
- f) **Clickable Ad banner:** There should be designated space across the App as well as at each virtual booth for exhibitors. Banner should be update-based

## **D. Integration Requirements**

- a) **Social Media section:** The App / Web should contain a section having all Social Media handles of NBT for facilitating user’s access to social media handles of NBT.
- b) **Exhibitors’ social media platforms:** The exhibitors’ social media handles should also be integrated on this booths, as per the booth design opted.

### **TIMELINES**

The Application/Platform should be ready within 45 days of issuance of work order or an extended date as approved by NBT, India with all the above mentioned functionalities.

### **PROCEDURE FOR SUBMISSION OF BIDS**

The bidders will be required to submit quotations and documents latest by **1 December 2020**. The quotes should be addressed to the Deputy Director (Exhibition), National Book Trust, India, National Book Trust, India, Nehru Bhawan, 5, Institutional Area, Phase-II, Vasant Kunj, New Delhi-110070 in a sealed envelope. The proposal should consist of followings documents:

1. Documentary evidence in support of Eligibility Criteria, namely copy of the Balance sheet and profit and loss account of the last 3 years.

2. Tender Document can be downloaded from the website of [www.nbtindia.gov.in](http://www.nbtindia.gov.in)
3. Copies of the work orders evidencing that the agency has experience in similar work
4. The bid should come as two different sealed envelopes, clearly marked as “Technical Bid” and “Financial Bid” separately on the top of each envelope and both should be put in one bigger sealed envelope.
5. **Detailed Technical Proposal** with signature of the bidder or his/her authorized signatory & stamp on each page.
6. **Financial bids** will be opened only if the agency qualifies in the Technical bid and in the Presentation.
7. Photocopies License/Registration Certificate of the firm.
8. Copy of PAN Card
9. Copy of GST Registration
10. **Demand Draft for Rs.2,00,000/- towards EMD in favour of “National Book Trust, India” payable at New Delhi.**
11. **Performance Security: The successful bidder will have to submit the performance guarantee to the value of 10% of the basic value of contract in the form of Demand Draft or alternatively in the form of bank guarantee to NBT within 3 days from the date of receipt of initial work order after adjusting the amount of EMD already paid. The work order will not be issued unless the Performance Security money is submitted by the party who is awarded the job.** If the Tenderer does not remit the performance guarantee within the stipulated time given in the work order, interest @ 18% p.a. on performance guarantee amount will be levied for the delayed remittance from due date of remittance to date of realization/remittance of money. The earnest money shall be adjusted against the performance guarantee to be submitted by the successful bidder. The performance guarantee will be forfeited by order of NBT in the event of breach or negligence or non-observance of any condition of contract or in case the construction is delayed beyond the period stipulated by NBT. The Security Money so deposited will be retained till conclusion of the Fair and refunded along with balance payment **without any interest.**
12. The last date of receipt of quotation in a sealed envelope is **1-12-2020 till 11:00 a.m.** and it should be addressed to Deputy Director (Exhibition), National Book Trust, India, Nehru Bhawan, 5, Institutional Area, Phase-II, Vasant Kunj, New Delhi-110070. Alternatively, the sealed envelope may be sent through Registered post/ Courier/by hand and should reach to us on or before the last date & time. The Bidder will ensure that it is received in NBT, New Delhi before the due date & time. The offers received after the due date and time will not be entertained. The quotation received through e-mail etc. would not be considered.
13. The EMDs of the unsuccessful bidders will be refunded by way of handing over the original Demand Draft/Pay Order duly endorsed by the Competent Authority of the NBT without any interest.
14. All the pages/documents of the quotation and tender document should bear the dated signature of the authorized signatory with the stamp of the Firm. All the entries should be in one ink & legibly written. Any over-writing corrections & cuttings should bear dated initials of the authorized signatory. Corrections should be made by writing again instead of shaping or over-writing.
15. Rates should be quoted in Indian Rupees (Rs.) both in figures as well as in words. In case the rates quoted in words & figures vary, the lowest of the two will be taken as final.
16. Conditional quotations are liable to be rejected.
17. NBT reserves the right to reject or accept any or all application(s) without assigning any reason(s).
18. Quoted rates should be free from any pre-conditions regarding payments etc. or otherwise offers are liable to be rejected.
19. NBT reserves the right to increase or decrease any item/service in Tender document.
20. The payment would be made after completion of the virtual book fair subject to submission of Bill/Invoice with all supporting documents. TDS will be deducted as per the provisions of Income

Tax Act, as amended from time to time.

21. The selected agency should not sublet the work in part or full to another agency.
22. There will be no escalation in the price during the entire contract period.
23. The contract shall be terminated in respect of the following :
  - a) If the service of the agency is not found satisfactory or the agency changes the rate of contract during the contract period.
  - b) In case the agency fails to execute the job as per the terms and conditions of the agreement, the balance / total work will be executed through other agencies at the agency's risk and cost.
  - c) The decision of the NBT will be final and binding on the agency and no request will be entertained in any manner.
24. The losses to NBT which are directly attributable to the agency shall be deducted from the bills /adjusted from the performance guarantee.
25. The Performance guarantee of the successful agency will be released once the final payment has been settled.

**GENERAL:**

- a) The selected agency will be responsible to ensure that suitable manpower is available for resolving queries of the exhibitors and visitors and to provide them the required technical assistance.
- b) NBT reserves the right to place a subsequent repeat order on finally negotiated prices and similar terms and conditions for subsequent Virtual Book Fair after this event on prorated basis. All bidders should keep this in mind while preparing their offer for this bid.

**TERMS & CONDITIONS**

- a) The approved agency will work under the directions and guidance of NBT. It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for NBT are in accordance with the legal framework.
- b) Bid value should be quoted in Indian Rupees only. GST should be quoted as extra.
- c) Interested eligible agencies may submit their bids as per **Annexure – I** with supporting documents
- d) NBT requires that agency under this contract observe the highest standard of ethics during the period of agreement and free from any vigilance enquiry. The agency has to bear the cost associated with the preparation and submission of tender documents to NBT.
- e) NBT at any time will reject a proposal for award of work if it is determined that the agency recommended for award has engaged in corrupt or fraudulent practices in competing the contract in question.
- f) The uptime platforms should be 99.99%.
- g) NBT will declare an Applicant/Agency ineligible, either indefinitely or for a stated period of time, to be awarded a contract/contracts, if it at any time determines that the Applicant/Agency has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.
- h) NBT reserves the right to:
  - Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on NBT.
  - The decision of the NBT shall be final and binding in this regard. NBT shall also not be responsible for any damage or loss caused or arisen out of a foresaid action.
  - Modify terms and conditions of the contract which shall be granted to the successful agency after the bidding process, if in the opinion of the NBT, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the NBT shall be final and binding in this regard.

- To place a subsequent repeat order on finally negotiated prices and similar terms and conditions for NBT Virtual Book Fair.
- For interpretation of any clause of this document, the decision of Director, NBT would be final and binding on both the parties i.e. agency and NBT.

**PRESENTATION**

The party which qualifies the technical conditions will be asked to proceed for presentation stage.

- The presentation should not exceed 10 minutes
- Introduction about the Company, etc., should be avoided
- The presentation should state the platform vis-à-vis NBT’s requirement as per details given in this tender document
- The presentation + technical documents will qualify the agency for opening of the financial bids

**SELECTION PROCEDURE**

- a) A Committee as constituted by NBT will carry out a preliminary screening of the agency and will shortlist the agency fulfilling the prescribed requirements. The shortlisted agency will be required to make technical presentation before the selection committee.
- b) The financials will be opened only after qualifying the technical + presentation.

**OPENING OF FINANCIAL BIDS**

Selection Committee reserves the right to withdraw the announcement, accept or reject any or all the bids at any time prior to award of contract/order, without assigning any reasons and without incurrance of any liability on NBT. The NBT also reserves the right to negotiate the prices with the selected agency to bring down the prices or to add more facilities.

**FORCE-MAJEURE :** If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of Director, NBT as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at their option terminate the contract.

**PENALTY CLAUSE:** In case of any delay / damage / back-out / crash or hack from the work by the “Selected Vendor” after finalizing and issuance of the work order to the selected vendor, the total project cost will be levied as per the penalty given below:

Delay of work	20% of the total quoted value
Back out	EMD and Performance Guarantee will be forfeited
Crash or hacking of data	20% of the total quoted value

**DISCLAIMERS:**

This tender is being issued by the NBT, INDIA for inviting bids for the “**Designing, Developing, Hosting & Maintenance of Exhibition Platform for Virtual New Delhi World Book Fair-2021 for NBT, INDIA**”. The words 'Tender and 'Quotation' are used interchangeably to refer to this document. The purpose of this document is to provide the Bidder with information to assist in the formulation of their proposal. The information is not intended to be exhaustive. Interested parties are required to make their own inquiries. NBT, INDIA reserves the right not to proceed with the project, to alter the functionalities/specifications & timetable reflected in this document or to change the process or procedure to be applied. It also reserves the right to decline to discuss the project further with any party submitting a bid. No reimbursement of any cost will be paid to persons, entities submitting a Bid.



### **Parameters for executing the work (Qualification Criteria)**

1. Tender Fee of Rs.1,180/- for each Book Fair (inclusive of GST 18%).
2. Earnest Money Deposit (EMD) of Rs.2,00,000/- .
3. The tender document should be properly **indexed with page numbers and signed and stamped on each page, otherwise the application will be rejected.**
4. The firm has to declare the Company profile such as partnership/proprietorship/company, etc.
5. The firm must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable may be quoted in the technical bids format and copy of the certificate/proof must be attached. These documents should be in the name of applicant organization only and not that of group/sister organizations. In other words, name of applicant organization should be same in all the documents submitted.
6. The agencies having minimum experience of 5 years on development web platform / mobile application and having worked with Central or State Government / Public Sector Undertakings or Autonomous bodies for conceptualizing, designing and executing and management of Virtual Book Fair and Exhibition of International Status and have invited at least 10000 visitors **in the similar field.**
7. Certified copies of last three Financial Years (2017-18, 2018-19 and 2019-20) audited Accounts showing minimum annual turnover of Rs.2.00 crore each year.
8. Certified copies each of Income Tax Returns for last three Financial Years (2017-18, 2018-19 and 2019-20).
9. Self-attested copy of Registration of GST along with last quarterly GST Return.
10. Self-attested copy of PAN card.
11. An Affidavit of Rs.10/- duly signed and stamped by Notary stating that the firm has not been debarred or blacklisted by any Government, Quasi Government, PSU or Autonomous Organization is required to be enclosed (**Photocopy of the affidavit will not be accepted.**) The issue date of Affidavit should not be older than one month from the last date of submission of the Tender document. If found, the technical bid will be rejected.
12. Specimen Signature, Name, Address, Contact No., designation/capacity of the person signing the tender document on company's letterhead is required to be enclosed.
13. Whether agency has their own platform? Yes/No \_\_\_\_\_
14. Will agency offer training to our team? Yes/No \_\_\_\_\_
15. Whether agency read all requirements, terms & conditions, penalty clause? Yes/No \_\_\_\_\_
16. Has agency ever been blacklisted? Yes/No \_\_\_\_\_
17. Has agency made any virtual trade platform for other companies? Yes/No \_\_\_\_\_
18. Has agency made any virtual trade platform for book publishing industry? Yes/No \_\_\_\_\_
19. Integrated payment gateway on the platform? Yes/No \_\_\_\_\_

**CHECKLIST – The Bidders/Contractors should submit the following documents along with Technical and Financial Bids:**

Sl. No.	Particular(s)	Yes	No	Page Nos.
<b>TECHNICAL BID</b>				
1.	Tender Fee of Rs.1,180/- (inclusive of GST)			
2.	Earnest Money Deposit (EMD) of Rs.2,00,000/-			
3.	The tender document should be properly <b><u>indexed with page numbers.</u></b>			
4.	The firm has to declare the Company profile such as partnership/ proprietorship/company, etc.			
5.	The firm must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/GST, etc. as applicable may be quoted in the technical bids format and copy of the certificate/proof must be attached. These documents should be in the name of applicant organization only and not that of group/sister organizations. In other words, name of applicant organization should be same in all the documents submitted.			
6.	The agencies having minimum experience of 5 years on development web platform / mobile application and having worked with Central or State Government / Public Sector Undertakings or Autonomous bodies for conceptualizing, designing and executing and management of Virtual Book Fair and Exhibition of International Status and have invited at least 3000 visitors <b><u>in the similar field.</u></b>			
7.	Certified copies of last three Financial Years (2017-18, 2018-19 and 2019-20) audited Accounts showing minimum annual turnover of Rs.2.00 crore each year.			
8.	Certified copies of Income Tax Returns for last three Financial Years (2017-18, 2018-19 & 2019-20).			
9.	Self-attested copy of Registration of GST along with last quarterly GST Return			
10.	Self-attested copy of PAN card.			
11.	An Affidavit of Rs.10/- duly signed and stamped by Notary stating that the firm has not been debarred or blacklisted by any Government, Quasi Government, PSU or Autonomous Organization is required to be enclosed ( <b><u>Photocopy of the affidavit will not be accepted.</u></b> ) The issue date of Affidavit should not be older than one month from the last date of submission of the Tender document, If found, the technical bid will be rejected.			
12.	Specimen Signature, Name, Address, Contact No., designation/ capacity of the person signing the tender document on company's letterhead is required to be enclosed.			
13.	Whether agency has their own platform? Yes/No			
14.	Will agency offer training to our team? Yes/No			
15.	Whether agency has read all requirements, terms & conditions, penalty clause? Yes/No			
16.	Has agency ever been blacklisted? Yes/No			
17.	Has agency made any virtual trade platform for other companies? Yes/No			
18.	Has agency made any virtual trade platform for book publishing industry? Yes/No			
19.	Integrated payment gateway on the platform? Yes/No			

20	<b>PRESENTATION</b> Is your presentation as per the scope of work ready?			
<b>FINANCIAL BID</b>				
21.	Rates are quoted in the Tender Form-II (Financial Bid) – Specification of Work/Bill of Quantity			

**NOTE :-** The bidders, who do not fulfill the above requirements and do not submit the above documents will not be considered and will be liable for rejection of their bids.



राष्ट्रीय पुस्तक न्यास, भारत  
शिक्षा मंत्रालय, भारत सरकार  
**NATIONAL BOOK TRUST, INDIA**  
Ministry of Education, Government of India

Nehru Bhawan, 5 Institutional Area, Phase-II,  
Vasant Kunj, New Delhi – 110 070  
**website:** [www.nbtindia.gov.in](http://www.nbtindia.gov.in)  
**E-mail:** [office.nbt@nic.in](mailto:office.nbt@nic.in)  
Phone: 011-26707780-781 / 788

### **APPLICATION FORM**

From

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

To

The Director,  
National Book Trust, India  
New Delhi – 110 070

Dated: \_\_\_\_\_

Sub.: **Submission of Tender for designing, development, hosting and maintenance of Exhibition Platform for Virtual New Delhi World Book Fair-2021 for National Book Trust, India**

Madam/Sir,

With reference to your above-mentioned notice inviting tenders, I/We hereby offer to provide required services to National Book Trust, India. I/We shall execute the work truly and faithfully as set forth in the attached terms and conditions. I/We shall be responsible for all complaints as regards the quality of service and in case of any dispute; the decision of the Director National Book Trust, India shall be final and binding on me/us.

As desired, the Tender Fee and EMD vide Demand Draft Nos. (1) \_\_\_\_\_ (2) \_\_\_\_\_ Dated (1) \_\_\_\_\_ (2) \_\_\_\_\_ drawn on \_\_\_\_\_ respectively in favour of National Book Trust, India payable at New Delhi are enclosed. I fully understand that in the event of my/our tender being accepted, NBT shall adjust this earnest money in security deposit payable by me/us for the faithful and satisfactory execution of the contract.

The details of the documents as required in **Chapter – 5** are submitted as under:

1. Registration Number of the Firm \_\_\_\_\_
2. GST Number \_\_\_\_\_
3. PAN Card Number \_\_\_\_\_

I/WE shall have no claim to the refund of Earnest Money/Security Deposit prescribed against this tender in the event of my/our non-compliance of the contract, if such contract is not implemented within the period of validity of my/our tender.

I/We further understand that my/our earnest money shall stand forfeited in case of unsatisfactory services/violation of any term/terms or if I/We withdraw tender at any stage during the period of validity.

My/our tender shall remain valid for three months from the date of its finalization. My/Our tender along with terms and conditions with relevant columns and annexures duly filled in under my/our attestation and with each page of the tender paper including the enclosed terms and conditions signed by me/us (in the capacity of sole owner/general or special attorney attached) is submitted for your consideration.

I/We have read the enclosed terms and conditions carefully and have signed the same in token of our absolute and unconditional acceptance thereof.

Thanking you,

Place  
Date

Name  
Signatures with stamp & Full Address

### **UNDERTAKING**

1. I/we undertake that I/we have carefully studied all the terms and conditions and understand the parameters of the proposed work of NBT and shall abide by them.
2. I/we further undertake that the information given in this tender are true and correct in all respects and I/we hold the responsibility for the same.

(Signature of the Bidder with stamp of the firm)

Date  
Place

**TENDER FORM – II (FINANCIAL BID)**  
**Specification of Work/Bill of Quantity for Exhibition Platform for**  
**Virtual New Delhi World Book Fair-2021**

Particulars	Total for full duration (in Rs.)
<b><u>Virtual Platform</u></b> The platform designing and development fee with support, set up, training, hosting and maintenance	
<b>Amount</b>	
<b>GST</b>	
<b>Total Amount</b>	

**NOTE:**

1. Requirement may increase or decrease as per decision of Competent Authority.
2. No additional work may be done by the bidder without obtaining the written approval of Deputy Director (Exhibition) or Officer-In-Charge of the Fair failing which no payment will be made for the additional work.

**ADDITIONAL ITEM (\*)**

Particulars	Total for full duration (in Rs.)
<b><u>Virtual Platform - Mobile App-Based</u></b> As per the details on page-12 of this tender document.	
<b>Amount</b>	
<b>GST</b>	
<b>Total Amount</b>	

(\*) The cost of the additional item will not be a factor while adjudging the lowest bidder.