



86th Meeting of the Finance Committee

Agenda Papers

Time/Date: 10.00 a.m. / 9th August 2019
Venue: Chamber of Secretary (Sports)
Shastri Bhawan
New Delhi

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Agenda Item No.1

Hiring of the Event Management Agency for the conduct of Launch Event of “Fit India Campaign

As per the directions of Competent Authority, a launch event is proposed to be organized on National Sports Day, i.e. 29th August 2019 (morning), at the Indira Gandhi Stadium in New Delhi in the gracious presence of the dignitaries of Government of India.

As the event is going to launch a sustainable fitness movement throughout the country, it should be able to make an impact on the masses. Also the presence of Hon’ble Sports Minister in addition to the other dignitaries from Govt. of India will be of great significance during the event. The launch of Fitness Campaign will be televised live on national media and social media. It was decided that **an estimated budget with an upper financial limit of INR 4 Crores (INR Four Crores) plus applicable taxes** may be earmarked for the same.

It was decided to organize the above mentioned event through one of the following five Event Management Agencies which were empanelled on 1st November, 2018 by SAI to conceptualize, plan, design, organize, produce, coordinate, direct, manage, execute and deliver the main sporting events / run up events/ceremonial events/activations etc. organized/conducted/managed by SAI (Sports Authority of India):

- 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.

A short-term RFP, limited only for empanelled event management agencies of SAI, was prepared and shared with the bidders on 24.07.2019.

A pre-bid meeting with the bidders was hosted on 26.07.2019 wherein the queries from the bidders were discussed in detail and accordingly minutes were prepared and shared with the bidders.

The bids were opened on 31.07.2019 at 3:00 PM and while opening the bids, the bid opening committee noticed that (4) four bids were received from the following bidders:

- a. M/s SV Edusports Pvt. Ltd.
- b. M/s DNA Entertainment Pvt. Ltd.
- c. M/s Wizcraft International Entertainment Pvt. Ltd.
- d. M/s Fountainhead Entertainment Pvt. Ltd.

The above mentioned four bidders were called for presentations on 01.08.2019 from 11:30 AM onwards. The duly constituted Technical Bid Evaluation Committee (“TBEC”) thoroughly evaluated all the submitted documents and presentations as per the requirements of the RFP. Based on the evaluation criteria and terms of the RFP, the TBEC awarded marks to the bidders as follows:

S. No.	Name of Bidder	Marks Obtained	Status
1	M/s SV Edusports Pvt. Ltd.	68	Responsive
2	M/s DNA Entertainment Pvt. Ltd.	70	Responsive
3	M/s Wizcraft International Entertainment Pvt. Ltd.	51	Non-Responsive
4	M/s Fountainhead Entertainment Pvt. Ltd.	93	Responsive

The Price bids of responsive bids were opened on 02.08.2019 in presence of the representatives of the above-mentioned responsive bidders. The findings of Price Bid Evaluation Committee (“PBEC”) are as under:

S. No.	Name of Bidder	Price Quoted (excluding taxes)	Financial Scores (out of 100) (Lowest Bid / Bid Under Consideration) X 100
1	M/s SV Edusports Pvt. Ltd.	3,98,70,250/-	93.26
2	M/s DNA Entertainment Pvt. Ltd.	3,71,85,940/-	100
3	M/s Fountainhead Entertainment Pvt. Ltd.	3,96,98,690/-	93.67

The final scores were calculated as per the following table:

S. No.	Name of Bidder	Technical Score (out of 100) ‘T’	Financial Score (out of 100) ‘P’	Final Score (0.7 X T) + (0.3 X P) ‘F’
1	M/s SV Edusports Pvt. Ltd.	68	93.26	75.58
2	M/s DNA Entertainment Pvt. Ltd.	70	100	79
3	M/s Fountainhead Entertainment Pvt. Ltd.	93	93.67	93.2

As per the Evaluation of the bids, M/s Fountainhead Entertainment Pvt. Ltd. being the highest scorer was found “best bidder”. The Price Bid Evaluation Committee recommended to award the bid to M/s Fountainhead Entertainment Pvt. Ltd.

The best bidder, i.e. M/s Fountainhead Entertainment Pvt. Ltd. in this case, has quoted the price bid as per the following table:

S. No.	Element	Cost (INR)	GST @ 18%	Total (incl. GST)
1	Management Fees	51,78,090/-	9,32,056/-	61,10,146/-
2	Production Cost	3,45,20,600/-	62,13,708/-	4,07,34,308/-
TOTAL		3,96,98,690/-		4,68,44,454/-

As the amount of INR 4,68,44,454/- (INR 3,96,98,690/- plus applicable taxes) is beyond the delegated powers of DG, SAI, the same is placed before the Finance Committee of SAI.

Concurrence of Finance Committee is solicited to accord approval for an amount of INR 4,68,44,454/- (INR Four Crores Sixty Eight Lakhs Forty Four Thousand Four Hundred and Fifty Four only) inclusive of all taxes towards hiring of M/s Fountainhead Entertainment Pvt. Ltd. as the Event Management Agency for the conduct of Launch Event of “Fit India Campaign”.