

**GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE & FARMERS WELFARE
NATIONAL HORTICULTURE BOARD**

**REQUEST FOR PROPOSAL (RFP)
FOR
ENGAGEMENT OF A PROJECT MANAGEMENT AGENCY (PMA)
FOR MANAGEMENT, COORDINATION, SUPERVISION AND PROGRAMME
SUPPORT FOR THE INDIA PAVILION AT EXPO GREEN 2027, YOKOHAMA,
JAPAN**

RFP Reference No.: NHB/Expo Green 2027/PMA/179485

Date of Issue: 20.08.2026

Method of Selection: Quality and Cost Based Selection (QCBS) – 70:30

National Horticulture Board

Plot No. 85, Sector 18, Institutional Area, Gurugram, Haryana – 122015

www.nhb.gov.in

IMPORTANT NOTICE

This RFP is issued for selection of a Project Management Agency (PMA) for management and programme support of India's participation at Expo Green 2027, Yokohama, Japan. The RFP shall be read together with all corrigenda, addenda, clarifications and written communications issued by NHB. In case of inconsistency, the later valid written clarification/corrigendum issued by NHB shall prevail over the earlier provision to the extent of such inconsistency.

The selected PMA shall act as a professional programme-management and coordination agency. It shall not have authority to alter the scope, price, specifications or contractual obligations of any contractor engaged separately by NHB unless expressly authorised in writing by NHB.

The procurement shall be governed by applicable Government of India procurement rules, including the General Financial Rules, 2017 as amended from time to time, applicable procurement manuals/instructions of the Department of Expenditure, and the terms of this RFP.

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SECTION 1 – BACKGROUND, OBJECTIVES AND DEFINITIONS

1.1 Background

The National Horticulture Board (NHB), an autonomous organisation under the Ministry of Agriculture & Farmers Welfare, Government of India, is mandated to promote holistic development of horticulture and facilitate market access, value addition, investment, trade and international promotion of Indian horticulture and allied sectors.

The Government of India, through NHB, is participating in Expo Green 2027 at Yokohama, Japan. The India Pavilion and India Garden are intended to provide a high-visibility platform for showcasing India's horticulture, agriculture and allied sectors, sustainable practices, technologies, products, investment opportunities, research and innovation, and India's cultural heritage. NHB has separately awarded the work relating to construction/creation of the India Garden and Pavilion.

The PMA is therefore required to provide integrated programme-management, stakeholder coordination, outreach, event programming, supervision/coordination with the separately appointed construction and food-truck agencies, digital and social-media support, B2B facilitation, cultural programming support and post-event handholding for the entire participation period.

1.2 Objectives

- promote Indian horticulture, agriculture and allied sectors internationally and enhance India's visibility at the Expo;
- facilitate participation of relevant Central Government Ministries/Departments, State Governments, statutory bodies, industry, exporters, growers, research organisations and other stakeholders;
- promote exports, investment, technology collaboration and business linkages through structured B2B/B2G/G2G engagements;
- ensure effective, timely and coordinated operation of the India Pavilion and India Garden throughout the Expo;
- showcase Indian culture and soft-power elements through curated programmes, including yoga, mehndi and cultural performances, in consultation with NHB and the Embassy of India, Tokyo;
- create sustained digital, media and social-media visibility for India's participation; and
- ensure proper documentation, outcome tracking and post-event follow-up.

1.3 Indicative Expo Period

The Expo period presently proposed in the draft RFP is 19 March 2027 to 26 September 2027. The dates, operating hours and programme requirements shall be subject to confirmation by the Expo Authority/Organizer and NHB. The PMA shall plan for the full pre-event, event and post-event period and shall adapt its work plan to any officially notified change in the Expo schedule.

1.4 Definitions

NHB/Board/Employer: National Horticulture Board, Ministry of Agriculture & Farmers Welfare, Government of India.

Expo: Expo Green 2027, Yokohama, Japan, including all activities, venues and official programme requirements connected with India's participation.

Organizer/Expo Authority: The competent authority/organising body for Expo Green 2027 and all relevant statutory/local authorities having jurisdiction over the Expo premises and associated activities.

PMA/Agency: The Project Management Agency selected under this RFP.

Pavilion Contractor: The agency separately engaged by NHB for construction, operation, maintenance and/or dismantling of the India Garden and Pavilion, as applicable under its contract.

Food Truck Operator: The agency separately engaged by NHB for operation of the food truck/food service facility, as applicable.

Stakeholders: Government Ministries/Departments, State Governments/UTs, statutory bodies, industry bodies, exporters, growers, investors, research/academic institutions, international organisations and other entities identified/approved by NHB.

Contract: The agreement/Letter of Award and all documents incorporated therein, including this RFP, TOR, approved proposal, corrigenda and written amendments.

Contract Price: The total accepted financial bid/contract value payable for the PMA's services, inclusive of applicable taxes and charges as specified in the Financial Bid.

SECTION 2 – RFP DATA SHEET AND KEY INSTRUCTIONS

Particular	Details
Name of Work	Engagement of a Project Management Agency (PMA) for management, coordination, supervision and programme support for the India Pavilion at Expo Green 2027, Yokohama, Japan.
Bid Security / EMD	₹3,00,000/- (Rupees Three Lakh only), subject to applicable exemptions under prevailing Government instructions for MSME etc.
Performance Security	5% of the accepted Contract Price, in accordance with applicable GFR provisions.
Bid Validity	180 days from the date of opening of Technical Bids, extendable with consent of the bidder where required.
Selection Method	QCBS – Technical 70% and Financial 30%.
Minimum Technical Qualifying Score	60 marks out of 100.
Proposal Language	English.
Currency	Indian Rupees.
Contract Period	From the Effective Date until completion and acceptance of all post-event deliverables, presently expected to cover pre-event preparations, the Expo period and post-event closure.
Bid Submission	The bidder shall submit in physical form in sealed envelope (mentioning ENGAGEMENT OF A PROJECT MANAGEMENT AGENCY (PMA) FOR MANAGEMENT, COORDINATION, SUPERVISION AND PROGRAMME SUPPORT FOR THE INDIA PAVILION AT EXPO GREEN 2027, YOKOHAMA, JAPAN) in a Two-Bid System, comprising: (i) Technical Bid (ii) Financial Bid
Bid Accepting Authority	The Managing Director, National Horticulture Board (NHB), Ministry of Agriculture & Farmers Welfare Government of India, Plot No.85, Sector 18, Institutional Area, Gurugram, Haryana- 122015
Pre-Bid Conference	To be held on 26 th August 2026 at 3.00 Pm IST through Physical/Virtual mode. VC meeting link will be uploaded on the website of NHB at nhb.gov.in under Section Tenders
Pre-Bid Query	26 th August 2026 till 5:30 Pm IST All queries & clarifications regarding the RFP shall be submitted via email to cpgandhi@nhb.gov.in
Bid Submission Start Date	27 th August 2026
Bid Submission End Date	15 th September 2026 till 3:30 PM IST
Clarification Contact	Mr. C P Gandhi, Joint Director National Horticulture Board Ministry of Agriculture & Farmers Welfare Government of India, Plot No. 85, Institutional Area, Sector-18 Gurugram-122015 (Haryana) E-mail: cpgandhi@nhb.gov.in Mobile : +91-8800103799

2.1 Procurement Framework

The procurement shall be undertaken in accordance with the General Financial Rules, 2017 as amended from time to time, applicable Department of Expenditure procurement manuals/instructions and other applicable

Government of India instructions. Where this RFP contains a procedural provision, it shall be interpreted consistently with the applicable procurement framework.

2.2 Bid Security / EMD

The EMD is fixed at ₹3 lakh and paid via internet banking/ NEFT/ RTGS. Documentary evidence to be enclosed with the technical documents. Exemptions, where applicable, shall be governed by the prevailing Government instructions and supported by valid documentary evidence. For depositing EMD amount, may refer the below mentioned bank details:

Name of A/c Holder: National Horticulture Board
Bank Name: Indian Overseas Bank
Branch Name: NHB, Gurugram
Address of Bank: Plot no: 85, Sector 18, Gurugram-122015
A/c No.: 193501000010000
IFSC No.: IOBA0001935

- a. No interest shall be payable by the Department for the sum deposited as Earnest Money Deposit. The EMD amount of the unsuccessful bidders would be returned after finalization of the proposal/ selection of agency received against this RFP document.
- b. EMD of successful bidder shall be retained till the successful completion of the assignment and shall be released along-with Performance Bank Guarantee (PBG). No interest shall be payable by the Department for the sum deposited as Earnest Money Deposit.
- c. Bids not accompanied with the transaction details pertaining to the payment made as Earnest Money Deposit (EMD) are summarily rejected.
- d. The EMD shall be forfeited by the NHB in the following events:
 - If the proposal is withdrawn during the validity period or any extension agreed by the Applicant thereof.
 - If the proposal is varied or modified in a manner not applicable to the Department after opening of proposal during the validity period or any extension thereof.
 - If the Agency tries to influence the evaluation process.

2.3 Performance Security

The successful bidder shall furnish Performance Security equal to 5% of the accepted Contract Price within the period specified in the Letter of Award/contract. The Performance Security may be furnished in an admissible form under the prevailing GFR and procurement instructions and shall remain valid for at least 60 days beyond completion of all contractual obligations, unless a longer period is specifically stipulated in the contract.

SECTION 3 – INSTRUCTIONS TO BIDDERS

3.1 Single-stage two-envelope

Bidders shall submit Technical and Financial Proposals separately through in physical form in sealed envelope comprising:

- (i) Technical Bid
- (ii) Financial Bid

The technical bid and the financial bid should be sealed by the bidder in separate covers and both these sealed covers are to be put in a bigger cover which should also be sealed mentioning ENGAGEMENT OF A PROJECT MANAGEMENT AGENCY (PMA) FOR MANAGEMENT, COORDINATION, SUPERVISION AND PROGRAMME SUPPORT FOR THE INDIA PAVILION AT EXPO GREEN 2027, YOKOHAMA, JAPAN. The Financial Proposal of a technically non-qualified bidder shall not be opened.

3.2 Examination of RFP

Bidders are deemed to have examined the RFP, annexures, corrigenda and clarifications and to have satisfied themselves regarding the scope, risks, resources and costs required for successful performance.

3.3 Clarifications

Queries shall be submitted in the prescribed format by the date specified by NHB. NHB may issue written clarifications/ addenda, which shall form part of the RFP.

3.4 Pre-Bid Conference

NHB may conduct a virtual pre-bid conference. Bidders are encouraged to seek clarification on any ambiguity before submission. No oral assurance shall modify the RFP. All queries, clarifications, or requests for information regarding the RFP shall be submitted by the prospective bidders via email to cpgandhi@nhb.gov.in on or before the date and time specified in the Bid Data Sheet.

3.5 Proposal Validity

Proposals shall remain valid for 180 days from Technical Bid opening. Extension may be sought where necessary.

3.6 Conditional Bids

Conditional, incomplete or materially qualified proposals may be treated as non-responsive.

3.7 Consortium / JV

A consortium/JV of not more than two members may participate. The lead member shall have not less than 60% participation and shall be responsible for day-to-day contract management. All members shall be jointly and severally liable to NHB. Changes in constitution shall require prior written approval of NHB.

3.8 Sub-contracting

Routine specialist support such as local event production, translation, digital development, printing or artist engagement may be arranged with prior intimation/approval as appropriate, but the PMA shall remain fully responsible for all services and shall not assign the contract.

3.9 Conflict of Interest

The bidder shall comply with the Code of Integrity and conflict-of-interest requirements under applicable GFR/procurement instructions. Any actual or potential conflict shall be disclosed immediately.

3.10 False Information

Submission of false, forged, materially misleading or suppressed information may lead to rejection, forfeiture of EMD/Performance Security, termination and other action permissible under law.

3.11 Costs

All costs of preparing and submitting the proposal shall be borne by the bidder. NHB shall not be liable for such costs.

3.12 Financial Quote

The financial bid shall be a firm lump-sum professional fee for the complete scope. It shall include the PMA's personnel costs, travel, visa, insurance, accommodation, local transport, communication, administrative overheads and all other costs required for the PMA to discharge its obligations, unless expressly identified as an NHB-funded third-party event cost.

3.13 Third-Party Event Costs

Expenditure on third-party items separately procured/ approved by NHB, such as construction works, food-truck contract payments, media buying, printing/production approved by NHB, venue/event authority charges, artist fees and similar event-specific costs shall not form part of the PMA fee unless expressly included in the Financial Bid. The PMA shall coordinate and administer such activities within its scope but shall not incur financial commitments on behalf of NHB without written authorisation.

3.14 Purchase Policies of the Government

- a. No relaxation in Prior Turnover and Experience is being provided to Bidders (Startups etc.) considering the requirement and scale of the assignment.
- b. Central Government policies restrict the participation of entities from
 - Certain countries sharing land borders with India and
 - Countries that restrict the participation of Bidders from India.

3.15 Right to accept any Bid and to reject any or all Bids

- a. NHB is not bound to accept the bid or any bid and may at any time by giving notice in writing terminate the RFP process.
- b. NHB may terminate the contract/ cancel the LOA if it is found that the bidder is blacklisted on previous occasions by any of the central/ state government.
- c. NHB may also terminate the contract/ cancel the LOA in the event the Successful Bidder fails to furnish the performance security or fails to execute the agreement.

SECTION 4 – EVALUATION AND SELECTION

4.1 Preliminary Responsiveness

Proposals shall first be checked for completeness, eligibility, EMD/exemption, signatures/authorisation and compliance with mandatory requirements. NHB may seek clarification for purposes of evaluation where permissible; clarification shall not ordinarily be used to permit submission of a materially new proposal or correction of a substantive deficiency.

4.2 Technical Evaluation

The Technical Proposal shall be evaluated out of 100 marks. Only bidders securing at least 60 marks shall qualify for opening of their Financial Proposals. The criteria are designed to assess experience, capability, relevant international event-management exposure, understanding of the assignment and proposed resources.

Sl.	Technical Criterion	Marks
1	Average annual turnover from eligible consulting/event/project-management services during FY 2022-23, 2023-24 and 2024-25 2 Cr: 5 Marks Above 2Cr to 7Cr: 7 Marks 7Cr and above: 10 Marks	10
2	Relevant experience in international exhibitions/ expos/ trade fairs/ summits/ large-scale events during the last 5 years: 1 project: 5 Marks 2 projects: 10 marks 3 projects: 15 Marks	15
3	Experience of event/programme management for Central/State Government, PSU, statutory/autonomous bodies or Government-supported organisations during the last 5 years 1 project: 5 Marks 2 projects: 10 marks 3 projects: 15 Marks	15
4	Experience in agriculture/ horticulture/ food processing/ export promotion/ trade-investment promotion or allied sector events.	10
5	Experience in event digital platforms, B2B facilitation, social media/ digital outreach and stakeholder databases.	15
6	Approach, methodology, work plan, risk management and technical presentation	35

	Total	100
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4.3 Experience Evidence

For experience claims, bidders shall submit work orders/letters of award/contracts and completion/performance certificates, where available, clearly indicating client, scope, period and value. The same assignment shall not be counted under multiple experience criteria where the RFP expressly requires exclusive credentials.

4.4 Technical Presentation

Shortlisted bidders may be required to make a technical presentation before the Evaluation Committee. The presentation shall be based on the submitted approach and methodology and shall not materially alter the proposal.

4.5 Financial Evaluation and QCBS

Financial Proposals of only technically qualified bidders shall be opened. The lowest evaluated financial bid (Fm) shall receive 100 financial marks. Other financial scores shall be calculated as $S_f = 100 \times F_m/F$, where F is the bidder's evaluated financial bid. The final score shall be $S = 0.70 \times S_t + 0.30 \times S_f$. The bidder securing the highest combined score shall be recommended for award, subject to approval by the competent authority.

The 70:30 weighting is consistent with the nature of the assignment, where professional quality, international event-management capability and effective execution are of primary importance. The current GFR framework permits QCBS where quality is of prime concern and requires the technical score and relative weights to be specified in the RFP.

SECTION 5 – TERMS OF REFERENCE / SCOPE OF SERVICES

5.1 General Role of PMA

The PMA shall function as NHB's professional programme-management and coordination support agency for India's participation. It shall establish an integrated project-management mechanism covering pre-event preparation, event-period operations and post-event closure. The PMA shall act proactively, maintain a live action tracker and escalate risks/issues to NHB promptly.

5.2 Pre-Event Stakeholder Mobilisation and Coordination

- Prepare a detailed stakeholder mapping and participation strategy covering relevant Ministries/Departments including Commerce, Culture, AYUSH, Food Processing Industries, Information Technology, ITPO, APEDA and other organisations identified by NHB; State Governments/UTs; growers; exporters; industry associations; research institutions; investors and other stakeholders.
- Prepare and issue, on behalf of NHB and as authorised, draft letters/emails, invitations, participation notes and follow-up communications; conduct virtual/in-person coordination meetings; explain participation methodology and benefits; and maintain an updated participation calendar.
- Prepare a stakeholder engagement matrix identifying responsibility, contact point, expected participation, proposed programme and status.
- Coordinate with participating Ministries/Departments, State Governments and other stakeholders to collect approved content, products, presentations, speakers, delegates and programme requirements.
- Prepare weekly/fortnightly progress reports, risk registers and decision/action trackers during the preparation phase.

5.3 Strategic Planning and Programme Design

- Prepare an Inception Report and integrated master work plan with critical milestones, dependencies and responsibilities.
- Develop the overall India Pavilion programme calendar, themes, sub-themes, sector days, business sessions, cultural/soft-power activities and stakeholder participation plan in consultation with NHB.

- Suggest innovative and practical ideas to maximise footfall, engagement, media visibility, export promotion, investment leads and international collaboration.
- Prepare draft briefing notes, talking points, speeches, presentations and background material for dignitaries/senior officers, subject to NHB approval.
- Develop a risk-management and contingency plan covering construction readiness, programme changes, stakeholder no-shows, local regulations, crowd management interfaces, technical failures and other foreseeable event risks.

5.4 Coordination with India Garden/Pavilion Construction Agency

- Maintain day-to-day coordination with the separately appointed construction/operations agency and monitor progress against the contractual schedule.
- Maintain a milestone tracker for construction, fit-out, utilities, branding, displays, stage/stall readiness and handover requirements.
- Identify delays, deficiencies and interface issues and immediately report/escalate them to NHB with recommended corrective actions.
- Coordinate readiness inspections and snag-list closure with the contractor and NHB.
- During the Expo, coordinate maintenance requests relating to stalls, platforms, stages, display areas and common facilities and ensure timely escalation to the contractor.
- Coordinate with the contractor for orderly dismantling/closure after the Expo.
- The PMA shall not certify measurements, bills, technical designs or contractual variations of the construction agency unless NHB separately authorises a specific function in writing.

5.5 Coordination with Food Truck Operator

- Coordinate with the Food Truck Operator for mobilisation, daily operations, hygiene/food-safety compliance, timings, menu/display requirements and interface with the Expo Authority.
- Monitor compliance with the contractual obligations and Expo/local requirements and promptly report deviations to NHB.
- Coordinate operational issues between the Food Truck Operator, Pavilion Contractor, Expo Authority and NHB.
- Maintain a daily/periodic issue and compliance tracker; the PMA shall not itself operate the food business or assume the operator's statutory responsibilities.

5.6 Compliance with Expo Authority and Local Requirements

The PMA shall coordinate with NHB, the Pavilion Contractor and Food Truck Operator to facilitate compliance with all applicable Expo Authority requirements, access protocols, safety instructions, operating conditions, event rules, local statutory requirements and approvals. The PMA shall promptly flag any non-compliance observed; legal/statutory responsibility of a separately contracted operator shall remain with that operator.

5.7 Marketing, Communications and Social Media

- Prepare and implement an integrated communications and outreach plan for India's participation.
- Create/coordinate social-media campaigns, content calendars, hashtags, event updates, programme announcements, stakeholder stories, photo/video briefs and post-event highlights.
- Prepare draft brochures, flyers, presentations, advertisements, digital creatives, signage/content and other communication material as approved by NHB.
- Coordinate with NHB and authorised media/digital agencies for publication, media buying and production where such expenditure is separately approved by NHB.
- Maintain a content repository and ensure that public communications are factually accurate and approved through the NHB's designated process.

5.8 B2B, B2G, G2G and Buyer-Seller Facilitation

- Identify and map relevant international buyers, investors, importers, distributors, technology providers, trade agencies, chambers and business councils.
- Prepare target company/country/sector profiles and an engagement pipeline.
- Plan and schedule B2B/B2G/G2G meetings and buyer-seller interactions in consultation with NHB and participating organisations.
- Provide meeting logistics support, agendas, participant briefs, minutes, action points and follow-up trackers.
- Maintain a secure stakeholder/lead database and track outcomes, including business leads, investment interest, export enquiries, MoUs/intentions and follow-up actions.

5.9 Cultural, Yoga, Mehndi and Other Public Engagement Programmes

- Prepare a programme plan for cultural performances, yoga, mehndi and other suitable Indian cultural/engagement activities.
- Identify and coordinate locally available Indian artists/performers/instructors, subject to NHB approval and applicable local rules.
- Coordinate with the Embassy of India, Tokyo, for programme curation, protocol, cultural sensitivity and suitable participation.
- Prepare schedules, artist briefs, technical requirements and programme documentation.
- Ensure that engagement of artists and related expenditure is undertaken only with NHB's prior approval and in accordance with applicable procurement/financial procedures.

5.10 Embassy of India and Institutional Coordination

The PMA shall closely coordinate, through NHB and as authorised, with the Embassy of India in Tokyo and other relevant Indian missions/agencies in Japan for programme coordination, stakeholder outreach, protocol, cultural programmes, business engagements and other activities within the approved scope.

5.11 On-Site Event Management

- Deploy at least one dedicated PMA professional at the India Pavilion throughout the required operating period of the Expo, with adequate backup/reliever arrangements. The deployed resource shall be proficient in English and Japanese/local language to the extent required for day-to-day visitor and stakeholder coordination.
- Maintain a daily operational checklist covering opening readiness, programme schedule, stakeholder arrivals, meetings, maintenance issues, cultural programmes, food-truck coordination, media/social-media activities and closing procedures.
- Support visitor engagement, pavilion orientation, stakeholder facilitation and business/investment promotion.
- Coordinate with participating Ministries/Departments, States/UTs and other stakeholders for their approved activities.
- Coordinate daily briefings/debriefings and submit periodic operational reports to NHB.
- Maintain incident, complaint, action and escalation logs and immediately report material issues to NHB.

5.12 Digital Platform / Event Information System

If required by NHB, the PMA shall develop/customise or coordinate development of a lightweight event portal/dashboard covering stakeholder registration, session registration, event calendar, B2B meeting scheduling, queries, investment-interest capture, stakeholder/lead database and social-media landing page. The scope shall be proportionate to the approved budget and any hosting/third-party development cost shall be dealt with as specifically approved by NHB.

5.13 Reporting and Documentation

- Weekly/fortnightly progress reports during preparation, as directed by NHB.
- Daily/weekly event-period reports including programme status, stakeholder engagement, footfall/lead indicators, B2B outcomes, issues and corrective actions.

- Minutes/action points for important meetings and business interactions.
- Final Event Report covering preparation, execution, participation, programmes, media/social-media performance, business outcomes, stakeholder feedback, lessons learnt and recommendations.
- Complete digital repository and handover of approved documents, creatives, databases, presentations, reports, photographs/videos and other deliverables created under the assignment.

5.14 Human Resources and Key Personnel

The PMA shall deploy adequate personnel to perform the assignment, including an Event/Programme Manager, Business Engagement Lead, a Digital/Communications Lead, and a dedicated on-site event resource. All deployed resources must possess a minimum of 3 to 5 years of relevant experience and are subject to approval by NHB prior to deployment. The PMA shall bear all personnel-related costs included in its financial bid.

5.15 Compliance, Approvals and Operational Requirements Checklist

The PMA shall prepare and maintain a comprehensive checklist of all requirements, approvals, permits, compliances and arrangements pertaining to the successful execution of the project, including, inter alia, procurement, logistics, customs clearance, visa and immigration guidelines, manpower deployment and hiring, waste disposal and environmental management, health and safety measures, and other applicable statutory and operational requirements for the food trucks and related activities. The checklist clearly indicate the applicable requirements, responsible stakeholders, timelines and status of compliance, and shall be regularly updated and submitted to NHB for review and monitoring.

5.16 NHB Responsibilities

- Provide timely approvals, directions and available information required for implementation.
- Facilitate official coordination with Government Ministries/Departments, Embassy/Indian mission and other stakeholders where such intervention is required.
- Provide access to the Pavilion site and relevant information/contract documents to the extent necessary for performance.
- Designate an NHB nodal officer for day-to-day coordination.

SECTION 6 – DELIVERABLES, MILESTONES AND PAYMENT TERMS

Payments shall be milestone-based and released only after submission, verification and written acceptance of the corresponding deliverables by NHB. No payment shall be construed as acceptance of defective or incomplete services. NHB may withhold/deduct amounts attributable to unresolved deficiencies in accordance with the contract.

Milestone	Key Deliverables	Payment
1. Inception & Mobilisation	Inception Report; detailed work plan; governance structure; stakeholder map; communication matrix; master implementation schedule; resource mobilisation plan.	10%
2. Strategy & Stakeholder Engagement	Stakeholder engagement/participation calendar; target stakeholder database; sector/state opportunity profiles; programme strategy; event themes/sub-themes; draft communications/speeches; business engagement strategy.	15%
3. Outreach, Marketing & Readiness	Approved communication/social-media plan; marketing collateral; outreach campaign; B2B pipeline; digital platform/dashboard, where required; pavilion readiness and programme readiness report.	20%
4. Pre-Opening / Pavilion Readiness	Construction/interface monitoring reports; snag/readiness tracker; food-	10%

	truck and programme readiness; on-site deployment; final event operating plan and daily schedule.	
5. Event-Period Services	Deployment of on-site resource; daily operational management; stakeholder facilitation; B2B/B2G/G2G activities; cultural/yoga/mehndi coordination; social-media/content support; contractor/food-truck coordination; periodic reports.	30%
6. Closure & Final Handover	Dismantling/closure coordination; final event report; business/lead database; meeting minutes and action tracker; knowledge repository; media/content handover; post-event follow-up plan and final handover certificate.	15%

The percentages above total 100%. The exact payment dates shall be linked to acceptance of deliverables and shall be subject to availability of funds, applicable financial procedures and submission of valid invoices/documents.

6.1 No Advance

No advance payment is envisaged. Any exception, if considered necessary, shall require approval of the competent authority and compliance with applicable GFR safeguards.

6.2 Taxes

The Financial Bid shall clearly indicate the professional fee and applicable taxes. Unless otherwise specified in the BOQ, the quoted Contract Price shall be treated as inclusive of all applicable taxes and charges, and no additional payment shall be admissible on account of taxes except statutory changes expressly recognised under the contract.

SECTION 7 – GENERAL CONDITIONS OF CONTRACT

7.1 Contract Documents and Precedence

Letter of Award/Agreement; written amendments/corrigenda; Terms of Reference; agreed key personnel/deployment plan; accepted Technical and Financial Proposal; and other documents expressly incorporated. In case of conflict, the higher-ranking document shall prevail.

7.2 Effective Date

The Effective Date shall be the date stated in the Letter of Award/Agreement.

7.3 Standard of Performance

The PMA shall perform with due diligence, professional skill, efficiency, economy and in accordance with generally accepted professional standards and the approved TOR.

7.4 Confidentiality

All non-public information received from NHB shall be treated as confidential and used only for this assignment. This obligation shall survive contract completion/termination.

7.5 Intellectual Property

Subject to third-party rights and licences, all deliverables specifically created and paid for under the assignment shall vest in NHB. The PMA shall obtain appropriate permissions/licences for third-party material used in deliverables.

7.6 Compliance with Laws

The PMA shall comply with applicable Indian and Japanese laws/regulations relevant to its personnel and activities, Expo Authority rules and all lawful directions of NHB.

7.7 Insurance

The PMA shall maintain appropriate insurance for its personnel, including travel/medical/accident coverage for personnel deployed in Japan, at its own cost, and any other insurance required by law or prudent professional practice.

7.8 Indemnity

The PMA shall indemnify NHB against third-party claims, losses, damages and reasonable costs arising from the PMA's negligence, wilful misconduct, breach of confidentiality, infringement of third-party intellectual property or violation of applicable law attributable to the PMA.

7.9 Limitation of Liability

Except for fraud, wilful misconduct, confidentiality breach, IP infringement, death/personal injury caused by negligence, or liabilities that cannot lawfully be limited, the aggregate liability of the PMA shall ordinarily not exceed the total Contract Price.

7.10 Assignment

No assignment of the Contract or material part thereof shall be permitted without prior written approval of NHB.

7.11 Change in Key Personnel

Replacement of key personnel shall require prior approval where such personnel were material to evaluation. Replacement personnel shall be of equal or better qualification/experience.

7.12 Force Majeure

Neither party shall be liable for failure caused by events beyond reasonable control, subject to prompt notice, mitigation and documentary support. Force majeure shall not excuse payment for services already accepted.

7.13 Suspension

NHB may suspend all or part of the services by written notice. The PMA shall promptly secure the work and comply with instructions.

7.14 Termination for Default

NHB may terminate for material breach, persistent poor performance, fraud, conflict of interest, insolvency, abandonment, unauthorised assignment, failure to maintain required security, or other grounds specified in the contract, after due notice and opportunity to cure where appropriate.

7.15 Termination for Convenience

NHB may terminate the contract, in whole or part, by written notice for administrative/public-interest reasons. Payment shall be made for accepted services actually rendered up to the effective termination date, subject to contractual adjustments.

7.16 Dispute Resolution

Disputes shall first be referred to the designated senior officers of the parties for amicable settlement. If unresolved within 30 days, the dispute may be referred to arbitration in accordance with the Arbitration and Conciliation Act, 1996, as amended. The seat and venue of arbitration shall be Gurugram, Haryana, unless otherwise agreed. The tribunal shall be constituted in accordance with the Act.

7.17 Governing Law and Jurisdiction

The contract shall be governed by the laws of India. Subject to the arbitration clause, courts at Gurugram, Haryana shall have jurisdiction.

7.18 No Agency / No Authority

The PMA is an independent professional service provider and shall not represent itself as having authority to bind NHB, incur financial commitments, sign contracts or issue official approvals unless specifically authorised in writing.

7.19 Audit and Records

The PMA shall maintain complete records relating to performance and deliverables and provide access for audit/inspection by NHB or authorised Government agencies as required.

7.20 Anti-Corruption / Code of Integrity

The PMA shall comply with the Code of Integrity and all applicable anti-corruption/procurement requirements. Bribery, collusion, bid rigging, false declarations, improper inducements or obstruction of audit shall constitute serious breach.

SECTION 8 – CONTRACT MANAGEMENT, PERFORMANCE, DEDUCTIONS AND TERMINATION

8.1 Performance Monitoring

NHB shall review performance against agreed milestones, deliverables, deployment, response time, quality, stakeholder coordination and event outcomes. The PMA shall maintain a live action tracker and shall attend review meetings as required.

8.2 Service Deficiency and Cure

Where a material deficiency is identified, NHB may issue a written notice specifying the deficiency and reasonable time for cure. If the PMA fails to cure within the stipulated period, NHB may withhold the affected milestone payment, require replacement/augmentation of resources, recover demonstrable additional costs attributable to the PMA, or initiate other contractual remedies.

8.3 Delay Attributable to PMA

Where a milestone is delayed solely due to reasons attributable to the PMA and the delay causes material impact despite written notice and opportunity to cure, NHB may levy liquidated damages at 0.5% of the Contract Price for each completed week of delay, subject to a maximum of 10% of the Contract Price. This shall be without prejudice to termination or other remedies where permitted by the contract. No such damages shall apply to delays caused by NHB, third parties under NHB's control, force majeure or approved changes.

8.4 Event-Period Non-Deployment

Failure to maintain the required on-site PMA presence during mandated operating hours without an approved replacement may result in proportionate deduction from the relevant event-period milestone payment and, where repeated, may constitute material breach.

8.5 Contract Closure

Final payment shall be released only after acceptance of all final deliverables, handover of data/materials and completion of contractual closure requirements.

SECTION 9 – ELIGIBILITY AND DETAILED SCORING CRITERIA

9.1 Mandatory Eligibility

- The bidder shall be a legally constituted entity in India, such as a company incorporated under the Companies Act, a registered partnership/LLP, or other legally recognised business entity capable of entering into the contract. A consortium/JV of not more than two eligible entities may participate subject to the conditions of this RFP.
- The bidder/lead member shall have been in existence for at least 5 years as on 31 March 2026 and shall have relevant experience in project management, event management, programme management, business/investment promotion, consulting/advisory or related services.
- The bidder/lead member shall have an average annual turnover of at least ₹2 crore from eligible consulting/event/project-management services during FY 2022-23, 2023-24 and 2024-25.
- The bidder shall have completed at least three assignments of relevant nature during the last five years, including at least one assignment for a Central/State Government, PSU, statutory/autonomous body or Government-supported organisation.
- The bidder shall have demonstrable experience in at least one international exhibition/expo/trade fair/summit/large-scale international event. For consortiums, this criterion may be met collectively, provided the lead member demonstrates the core programme-management experience.
- The bidder shall possess valid PAN and GST registration, as applicable.
- The bidder and its members shall not be under debarment/blacklisting by the Central Government, State Government, PSU or statutory authority as on the bid submission date, subject to declaration and disclosure of material proceedings.
- The bidder shall comply with applicable restrictions relating to entities from countries sharing land borders with India, wherever applicable.
- The bidder shall submit all mandatory declarations, authorisations and supporting documents.

9.2 Technical Scoring Matrix

Sl.	Technical Criterion	Marks
1	Average annual turnover from eligible consulting/event/project-management services during FY 2022-23, 2023-24 and 2024-25 2 Cr: 5 Marks Above 2Cr to 7Cr: 7 Marks 7Cr and above: 10 Marks	10
2	Relevant experience in international exhibitions/ expos/ trade fairs/ summits/ large-scale events during the last 5 years: 1 project: 5 Marks 2 projects: 10 marks 3 projects: 15 Marks	15
3	Experience of event/programme management for Central/State Government, PSU, statutory/autonomous bodies or Government-supported organisations during the last 5 years 1 project: 5 Marks 2 projects: 10 marks 3 projects: 15 Marks	15
4	Experience in agriculture/ horticulture/ food processing/ export promotion/ trade-investment promotion or allied sector events.	10
5	Experience in event digital platforms, B2B facilitation, social media/ digital outreach and stakeholder databases.	15
6	Approach, methodology, work plan, risk management and technical presentation	35
	Total	100

9.3 Suggested Evidence

- Certificate of incorporation/registration and constitutional documents.
- Audited financial statements and statutory auditor/CA certificate for turnover.
- Work orders/contracts and completion/performance certificates for experience claims.
- Client certificates or other credible documentary evidence showing scope, value, period and role.
- CVs and availability declarations of proposed key personnel.
- Technical proposal including approach, methodology, work plan, risk register and deployment plan.

ANNEXURES

ANNEXURE I – PROPOSAL SUBMISSION LETTER

[On Bidder's Letterhead]

To
The Managing Director,
National Horticulture Board (NHB),
Ministry of Agriculture & Farmers Welfare
Government of India,
Plot No.85, Sector 18, Institutional Area,
Gurugram, Haryana- 122015

Subject: Proposal for engagement of Project Management Agency for India Pavilion at Expo Green 2027, Yokohama, Japan.

Reference: RFP No. _____ dated _____

Sir/Madam,

We, the undersigned, submit our proposal for the above assignment. We confirm that we have examined the RFP and all issued clarifications/corrigenda, understand the scope and requirements, and agree to be bound by the terms and conditions of the RFP and the resulting contract.

- We confirm that the information and documents submitted are true and complete.
- We confirm our eligibility and disclose all material information relevant to the bid.
- We undertake to maintain the validity of our proposal for the prescribed period.
- We undertake to furnish Performance Security if selected.
- We accept the QCBS method and the evaluation criteria specified in the RFP.
- We have not offered or paid any inducement to influence the procurement process.
- We understand that NHB may reject a proposal in accordance with the RFP and applicable procurement rules.

Authorised Signatory:

Name:

Designation:

Organisation:

Date:

Seal:

ANNEXURE II – BIDDER PROFILE

Particular	Details
Name of Bidder	
Legal status	
Date/year of incorporation/registration	
Registered office address	
Correspondence address	
PAN	
GSTIN	
Contact person	
Telephone / Mobile	
Email	
Website	
Details of consortium/JV, if applicable	

ANNEXURE III – AUTHORISATION / POWER OF ATTORNEY

Format to be provided as per applicable legal form, authorising the signatory to submit the bid, make representations, sign correspondence and execute the contract on behalf of the bidder. For a consortium/JV, the authorisation shall also identify the Lead Member and confirm joint and several responsibility.

ANNEXURE IV – DECLARATION OF ELIGIBILITY, NON-BLACKLISTING AND CODE OF INTEGRITY

We hereby declare that, except as specifically disclosed in an attached statement, the bidder and its proposed consortium members: (i) are eligible to participate; (ii) are not debarred/blacklisted by any competent Government authority; (iii) have not submitted false or misleading information; (iv) have disclosed actual/potential conflicts of interest; (v) shall comply with the applicable Code of Integrity; and (vi) shall immediately notify NHB of any change affecting eligibility.

Authorised Signatory:

Name:

Designation:

Date:

Seal:

ANNEXURE V – DETAILS OF SIMILAR ASSIGNMENTS

Sl.	Client	Assignment / Scope	Location	Period	Contract Value	Evidence
1						
2						
3						
4						
5						

ANNEXURE VI – FINANCIAL TURNOVER CERTIFICATE

Certified that the eligible turnover of _____ (Bidder) from consulting/advisory/event/project-management services was as follows:

Financial Year	Eligible Turnover (₹)	Auditor/CA Reference
----------------	-----------------------	----------------------

2022-23		
2023-24		
2024-25		
Average		

Name and signature of Statutory Auditor/Chartered Accountant:

Membership No.:

UDIN (where applicable):

Date:

Seal:

ANNEXURE VII – TECHNICAL PROPOSAL STRUCTURE

- Executive Summary
- Understanding of the Assignment
- Proposed Approach and Methodology
- Stakeholder Mobilisation and Participation Strategy
- Event Programme and B2B/B2G/G2G Strategy
- Pavilion/Construction/Food Truck Coordination Plan
- Marketing, Social Media and Communications Plan
- Cultural/Yoga/Mehndi and Embassy Coordination Plan
- Digital Platform/Lead Management Plan
- Risk Management and Contingency Plan
- Deployment and Governance Structure
- Detailed Work Plan and Milestones
- Monitoring, Reporting and Outcome Measurement
- Relevant Experience

ANNEXURE VIII – KEY PERSONNEL DETAILS

Position	Name	Qualification	Relevant Experience	International Event Experience	Availability
Event / Programme Manager					
Business Engagement Lead					
Digital / Communications Lead					
On-site Event Coordinator					

ANNEXURE IX – FINANCIAL BID FORMAT

The bidder shall quote a single consolidated amount for the complete scope of services. The quote shall be firm for the contract period, subject to the provisions of the contract regarding statutory changes.

Component	Amount (₹)
Professional / PMA Service Fee	
Applicable GST and other statutory taxes, if separately quoted	

Total Contract Price (inclusive of all applicable taxes)	
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ANNEXURE X – PRE-BID QUERIES FORMAT

Sl.	RFP Clause / Page	Existing Provision	Query / Suggested Clarification
1			
2			
3			
4			

ANNEXURE XI – PERFORMANCE SECURITY

The selected bidder shall furnish Performance Security for 5% of the Contract Price in an acceptable form specified by NHB, valid for at least 60 days beyond completion of all contractual obligations. The detailed bank guarantee/insurance surety format shall be provided in the Letter of Award/Agreement or tender portal.

The Performance Security requirement is aligned with Rule 171 of GFR 2017, under which Performance Security for procurement of consultancy/non-consultancy services is specified in the range of 3–5% of contract value, with validity extending 60 days beyond completion of contractual obligations.

ANNEXURE XII – Financial Bid

[On Bidder's Letterhead]

(To be submitted in separate sealed envelope)

To
The Managing Director,
National Horticulture Board (NHB),
Ministry of Agriculture & Farmers Welfare
Government of India,
Plot No.85, Sector 18, Institutional Area,
Gurugram, Haryana- 122015

Subject: Proposal for engagement of Project Management Agency for India Pavilion at Expo Green 2027, Yokohama, Japan.

Sr. No	Particulars	Amount
1	ENGAGEMENT OF A PROJECT MANAGEMENT AGENCY (PMA) FOR MANAGEMENT, COORDINATION, SUPERVISION AND PROGRAMME SUPPORT FOR THE INDIA PAVILION AT EXPO GREEN 2027, YOKOHAMA, JAPAN	

Total Amount in Words: Rupees.....

Undertaking:

- We agree to undertake the SOW as per tender conditions.
- The quoted amount is inclusive of all costs, including taxes.
- No additional cost shall be claimed later.