

## Terms of Reference

### Communication Agency for AS- CFMS



#### 1. Background:

The Directorate of Small Savings, Assam is the designated agency to promote the habit of small savings in the State. One of the most important functions of the Directorate of Small Savings, Assam is to conduct agents training programmes and public awareness meetings across the state. It also acts as the appointing authority of Small Savings agents in Assam, in support of district authorities. Small Savings agencies have been the source of self-employment for thousands of unemployed men and women in the state. However, when it comes to training, the Directorate is the only agency that imparts trainings to Small Savings agents in the State. Since the enrolment of Small Savings Agents is based on an open application method, without any knowledge-based screening process. Almost all newly appointed agents require training and guidance about schemes as they not only lack knowledge about small savings schemes, but also quite unaware about their role and responsibilities as agents.

#### 2. Training Needs & Benefits:

Small Savings Agents will be given training in various small savings schemes. They will also be given training on their role and responsibility as Small Savings Agents. After the training, the newly appointed agents will be able to explain in details about various small savings schemes, canvas deposits and collect premium efficiently. This will in turn help revenue generation from small savings in Assam. Similarly, public awareness campaigns are very important for the awareness of Small Savings schemes among the masses.

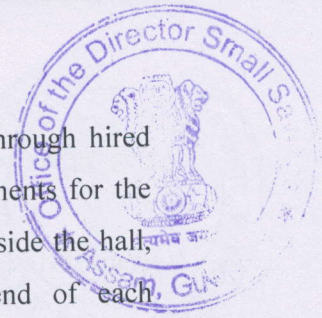
#### 3. Support Required:

The key experts from the Directorate of Small Savings, Assam will train the Small Savings agents and participate in awareness meetings across various districts in the state. However, each training session requires intensive logistical support like making arrangement of transportation, accommodation, hall arrangements, food and refreshment, etc. Therefore hiring an event management firm to provide logistical support would solve most of the problems and ensure seamless training. The event management firm will provide services under the following heads at the Directorate and across the district training/awareness meeting:

- a) Transportation (Car Rental)
- b) Food and refreshment (for participating agents)
- c) Accommodation (as and when required)
- d) Hall Management (PPT Projector, PA System, etc)



The event management firm will be responsible for providing transportation through hired vehicles to the officials/trainers of the Directorate, arrange food/snacks/refreshments for the participants, manage the audio-visual equipments (projector, PA system, etc.) inside the hall, manage the registration desk, and submit the participant list after the end of each training/awareness meeting. The firm will be responsible for providing the same service at the Directorate and across the state. If the firm sends representatives to manage the training/awareness meeting across the state, they will make arrangements of their transportation and accommodation on their own.



#### **4. Overall Objective:**

The objective of the assignment is effective management of Small Savings trainings and public awareness meetings or any other official events across Assam on behalf of the Directorate of Small Savings, Assam.

#### **5. Detailed Scope of Work:**

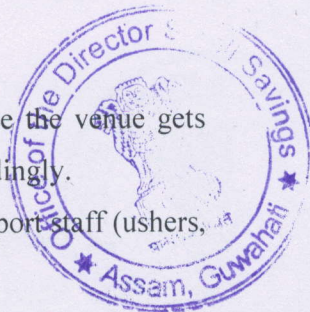
##### **Pre-Event:**

- a) Conceptualize the event in coordination with the Directorate of Small Savings, Assam.
- b) Design and finalize the venue layout including event stage/seating arrangements/registration desk, etc.
- c) Print/Prepare brandings (banner, standees, invites etc) and brochures in coordination with the Directorate of Small Savings, Assam.
- d) Arrange videographers/photographers to record the event.
- e) Prepare a Event Execution Plan for executing the Event indicating specific timelines with the respective milestones along with detailed specifications of works to be carried out.
- f) Propose and arrange for appropriate mementos/souvenirs/gamochas to be given away at the Event in consultation with the Directorate of Small Savings, Assam.

##### **Venue Set-Up:**

- a) Overall development of venue design which will include Stage Area, Seating Arrangement, Venue Branding and Decoration, Lights & Audio Set-Up, Video Projectors, Rest Rooms and other elements that are generally required in events as per





plans approved by the Directorate of Small Savings, Assam. In case the venue gets changed, the agency will have to make necessary arrangements accordingly.

- b) Arrangement of registration desk and coordination with adequate support staff (ushers, coordinators, etc.).
- c) Arrangement of food, snacks, refreshments etc. as per approval of the Directorate of Small Savings, Assam.

**Event Documentation:** The agency must submit final edited video coverage of the event including the raw footages and high resolution images and photographs of event coverage to the Directorate of Small Savings, Assam post the event.

**Post Event:** Submit post event analytics & event report

**Duration of the assignment:** The duration of the assignment will be for a period of twenty-four (24) months. The assignment may be further extended for one year depending upon satisfactory performance of Agency & requirement of the Directorate of Small Savings, Assam.

**6. Review:**

The services and outputs of the service provider would be reviewed by the Director of Small Savings, Assam and/or their representatives.

**7. Term of Payments:**

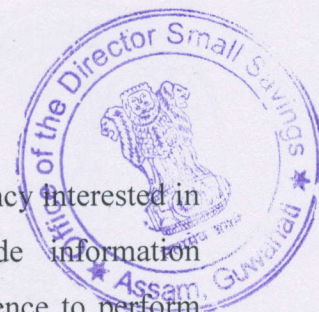
Bills will be processed quarterly based on individual events that are organized in the particular quarter. However, there is no guarantee of a early payment. Payment will be made as and when the Government provides ceiling from time to time.

**8. Support from the Client:**

The Directorate of Small Savings, Assam will provide available necessary information, data, reports and other documents required for accomplishing the objective of the assignment. However, it will be the responsibility of the professionals of the agency to visit respective event venues for additional information, etc.



## ELIGIBILITY CONDITION FOR BIDDERS



The Directorate of Small Savings, Assam invites eligible consulting firms/agency interested in providing Event Management services. Interested firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the services: The short listing criteria are:

SN	Parameters	Shortlisting criteria and description	Evidence Required
1	Registered Legal Entity	The Agency must be incorporated & registered in India, under relevant Indian law, and should be in operations for minimum period of 3 years. The Agency must have valid GSTN and PAN.	Copy of Certificate of Incorporation / Registration  Copy of GSTN, PAN and Trade Licence
2	Experience	The Agency should have experience of working with Central/State governments/PSUs in areas of Event Management. Firms with experience of working with Government of Assam will be preferred.	Brief write-up about relevant assignments covering the scope and nature of work along with certified copies of work orders / completion /acceptance certificates.
4	Financial Stability – Turnover	The Agency must have average annual turnover of at least Rs. 30 lakhs during past 3 financial years (FYs 19-20, 20-21, and 21-22) from Event Management related assignment.	Audited financial statements for the last three financial years. CA certificate clearly indicating the turnover shall be acceptable in lieu of audited financial statement for FY 2021-22.
5	Experienced Resources	The Agency should have an in-house experienced team, with experience in event planning, execution and management.	List of relevant staff on-roll with details of their domain expertise and experience, certified by the HR Head of the organization.
6	Location	Preference will be given to an Agency which is based in Guwahati.	Address proof of local office.

**Address of Submission of Tenders:**

**Directorate of Small Savings, Kar Bhawan  
Complex, 5th Floor, Ganeshguri, Guwahati-  
781006**