

**NORTH EAST CANE AND BAMBOO DEVELOPMENT COUNCIL Under North Eastern Council
(NEC), Ministry of DoNER, Government of India G.S Road, Burnihat, Assam – 793101, India**

RFQ No. NECBDC/Exhibition-Balurghat/DoNER/143/2025

Date: 01st February 2026

NOTICE INVITING QUOTATION (NIQ)

North East Cane and Bamboo Development Council (NECBDC) invites sealed quotations from experienced Event Management Agencies/Firms for **Planning and Execution of Swadeshi Mela (5 Days) – “Garv se Swadeshi – Banglar Haat” at Balurghat, West Bengal**, as per the scope and deliverables outlined herein.

1. Background

The North East Cane and Bamboo Development Council (NECBDC), under the North Eastern Council (NEC), Ministry of Development of North Eastern Region (MDoNER), Government of India, is mandated to promote holistic development of the cane and bamboo sector across the North Eastern Region and allied geographies.

In furtherance of its outreach, public awareness, and artisan promotion initiatives, NECBDC proposes to organise a **five-day Swadeshi Mela at Balurghat, West Bengal**, showcasing cane & bamboo and allied crafts of West Bengal alongside the North Eastern Region states through curated pavilions, live demonstrations, cultural programmes, and public engagement zones.

The event is envisaged as a non-transactional, public-facing platform to enhance material literacy, dignified artisan recognition, inter-cluster knowledge exchange, and sustainability messaging centred on cane and bamboo ecosystems.

To ensure professional planning, high-quality execution, safety compliance, and protocol adherence, NECBDC intends to engage a competent Event Management Agency for end-to-end implementation of the Swadeshi Mela.

2. Project Brief

NECBDC proposes to engage a professional Event Management Agency for the **planning and execution of a five-day “Swadeshi Mela” at Balurghat, Dakshin Dinajpur District, West Bengal**, showcasing cane & bamboo and allied crafts of West Bengal alongside participating states of the North Eastern Region (NER).

The event is envisaged as a public-facing exhibition integrating curated artisan pavilions, live craft demonstration zones, cultural programmes, food courts, media engagement and visitor experience installations to promote indigenous materials, sustainable livelihoods and inter-regional craft linkages.

The indicative programme details are as follows:

Sl. No.	Particulars	Details
1	Event Title	Swadeshi Mela
2	Organising Agency	North East Cane and Bamboo Development Council (NECBDC)
3	Duration	Five (5) Days
4	Venue	Friend Union Play Ground , Balurghat, Dakshin Dinajpur District, West Bengal
5	Nature of Event	Public exhibition, live craft demonstrations, cultural programmes

6	Core Components	Artisan pavilions, Cane & Bamboo Corridor, Live Lab, cultural evenings, food court, media engagement
7	Target Audience	General public, students, artisans, SHGs, officials, media
8	Estimated Budget	As per DPR financial ceiling

The above details are indicative and may be refined by NECBDC in consultation with the selected agency and competent authorities. The Agency shall be required to plan and execute the programme in alignment with the approved agenda, protocol requirements, and institutional branding guidelines.

3. Objective of Engagement

To appoint a registered agency to plan, coordinate and execute the Swadeshi Mela in a structured, safe, visually impactful and protocol-compliant manner, ensuring:

- High-quality public experience
- Dignified artisan presentation
- Smooth logistics and operations
- Compliance with safety and statutory norms
- Effective documentation and media outputs

4. Scope of Engagement

The selected agency shall be responsible for complete end-to-end delivery including but not limited to:

- Pre-event planning and coordination
- Stage, seating, and venue setup
- Audio-visual, LED, sound, and lighting arrangements
- Digital / virtual project launch facilitation
- Protocol and on-ground event management
- Branding, signage, and event collaterals
- Media interaction coordination
- Delegate management and hospitality

5. Eligibility Criteria

The applicant must be a registered society/ firm/PSU

Submission of Quotation

- The quotation shall be submitted strictly in the prescribed BoQ format.
- The BoQ format is enclosed as Annexure-II.
- The quoted rates shall be inclusive of all costs, except applicable taxes.

6. Selection Method

- Selection shall be made on L1 (Lowest Quotation) basis, subject to fulfilment of eligibility criteria and technical suitability.
- NECBDC reserves the right to seek clarifications, if required.

7. Submission Details

- Last Date & Time: 10 Feb, 2026 by 12 PM
- Mode: Sealed quotation (hard copy)

Address for Submission:

The Managing Director
North East Cane and Bamboo Development Council
G.S. Road, Burnihat
Guwahati, Assam – 793101

8. General Terms & Conditions

- NECBDC reserves the right to accept or reject any or all quotations without assigning any reason.
- All statutory taxes shall be applicable as per the Government of India rules.
- The selected agency shall strictly adhere to protocol, security, and branding instructions issued by NECBDC / MDoNER.

For any queries or clarifications, agencies may contact:

Email: necbdc@gmail.com

Website: www.necbdc.in

Sd/-

Manager (Projects)

North East Cane and Bamboo Development Council (NECBDC)

ANNEXURE – I

DETAILED SCOPE OF WORK

The selected agency shall be responsible for comprehensive planning, coordination, execution, operations, dismantling and documentation of the Swadeshi Mela in accordance with the approved programme design, layout, safety norms and timelines.

- 1. Pre-Event Planning & Coordination**
 - Site inspection and venue layout planning
 - Programme scheduling and show-flow preparation
 - Coordination with NECBDC, artisans, performers and vendors
 - Power, safety and operations planning
 - Necessary local permissions and approvals
- 2. Infrastructure & Fit-Out**
 - Installation of tents, stalls, pavilions and corridors
 - Stage setup for cultural programmes
 - Power supply, DG sets, cabling and lighting
 - Signage, branding and photo installations
- 3. Programme Operations**
 - Management of demonstration zones and Live Lab
 - Coordination of cultural performances
 - Artisan and crew management
 - Crowd flow and visitor support
- 4. Hospitality & Logistics**
 - Travel arrangements for artisans and crew
 - Lodging and meals
 - Local transportation
- 5. Media Interaction Support**
 - Media backdrop, microphones, coordination
- 6. Documentation and Post-event Support**
 - Photography and videography
 - Post-event content handover
 - Dismantling and restoration

General Obligations

- Ensure adherence to Government of India protocol, security, and safety guidelines.
- Maintain professional conduct and confidentiality.
- Ensure timely execution without disruption or deviation from the approved programme.
- All manpower, equipment, logistics, and consumables required for the scope shall be the responsibility of the Event Management Agency.

Note: Any activity not explicitly mentioned in this scope shall be undertaken only upon prior written approval of NECBDC.

Annexure – II

Format for Submission of Bill of Quantities (BoQ) with Indicative Specifications**

(To be submitted by the Bidder on their letterhead, duly signed and stamped)

Project: “Swadeshi Mela” Balurghat, Dakshin Dinajpur”

Date: 14th to 18th February, 2026

Venue: Friends Union Play Ground, Balurghat

Sl.	Particular	Est. Cost (₹ lakh)
1	Venue, tents/stall, 14 stalls for exhibit items one Stage for cultural programme, two stalls for live demonstration, four stalls for food court. The standard size of the stall (15' x 10')	
2	Power & electricals (DG, cabling, DBs, earthing)	
3	Stage, sound & light (2 evenings)	
4	Poster/banner/publicity	
5	Security & barricading	
6	Housekeeping & waste management	
7	Medical & ambulance	
8	Fire safety & compliance	
9	Communications & media (daily stills + recap)	
10	Hospitality & protocol	
11	WB Exhibitors – Rail/road travel for 72 artisans	
12	WB Exhibitors – Lodging 72 artisans	
13	WB Exhibitors – Working meals 72 artisans	
14	WB Exhibitors – Local transfers	
15	Local permission from DM/DC/SP/OC/Electricity board/fire station etc	
16	Media coverage, Reception of VIPs	