

Government of Uttarakhand
Registrar Co-operative Society Uttarakhand
SHORT NOTICE EOI

EXPRESSION OF INTEREST (EOI) CONDUCTING MELA FOR EVENTS MANAGEMENT

The Registrar of Cooperative Societies Uttarakhand invites Request for proposal Selection of Mela Events Management .

The EOI document can be downloaded from <http://cooperative.uk.gov.in> . The non-refundable cost of EOI document is Rs 1,000.00 (Rs One Thousand Rupees Only). The proposals must accompany with cost of EOI document in the form of e-challan (IFMS) in favour of "The Registrar" Cooperative Society Uttarakhand. attached as **Annexure-1 (Head Code)** .

Date of Issue: **August 13, 2025**

The last date of submission of the EOI document in hardcopy to Registrar Co-operative Society is **27 day of August**, 2025 latest by 5.00 pm at the address given above.

Bid Opening (Technical Bid): **August 28, 2025, 11:00 AM IST**

For **Bids submission purposes** and **offline opening of the Technical Parts of Bids shall take place at:**

The Registrar, Co-operative Society, Uttarakhand
Tunnwala road, Near Railway Crossing, Miyawala,
Dehradun – 248001 Uttarakhand
Tel No. 0135-2685634
Email- rcsuttarakhand@gmail.com

Website : <https://cooperative.uk.gov.in/>

(Ira Upreti)
Additional Registrar
Cooperative Societies
Uttarakhand

Expression of Interest



Cooperative Department Uttarakhand

For selection of Event Management Agency Organizing District-Level Melas in Uttarakhand

Date of Issue: August 12, 2025

**Last Date for Submission of Proposals: August 27, 2025, 17:00 HRS IST
Bid Opening (Technical Bid): August 28, 2025, 11:00 AM IST at RCS Office,
Dehradun, Uttarakhand**

UTTARAKHAND COOPERATIVE DEPARTMENT
REQUEST FOR PROPOSAL (RFP)

For selection of Event Management Agency Organizing District-Level Melas in Uttarakhand

1. Background

The, proposes to organize district-wise Melas (fairs) in all 13 districts to promote local products, traditional arts, crafts, food, and cooperative ventures.

1. Disclaimer

This RFP is being issued by the Cooperative Department Uttarakhand for the selection of qualified Event Management Agency(s) for organizing "Sahkarita Mela 2025" in all thirteen districts of Uttarakhand. The Cooperative Department reserves the right to cancel this RFP at any time without prior notice and without assigning any reasons. The Cooperative Department is not bound to accept any proposal and reserves the right to reject any or all proposals received without incurring any liability to the affected applicant(s).

These Melas aim to:

- Promote local artisans, FPOs, SHGs, and cooperatives
- Encourage rural tourism and cultural exchange
- Provide a platform for marketing and showcasing indigenous goods

2. Objective

To empanel competent event management agencies or organizations for conceptualizing, planning, and executing district-wise Melas in Uttarakhand

Tentative Mela Clusters/Phases (Subject to Change):

* **Cluster 1** (Garhwal Region): Dehradun, Haridwar, Pauri Garhwal, Tehri Garhwal, Uttarkashi, Rudraprayag, Chamoli.

* **Cluster 2** (Kumaon Region): Nainital, Almora, Pithoragarh, Champawat, Bageshwar, Udham Singh Nagar.

Agencies may bid for a specific cluster or for all thirteen districts. However, preference may be given to agencies demonstrating the capacity to manage events across multiple districts or the entire state.

S.N	District	Dates	Venue
1.	Uttarkashi	08 September 2025 to 12 September 2025	kriti Inter College
2.	Rudraprayag	16 September 2025 to 20 September 2025	Augustyamuni Stadium
3.	Chamoli	24 September 2025 to 28 September 2025	Police line Gopeshwar
4.	Pauri Garhwal	07 October 2025 to 13 October 2025	Awas vikas Srinagar
5.	Almora	08 October 2025 to 12 October 2025	Degree College Almora
6.	Bageshwar	14 October 2025 to 18 October 2025	Bageshwar
7.	Pithoragarh	29 October 2025 to 02 November 2025	Dev singh ground Pithoragarh
8.	Champawat	04 November 2025 to 08 November 2025	katrali gateTanakpur
9.	Udhamsingh Nagar	14 November 2025 to 20 November 2025	Gandhi park Rudrapur
10	Nainital	22 November 2025 to 28 November 2025	MBPG Haldwani
11.	Haridwar	02 December 2025 to 08 December 2025	Rishikul ground Haridwar
12.	Tehri	10 December 2025 to 16 December 2025	Purnanad ground
13.	Dehradun	20 December 2025 to 26 December 2025	Parade Ground Dehradun

Note: The above dates are subject to change.

3. Important Note

No financial assistance or grant will be provided by the Cooperative Department Uttarakhand.

The entire cost of organizing the Mela (logistics, promotion, manpower, stage, stalls, cultural program, etc.) is to be borne by the applicant through sponsorships, CSR partnerships, exhibitor fees, donor funds, or any other viable means.

4. Scope of Work

The selected agency will be responsible for:

- End-to-end event planning and management

Activity	Expectation
Necessary Local Permissions and Permits	To carry out such event
Logistics and Infrastructure Arrange for necessary infrastructure, including Hangers, stages, seating, lighting, signage, generator, and waste disposal. Coordinate logistics for transportation, parking, security including law and order etc	In line with the overall event plan
Vendors Recruitment for Video/Photo shoots, event promoters, mass publicity, media coverage, emcee etc.	In line with the overall event plan
Develop a comprehensive marketing strategy using both online and offline activities and activating the same	In line with the overall event plan (Objective is to ensure as much foot fall as possible)
Tie-up with local organizations to mobilise prospective consumers	In line with the overall event plan (Objective is to ensure as much foot fall as possible)
Organizing crowd engagement activities for the mela	To make the overall event entertaining, & informative, ensure footfall
Poster, banners in prominent places other than placing standis and distribution of leaflets	Poster, banners in prominent places other than placing standis and distribution of leaflets In line with the overall event plan

- Designing and erecting stalls, branding, stage, seating arrangements including Hangers.
- Inviting exhibitors, cultural troupes, and key stakeholders
- Publicity and media coverage
- Ensuring hygiene, safety, and crowd management

The selected agency will be responsible for:

- End-to-end event planning and management
- Designing and erecting stalls, branding, stage, and seating including hanger/tents arrangements
- Inviting exhibitors, cultural troupes, and key stakeholders
- Publicity and media coverage
- Ensuring hygiene, safety, and crowd management

5. Eligibility Criteria

- Legal Status: The Bidder must be a legally registered entity in India (e.g., Company registered under Companies Act 1956/2013, Partnership Firm registered under Partnership Act 1932, LLP registered under LLP Act 2008).
- * Experience in organizing multi-location events, particularly in hilly or rural terrains, will be highly preferred.
- The Agency/Service Provider should have organized at least 5 events in past 02 year wherein 2 events should be a Mela's/Exhibition with at least 25 stalls. The Agency/Service Provider has to submit a list of events organized over the last 24 months as supporting document
- The Agency/Service Provider should have turnover of at least Rs 50 lakh from organizing events over the last 12 months. Supporting documents to be submitted along with the bid.
- Successfully organized at least 3 major public events (over 5,000 footfall)

- Must demonstrate ability to mobilize sponsorships or other funding sources
- Local presence in Uttarakhand preferred (Address of Uttarakhand)
No Blacklisting: The Bidder or any of its directors/partners should not have been blacklisted by any Central/State Government Department, Public Sector Undertaking (PSU), or autonomous body in India. A sworn affidavit to this effect on a non-judicial stamp paper of appropriate value must be submitted.

6. Proposal Submission

The interested parties must submit a proposal containing:

- Concept plan and financial model (cost-recovery strategy)
- Past experience and client references
- Timeline and event calendar
- Team profile and local partnership strategy

7. Process of Selection

The Budget for each mela/Exhibition (event) is capped by own source

Maximum footfall over the period of 3 days should be 1000 person.

The eligibility condition given at clause 5 shall have 60% weightage and shall be evaluated as under:

Sl No.	Number of Mela's/Exhibition(event) conducted	conducted weightage %
1	3	50%
2	4-7	60%
3	7-10	70%
4	10-15	80%
5	15-20	90%
6	20 or more	100%

8. Paper/documents:

Self attested copies of the following papers/documents are to be submitted along with application:

- 1) Brief write up in the background, key activities experience of the Agency.

- 2) Brief profile of the Key persons of the Agency.
- 3) Experience certificate
- 4) Registration certificate of Company/Partnership/LLP/LLC etc., if applicable.
- 5) Any other supporting documents.
- 6) EMD (As Demand.Draft) Rs. 10000.00 in favour of Registrar Cooperative Societies uttarakhand Dehradun.

9. Termination of Contract:

Registrar Cooperative Societies reserves the right to terminate the contract by serving a notice of 15 days before the expiry of the contract period without assigning any reason.

10. Submission Deadline

Simple Tender

<http://cooperative.uk.gov.in>

Proposals must be submitted by the willing applicant in sealed envelopes or via email to rcsuttarakhand@gmail.com

Date of Issue: August 13, 2025

Last Date for Submission of Proposals: August 27, 2025, 17:00 HRS IST

Bid Opening (Technical Bid): August 28, 2025, 11:00 AM IST at RCS Office, Dehradun, Uttarakhand

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Uttarakhand
Tel No. 0135-2685634
Email- rcsuttarakhand@gmail.com

Website .: <http://cooperative.uk.gov.in>

Following the evaluation of Part-I (Technical Bid), the Registrar shall inform the Technically qualified Bidders. Simultaneously, the same information shall be uploaded on the Cooperative Portal.

11. Fraud & Corrupt Practices

The Empanelled Firm of Event Management and, agents and advisers shall observe the highest standard of ethics during the performance of its duties. The Registrar Cooperative Societies may debar the Empanelled Firm of Event Management along with all its partners for an indefinite period, if it determines that the Events management or its employee has directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in performance of its duties.

12. General conditions

- (a)** The Registrar Cooperative Societies Uttarakhand may, at its discretion, extend this deadline for Submission of applications by amending the EOI documents, in which case all rights and obligations of The Registrar Cooperative Societies and applicants will thereafter be subject to the deadline as extended.
- (b)** If the response to the EOI is not delivered within the deadline specified in above, the same shall be declared late and shall not be accepted.
- (c)** The Registrar Cooperative Societies Uttarakhand reserves the right to accept or reject an application, and to annul the bidding process and reject all applications, at any time during the bidding process, without thereby incurring any liability to the affected applicant(s) or any obligation to inform the affected applicant(s) of the grounds for The Registrar Cooperative Societies Uttarakhand action.
- (d)** Any effort by the applicant to influence The Registrar Cooperative Societies Uttarakhand in its decisions or evaluation of application may result in the rejection of its application.
- (e)** Proposals received without the cost of EOI document will be summarily rejected.
- (f)** All documents should be duly signed by authorised signatory.