



**NATIONAL GAMES SECRETARIAT
GOVERNMENT OF KERALA**

**Request for Proposal (RFP)
for the Selection of
Marketing and Creative Agency
for the 35th National Games**

August 1, 2013

**National Games Secretariat,
Chandrasekharan Nair Stadium, Palayam,
Thiruvananthapuram, Kerala, India**

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RFP for the Selection of Marketing and Creative Agency for the 35th National Games

1. Background

- a. The National Games of India is the premier Multi Discipline Sporting Event held in the country, once in every two years. As the custodian of the National Games, the Indian Olympic Association (IOA) has allocated the 35th National Games to the State of Kerala. The 35th National Games are now scheduled to be held in February/March 2014.
- b. The National Games Secretariat (the “NGS”) is the Nodal Agency of the Government of Kerala (GoK) for organizing the Games.
- c. The Games are expected to be held during a 15 day period, in February/March, 2014, in 30 Venues located across seven Districts of the State. Competitions will be held in 34 Disciplines, which will attract the crème-de-la-crème of the Sports Fraternity of India to the State of Kerala to participate in this largest multi-sport Event of India. The details of Venues and the respective Sports are attached as Annexure 8.
- d. Totally over 10,000 Participants are expected to congregate for this Mega Sport Event, with over 50% of them coming to Thiruvananthapuram. The Thiruvananthapuram City will be hosting 15 Disciplines as well as the Opening and Closing Ceremonies.
- e. Given the high degree of interest among the Keralites in Sporting Events, the tourism potential of the State and the convergence of the Games with the Annual GoK initiative of “Grand Kerala Shopping Festival” (GKSF), the Games will enjoy great visibility among a target Market of 35 Million Keralites.
- f. NGS envisions using the Games as a Platform for inculcating a ‘Sports Culture’ among the Kerala Youth. Additionally, a high degree of awareness and excitement should be created in the build up to the Games, translating into maximum spectator presence in the Games Venues.
- g. Apart from the primary objective of generating high degree of interest among general public, through aggressive marketing, NGS also aims to attract fair degree of Sponsorships for the 35th National Games.
- h. To effectively market the Games and to create widespread awareness, NGS is planning to avail the services of a Marketing and Creative Agency. Primarily, the

Agency shall assist NGS in preparing a Cost effective Marketing Strategy for the promotion of the 35th National Games through various media and prepare the requisite creative content for the Marketing of the Games. Additionally the Agency shall also be responsible in developing a 6 month long Events Calendar, comprising of a series of Competitions, Exhibitions, Seminars, Invitation Sports Events, Torch Relay, popularizing the Mascot etc. All these activities shall be planned as part of an Overall Marketing and Creative Plan for the 35th National Games.

- i. Based on the Strategic Marketing Plan and Creative Content developed by the Selected Agency, NGS shall implement/activate the proposed promotional activities through multiple Activation Agencies, who will be selected through due tendering process.
- j. On April 12, 2013, NGS had invited Expression of Interest (EoI) from Marketing and PR Agencies for the 35th National Games. After due evaluation of the EoIs received, **Marketing and Publicity Committee of National Games Organizing Committee (NGOC)** has decided to invite fresh tenders for selection of a single Marketing and Creative Agency. Through this RFP, NGS invite Applications for the selection of a **Marketing and Creative Agency** for the 35th National Games.
- k. The selection of the Marketing and Creative Agency is proposed to be carried out through a **combined Quality and Cost Based Selection (QCBS)** process. The modalities of QCBS process is detailed in Clause No. 25 of this document.
- l. The RFP document can be downloaded from the NGS Website: www.35thnationalgames.in.
- m. Timelines and Key Points

| No | Events | Details |
|----|-------------------------------------------------|---------------------------------|
| 1 | Issuance of RFP document | August 1, 2013 |
| 2 | Last date for receipt of queries | August 5,2013 |
| 3 | Pre- Bid Conference | 5.00 pm on August 5, 2013 |
| 4 | Response to queries/ Corrigendum to RFP | August 7, 2013 |
| 5 | Last date for Submission of proposal | Up to 3.00 pm on August 12,2013 |
| 6 | Date and Time for Opening of Technical Proposal | 3.30 pm on August 12, 2013 |
| 7 | Date and Time for Opening of Technical Proposal | 4.30 pm on August 12, 2013 |

| | | |
|----|-------------------------------------------------------------|------------------------------------------------|
| 8 | Technical Presentation by Qualified Applicants, if required | August 16,2013 |
| 9 | Date and Time for Opening of Financial Proposal | Will be intimated later |
| 10 | RFP Document Fee | Rs. 1,000/- (Rs. One Thousand only + VAT @ 5%) |
| 11 | EMD | Rs.100,000/- (Rs. One Lakh Only) |
| 12 | PBG | 10% of Contract Value |

2. Pre-Qualification Criteria for participation:

- a. The Applicant should have been in the business of Marketing and Publicity for the last 5 years and should have full-fledged Marketing and Creative departments.
- b. The Applicant should have achieved average annual turnover of at least Rs. 10.00 crores from Marketing and Creative Advisory Engagement during the previous 3 financial years.
- c. The Applicant should have a Registered Office in India, with strong presence in at least 3 major Metros and in at least 3 other Indian Cities.
- d. The Applicant should have at least two of the following three accreditations
 - a. Indian Newspaper Society (INS)
 - b. Member of the Advertising Agencies Association of India (AAAI).
 - c. Accreditation/Registration of Directorate of Advertising & Visual Publicity
- e. The Applicant should be willing to set up a local support office in Kerala, if required by National Games Organising Committee.
- f. The Agency should have proficiency and manpower for creating advertisements and publicity materials in English and all major Indian languages, including Malayalam.
- g. The Applicant should have handled at least 3 assignments of similar nature, scope and complexity, of which at least one assignment shall be for a Mega Sporting Event (Mega Multi Sport or Mega Single Sport Event) or other Mega Events during the past five years. The minimum Consulting Fee for each such assignment should not have been less than Rs 30 lakhs.

- h. The Applicant should not have been black-listed or currently be in the process of being black-listed by any Government Departments, Undertakings and Agencies in India.

3. Objectives of the Assignment

- a. Through a structured marketing campaign for the 35th National Games, the following objectives are expected to be achieved.
 - a. Mass involvement of the General Public
 - b. Increase spectator footfalls into the Stadiums.
 - c. Attract Sponsorships and Partnerships.

4. Scope of Work

- a. Preparation of a comprehensive Marketing and Publicity Strategy including Planning, Budgeting, Conceptualization, Development of Branding and Creative ideas, Design and Layout for Print/Digital Ads, Generating content for PR, Media Planning, Strategy for utilizing Social media & mobile platforms and employing Government resources in a cost effective manner.
- b. Preparation of the detailed Action Plan for implementing the above Strategies, through various publicity campaigns, builds up events, PR exercises, etc.
- c. Preparation of the creative and other content required to implement the proposed Strategy and Action Plan, comprising of but not limited to the following.
 - i. Develop Concept Design, Creative Story Board and corresponding Creatives, which shall form the creative baseline for various print/radio/OOH/Digital ads including TV promos, Commercials, Radio Jingles, Print Advertisements, short films etc.
 - ii. Design a unique **Games Identity** for the 35th National Games, which shall be replicated across all Venues, Games Village, Signages, Collaterals, Stationery, etc
 - Accordingly, design a uniform **“Look and Feel”** for all National Games Venues and Games Village.
 - Games Specific Road Signages

- Games Stationery and collaterals.
 - Medals and Trophies
- iii. PR Plan for National Games related events, exhibitions, Rallies, road shows etc.
 - iv. Designing Games presence on Social media such as Facebook, Twitter and sharing sites like Youtube and Wiki.
- d. Prepare a comprehensive PR Strategy for the Games to increase visibility and enhance top-of-mind recall of the Games amongst its target audience. Design the PR communication plan, Generate relevant PR content and ensure effective implementation of the plan for desired results.
 - e. Crisis and controversy monitoring and management:
 - a. Monitor the media and alert NGS with early warnings about rumours, criticism, and/or misinformation, spreading in the realm of print/electronic/digital media, which can impact the goodwill of the Games.
 - b. Assess any issues and collaborate with NGS on the most appropriate response to best position the Games among the target audience.
 - f. Action plan for disseminating information on the Web and through the Games portal.

5. Project Deliverables

- a. Marketing and Publicity Strategy document encompassing all the requirements laid down in this document as per Clause Numbers 3, 4 and 5.
- b. “Unique Games Identity” - Plan
- c. PR Strategy and Action Plan
- d. Conceptualization & Designing of all Print Advertisements / Radio Jingles/ TV advertisements/ Audio Visuals/ Internet Advertisements/Social Media
- e. Conceptualization & Designing of Posters/ banners/ outdoor advertisements/ other collaterals like brochures/ booklets/ calendar/ greeting card
- f. Campaign-wise Budgets and cost estimates.

6. Payment Schedule

- a. The total consulting fee shall be paid in installments as per the following schedule, after approval of the deliverables by NGS.

| Sl No | Particulars | Percentage Payment |
|--------------|----------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| 1 | Marketing and Publicity Strategy Document for 35 th National Games. | 25 |
| 2 | Development and Submission of Unique Games Identity Plan – “Look and Feel of Venues, Games Village, Stationery, Collaterals etc” | 25 |
| 3 | Development and Submission of PR Strategy and Plan | 15 |
| 4 | Campaign-wise Budgets and cost estimates | 5 |
| 5 | Creative Content and Designs | 10 |
| 6 | Support | 10 |
| 7 | Final payment Post Games | 10 |

7. Project Timelines and Liquidated Damages

- a. The Selected Agency shall follow the below mentioned timelines

| Sl No | Milestones | Timelines |
|--------------|-----------------------------------------------------------------------------------------------------------------------------|------------------|
| 1 | Date of Contract Signing | T |
| 2 | Marketing Strategy Document for 35 th National Games. | T+30 days |
| 3 | Development and Submission of Unique Games Identify – “Look and Feel of Venues, Games Village, Stationery, Collaterals etc” | T+40 days |
| 4 | Development and Submission of PR Strategy and Plan | T+50 days |
| 5 | Creative Content and Designs | T+75 days |

| | | |
|---|------------------------------------------------------------------------------|------------|
| 6 | Handholding Support to NGS for Activation of the proposed Marketing Strategy | T+180 days |
|---|------------------------------------------------------------------------------|------------|

- b. If the Selected Agency fails to execute the work within the above mentioned timelines or as explicitly modified in the Contract, due to reasons attributable to the Selected Agency, NGS at its discretion shall, without prejudice to its other remedies under the Contract, deduct from the Contract Value, as liquidated damages, a sum equivalent to one percent (1%) of the total contract price for each week of delay until actual delivery or performance, up to a maximum deduction of ten percent (10%). Once the maximum is reached, NGS may consider termination of the Contract.

8. Disqualification

- a. Even if a Bidder meets the above criteria, NGS may, at its discretion and at any stage during the selection process or execution of the Project, order disqualification of the Bidder if the Bidder has:
- a) Made misleading or false representations in the forms, statements and attachments submitted; or
 - b) The Bidder has been blacklisted by any Government Agency after the Pre-Qualification Stage

9. Pre-Bid Conference

- a. NGS shall hold a Pre-Bid Conference at 2.00 pm on August 3, 2013 at NGS Conference Hall, to discuss the details related to the Project with the Applicants.
- b. Prior to the Pre-Bid Conference, the Applicants may submit a list of queries, comments, if any and submit the same to NGS before August 3, 2013.
- c. NGS, at its discretion, may respond to queries after the Pre-Bid Conference and such response(s) shall be posted on the NGS website as identified above.
- d. Attendance of the Applicants at the Pre-Bid conference is not mandatory.

10. Clarifications

- a. All shortlisted Agencies requiring any clarification with regards to this RFP document may notify NGS in writing or by tele-fax at the mailing address indicated in Clause No. 20. NGS will respond in writing to any request for clarification which is received prior to the Pre-Bid Conference. NGS may not respond to any request for clarification to queries on this Document, received later than the date of the Pre-Bid Conference.

11. Amendment to RFP Document

- a. At any time prior to the last date for the issuance of corrigendum as mentioned in this RFP, NGS may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by a Corrigendum/Corrigenda.
- b. The bidders are requested to send their queries as per the schedule mentioned in this RFP to make the Pre-Bid Conference more productive. Queries received after the set time limit may not be considered in the pre bid conference.
- c. The reply to the queries of Shortlisted Agencies would consolidate and if required, appropriate Corrigendum/ Corrigenda to this RFP document would be communicated to the Shortlisted Agencies.
- d. Such Corrigendum/Corrigenda, if issued, would form part of this RFP and Bidders would be advised to prepare their Proposal in accordance with such corrigendum/Corrigenda.

12. Bidder's responsibility

- a. The Bidder is solely responsible for the details of his Bid and the preparation of Bids.
- b. The Bidder is expected to examine carefully all the contents of RFP document, including instructions, conditions, forms, and terms etc and take them fully into account before submitting his offer. Bids, which do not satisfy all the requirements, as detailed in these documents, are liable to be rejected as being unresponsive.

13. Bid Process

- a. The bid should be submitted latest by 4 pm on August 12, 2013.
- b. The Technical Package shall be opened at 4.30 pm on August 12, 2013.
- c. Interested parties are invited to submit detailed Applications in accordance with the process defined in this RFP document. The Applicants are expected to examine the RFP document in detail, and to carry out such studies as may be required to submit their Applications.
- d. Applications meeting all the Pre-Qualification criteria shall be selected for technical evaluation.
- e. Applications shall undergo Technical Evaluation as per the criteria mentioned in the RFP. As part of the Technical Evaluation, Applicants are required to make a Technical presentation. Only those Applicants scoring a minimum of 75 marks out of 100 in the Technical Evaluation shall qualify for the combined bid evaluation under QCBS mode.
- f. Only the Financial Packages of Technically Qualified Applicants shall be opened on a later date, which will be intimated to the Technically Qualified Applicants. The marks scored in the Technical Evaluation shall be published before opening the Financial Bids.
- g. For the purpose of evaluation of Applications, NGS is adopting **Quality and Cost Based System (QCBS)** of selection. The Technical Bids shall be given a weightage of 70% and the Financial Bids shall be given a weightage of 30%. The combined score of Technical and Financial Bids determine the combined scores H1, H2 etc. The Applicant scoring the highest combined marks (H1) would be selected as the Marketing and Creative Agency for the 35th National Games.
- h. Bids shall be valid for a period 120 days from the last date of submission of Bids or the extended date thereof.
- i. EMD of unsuccessful Applicants shall be returned.
- j. At any time prior to the deadline for last date of submission of Applications, NGS may, for any reason, whether at its own initiative or in response to a clarification or to a query raised by a prospective Applicant amend the RFP documents by issuing suitable Corrigendum. Such Corrigendum/Corrigenda, if issued, would form part of this EOI.
- k. NGS reserves the right not to follow-up this RFP process and terminate the entire selection process without any obligation to any of the Agencies at any stage.

14. Earnest Money Deposit (EMD)

- a. The Bidder shall furnish, as part of its Bid, a refundable EMD comprising of A/c payee Demand Draft or Bank Guarantee of Rs 100,000/- (Indian Rupees One Lakh Only). The Demand Draft shall be drawn from any Nationalized/Scheduled Bank, in favour of “Chief Executive Officer & Secretary, National Games Secretariat”, payable at Thiruvananthapuram.
- b. In case of inadequacy or non-submission of prescribed EMD along with the Bid, the Bid shall be deemed to be non-responsive and will be disqualified and summarily rejected.
- c. Unsuccessful Bidder’s EMD will be released without interest as promptly as possible as but not later than 30 days after the Award of the Contract to the Successful Bidder. The Successful Bidder’s EMD will be released without interest upon the Successful Bidder depositing the required Performance Bank Guarantee.
- d. The EMD shall be forfeited under the following circumstances:
 - a. If a Bidder withdraws his bid or increases the quoted prices during the period of bid validity, or its extended period; or
 - b. In the case of a successful Bidder, if s/he fails within the specified time limit to:
 - I. Sign the Contract Agreement or,
 - II. Furnish the required Performance Security Bank Guarantee.

If the EMD is furnished in the form of a Bank Guarantee, the same shall be valid during the validity period of the Bid

15. Documents Comprising the Application

- a. Applicant shall submit their Application in two packages as mentioned below:

Part 1- Technical Package

Part 1, clearly labeled as “**Technical Package**” shall be submitted in a separate sealed cover. Following documents shall be submitted in Part 1

- i. Letter of RFP submission attached as Annexure 1.
- ii. RFP document Fee of Rs 1,000/- (Rs One Thousand Only) + VAT @ 5%, in the form of demand draft drawn in favour of **CEO & Secretary, National Games Secretariat** and payable at **Thiruvananthapuram** or Proof of payment of Fee to NGS.
- iii. An EMD of Rs.100,000/- (Rupees One Lakh Only) in the form of demand draft drawn in favour of **CEO & Secretary, National Games Secretariat** and payable at **Thiruvananthapuram** or a Bank Guarantee.
- iv. Certificate of Incorporation/ Firm Registration Certificate/ Partnership Deed.
- v. Power of Attorney in favour of person authorized to sign the documents as per Annexure 6.
- vi. Response Sheet as per Annexure 2, containing the following details.
 - a. General Details. (Annexure 2 – Form 1)
 - b. Pre-Qualification Response Sheet. (Annexure 2 – Form 2)
 - c. Experience Details. (Annexure 2 – Form 2)
 - d. Financial Information, including Audited balance sheet for last 3 years duly signed by a Chartered Accountant. (Annexure 2 – Form 4).
- vii. Approach and Methodology, Work Plan and Understanding of Scope of this Assignment
- viii. Team Deployment Plan as per Annexure 3
- ix. CVs of Key personnel working in the project as per Annexure 4.

Part 2- Financial Package

The Part 2, clearly labeled as “**Financial Package**” shall be submitted in a separate sealed cover. Following documents shall be submitted in Part 2:

- i. Covering Letter and Financial Bid as per Annexure 5

The NGS reserves the right to reject conditional bids.

16. Cost of Bidding

- a. The Bidder shall bear all costs associated with the preparation and submission of the Proposal. NGS shall in no case be responsible or liable for these costs, regardless of the conduct or outcome of the bidding process.

17. Language of Bid

- a. The Bid and all related correspondence and documents relating to the Project shall be in English language. Any material that is submitted in a language other than English and which is not accompanied by an accurate English translation will not be considered.

18. Currency of Bid

- a. Bid prices shall be quoted in Indian Rupees only.

19. Bid Validity

- a. Bids shall be valid for a period 90 days from the last date of submission of Bids or the extended date thereof. NGS reserves the right to reject any Bid, which does not meet this requirement. Prior to the expiry of the original Bid Validity Period, NGS may, at its discretion, request Bidders to extend the Bid Validity Period for a specified additional period.

20. Preparation and Submission of Application

- a. Application (Part 1 and 2) shall be stamped and signed on all pages by a person duly authorized to sign the Application.
- b. The complete Application shall be without alterations, overwriting, interlineations or erasures. All amendments/corrections shall be initialed by the person or persons signing the Application.
- c. Each Application will be submitted in two sets one marked "Original" and the other marked "Copy" (Copy should be the photocopy of 'original'). In the event of discrepancy between Applications, the original shall prevail

- d. Each set containing the two parts, each in a separate envelope, shall be submitted in a single sealed cover superscribing “Application for the selection of Marketing and Creative Agency”.
- e. The two sets shall be wrapped in an outer envelope addressed to NGS. The envelope should also bear the name and address of the Applicant.
- f. NGS will not take any responsibility for the misplacement of the Application or any part thereof, which is not sealed or marked as per aforesaid instructions.
- g. The Application(s) duly completed as per the instructions given in this documents and the corrigendum issued if any, should be submitted to the following address by the last date and time of Application submission.

Chief Commissioner & Principal Coordinator,
National Games Secretariat,
Chandrasekharan Nair Stadium, Palayam,
Thiruvananthapuram 695033, Kerala, India,
Ph: +91 471 2302287 Fax:+91 471 2302267
Email: 35thngskerala@gmail.com
Website: www.35thnationalgames.in

- h. Interested Applicants may submit the Applications any time before the last date for submission of completed Applications given in this RFP. NGS may, at their discretion, extend this date, in which case all rights and obligations of the NGS and the Applicant shall thereafter be subject to the new deadline as extended.
- i. Deviations to the RFP shall not be entertained at any point of time by the NGS. The Application submitted by the Applicants shall be unconditional and the Applicants would be deemed to have accepted the terms and conditions of the RFP with all its contents.
- j. Bids sent telegraphically or through other means of transmission (tele-fax etc.), which cannot be delivered in a sealed envelope shall be treated as defective, invalid and shall stand rejected.

21.Modifications/ Substitution/ Withdrawal of Bids

- a. No modification or substitution of the submitted Bid shall be allowed.
- b. A Bidder may withdraw its submitted Bid, provided that written notice of the withdrawal is received by NGS before the last date for submission of Bids. In case

- a Bidder wants to resubmit his Bid, he shall submit a fresh Bid following all the applicable conditions.
- c. Only a single copy of the withdrawal notice shall be prepared and each page of the notice shall be signed and stamped by the authorized signatory. The notice shall be duly marked “WITHDRAWAL”.

22. *Bid Due Date*

- a. Bids should be received in the office of the Chief Commissioner and Principal Coordinator, at the address mentioned in Clause No. 20, on or before the stipulated time and date as specified in this RFP.
- b. NGS may, in exceptional circumstances, and at its sole discretion, extend the Bid due date by issuing a Corrigendum.

23. *Late Bids*

- a. Any Bid received after the deadline prescribed for submission of Bids in this RFP will not be considered and will be returned unopened to the Bidder.

24. *Power of Attorney*

- a. Bidders shall submit, along with Part 1 of the technical Bid, a power of attorney, on a stamp paper of appropriate value and duly notarized, in favour of the person signing the Bid documents authorizing him to sign the Bid documents, make corrections/ modifications thereto and interacting with NGS and act as the contact person. The format for the power of attorney is attached as Annexure 6.

25. *Evaluation of Application & Award Criteria*

- a. The Bids will be opened in the presence of Bidders or their authorized representatives who may choose to attend on date & time as mentioned in this RFP at NGS. If such nominated date for opening of Bid is subsequently declared as a public holiday, the next official working day shall be deemed as the date of opening of the Bid.
- b. Bids which have not complied with one or more of the foregoing instructions may not be considered.

- c. On opening of the main Bid envelopes, it will be checked if they contain Technical & Financial Packages as detailed above.
- d. The Technical Package of the Bids will be opened first and verified against a check list for completeness and conformity to the requirements of the Technical package including the submission of the requisite Bid Security. If the documents do not meet the requirements of the RFP, the bid will be considered as non-responsive and will be summarily rejected.
- e. The Financial Packages of all Technically Responsive Bids will be opened as per the schedule mentioned in this RFP.
- f. NGS would subsequently examine and evaluate Applications for responsiveness. An Application shall be deemed as responsive if it satisfies the following conditions.
 - a. Is packed, signed, sealed and marked as stipulated in this document.
 - b. Contains all the information and as per the formats specified as requested in the RFP.
 - c. Is unconditional and conforms to all the terms, conditions and specifications of RFP without material deviation or reservation.

An Application that is not responsive shall be rejected by NGS.

- g. The Applications, which are responsive, shall be considered for further evaluation. NGS shall evaluate each Application for its compliance to Pre-Qualification criteria mentioned in this RFP Document.
- h. Any Agency not meeting any of the Pre-Qualification criteria shall not be considered for Technical Evaluation.
- i. Technical Package of responsive Bids, which satisfies all the Pre-Qualification Criteria, shall be opened and evaluated. As part of the Technical Evaluation, the Applicants may be required to make a presentation.
- j. Each of the responsive Technical Proposal will be evaluated based on the criteria stipulated in this RFP by awarding marks which will add up to a total of 100 marks.

| No | Criteria | Basis of Evaluation | Max Marks |
|-----------|-----------------|----------------------------|------------------|
| 1 | Relevant Past | @ 5 marks per project | 20 |

| No | Criteria | Basis of Evaluation | Max Marks |
|-----------|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| | Experience | | |
| 2 | Approach and Methodology, Work Plan and Understanding of Scope of this Assignment. | Approach and Methodology – 5 marks Work Plan – 3 marks Understanding of Scope – 2 marks | 10 |
| 3 | Deployment plan, Qualification & Experience of the Key Resources | Qualitative Assessment based on the CVs of proposed Resources Team Leader – 5 marks Chief Strategist -5 marks Media Executive -3 marks Visualizer -3 marks Content Developer/Copy Writer-2 marks Video/Audio Producer-2 marks | 20 |
| 4 | Technical Submission / Presentation (if required) | Branding and Creative Strategy and Action Plan for promoting the 35 th National Games – 10 marks PR Strategy and Action Plan for the 35 th National Games – 10 marks Social media and Digital Strategy and Action Plan – 10 marks Two Creatives prepared for Print/and/or OOH media (for any previous assignments undertaken by the Agency or exclusively developed for the 35 th National Games) - 10 marks Two radio jingles (for any previous assignments undertaken by the Agency or exclusively developed for the 35 th National Games) -5 marks Two TV Ads (for any previous assignments undertaken by the Agency or exclusively developed for the 35 th National Games) - 5 marks | 50 |
| | Grand Total | | 100 |

- k. Only those Applicants scoring a minimum of 75 marks out of 100 in the Technical Evaluation shall qualify for the combined bid evaluation under QCBS mode. The technical scores of all technically qualified Applicants shall be announced prior to the opening of Financial Bids.
- l. Financial bids of only technically qualified Applicants shall be opened.
- m. The total price quoted by the Applicant (inclusive of duties and taxes), in the Financial Bid, shall be used to calculate the financial score based on the following formula:

$$\text{Financial Score} = \text{Fmin} / \text{F}.$$

Where,

Fmin = Lowest price quote among the received Bids

F = the quoted price of the Applicant's Bid under consideration.

- n. For the purpose of evaluation of Applications, NGS is adopting Quality and Cost Based Selection. The final selection will be done by giving 70% weightage for Technical Score and 30% weightage for Financial Score. The technical and financial scores will be added together to get the final score of the Applicant (Overall Score $H = (0.70 \times \text{Technical Score} + 0.30 \times \text{Financial Score})$). The Applicants will be ranked based on their score as H1, H2 etc., with H1 being the highest score. The Applicant scoring the highest combined marks (H1) would be selected as the Marketing and Creative Agency for the 35th National Games.
- o. Subject to aforesaid conditions, NGS or its assignees or any agency appointed by them will declare the Bidder with the Highest Combined Marks (H1) as the Selected Agency and proceed to issue Letter of Award (LOA).
- p. A Contract shall be signed within a period of 1 week of the Letter of Award with the Successful Bidder following the submission of requisite Performance Security. Failure in timely submission of the Performance Security and non-execution of Contract shall lead to automatic cancellation of award of work.
- q. In case the Successful Bidder does not sign the Contract Agreement, NGS reserves the right to cancel the selection process, forfeit any EMD and/or Performance Security, as the case may be, submitted by the Successful Bidder and either retender or proceed in any manner that it may deem fit.

26. Clarification of Bids

- a. Evaluation of technical Bids submitted by Bidders shall be undertaken based on details submitted therein only. Bidder shall not be allowed to submit on their own, additional information or material subsequent to the date of submission and such material / information, if submitted, will be disregarded. It is therefore essential that all details are submitted by the Bidder comprehensively, accurately and specifically in their technical bid, avoiding vague answers. However, Evaluation Committee, if it so desires, reserves the right to seek any clarification from the Bidders on the information provided in the technical package. The request for clarifications and the response shall be in writing, or by tele-fax. No change / addition in the information or substance of the Bid shall be sought, offered or permitted.
- b. To assist in the examination, evaluation and comparison of the financial bid, Evaluation Committee may ask Bidders individually for clarifications. The request for clarification and the response shall be in writing or by tele-fax. No change in the price or substance of the Bid shall be sought, offered or permitted except as required to confirm correction of arithmetical errors observed by the Evaluation Committee during the evaluation of Bids.

27. Process to be Confidential

- a. Except the public opening of the Bids, information relating to the examination, clarification, evaluation and comparison of Bids and recommendations concerning the award of Contract shall not be disclosed to Bidders or other persons not officially concerned with such process.
- b. Any effort by a Bidder to influence NGS in the process of examination, clarification, evaluation and comparison of Bids and in decisions concerning award of Contract, shall result in the rejection of the Bid.

28. Interpretation of Clauses

- a. In case of any ambiguity in the interpretation of any of the clauses in the tender document, the interpretation of the clauses by NGS, Kerala shall be final and binding on all parties.

- b. In case of any deviation, from the tender specifications and/or tender conditions, the decision of NGS to accept, will be final

29. *NGS's right to accept any Bid and to reject any or all Bids*

- a. Notwithstanding anything contained in this RFP, NGS reserves the right to accept or reject any Bid at any time prior to award of Contract without thereby incurring any liability to the affected Bidder or Bidders.
- b. NGS reserves the right to cancel/annul the selection process, at any stage prior to the award of the Contract, in larger public interest, on account of the following:
 - a. occurrence of any event due to which it is not possible to proceed with the selection process
 - b. an evidence of a possible collaboration/mischief on part of Bidders, impacting the competition and transparency of the selection process,
 - c. any other reason, which in the opinion of the Employer necessitates the cancellation of the selection process
- c. On occurrence of any such event, NGS shall notify all the Bidders within 7 days of such decision. NGS shall also promptly return the EMD submitted by the Bidders within 15 days of issue of such notice. NGS is not obligated to provide any reason or clarification to any Bidder on this account. NGS's liability under this clause is restricted to returning the EMD and no other reimbursements of costs/ expenses of any type shall be made by the Employer on this account.
- d. The Employer further reserves the right to retender the process or get the work done by a Government agency or Quasi Government agency if the Employer is of the opinion that the bids received are not economically or otherwise feasible or not acceptable due to reasons in sub clauses (a) to (c) above.

30. *Contract Price*

- a. The Contract shall be for the entire Scope of work as mentioned in this RFP, inclusive of all duties and taxes as may be applicable. The Bidders shall quote their financial bids for the entire scope of work as mentioned in the RFP without any additions, alterations and conditions. The Contract Price quoted by the Bidders should include all costs associated with the Project including any out of pocket / mobilization expenses, taxes, charges, levies, cess, VAT etc.

- b. Unless otherwise explicitly stated in the Contract, the payment shall be as per accepted schedule of payment mentioned in RFP. The payment shall be subject to deductions as per Indian income tax laws.
- c. Conditional Bids will be summarily rejected.

31. Performance Bank Guarantee

The successful agency shall, at his own expense, deposit with National Games Secretariat, within fifteen (15) days of the date of notice of award of the contract or prior to signing of the contract whichever is earlier, an unconditional and irrevocable Performance Bank Guarantee (PBG) from a Nationalized/Scheduled bank acceptable to Authorized Representative, National Games Secretariat, payable on demand, for the due performance and fulfilment of the contract by the Agency. The format for Performance Bank Guarantee is attached as Annexure 7.

- a. This Performance Bank Guarantee will be for an amount of 10% of the Total Contract Value. All charges whatsoever such as premium; commission etc. with respect to the Performance Bank Guarantee shall be borne by the Agency.
- b. The Performance Bank Guarantee may be discharged / returned by NGS upon being satisfied that there has been due performance of the obligations of the Agency under the contract. However, no interest shall be payable on the Performance Bank Guarantee.
- c. In the event of the Agency being unable to service the contract for whatever reason, NGS would invoke the PBG. Notwithstanding and without prejudice to any rights whatsoever of NGS under the Contract in the matter, the proceeds of the PBG shall be payable to NGS as compensation for any loss resulting from the agency's failure to complete its obligations under the Contract. The NGS shall notify the Agency in writing of the exercise of its right to receive such compensation within 14 days, indicating the contractual obligation(s) for which the Agency is in default.
- d. The NGS shall also be entitled to make recoveries from the Agency's bills, performance bank guarantee, or from any other amount due to him, the equivalent value of any payment made to him due to inadvertence, error, collusion, misconstruction or misstatement.

Chief Commissioner & Principal Coordinator
National Games Secretariat
Chandrasekharan Nair Stadium, Palayam,
Thiruvananthapuram-695033, Kerala, India
Phone: +91 -471 -2302287, Email: 35thngskerala@gmail.com

32. Disputes

- a. If a dispute of any kind whatsoever arises between NGS and the Selected Agency in connection with or arising out of the RFP or the execution of the Project, whether during the execution of the Project or after its completion and whether before or after repudiation or termination of the Project Agreement, including any dispute as to any decision, opinion, consent, expression of satisfaction, approval, determination of value, action or instruction of NGS, the matter in dispute shall be referred in writing to the Chief Commissioner & Principal Coordinator , NGS.
- b. Not later than 28 days after the day on which it received such reference, the Chief Commissioner & Principal Coordinator of NGS shall give notice of its decision of the same to the Selected Agency. Such decision shall state that it is made pursuant to this Clause and the decision of the Chief Commissioner & Principal Coordinator shall be final.

33. Litigation

- a. Litigations, if any, shall be subject to the jurisdiction of the Courts at Thiruvananthapuram, Kerala, India and will be governed by the Laws of India.

Annexure 1 - Letter of RFP submission

[Date]

Chief Commissioner & Principal Coordinator
National Games Secretariat
Chandrasekharan Nair Stadium
Thiruvananthapuram, Kerala

Dear Sir,

Sub: Letter of RFP Submission.

1. We, the undersigned duly authorized to represent and act on behalf of [-----
-----] (“the Applicant”), and having reviewed and fully understood all information provided in the RFP document, hereby apply as Applicant for the above mentioned project, 35th National Games, Kerala.
2. We are hereby submitting our Application including the following:
 - a) Application in the prescribed format, with all information and supporting documents requested in this RFP Document.
3. Our Application is valid till [--date in figures and words--]
4. NGS and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the statements, documents, and information submitted in connection with this Application, and to seek clarification from our bankers and clients regarding any financial and technical aspects. This Letter of Application will also serve as authorization to any individual or authorized representative of any entity referred to in the supporting information, to provide such information deemed necessary and requested by you to verify statements and information provided in this Application, or with regard to the resources, experience, and competence of the Applicant.
5. We understand that;

1. All information submitted under this Application shall remain binding upon us at the time of bidding; and
 2. NGS may in their absolute discretion reject or accept any Application, cancel the bidding process and reject all Applications.
-
6. We declare that all statements made by us and all the information pursuant to this Letter of Application are complete, true and accurate to the best our knowledge and beliefs.

For and on behalf of (name of Applicant)

Signed

Name

Annexure 2 – Form 1 – General Details

1. Details of Applicant (Application for the Project)
 - (a) Name of Company:
 - (b) Address of the corporate headquarters and its branch office(s), if any, in India:
 - (c) Date of Incorporation and Commencement of Business
2. Brief description of the Company including details of its main lines of business:
3. Details of individual (s) who will serve as the point of contact/ communication within the Company:
 - (a) Name :
 - (b) Designation :
 - (c) Company :
 - (d) Address :
 - (e) Telephone Number :
 - (f) E-Mail Address :
 - (g) Fax Number :
4. Name, Designation, Address and Phone Numbers of Authorised Signatory of the Applicant:
 - (a) Name :
 - (b) Designation :
 - (c) Address :
 - (d) Phone No. :
 - (e) Fax No. :
 - (f) E-mail :

Annexure 2 – Form 2 – Pre-Qualification Response Sheet

| Sl No | Criteria | Documentary Proof |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | The Applicant should have been in the business of Marketing and Publicity for the last 3 years and should have full-fledged Marketing and Creative departments. | Details of Assignments Undertaken, Copies of Work Orders, Satisfactory Performance or Commendation Certificates from Clients |
| 2 | The Applicant should have achieved average annual turnover of at least Rs. 10.00 crores from Marketing and Creative Advisory Engagement during the previous 3 financial years. | Certificate from Auditor supporting the turnover details from Marketing and Creative Advisory Engagements for each of the last 3 financial years. |
| 3 | The Applicant should have a Registered Office in India, with strong presence in at least 3 major Metros and in at least 3 other Indian Cities | 1. Certificate of Incorporation 2. Certificate of Commencement of Business. 3. Memorandum and Articles of Association |
| 4 | The Applicant should have at least two of the following accreditations a. Indian Newspaper Society (INS) b. Member of the Advertising Agencies Association of India (AAAI). c. Accreditation/Registration of Directorate of Advertising & Visual Publicity | Copy of Certificate |
| 6 | The Applicant should be willing to set up a local support office in Kerala, if required by National Games Organising Committee | An affidavit stating the same. |
| 7 | The Agency should have proficiency and manpower for creating advertisements and publicity materials in English and all major Indian | CVs of personnel with relevant work experience |

| Sl No | Criteria | Documentary Proof |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | languages, including Malayalam. | |
| 8 | The Applicant should have handled at least 3 assignments of similar nature, scope and complexity, of which at least one assignment shall be for a Mega Sporting Event (Mega Multi Sport or Mega Single Sport Event) or other Mega Events during the past five years. The minimum Consulting Fee for each such assignment should not be less than Rs 30 lakhs. | Details of Assignments Undertaken, Copies of Work Orders, Satisfactory Performance or Commendation Certificates from clients Documentary evidence clearly depicting the scope of work, Project value and client contact details |
| 9 | The Applicant should not have been black-listed or currently be in the process of being black-listed by any Government Departments, Undertakings and Agencies in India | An affidavit declaring that the Applicant has not been blacklisted by any Government/Public sector undertakings. |

Annexure 2 - Form 3: Experience Details

(Separate table for each Assignment)

| Item | Details |
|-------------------------------------------------------------------------|----------------|
| Title & Nature of the Assignment. | |
| Brief Description of Assignment | |
| Client for which the Assignment was constructed/ developed. | |
| Country and Location within Country where the Assignment was undertaken | |
| Duration of Assignment | |
| Assignment Cost/ Certified Billing (in Rs.). | |
| Brief Responsibility of the Project Team member | |

Note: Please attach documentary proof for each Assignment (Copy of Contract/Client Certificate etc.)

Annexure 2 - Form 4: Financial Details

| Year | Annual Turnover (in Rs) |
|-------------|--------------------------------|
| 2011-2012 | |
| 2010-2011 | |
| 2009-2010 | |

- a. Note: All figures quoted above shall be substantiated by attaching the Audited Annual Reports for the previous three years.

Annexure 3 - Team Deployment Plan

Team Composition

| Sl No | Name | Position |
|-------|------|----------|
| | | |
| | | |
| | | |

Annexure 4 - Format of CV

1. Name:
2. Date of Birth:
3. Proposed Position:
4. Years with Firm:
5. Years of Experience:
6. Area of Specialization:
7. Proposed position in the Project:
8. Education and Other Relevant Certifications

| Sl No | Course | Institution | Year of Passing |
|--------------|---------------|--------------------|------------------------|
| | | | |

9. Key Qualification/Experience

| Sl No | Assignment | Position held and Year | Major Responsibilities |
|--------------|-------------------|-------------------------------|-------------------------------|
| | | | |

10. Employment Record

| Sl No | Name of Organization | Positions Held | Responsibilities | Period |
|--------------|-----------------------------|-----------------------|-------------------------|---------------|
| | | | | |

11. Language Skills

| Sl No | Language | Read | Write | Speak |
|--------------|-----------------|-------------|--------------|--------------|
| | | | | |

Full Name

Signature

Company Seal

Annexure 5 - Financial Bid Format

To:
Chief Commissioner & Principal Coordinator,
National Games Secretariat,
Chandrasekharan Nair Stadium, Palayam,
Thiruvananthapuram, Kerala, India

Dear Sir,

Subject: Submission of Financial Proposal in reference to NGS RFP dated [Date], for the Selection of Marketing and Creative Agency for the 35th National Games.

We, the undersigned, offer to provide the services for the above in accordance with your RFP dated [Date], and our Technical Proposal and hereby submit our Financial Proposal as below.

| No | Description | Lumpsum Value of the Consultancy Assignment (in Rs. Lakhs) |
|-----------|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| 1 | Consultancy Services from Marketing and Creative Agency for the 35 th National Games. | |
| 2 | Duties and Taxes as applicable (Mention rates) | |
| | Total Value | |

Total amount in words (Rs).....only

Note: Conditional Bids will be summarily rejected.

Our 'Financial Proposal' shall be binding upon us up to the expiration of the validity period of the Proposal, i.e., [Date]. We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws

against fraud and corruption in force in India namely Prevention of Corruption Act, 1988.

We understand you are not bound to accept any proposal you receive.

We remain,

Yours sincerely,

Authorized Signature:

Name and title of Signatory:

Address of the firm:

Annexure 6 - Format for Power of Attorney for Signing of Application

Know all men by these presents, We (Name of the Applicant and address of their registered office) do hereby constitute, appoint and authorise Mr / Ms.....(name and residential address of Power of Attorney holder) who is presently employed with us and holding the position of

as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our Application for the Project, *including signing and submission of all documents and providing information / responses to NGS, representing us in all matters before NGS, and generally dealing with NGS in all matters in connection with our Application for the said Project.*

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

For _____

Accepted

..... (Signature)

(Name, Title and Address)

of the Attorney

Note:

- ◆ *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*

- ◆ *The Power of Attorney shall be provided on Rs.100 stamp paper.*

- ◆ *The Power of Attorney should be supported by a duly authorised resolution of the board of directors of the Applicant authorizing the person who is issuing this power of attorney on behalf of the Applicant.*

Annexure 7- Performance Bank Guarantee

Ref. No.

Bank Guarantee No

Dated

To,

Chief Executive Officer
National Games Secretariat
Chandrasekharan Nair Stadium, Palayam,
Thiruvananthapuram-695033, Kerala, India

1. Against contract vide Advance Acceptance of the Tender covering “Tender for” (hereinafter called the said 'contract') entered into between the National Games Secretariat, Government of Kerala, (hereinafter called the Purchaser) and _____ (hereinafter called the Bidder) this is to certify that at the request of the Bidder we _____ Bank Ltd., are holding in trust in favour of the Purchaser, the amount of _____ (write the sum here in words) to indemnify and keep indemnified the Purchaser against any loss or damage that may be caused to or suffered by the Purchaser by reason of any breach by the Bidder of any of the terms and conditions of the said contract and/or in the performance thereof. We agree that the decision of the Purchaser, whether any breach of any of the terms and conditions of the said contract and/or in the performance thereof has been committed by the Bidder and the amount of loss or damage that has been caused or suffered by the Purchaser shall be final and binding on us and the amount of the said loss or damage shall be paid by us forthwith on demand and without demur to the Purchaser.
2. We _____ Bank Ltd, further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for satisfactory performance and fulfilment in all respects of the said contract by the Bidder i.e. till _____ hereinafter called the

said date and that if any claim accrues or arises against us _____
Bank Ltd, by virtue of this guarantee before the said date, the same shall be
enforceable _____ against _____ us
_____ Bank Ltd,
notwithstanding the fact that the same is enforced within six months after the said
date, provided that notice of any such claim has been given to us
_____ Bank Ltd, by the Purchaser before the said date. Payment
under this letter of guarantee shall be made promptly upon our receipt of notice to
that effect from the Purchaser.

3. It is fully understood that this guarantee is effective from the date of the said contract and that we _____ Bank Ltd, undertake not to revoke this guarantee during its currency without the consent in writing of the Purchaser.
4. We undertake to pay to the Purchaser any money so demanded notwithstanding any dispute or disputes raised by the Bidder in any suit or proceeding pending before any court or Tribunal relating thereto our liability under this present bond being absolute and unequivocal.
5. The payment so made by us under this bond shall be a valid discharge of our liability for payment there under and the Bidder shall have no claim against us for making such payment.
6. We _____ Bank Ltd, further agree that the Purchaser shall have the fullest liberty, without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said contract or to extend time of performance by the Bidder from time to time or to postpone for any time or from time to time any of the powers exercisable by the Purchaser against the said Bidder and to forebear or enforce any of the terms and conditions relating to the said contract and we, _____ Bank Ltd., shall not be released from our liability under this guarantee by reason of any such variation or extension being granted to the said Bidder or for any forbearance by the Purchaser to the said Bidder or for any forbearance and or omission on the part of the Purchaser or any other matter or thing whatsoever, which under the law relating to sureties, would, but for this provision have the effect of so releasing us from our liability under this guarantee.
7. This guarantee will not be discharged due to the change in the constitution of the Bank or the Bidder.

8. Notwithstanding anything contained herein above our liability under this bank guarantee shall not exceed Rs _____/- (Rupees _____ only).
9. We are liable to pay the guaranteed amount or any part thereof under this bank guarantee only if you serve upon us a written claim or demand (and which should be received by us), on or before ----- before 14.30 hours (Indian Standard Time) where after it ceases to be in effect in all respects whether or not the original bank guarantee is returned to us.

WITNESS NO. 1

(Signature)
Full name and official
Address (in legible letters)

WITNESS NO. 2

(Signature)
Full name and official
Address (in legible letters)

Authorised Bank Representative

(Signature)
Full name, designation and
address (in legible letters)
With Bank stamp

Attorney as per power of
Attorney No.....
Dated.....

Annexure 8 - 35th National Games- The Venues

For the first time in the history of the National Games, the 35th National Games is scheduled to be **held in the seven Districts of the State of Kerala, namely, Kannur, Kozhikode, Thrissur, Ernakulam, Alappuzha, Kollam and Thiruvananthapuram.** The Games shall have 34 Competition Disciplines and 2 Demonstration Events to be held in 29 Competition Venues and 1 Event Venue over a two week period. In Thiruvananthapuram, a Games Village is being setup at Menamkulam for housing around 5,000 Participants. The 29 Competition Venues and the respective Events / Disciplines proposed to be held in each Venue are listed in below Table.

| Sl No | Name of Venue | Events / Competition Disciplines |
|--------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| | Thiruvananthapuram District – 15 Disciplines in 13 Competition Venues & 1 Event Venue | |
| 1 | Aquatic Complex, Pirappancode | Aquatics, comprising of Swimming, Diving & Water Polo |
| 2 | University Stadium, Palayam | Athletics |
| 3 | Jimmy George Indoor Stadium , Vellayambalam | Gymnastics & Handball |
| 4 | Shanghumugham Beach | Beach Handball (clubbed with Handball) |
| 5 | Sreepadam Stadium, Attingal | Kabaddi & Kho Kho |
| 6 | Indoor Stadium, Agricultural College, Vellayani | Netball & Taekwondo |
| 7 | NH Bye pass, Kovalam | Triathlon |
| 8 | Tennis Complex, Kumarapuram | Tennis |
| 9 | IRC, Shanghumugham | Wushu |
| 10 | Chandrasekharan Nair Stadium, Palayam | Cycle Polo & Squash |
| 11 | LNCPE Velodrome, Karyavattom | Cycling |
| 12 | New Shooting Range, Vattiyoorkavu | Shooting |
| 13 | Army Shooting Range, Mookkunnimala | Shooting – Trap & Skeet |
| 14 | Games Village, Menamkulam | |
| | Kollam District – 2 Disciplines in 2 Venues | |
| | New Hockey Stadium, Ashramam | Hockey |
| 15 | Lal Bahadur Shastri Corporation Stadium | Rugby 7s |
| 16 | Alappuzha District – 2 Disciplines in 1 Venue | |
| | Punnamada Lake | Canoeing & Kayaking and Roving; |
| 17 | Ernakulam District – 7 Disciplines in 5 Venues | |
| | Jawahar Lal Nehru Stadium, Kaloor | Archery |

| Sl No | Name of Venue | Events / Competition Disciplines |
|--------------|---------------------------------------------------------------------------|--------------------------------------------|
| 18 | Rajiv Gandhi Indoor Stadium, Kadavanthra | Badminton & Table Tennis |
| 19 | CIAL Trade Fair Centre, Nedumbassery | Fencing & Karate Do |
| 20 | CIAL Golf Course, Nedumbassery | Lawn Bowls |
| 21 | Munambum Beach | Yachting |
| 22 | Thrissur District – 3 Disciplines and Football (part) in 3 Venues | |
| 23 | Corporation Stadium, Thrissur | Football (Women) |
| 24 | VKN Menon Indoor Stadium | Judo & Weightlifting |
| 25 | Indoor Stadium, Thriprayar | Boxing |
| | Kozhikode District – 2 Disciplines and Football (part) in 4 Venues | |
| 26 | Corporation Stadium | Football (Men) |
| 27 | Medical College Ground | |
| 28 | VKK Menon Indoor Stadium | Volleyball & Sepak Takraw |
| 29 | Kozhikode Beach | Beach Volleyball (clubbed with Volleyball) |
| | Kannur District – 2 Disciplines in 1 Venue | |
| 30 | Indoor Stadium, Mundayad | Basketball & Wrestling |