

NATIONAL COOPERATIVE CONSUMERS' FEDERATION OF INDIA LIMITED (NCCF)

NCUI Complex, 3, Siri Institutional Area, August Kranti Marg, New Delhi - 110016

CALL FOR QUOTATION (CFQ)

Empanelled Event Management Agencies for Farmer Outreach & Seed Distribution Campaigns

NCCF/HO/CFQ/2026-27

04.08.2026

1. INTRODUCTION & BACKGROUND

The National Cooperative Consumers' Federation of India Limited (NCCF) invites sealed quotations from interested, qualified and empaneled Event Management Agencies to plan, organize, and execute a series of Farmer Outreach & Seed Distribution Events across various districts in the states of Chhattisgarh, Gujarat, Rajasthan, and Maharashtra for promotion of Tur and Urad pulses.

The primary objective of this campaign is to facilitate direct seed distribution to approximately 500/200 farmers per district event in the month of August, 2026.

2. SCOPE OF WORK & PROJECT SPECIFICATIONS

The selected agency will be responsible for end-to-end event management, venue setup, farmer mobilization, catering, distribution management, branding, and local coordination in designated districts.

State	District	Target Audience	Key Deliverable
Chhattisgarh	1. Kondagaon	~500 Tribal/women Farmers per District	One Day - Full Event & Seed Distribution Setup
	2. Korba		
	3. Bijapur		
	4. Sarguja (Ambikapur)		
	5. Sukma		
Gujarat	1. Bharuch	~500 Farmers per District	One Day - Full Event & Seed Distribution Setup
	2. Dang		
	3. Navsari		
Rajasthan	1. Sirohi	~200 Farmers per District	One Day - Full Event & Distribution Setup
Maharashtra	1. Nashik	~200 Farmers per District	One Day - Full Event & Seed Distribution Setup

3. EXECUTION GUIDELINES & BILLING PROTOCOL

Part 1: Seed Distribution Protocol & Reimbursement

Seed distribution to farmers shall be carried out during the event. The cost of seeds shall be reimbursed / accepted strictly as per actual bills/invoices issued by:

- **BBSSL (Bharatiya Beej Sahakari Samiti Limited)** — Primary Preference.
- **NSC (National Seeds Corporation)** — Acceptable in designated locations.
- **KVK (Krishi Vigyan Kendra)** — Acceptable in designated locations upon prior written NCCF approval.

Note: All seed procurement invoices must be backed by original bills and seed distribution acknowledgment registers signed by beneficiary farmers.

Part 2: Farmer Delegate Kit & Distribution Items

Each attending farmer must receive a customized Farmer Kit comprising:

- **Standard Delegate Kit:** Eco-friendly Jute Bag prominently customized with the official NCCF Logo, Notebook/Notepad, and Pen.
- **Utility Item:** Premium Branded Umbrella (weatherproof, sturdy, bearing NCCF branding/logo).
- **Procured Seed (Tur, Urad) - Minimum 2kg per Farmer** – Crop will be selected as per sowing in the particular district.

4. EVALUATION CRITERIA

4.1 TECHNICAL ELIGIBILITY (70 Marks)

Bidders will be evaluated based on their technical competency, regional operational presence, and past experience in executing large-scale agricultural / rural farmer outreach campaigns:

1. **Regional Expertise (20 marks):** Bidders must demonstrate operational presence and prior execution of farmer outreach events in the specified target states:
 - Target States: Chhattisgarh, Gujarat, Rajasthan, and Maharashtra.
 - Requirement: Active office/team deployment along with evidence of successfully organized farmer-centric events (e.g., *sammelans*, expos, awareness drives) in these states.
2. **Past Experience with Farmers (20 marks):** Minimum 2 years of experience in organizing rural outreach events, farmer sammelans, agricultural expos, or government awareness drives for 500+ participants per event. (Work Completion Certificates, Work Orders, Event Summary Reports, and geotagged photographs.)
3. **Farmer Mobilization & Database Capability (20 marks):** Demonstrated capacity and existing ground network/database to mobilize, transport, and register 500 active farmers per event smoothly in coordination with district authorities/KVKs. Verified farmer database extracts/proof, mobilization strategy, or past district/KVK coordination letters.

4. **Digital Presence (10marks):** Active digital platforms showcasing farmer outreach campaigns, achievement stories, video documentations, and community engagement. (Digital portfolio links, platform analytics, or media coverage samples).

4.2. FINANCIAL QUOTATION FORMAT (30 Marks)

Agencies are requested to submit their itemized financial bid per district event as stated above (for 500/200 farmers scale) in the format prescribed below:

DISTRICT NAME -----

No. of Farmers -----

S. No.	Category & Particulars	Description / Specifications	Quoted Amount (Rs.)
1	Infrastructure & Venue		
1.1	Venue & Auditorium	Inclusive of seating for 500+ farmers, stage, podium, mic, Screen for displaying presentations.	
1.2	Fabrication Charges	Stall setup, Dais Setup, backdrop structure, welcome gate, branding structures, and Registration Desk	
2	Seed Cost (as per variety/quantity)		
2.1	Seed Supply Charges	Reimbursable as per actual Bills of BBSSL (or NSC / KVK bills wherever applicable)	<i>Actual Bills</i>
3	Branding & Printing		
3.1	Branding & Promotional Material	Designing & Printing — 2 Flex banners, 2 standees, 500/200 informative pamphlets, 10 folders, and 2 event Directional Signage	
4	Farmer Kit & Distribution		

4.1	Standard Delegate Kit	Jute Bag (with official NCCF logo), Note pad, and Pen (for 500/200 farmers)	
4.2	Utility Items	Umbrella with NCCF logo (for 500/200 farmers)	
5	Catering & Hospitality		
5.1	Food & Beverage	Lunch for 500/200 farmers + guests	
5.2	Refreshments	Bottled drinking water and light snacks during sessions	
6	Logistics & Mobilization		
6.1	Farmer Mobilization	Transport arrangements, bus/vehicle coordination, and ground mobilization for 500/200 farmers	
6.2	Official Transportation	2 Vehicles for staff/officials/VIP (per km or per day rate as applicable)	
7	Media & Documentation		
7.1	Digital Documentation	Professional Videography (HD video highlight reel) and Photography (full event coverage & distribution proof)	
8	Arrangements for Guests & VIPs		
8.1	VIP Protocol Items (qty 10)	Shawls, Mementos, Bouquets, and felicitation kits for dignitaries and chief guests	
9	Miscellaneous		

9.1	Unforeseen Event Contingencies	First aid kit, waste management, permission charges, and operational contingencies	
		Total Quoted Cost Per District Event (Excl. GST):	
		Applicable GST (%):	
		Grand Total Quoted Amount (Incl. GST):	

(Different tables/cost sheet be shared for different districts)

5. GENERAL TERMS & CONDITIONS

- **Submission Manner:** Bids must include Technical Profile (Credentials, Regional Database, Past Work) and Financial Bid in separate sealed envelopes or password-protected PDFs.
- The rates quoted by the bidder shall be firm and inclusive of all costs/taxes and expenses associated with the supply and delivery of the material
- The quoted rates shall remain firm throughout the contract period and shall not be subject to any escalation on account of fluctuations in the prices of raw materials, fuel, labour, transportation, taxes or any other reason. No additional payment of any nature shall be made by NCCF over and above the accepted quoted rates.
- Any hidden, supplementary, incidental, or unforeseen charges claimed after the submission of the quotation or after the award of the contract shall not be entertained and shall be deemed to have been included in the quoted rates. Such claims shall not be admissible under any circumstances.

Reservation of Rights by NCCF

- **State-wise / District-wise Selection:** NCCF reserves the right to award events in different states/districts to single or multiple agencies depending on regional competency and cost competitiveness.
- NCCF reserves the right to place the award on an item-wise, quantity-wise, district-wise, State-wise, or consolidated basis, in whole or in part, depending on its operational requirements.
- NCCF may negotiate with the lowest responsive empaneled supplier, or where permitted under its procurement policy and applicable law, with other empaneled suppliers in exceptional circumstances recorded in writing.
- NCCF reserves the right to accept or reject any quotation, in whole or in part, without assigning any reason. Quotations that are incomplete, conditional, ambiguous, non-responsive, or not in conformity with the requirements of this CFQ may be rejected.
- All commodities supplied under the Purchase Order shall strictly conform to the specifications prescribed in this CFQ
- NCCF reserves the right to inspect the consignment for quantity, packaging integrity, transit damage, contamination, short supply, labelling compliance, and any visible defects before acceptance.

- **Validity:** The quoted rates must remain valid for 90 days from the date of submission.
- NCCF reserves the absolute right, at its sole discretion, to accept or reject any or all quotations, either in whole or in part, without assigning any reason and without incurring any liability to the bidders.
- NCCF reserves the right to cancel, withdraw, modify, or suspend the Call for Quotation (CFQ) process, either wholly or partially, at any stage before the award of the contract, without assigning any reason whatsoever.
- NCCF reserves the right to increase or decrease the quantity of the items proposed for procurement at the time of placement of the Purchase Order or during the currency of the contract, depending upon its operational requirements.

6. PAYMENT TERMS & CONDITIONS

Payment shall be released within **15 (fifteen) days** from the date of completion of event subject to satisfactory quality inspection and submission of complete and correct supporting documents, along with proper invoice.

- The supplier shall submit the following documents for processing of payment:
- Original Tax Invoice.
- Delivery Challan.
- Proof of delivery duly acknowledged by the consignee.
- Batch-wise Certificate of Analysis (COA), wherever applicable.
- Any other document specified in the Purchase Order or required by NCCF.

7. Last Date & Time for Submission

- **Date:** 7 August 2026
- **Time:** 1200h
- **Mode of Submission:** Physical deposition (Dak Section, NCCF)
- **Address:** FARMER OUTREACH & SEED DISTRIBUTION CAMPAIGN , AUGUST 2026 -
NCUI Complex, 3, Siri Institutional Area, August Kranti Marg, New Delhi - 110016

Quotations received after the stipulated date and time may not be considered.

For any clarification agencies may contact the undersigned during office hours:

Ms. Simran Kaur: Simrankaur@nccfindia.com / janah@nccfindia.com
