REQUEST FOR PROPOSAL

For Conceptualisation, Planning, Production and Execution of Regional Outreach Events for Foreign Embassies/Missions

Date: 8 October 2026

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1. BACKGROUND

National Co-operative Exports Limited (NCEL) is India's designated umbrella organisation for cooperative-sector exports, with a mandate to facilitate and strengthen the export ecosystem of the Indian cooperative sector.

NCEL's mandate encompasses procurement, aggregation, storage, processing, marketing, branding, packaging, certification, research and development, training, finance and market intelligence, thereby enabling an integrated approach to cooperative exports.

NCEL has developed an international outreach programme aimed at establishing structured engagement with foreign Embassies/Missions and relevant institutional and commercial stakeholders in India, with the objective of developing sustained international market linkages for India's cooperative sector.

NCEL has developed a region-wise outreach calendar based on the regional divisions of the Ministry of External Affairs (MEA). As part of the first phase of this programme, NCEL proposes to organise two pilot regional outreach events:

1. **Gulf & WANA Region** – Gulf and West Asia & North Africa; and 2. **Central & West African Region**.

The outcomes of these two pilot events will inform the design, format and scale of subsequent regional engagements.

NCEL accordingly invites proposals from its **empanelled Event Management Agencies** for conceptualisation, planning, production, management and execution of the proposed events.

2. OBJECTIVE OF THE ASSIGNMENT

The principal objective of the assignment is to design and execute **high-quality, premium and business-oriented institutional outreach events** that:

- position NCEL as a credible and reliable institutional partner for international agrifood trade;
- communicate NCEL's unique position within India's cooperative export ecosystem;
- facilitate meaningful engagement with foreign Embassies/Missions and relevant institutional stakeholders;
- generate qualified B2G/B2B leads and international market opportunities;
- showcase the breadth and depth of India's cooperative production and export ecosystem;
- create opportunities for product discovery, sampling and business discussions; • establish a structured pipeline for post-event engagement and conversion; and
- provide measurable ROI against the expenditure incurred.

The events are not intended to function merely as hospitality or networking events. Agencies are therefore required to demonstrate a clear linkage between the **event concept, target audience, experiential intervention, engagement strategy, lead generation and eventual trade/institutional conversion**.

3. SCOPE OF WORK

The selected agency shall be responsible for end-to-end conceptualisation, planning, production, coordination and execution of the assigned event(s), in close consultation with NCEL.

The scope shall broadly include, but shall not necessarily be limited to, the following:

3.1 Event Strategy and Concept Development

The agency shall:

- develop an overarching creative and strategic concept for each event;
- recommend the most appropriate event format, which may include a working lunch, business lunch, dinner, high tea, curated reception or another suitable format;
- provide a clear rationale for the recommended format;
- develop a region-specific engagement strategy;
- identify opportunities for institutional co-hosting or participation, where appropriate;
- develop the event narrative and guest journey; and
- ensure that all event elements contribute to NCEL's international businessdevelopment objectives.

Mandatory Requirement – ROI Logic

The agency shall provide a **clear ROI framework** supporting the proposed event format.

The ROI assessment should, as far as reasonably practicable, consider:

- anticipated number and profile of participating missions;
- seniority of participants;
- number of meaningful institutional/business engagements;
- expected qualified leads;
- potential B2G/B2B opportunities;
- estimated cost per meaningful engagement/qualified lead;
- post-event conversion opportunities;
- potential repeat engagement and institutional partnerships; and
- mechanisms for measuring outcomes after the event.

3.2 Target Audience and Invitee Strategy

The agency shall work with NCEL to develop a tightly curated invitee universe.

The target audience may include:

- Ambassadors/High Commissioners;
- Deputy Heads of Mission;
- Commercial/Economic Counsellors;
- Trade and investment representatives;
- representatives of bilateral chambers and business councils;
- institutional buyers/importers;
- relevant Indian government and trade institutions; and
- other stakeholders identified jointly with NCEL.

The agency shall provide recommendations regarding:

- invitee segmentation;
- invitation hierarchy;
- invitation design and distribution;
- RSVP management;
- attendance confirmation;
- protocol requirements; and
- on-site guest management.

The invite list shall remain **curated and targeted rather than mass-market in nature**.

4. REGIONAL EVENT REQUIREMENTS

4.1 Gulf & WANA Region

The proposed event should take into account the strategic relevance of the Gulf and WANA markets for Indian agri-food exports.
The engagement may address themes including:

- export policy and market access;
- halal and other applicable compliance requirements;
- logistics and cold-chain infrastructure;
- payment mechanisms;
- institutional procurement;
- food security partnerships; • long-term supply arrangements; and
- buyer/institutional matchmaking.

Indicative commodity categories include:

Rice, spices, pulses, dairy products, tea, frozen seafood and ready-to-cook foods.

The agency may recommend a dinner or another format considered more appropriate, provided the proposal establishes the corresponding ROI logic.

4.2 Central & West African Region

The proposed event should take into account opportunities for institutional and commercial engagement in Central and West African markets.

Potential themes include:

- food-security partnerships;
- institutional procurement;
- reliable commodity supply;
- warehousing and distribution;
- financing and payment mechanisms;
- cooperative-to-institutional trade;
- long-term supply arrangements; and
- market-entry and distribution partnerships.

Indicative commodity categories include:

Rice, pulses, wheat products, sugar, dairy powders, spices and edible oils.

The agency may recommend a lunch, high tea, dinner or another suitable format, subject to a clearly articulated ROI rationale.

5. NCEL EXPERIENTIAL SHOWCASE

A central component of each event shall be a **premium experiential representation of NCEL**.

The agency shall conceptualise and produce appropriate experiential interventions demonstrating:

5.1 Institutional Positioning

- NCEL's position as India's designated umbrella/nodal organisation for cooperative exports;
- its institutional relationship with the Ministry of Cooperation;
- its role in connecting India's cooperative production ecosystem with international markets.

5.2 Scale of the Cooperative Network

The experience should communicate NCEL's connection with:

- **18,000+ cooperative members;**
- millions of farmers forming part of the underlying supply ecosystem; and •
  a geographically distributed cooperative production network.

5.3 Multi-Commodity Capability

The showcase should demonstrate NCEL's ability to aggregate and facilitate exports across multiple commodity categories and product segments.

5.4 Traceability and Supply Chain

The agency should communicate NCEL's ability to provide:

- traceable sourcing;
- aggregation;
- quality assurance;
- certification;
- processing and packaging; • logistics; and
- end-to-end export support.

5.5 Institutional Reliability

The overall experience should position NCEL as a potential **long-term institutional partner for foreign governments, diplomatic missions, buyers and international stakeholders seeking reliable agri-food trade relationships with India**.

6. INDICATIVE EXPERIENTIAL ELEMENTS

Agencies may propose an appropriate combination of:

- premium cooperative-product displays;
- curated product walls;
- tactile product displays;
- interactive traceability installations;
- interactive maps of India's cooperative/export network;
- QR-enabled product and cooperative stories;
- curated product sampling;
- premium gift baskets showcasing cooperative products;
- high-quality corporate films;
- short commodity/product films;
- digital/interactive installations;
- product-origin storytelling;
- premium printed collateral;
- curated briefing materials for diplomatic guests; and
- other innovative experiential interventions.

The agency shall specifically explain **the purpose and communication objective of each proposed intervention**.

The use of experiential material merely for decorative purposes should be avoided.

7. CONTENT, AUDIO-VISUAL AND CREATIVE PRODUCTION

The selected agency may be required to develop:

- master event film(s);
- short regional/commodity films;
- motion graphics;
- digital presentations;
- animated data visualisations;
- interactive screens;
- product stories;

- event branding;
- invitation creatives;
- guest briefing material; and • post-event communication assets.

All content shall be developed in consultation with NCEL and shall be subject to NCEL's approval before production/use.

8. MARKET AND EXIM DATA

The agency shall support NCEL in developing a data-informed approach to invitee and engagement planning.

Relevant EXIM and market information may be sourced and analysed in coordination with:

- concerned Embassies/Missions;
- Ministry of Commerce & Industry;
- NCEL;
- relevant trade institutions; and
- other appropriate sources.

The agency's proposal should demonstrate how market intelligence will influence:

- invitee selection;
- commodity curation;
- discussion themes;
- buyer targeting;
- experiential content; and
- follow-up strategy.

9. BUSINESS ENGAGEMENT COMPONENT

Each event should ideally combine:

Premium Product Showcase + Institutional/B2B Roundtable + Structured Networking

The agency shall propose an appropriate mechanism for facilitating meaningful interactions between NCEL and invited stakeholders.

This may include:

- curated roundtables;
- thematic discussion tables;
- pre-scheduled B2B/B2G meetings;

- commodity-focused discussions;
- buyer introductions;
- product sampling;
- institutional presentations; and
- structured networking.

The agency shall propose a system for recording meaningful engagements without compromising the protocol and premium character of the event.

10. LEAD CAPTURE AND POST-EVENT CONVERSION

The selected agency shall support NCEL in establishing a structured post-event conversion mechanism.

The proposed process should follow the broad pathway:

Engagement → Lead Capture → Lead Qualification → Sample/Product Information → Documentation → B2B/B2G Follow-up → Conversion

A short **virtual conversion clinic** may be organised after each event for qualified leads, with a focus on:

- samples;
- product specifications;
- certification/documentation;
- pricing and commercial terms;
- logistics;
- supply capabilities; and
- further business discussions.

The agency shall propose an appropriate system for post-event reporting and lead tracking.

11. VENUE AND LOGISTICS

The agency shall provide recommendations regarding:

- venue selection;
- venue feasibility;
- seating and table layouts;
- stage/set design;
- lighting and sound;
- AV systems;
- display infrastructure;

- guest registration;
- protocol arrangements;
- catering;
- hospitality;
- transportation, where required;
- photography/videography;
- event staffing;
- security coordination, where applicable;
- event branding; and
- dismantling and restoration.

Where appropriate, an **Indian Embassy/Mission or other official/institutional venue** may be considered.

12. PROTOCOL AND DIPLOMATIC ENGAGEMENT

Given the proposed audience, the agency shall demonstrate familiarity with:

- diplomatic protocol;
- seating arrangements;
- official precedence;
- invitation protocol;
- appropriate forms of address;
- guest reception;
- VIP management; and
- institutional event etiquette.

The agency shall coordinate closely with NCEL for all protocol-sensitive elements.

13. TENTATIVE EVENT TIMELINE

The proposed events are expected to be held during:

Last week of November 2026 / First week of December 2026 and

not later than 10 December 2026.

The final dates shall be determined by NCEL in consultation with relevant stakeholders and based on venue and diplomatic availability.

14. DELIVERABLES

The selected agency shall, as applicable, provide:

1. Event strategy and concept note;
2. Creative theme and visual identity;
3. Recommended event format and ROI framework;
4. Venue recommendations;
5. Invitee and engagement strategy;
6. Event flow and programme design;
7. Detailed production plan;
8. Experiential showcase design;
9. Product-display strategy;
10. Gift-basket/product curation;
11. AV and film production;
12. Event branding and collateral;
13. Invitation and RSVP management;
14. Guest management and protocol support;
15. Catering and hospitality management;
16. B2B/B2G engagement mechanism;
17. Lead capture and reporting mechanism;
18. Photography and videography;
19. Post-event conversion clinic;
20. Post-event report and ROI assessment; and
21. Other services necessary for successful execution.

15. TECHNICAL PROPOSAL FORMAT

Agencies are requested to submit their Technical Proposal in the following broad structure:

Section A – Agency Profile

- Company profile;
- relevant experience;
- empanelment details with NCEL;
- experience with government/institutional clients; • experience with diplomatic/international events;
- relevant credentials.

Section B – Understanding of Assignment

- understanding of NCEL's objectives;

• understanding of the target regions; • proposed business-development approach.

Section C – Event Concept

Separate concepts for:

1. Gulf & WANA; and
2. Central & West Africa.

Section D – Format and ROI Logic

- proposed format;
- rationale;
- estimated engagement outcomes;
- lead-generation logic; • conversion pathway;
- proposed KPIs.

Section E – Experiential Concept

- proposed NCEL narrative;
- experiential journey;
- product showcase;
- tactile/interactive elements;
- AV/video;
- gifting;
- proposed visual references/mood boards.

Section F – Execution Plan

- project management;
- production;
- venue;
- hospitality;
- protocol;
- staffing;
- contingency planning;
- timeline.

Section G – Post-Event Conversion

- lead capture;
- qualification;
- follow-up;
- virtual conversion clinic;
- reporting.

Section H – Team

- proposed project director;
- creative lead;
- production lead;
- account manager;
- other key personnel;
- relevant experience of proposed personnel.

16. EVALUATION CRITERIA

The Technical and Commercial Proposals shall be evaluated by NCEL.

The indicative evaluation framework shall be:

S. No.	Evaluation Parameter	Marks
1	Understanding of NCEL's mandate, international outreach objectives, and assignment	10
2	Relevant agency experience, particularly in government, diplomatic, and international trade events	10
3	Quality and strategic strength of proposed event concepts	15
4	ROI logic, lead generation, and conversion strategy	15
5	Quality and innovation of experiential NCEL showcase	15
6	Regional understanding and commodity/market curation	10
7	Execution methodology, project management, and protocol capability	10
8	Post-event engagement, lead tracking, and reporting mechanism	5
9	Quality and experience of proposed team	5
10	Technical presentation	5
	Total Technical Score	100

NCEL may prescribe a minimum qualifying technical score before opening/evaluating the Commercial Proposal.

The final evaluation methodology, including the relative weightage assigned to Technical and Commercial Proposals, may be determined by NCEL in accordance with its applicable procurement procedures.

17. TECHNICAL PRESENTATION

Shortlisted agencies shall be required to make an **in-person technical presentation on 05th November 2026**.

The presentation should specifically cover:

- proposed event concept for each region;
- recommended event format;
- ROI logic;
- target audience;
- regional market proposition;
- NCEL experiential showcase;
- proposed product experience;
- B2B/B2G engagement mechanism;
- post-event conversion strategy;
- indicative event flow;
- production approach; and • indicative budget structure.

Agencies may be required to present preliminary creative concepts, mood boards, visual references or sample experiential designs.

18. COMMERCIAL BID

The Commercial Proposal shall be submitted separately and should provide a **transparent, itemised and all-inclusive cost structure**.

The commercial proposal should, at a minimum, provide separate indicative costing for:

S. No.	Cost Head
1	Venue and venue-related charges
2	Food and beverage/catering
3	Event production and set-up
4	Stage, furniture, lighting and AV
5	Experiential installations/displays
6	Product showcase and sampling

7	Audio-visual/film production
8	Branding and printing
9	Gift baskets/gifting
10	Digital/interactive installations
11	Photography and videography
12	Invitation/RSVP and guest management
13	Protocol/VIP management
14	Staffing and event management
15	Transportation/logistics, where applicable
16	Post-event conversion clinic
17	Post-event reporting and analytics
18	Agency professional/management fee
19	Taxes
20	Other applicable charges

S. No. Cost Head Total

The agency should provide **separate commercial estimates for each of the two proposed events**, along with an overall consolidated estimate.

Where a cost is dependent on final guest numbers, venue or production specifications, the agency should clearly state the applicable assumptions and unit rates.

Any optional components should be clearly identified as **Optional** and priced separately.

19. COMMERCIAL BID PRINCIPLES

The commercial proposal should:

- be transparent and itemised;
- clearly identify taxes and statutory charges;
- identify assumptions and exclusions;
- distinguish fixed and variable costs;
- provide per-person rates wherever relevant;
- identify optional/alternative components separately; and
- avoid bundling unrelated costs into a single unexplained amount.

NCEL may seek clarification or negotiate individual components of the proposal in accordance with its applicable procurement procedures.

20. SUBMISSION TIMELINE

Activity	Date
Issue of EOI/RFP to empanelled agencies	8 October 2026
Last date for submission of proposals	**5:00 PM, Monday, 1st November 2026**
Technical evaluation	04th November 2026
Technical presentations	**05th November 2026**
Finalisation of agency/award	To be communicated by NCEL
Proposed event window	Last week of November – 10 December 2026

21. MODE OF SUBMISSION

Complete proposals shall be submitted electronically to:
vendor@ncel.coop

The subject line of the email should read:

"Proposal – NCEL Foreign Embassy Outreach Events – [Agency Name]"

The proposal should comprise:

1. **Technical Proposal**;
2. **Commercial Proposal**; and
3. Supporting credentials/annexures.

Proposals received after **5:00 PM on 1st November 2026** may not be considered.

22. GENERAL CONDITIONS

1. NCEL reserves the right to accept or reject any or all proposals without assigning any reason.
2. Submission of a proposal shall not constitute an assurance of award of work.
3. NCEL may seek clarifications from agencies during the evaluation process.
4. NCEL may modify, reduce, expand or otherwise revise the scope of work based on its requirements.
5. All creative concepts and proposed experiential interventions shall be subject to approval by NCEL.
6. The agency shall ensure confidentiality of all information shared by NCEL.
7. The selected agency shall comply with all applicable laws, regulations, venue requirements and institutional protocols.
8. All costs associated with preparation and submission of the proposal shall be borne by the agency.

9. The agency shall be responsible for obtaining all necessary permissions, licences and clearances relevant to the services included in its scope.
10. The final scope, commercials, deliverables and payment terms shall be governed by the work order/contract issued by NCEL.
11. The two events constitute a **pilot phase** of NCEL's broader international outreach programme. NCEL does not guarantee award of subsequent regional events based on participation in or execution of these events.

23. EXPECTED OUTCOME

The selected agency is expected to deliver more than a well-executed event. The intended outcome is a **high-quality institutional engagement platform capable of generating measurable international business and partnership opportunities for NCEL**.

The success of the pilot events will be assessed on the basis of parameters including:

- quality and seniority of participating missions;
- relevance of institutional stakeholders engaged;
- quality of business/institutional leads;
- product and commodity interest generated;
- follow-up meetings initiated;
- samples/documentation requested;
- potential commercial/institutional opportunities;
- quality of NCEL's positioning and brand recall;
- cost-effectiveness; and
- conversion of leads into sustained engagement.

The pilot outcomes will subsequently inform the design and investment strategy for NCEL's engagement with other regional clusters.

National Co-operative Exports Limited (NCEL) New Delhi