

Minutes of the meeting of the Open House Discussion on RFP for Appointment of Developer for organizing Food Street held at CII's Central Office on 1/08/2017 at 11:30 hours

CII secretariat welcomed all the participants and the meeting began with a round of introductions.

Q1. Fountainhead Mktg. had a concern regarding the number of stalls and the size of stalls.

CII secretariat informed them that a minimum of 15 stalls will be needed including the 12 thematic stalls as mentioned in the RFP document. Developers are free to decide the size depending on concept and design.

Q2. The next query was on the themes for the 12 thematic stalls, the developer asked if CII had any specific themes or could they suggest.

CII secretariat informed that the developers will have to conceptualize and decide on the themes keeping in mind food India offers.

Q3. The next query was on the LED walls area and the size of screens expected.

To this the developer was informed that they are free to suggest keeping in mind the cost.

It was reiterated that 75% marks would be for design.

Q4. Next query was on the location of the lounge and where shall it be planned.

CII secretariat informed the participants that the lounge shall be planned inside the hangar only. It should provide a seating capacity of 20-25 and will mainly be used for VVIPs like Head of States, Ministers, Diplomats, etc.

Q5. The developers' next query was on the size of the thematic stalls.

CII secretariat informed the stalls need not be identical in size, varies from theme to theme. A particular region which offers more cuisines size may be bigger viz viz another theme /region where cuisine is limited.

Q6. The developers' next query was regarding the seating of 1000 pax as mentioned in the RFP document.

CII secretariat informed all that there will be a floating crowd and that there won't be 1000 people at one given point of time. The seating could be a mix of both formal and informal including round tables, bar stools, chairs, thematic seating etc.

Q7. The participants asked about the classification of possible invitees.

CII informed them the invitees include Diplomat Community, Ministers of States, Foreign Investors, Foreign Media, Domestic Media, Socialites, Govt invitees, Delegates of WFI

Q8. The next query was regarding point no. 21 of the RFP and the developers asked if the food provision was their responsibility.

CII informed them that yes, it is the responsibility of the food street developer .The vendors who will put up the stalls with food will be engaged by the developer only.

Q9. The next query was on providing free food to people at the food street.

CII informed the developers each day 200-250 pax would be invitees where food will not be charged. Also for tasting sampling no charges can be kept, rest could be on direct, chargeable basis with pricing to be agreed, if applicable.

Q10. The next question was on the branding part for the vendors whom the developer will hire.

On site branding could be allowed for participating hotels/restaurants/food chains/processing company of high repute which could be approved in consultation with CII. Off Site branding will not be allowed

Q11. The developers asked next that what if some company who was a possible vendor for them approached CII directly.

To this they were informed that in such a case, the company will be directed to the developer and they will handle it. The developers should keep in mind the partner/ focus countries/ states while deciding the vendors for the stalls.

Q12. How will the food street function in terms of invites?

CII informed them that there will be either coupons or invitation cards given to the invitees for availing at the food street.

Q13. The next query was on the kind of experiential activity that has to be showcased in the food street.

To this CII informed the developers that the food street has to showcase a fusion of past, present and future cuisines and how Indian ingredients can be used by foreign companies in their products. Innovative experiential gastronomic activities to be showcased.

Q14. The developers next asked about the size of the kitchen and if it has to be outside or inside the stall?

CII told them that it was up to the developer to decide the size befitting the food requirements. Kitchen should be made as per Food safety standards

Q15. Another query was raised on the role of hosts and hostesses.

The developers were informed that their role will be for facilitating guests, at entry point of food street, at various thematic zones and hostess may wear corresponding thematic dresses.

Q16. Next query was on 'Live Acts' in the food street.

CII informed the developers that there should be live cultural acts and could also include live cooking by famous chefs both national and international.

Q17. The developers wanted to know the number of hotels/ restaurants expected and if they could be international or national or both?

CII told them that there was no specific number, both national and international hotels/restaurants to be brought on keeping in mind at-least 12 different theme foods. CII suggested them to take services of a food curator who could bring the right mix and help them run the show.

Q18. The developers asked until when they will be allowed to remove the construction from the venue post the event.

CII informed that the developers will have time till the 10th of October to remove the construction and all the damages to the surroundings if any will have to be paid for by the developer.

Q19. The developers asked if they could recce the venue.

CII informed that they were free to recce the venue but if they wanted to do a survey with equipment, they will need to write to CII to take permission from the concerned authorities.

Q20. The next query was on the existing infrastructure which the developers could use at the venue.

To this, CII informed the participants that the developer will have to arrange for water, electricity all by themselves and nothing would be provided by the state government.

Q21. The next query was on the cost of transportation of chefs and celebrity critics.

CII informed the participants that the cost will have to be included in the proposal only.

Q22. Developers then asked about the entry and exit points of the food streets.

CII then showed them the map of the venue on the projector and discussed the possibilities. At the moment, there is only one entry and another alternate entry option is being looked into.

Q23. The next query was regarding the theme dinner. Will it be in the same zone and what kind of setup was needed?

CII informed that the theme dinner will be hosted at the same venue ie Food Street and the theme and setup would be decided by the developer, should be part of his technical proposal.

Q24. The next query was on the timings for the dinner.

To this, CII informed that the dinner will be post the conferences in the evening at 7:30. It will be preceded by a cultural act.

Q25. Developers next asked about the mode of submission of bids.

CII informed them that they will only need to submit in USB drives and there was no need to upload any documents.

Q26. Developers next asked if alcohol will be permitted or not.

CII informed them that it alcohol is not permitted.

Q27. The next query was on the purpose of the registration counters.

CII informed the participants that the purpose was only for facilitation, this should be part of design, and they will be helpdesks for the visitors.

Q28. The developers asked about the number of slots of cultural acts.

CII informed them that minimum 4 acts would be needed in a day for 5-10 minutes each including a longer act (15-20 mts) in the evening before the dinner.

Q29. The developers wanted clarity on revenue generation and how will it be shared.

CII informed that Food street is an experiential concept. The food street developer needs to bring in concept and design with related cost. Also, the developer needs to share how much the Developer can generate through Sponsorship, sale of booths and from the sale proceeds of food.

The food street developer may generate revenue from participating hotels/ restaurants/food processing companies and others through sponsorship, sale of space and sale of food without compromising on the concept, quality, design and experiential concept of the event. All the necessary sanctions/permissions to be arranged by the food street developer. The revenue generated from the food street needs to be adjusted from the total expenditure and accordingly the accounts to be settled. Therefore, while bidding financial proposal, expected revenue to be factored in which would be accounted for at the time of final billing. The bids may be made accordingly.

Q.30 The developers wanted clarity on Food Curators...how many numbers are we looking for? What would be their role?

CII informed that minimum one to two food curators need to be engaged to conceptualize, invite, have the right mix of cuisines, participants and other softer elements. One Indian origin food curator must be engaged with support of international or Indian curator as deem fit

Other important points emerged post meeting

31.It is suggested that food items which can be processed and packaged be showcased at the food street in order to promote Indian food products/ ingredients to foreign clients.

32. With reference to scoring criteria point no. 5, further elaboration is appended below

5	<p>Presentation</p> <p>Methodology and complete plan including conceptualization logistics plan, branding & venue décor.</p> <p>Concept 10</p> <p>Food Curator of high repute 10</p> <p>Brands on Board</p>	35
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Enclosed:

The meeting ended with CII thanking all for coming and raising their queries. For further questions if any they could reach out to CII Secretariat.