

TERMS OF REFERENCE

Engagement of an Event Design, Management and Stakeholder Coordination Agency for a High-Level Multi-Stakeholder Dialogue on Regenerative Agriculture and Development of a White Paper

Items	Details
Assignment	High-level two-days multi-stakeholder event on regenerative agriculture
Location	Bhopal, Madhya Pradesh, India
Last date of submission of queries	On or before 3:00pm of October 12, 2026
Date and time of submission of e-bids	11:30 am to 12:00 pm of October 16, 2026
Opening of bids	5:30 pm of October 16, 2026
Event dates	4–5 December 2026
Procuring organisation	Solidaridad Regional Expertise Centre

Terms and Conditions:

- Submit bids through e-mail with subject line Items – **Proposal for High-level two-day multi-stakeholder event on regenerative agriculture at Bhopal**. Bids without subject proposal will not consider for further process.
- The Bids must be on the company letter head with date, signature and company seal. (It is to be signed either physically or digitally by the authorized person).
- Interested bidders are requested to submit their Letter of Participation via email at procurement.srec@solidaridadnetwork.org. The detailed Terms of Reference (TOR) shall be provided to the bidders thereafter.
- **Bids to be submitted in two separate files – (1) Technical proposal as per the Terms of Reference and (2) Price proposal in non-editable PDF Format as per the BOQ.**
- Proposals received after due date will not be considered.
- All terms and conditions must be clearly mentioned in the proposals.
- Incomplete proposals shall not be considered.
- Bidders to send their Letter of Participation, queries, if any and their bids to e-mail address: procurement.srec@solidaridadnetwork.org

For detailed information, please check the complete version of the TOR attached below.

TERMS OF REFERENCE**Engagement of an Agency for Event Design and Management
and Event Secretarial Support**

for a High-Level Multi-Stakeholder Dialogue on Regenerative Agriculture
and Development of White Paper and Policy Briefs

Item	Details
Project	Promotion of Regenerative Agricultural Practices for a Food Secure and Climate Resilient Future in the EU–India Partnerships
Assignment	High-level two-day multi-stakeholder event on regenerative agriculture
Location	Bhopal, Madhya Pradesh, India
Event dates	4–5 December 2026
Budget line	6.4.3 – White Paper and Policy Brief Development, Publication & Dissemination Roundtables
Indicative ceiling	INR 40,00,000, including applicable taxes, subject to approved budget and procurement rules
Procuring organization	Solidaridad Regional Expertise Centre

1. Background and Context

Regenerative agriculture is a holistic approach to farming that places soil health, water management, biodiversity, climate resilience and farmer livelihoods at the centre of agricultural production. The project “Promotion of Regenerative Agricultural Practices for a Food Secure and Climate Resilient Future in the EU–India Partnerships” is being implemented across districts and agro-climatic zones in Madhya Pradesh, with a focus on scaling regenerative practices in the vegetable-oil supply chain and on strengthening the enabling policy environment.

A key component of the project is to strengthen national and local collaboration and consensus around regenerative agriculture approaches, contributing to sustainable, competitive, inclusive and resilient agricultural systems. The project also facilitates the development of White Papers and Policy Briefs aligned with EU–India partnership priorities. The source ToR envisages a two-day Bhopal event combining technical discussion, expert consultation, policy roundtables and an exhibition platform.

The event will aim to provide actionable insights for white papers and policy briefs that will further help to understand the role of regenerative agriculture in ensuring an inclusive and sustainable vegetable oil supply chain in the region.

2. Purpose of the Assignment

The purpose is to engage a professional event management agency to provide end-to-end event logistics, production, and secretariat support for a high-level two-day multi-stakeholder event led by SREC that uses evidence, expert dialogue, exhibitions, panel discussions, structured roundtables, and recognition of key contributors to strengthen the white paper and policy briefs on regenerative agriculture for developing an actionable policy roadmap. While SREC will lead the strategic agenda, technical design, speaker selection, and White Paper authorship, the selected agency will support the assignment across three core functional areas:

- Secretariat and Administrative Support: Assisting SREC in managing invitation workflows and RSVP tracking for pre-identified stakeholders.
- Event Production and Logistics Management: Comprehensive venue, staging, AV, exhibition setup, travel, and hospitality execution.
- Rapporteur and Documentation Support: Deploying a dedicated rapporteur team to capture, record, and format session discussions into structured outputs for strengthening the white paper for SREC’s technical team.

3. Background information about stakeholder engagement

3.1 Objectives of stakeholder engagement

- Create a common understanding of regenerative agriculture, its evidence base, implementation challenges and potential contribution to climate resilience, soil health, biodiversity, water security and farmer livelihoods.
- Bring together policymakers, researchers, industries, international organisations, civil society organisations, value chain actors, FPOs, farmers and other relevant stakeholders.
- Present evidence and practical experiences from regenerative agriculture initiatives, including farmer and enterprises.
- Identify structural, regulatory, market, financial and institutional barriers to scaling regenerative agriculture.
- Generate practical and broadly supported policy recommendations for inclusion in the White Paper.
- Identify potential roles and commitments for government, industry, finance, research, civil society organisations and farmer producer organisations.
- Develop and strengthen the white papers and policy briefs aligned with the EU-India partnership priorities.
- Develop a structured policy roadmap with priority actions, indicative responsible stakeholders and potential actionable pathways.
- Showcase regeneratively produced products, technologies, farmer innovations and market solutions through a curated exhibition.
- Recognise and acknowledge key individuals/organisations contributing to regenerative agriculture.

3.2 Expected Outcomes from the stakeholder engagement

Outcome	Expected result
Shared understanding	Evidence-based common understanding of regenerative agriculture and its relevance to India.
Evidence and practice	Practical evidence, case studies and farmer/market perspectives brought into policy dialogue.
Policy priorities	Prioritised policy, market, finance and institutional actions identified.
Stakeholder roles	Potential contributions and commitments of key stakeholder groups documented.
White Paper inputs	Structured inputs and recommendations generated for strengthening the White Paper and policy briefs.

Enhanced collaboration	Strategic dialogue and collaboration among government bodies, research institutes, businesses, industries, development partners, and community-based organizations.
Roadmap	Concise roadmap of priority actions and next steps developed.
Visibility and learning	Exhibition, panels, and communications increase visibility of regenerative solutions.

3.3 Proposed Event Architecture

Day 1 – Evidence, Innovation and Market Transformation

- High-level opening plenary: Regenerative Agriculture – From Farm Practice to Food-System Transformation.
- State of Regenerative Agriculture: evidence on soil health, climate resilience, water, biodiversity and farmer economics.
- Regenerative Agriculture in Practice: farmer, FPO and enterprise experiences.
- Curated exhibition of regenerative products, farmer innovations, technologies and market solutions.
- Panel: Scaling up regenerative agriculture practices for Improving Soil Health & sustaining ecosystems and biodiversity; with scientists, CSOs, and Government department representatives
- Panel: Building Sustainable Supply Chains for Regeneratively Produced Goods and the veg oil value chain; with industry, buyers, processors, value chain actors and FPOs.
- Panel: Policy frameworks for advancing regenerative agricultural practices and ecosystem services; Government department representatives, CSOs, FPOs
- Panel: From Individual Farms to Landscapes – value chains, water, biodiversity, carbon and landscape approaches.
- Recognition of key contributors to regenerative agriculture.

Day 2 – Policy Co-Creation and Roadmap

- Roundtable 1 – Policy and Governance: enabling policies, institutions and public programmes.
- Roundtable 2 – Markets and Supply Chains: demand, procurement, traceability, standards and value addition.
- Closing plenary: priority recommendations and the regenerative agriculture policy roadmap.
- Actionable Roadmap and next steps for synthesis and incorporation of event outputs into the White Paper and policy brief.

3.4 Target Participants

- Government department representatives, Government ministers, principal secretaries, secretaries, commissioners and senior officials, as appropriate.
- Scientists and representatives from ICAR institutes, state agricultural universities and other research organisations.
- Senior subject-matter experts and practitioners.
- Vegetable-oil industry leaders, processors, buyers, brands and supply-chain actors.
- International organisations, development partners and financial institutions.
- Civil society organisations and development-sector representatives.
- FPOs and lead farmers.
- Technology providers, agri-entrepreneurs and regenerative product enterprises.
- Media and relevant knowledge/communications partners, subject to approval.

Indicative scale: Approx. 200-250 participants per day and accommodation for around 50–60 priority outstation guests, subject to final approved numbers.

4. Scope of Work for the agency

The scope of work covers 2 days of the event: 4th and 5th December 2026

Day 1: Will see the participation of approx. 250 people

Day 2: Will see the participation of approximately 250 people.

Delegates who will travel from places other than Bhopal will be around 50 for one **or two/ three** nights.

4.1 Event Design and Secretariat

- Strategic & Technical Ownership: SREC will oversee and finalise the overall event concept, technical themes, agenda flow, speaker selection, and White Paper insights and inputs.
- Agency Responsibilities
 - Operationalize and execute the event concept as approved by SREC
 - Maintain session formats, run-of-show, speaker flow, seating plans, and protocols in coordination with SREC.
 - Provide dedicated event secretariat and single point of contact to handle day-to-day coordination, guest inquiries, and administrative tracking under SREC guidance.
 - Coordinate regularly with SREC and the technical/White Paper team.
 - Prepare speaker/moderator briefs and session checklists in coordination with SREC.

- Maintain master stakeholder and speaker tracker based on inputs from SREC.
- Provide rapporteur support to record and synthesize session discussion points into structured templates for SREC's technical/White Paper drafting team

4.2 Stakeholder, Speaker and Protocol Management

- Ownership: SREC will oversee official invitations, identify keynote speakers, panelists, and high-level dignitaries.
- Agency Responsibilities:
 - Provide logistical secretariat support for invitations, RSVP tracking, and guest follow-ups based on SREC's approved stakeholder list
 - Coordinate speaker travel, accommodation, arrival/departure and session requirements in coordination with SREC.
 - Maintain speaker profiles, presentation requirements and contact records in coordination with SREC.
 - Provide protocol support for senior government, international and industry participants.
 - Plan contingencies for speaker cancellation or changes.

4.3 Venue and Hospitality

- Identify and book a premier venue in Bhopal suitable for high-level dialogue, plenaries, roundtables and exhibition with a seating capacity of approx. 250 people who will participate on day 1 and day 2. Provide main hall and breakout/roundtable spaces.
- Provide approved tea/coffee, lunch, high tea and dinners based on final numbers.
- Arrange approved 4-star hotel accommodation for outstation delegates and key speakers (50 to 60 delegates), preferably in the same hotel as the conference is being held.
- Ensure menus, dietary requirements, hygiene, and service standards. Both Vegetarian and Non-Vegetarian options must be provided (buffet style) to cater to diverse delegates.

4.4 Exhibition Management

- Design and implement curated exhibition showcasing regenerative products, FPOs, farmer innovations, technology, research and market solutions.
- Provide approximately 40-50 octanorm/custom stalls or as finally approved. Each stall (custom) must include 1-2 tables, 2-3 comfortable chairs, 1 power socket, lights (if needed), and top fascia branding with the exhibitor's name. Standard Exhibition Stall Setup (inclusive of fascia, lights, power, table & chairs)

- Prepare exhibition layout, stall allocation and exhibitor handbook in coordination with SREC.
- Coordinate exhibitor requirements, branding, power, furniture, and installation.

4.5 Stage, AV and Technical Production

- Provide professional stage, podium, furniture, lighting and approved branding.
- Provide sound, microphones, projection/LED screens and connectivity.
- Provide video-conferencing facilities where required and as suggested.
- Conduct technical rehearsals and full equipment testing.
- Provide continuous technical support and recording.

4.6 Travel and Local Transport

- Book approved flights/trains, including changes/cancellations as instructed by SREC
- Maintain travel manifest and ticket register.
- Provide airport/railway transfers and local vehicles.
- Maintain vehicle duty slips and travel logs.

4.7 Branding, Printing and Felicitation

- Prepare branding concepts, backdrops, standees, banners, gate and signage for approval.
- Produce approved programmes, badges, certificates, brochures/booklets and White Paper drafts in coordination with SREC.
- Provide conference kits after approval from SREC.
- Provide approved customized felicitation mementos.
- Ensure donor visibility requirements are followed.

4.8 Communications and Media

- Develop pre-event, during-event and post-event communications plan in coordination with SREC team.
- Support approved social and media outreach.
- Capture high-resolution photographs and video.
- Produce approved event highlights package.
- Submit complete digital media archive.

4.9 Sustainability and Inclusion

- Implement low-waste, resource-efficient event approach.

- Minimise single-use plastics and unnecessary printing.
- Provide water refill and waste segregation where feasible.
- Prioritise locally sourced products/services where feasible.
- Ensure venue accessibility, inclusive seating and dietary accommodation.

5. Deliverables and Timeline (in coordination and after approval from SREC)

Timing	Deliverable
T-45 days	Inception; event concept, workplan, stakeholder mobilization strategy and preliminary BoQ. (all in coordination and as approved by SREC team)
T-40 days	Venue/hotel options; draft programme; exhibition concept; stakeholder tracker; production plan.
T-30 days	Confirmed venue; guest list; travel/hotel plan; branding concepts; AV/stage plan; risk register.
T-14 days	Agenda; speaker confirmations; exhibition allocation; detailed run-of-show.
T-7 days	Final travel/hotel manifest; speaker briefs; session plan and flow; protocol and technical plan.
T-1 day	Venue, stage, AV, exhibition, registration and branding fully installed/tested.
Event days	Full on-site event management, hospitality, technical support, transport and documentation.
T+3 days	Preliminary attendance and event documentation package.
T+7 days	Event report, photo/video archive, travel/vehicle logs and financial reconciliation.
T+10 days	Structured synthesis of discussion outputs, stakeholder recommendations and action points for White Paper team.

6. Output

The agency shall facilitate capture of substantive outputs without assuming scientific authorship. SREC and its designated technical team hold sole authorship and content ownership for all White Papers, Policy Briefs, and strategic roadmaps. A designated documentation/rapporteur team shall record key evidence, recommendations, areas of agreement/disagreement, stakeholder commitments, and priority actions-

- Session-wise key messages and recommendations.
- Roundtable outputs using standard templates.

- Priority policy actions and responsible stakeholder groups.
- Documented stakeholder commitments/proposed next steps.
- Inputs mapped to relevant White Paper themes.
- Short post-event synthesis for circulation to participants.

The agency's documentation responsibilities are strictly operational and structured as follows:

- Deploy dedicated rapporteurs to capture structured session notes and discussion points.
- Consolidate rapporteur notes into an "Event Proceedings & Report".
- Map stakeholder discussion points and insights into pre-defined thematic templates to serve as raw background material for SREC's White Paper writing team.

7. Event Management Team

Role	Indicative responsibility
Event Director	Overall delivery, senior stakeholder interface and quality assurance.
Event Manager	Day-to-day coordination and work plan.
Stakeholder/Protocol Coordinator	VIPs, speakers, invitations and protocol.
Travel & Hospitality Manager	Flights, hotels, transfers and guest care.
Exhibition Manager	Exhibitor coordination, stall setup and operations.
Technical/AV Manager	Stage, sound, screens, connectivity and recording.
Registration/Logistics Coordinator	Registration, materials, seating and on-ground logistics.
Communications/Documentation Lead	Media, photography, video and documentation.
Finance/Admin Coordinator	BoQ, invoices, reconciliation and supporting records.

8. Budget and Financial Proposal

The indicative budget ceiling is INR 40,00,000. The financial proposal shall provide a transparent line-item BoQ separating professional/event-management fees from pass-through costs.

Cost category	Required quotation basis
Venue	Per day/package with inclusions
Accommodation	Room/night by category
Catering	Per person per meal
Travel	Actual booking cost/service fee separately
Local transport	Vehicle/day or trip
Stage & AV	Itemised package

Exhibition stalls	Per stall/package
Branding & printing	Itemised quantities and unit rates
Photography/videography	Day/package
Felicitations	Per approved item
Event management fee	Lump sum
Staffing	Person/day where applicable
Other/contingency	Clearly justified and approved
Taxes	Separately identified

Pass-through costs shall be supported by invoices, tickets, vouchers, duty slips or other documentary evidence and reconciled against actual approved expenditure.

9. Payment Terms

- 20% upon contract signing and approval of inception/event management plan.
- 30% upon confirmation of major venue/hotel/vendor bookings and detailed implementation plan.
- 30% upon successful completion of the two-day event and initial documentation.
- 20% upon acceptance of final event report, documentation, reconciliation and substantive synthesis.

Final payment is subject to satisfactory delivery, required supporting documents and compliance with applicable procurement and financial procedures.

10. Risk Management and Contingency Planning

- Maintain event risk register covering VIP non-attendance, travel disruption, technical failure, weather, venue issues, medical incidents, security, food safety and vendor failure.
- Maintain backup speakers/moderators and alternative programme arrangements **in discussion and after approval from SREC.**
- Provide backup AV, power and connectivity appropriate to venue.
- Maintain emergency contact tree and escalation protocol.
- Material changes in scope or cost require prior written SREC approval.

11. Sustainability, Safeguarding and Professional Standards

- Follow applicable laws, venue rules, occupational health and safety requirements and SREC policies.

- Ensure respectful, non-discriminatory and professional treatment of participants and staff.
- Protect personal information collected for travel, accommodation and registration.
- Obtain necessary permissions for photography, recording and participant information.
- Implement responsible waste management and minimise environmental footprint.

12. Qualifications and Experience

- At least 5 years of demonstrated professional event-management experience, preferably in policy, government, development-sector or corporate sustainability events.
- Demonstrated experience organising high-level conferences, **policy** roundtables or multi-stakeholder events with senior government, industry and/or international participants.
- Demonstrated capacity for end-to-end venue, hospitality, travel, exhibition, AV and protocol management.
- Experience with events involving 150+ participants preferred.
- Ability to deploy a dedicated professional team in Bhopal.
- Sound financial, administrative and procurement systems with complete supporting documentation.
- Experience with donor-funded or development-sector events and visibility requirements is an advantage.

13. Proposal Submission Requirements

- Technical proposal demonstrating understanding and methodology.
- Stakeholder and speaker management approach.
- Exhibition concept and indicative layout.
- Implementation workplan and staffing plan.
- Risk and contingency management plan.
- Sustainability and inclusion approach.
- Relevant organisational experience and at least three comparable assignments.
- CVs/profiles of proposed key personnel.
- Detailed financial proposal and BoQ.
- Company registration, PAN, GST registration where applicable, bank details and other KYC documents required by SREC.

14. Evaluation Criteria

Criterion	Weight
Understanding of assignment and event concept	15%
Methodology and event architecture	15%
Experience with high-level policy/multi-stakeholder events	15%
Stakeholder, speaker and protocol management	10%
Logistics, technical and production plan	10%
Exhibition and participant experience concept	5%
Sustainability, inclusion and risk management	5%
Proposed team and organizational capacity	5%
Relevant institutional experience/references	5%
Financial proposal/value for money	15%
Total	100%

15. Governance and Reporting

The selected agency will report to the designated SREC focal point. Key decisions, public communications, **stakeholder invitations**, **programme flow**, major service procurement, venue/hotel selections, **documentation**, branding, and programme changes shall be subject to SREC approval. The agency shall participate in coordination meetings and provide status updates against the approved workplan.

- SREC retains primary responsibility for program conceptualization, technical content, speaker outreach, stakeholder relationship management, and authoring all policy deliverables (White Papers and Policy Briefs).
- The Agency operates as an execution and secretariat partner responsible for high-quality logistical delivery, administrative support, vendor coordination, venue/hospitality management, and rapporteur note-taking.

16. Intellectual Property, Data and Confidentiality

- Event materials, recordings, photographs, reports and documentation produced under the assignment shall be provided to SREC in editable and high-resolution formats where applicable.
- Participant and stakeholder data shall be used only for approved event purposes and handled in accordance with applicable privacy requirements.

- Draft White Paper materials and stakeholder inputs shall be treated as confidential until approved for dissemination.

17. Indicative Terms of Engagement

Item	Provision
Contract duration	From contract signature through acceptance of final deliverables.
Event duration	Two days: 4–5 December 2026.
Location	Bhopal, Madhya Pradesh.
Budget ceiling	INR 40,00,000, subject to approved budget and applicable taxes.
Reporting	To designated SREC focal point.
Procurement	Subject to SREC procurement and financial procedures.
Final acceptance	SREC approval of event delivery, documentation, reconciliation and final outputs.