

F.No. 145-ITPO(63)/BDD/2023
India Trade Promotion Organization
(Business Development Division)

STANDARD OPERATING PROCEDURE
FOR ORGANISING EVENTS
BY VARIOUS GOVERNMENT MINISTRIES / DEPARTMENTS
AT
BHARAT MANDAPAM, PRAGATI MAIDAN, NEW DELHI

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1. Background

1.1 Features of Bharat Mandapam

Bharat Mandapam provides unique opportunities for holding Conventions, Seminars, Conferences, Workshops, Concerts, Award Functions, Meetings, Exhibition simultaneously which is often a requirement for modern day events. The Convention Centre offers a variety of venues to accommodate a wide range of event requirements, including a **Plenary Hall** with a **capacity of 3000 seats**, a **Multi-Purpose Hall** with a **capacity for 4000 persons**, **Auditoriums** with seating for 600 and 900 persons, and **Meeting Rooms** with capacities ranging from 50 to 200. The venue also offers **dedicated lounges** for VVIPs and VIPs, **five-star catering** services, **integrated audio-visual** systems, air-conditioned facilities, and various other modern amenities. Bharat Mandapam also provides **Exhibition Halls** with a total area of more than **1,10,000 square meter** equipped with ultra-modern facilities like air-conditioned halls, cargo lift facilities, lifts/escalators for visitors, WIFI connectivity etc. The facility is conveniently located and provides dedicated **parking space** for over 5000 cars within the campus.

1.2 Need for SOPs

Many Ministries/Departments and their agencies are organizing their events at Bharat Mandapam. The SOP is required to make them aware about the procedural requirements as well as a guide for planning their event in a suitable fashion. The finer points in planning and execution, which are crucial and require due attention but are often overlooked, also need to be captured in the SOP.

2. The Decision To Organize The Event

2.1 Who are the participants

The nature and number of participants for the event need to be decided. The Hall/Venue capacity needs to be blocked in accordance with the number of participants to be invited. It should be kept in mind that some of the invitee participants do not turn-up for the event and ***hence the number of invitees should be such that the seating capacity of the booked venue gets filled*** despite such dropouts. It is also observed that sometimes the event is organized / curated in a very nice fashion. However, the relevant stakeholders do not get to visit the same due to lack of information or entry restrictions/entry

costs. Keeping this in mind, **adequate publicity for the event must be done** to attract stakeholders for participating in the event. The Department/Ministry may also like to **specialy invite the related stakeholders like students, farmers, artesian etc.**, to give them exposure of the latest happenings in their respective sectors. Their entry may be planned 'free of cost'. **A Nodal Officer for coordinating with such stakeholders should be appointed** by the organizing Ministry/Department who can coordinate their visits in a hassle-free manner.

2.2 Who are the Dignitaries

The dignitaries for the event, including **the Chief Guest, Guest of Honour, etc.**, need to be planned for as early as possible. It's essential to consider that VIP lounges, alighting points, route plans, etc., will have to be decided based on the security requirements and the stature of the dignitary.

2.3 What facilities are required

The facilities required will depend on the nature of the event. The following broad points should be kept in mind:

- (i) In case of events in Multi-Purpose Hall and Plenary Hall, it will better to **book an auditorium for any spillover** of attendees.
- (ii) Meeting rooms, auditoriums, etc. will be required to be booked as per nature of event.
- (iii) The **venue for lunch/hi-tea** needs to be decided and booked well in advance.
- (iv) The catering facilities and nature of menu also need to be decided for the event.
- (v) The **furniture requirements** for the event need to be assessed first with ITPO and planned accordingly.
- (vi) The **requirement of AV, IT, WIFI, any special internet connectivity** needs to be assessed with ITPO and appropriately planned accordingly.
- (vii) Cultural evenings may be planned in open Amphitheatre in front of Hall 3/4/5, Convention Centre or around musical fountains.
- (viii) The requirement of **power and power back-up needs** to be assessed and planned.

Note: It must be kept in mind that **various facilities like furniture, AV, IT Equipment etc. are available with the ITPO**. Preference should be given to utilize/hire those facilities

first. In case additional / different facilities are required then the same may be procured from the vendor. List of services are available at Annexure 1.

2.4 Checking availability of the venue on the ITPO website

The details of various halls are available at the official website (www.indiatradefair.com). The availability of various Exhibition Halls can be checked at <https://venuebooking.indiatradefair.com/frontend/web/55a8ca05c0b95f78a9179462e5f04b709a3d1e9e51b365d4d70b8636773c2a19>. The availability of facilities in convention centre of Bharat Mandapam will be shortly made available on the website. However, till such time the availability may be found out by send an email or contacting Ms.Sweekriti Aggarwal (bharatmandapam@itpo.gov.in) who is the single point of contact for the same.

2.5 Communication Plan:

The organizing Ministry/Department should **plan a comprehensive media/communication plan of the event**, spanning from the pre-event stage to the post-event stage. The communication plan should **ensure that the information about event reaches to targeted stakeholders / visitors of the event**. This includes on-site branding, digital promotion, website calendar management, broadcasting, signage placement, electronic media engagement, and print media coordination to effectively promote the event and create sufficient visibility among stakeholders.

3. A Formal Request To ITPO

Once the broad contours of the programme are decided as above, a formal request for booking the venue may be sent at bharatmandapam@itpo.gov.in. It is recommended that **a Senior Officer** may be **appointed as a Nodal Venue Officer** (along with a link Officer) by the organizing Ministry/Department. He/She should be involved and informed of all the decisions taken regarding the conduct of the event so that a comprehensive planning of the event may be done.

3.1 Preliminary meeting with ITPO

A preliminary meeting can be held with the officials of ITPO for finalizing the plan for the event. Mr. Devender Pal, GM BDD (Business Development Division) is the Nodal Officer (devenderpal@itpo.gov.in, 9810994832) for holding the meeting and facilitating in this respect.

During the Pre-Event Meeting, the ITPO will inform the organizer about the essential **Terms and Conditions**, including Do's and Don'ts to be followed. It is emphasized that the violation of the instructions constrained therein attracts severe penalties on the organizers. It is thus important to understand these Do's & Don'ts clearly and adhere to the same meticulously.

3.2 Visit to venue

The organizing Ministry/Department should **undertake a visit of the venue to access venue and facilities available on ground and map them against their requirements**. It is recommended to keep some time in hand while visiting the venue so that the comprehensive assessment may be done.

3.3 Finalizing the details of the facilities required.

After the visit to the venue there will be clarity about the facilities that will be required. The same may be finalized.

3.4 Booking of the spaces

The facilities that are finalized may be booked immediately so that the same may not be booked by any other event organizer.

Booking details are as under:

License fee Payable	Percentage of License fee Payable	Cumulative License fee Payable
At the time of booking	5%	5%
Two years before the start of the tenancy	5%	10%
One year before the start of the tenancy	7.5%	17.5%
Eight months before the start of the tenancy	17.5%	35%
Four months before the start of the tenancy	15%	50%
15 days (about 2 weeks) before the start of the tenancy	50%	100 %
Payment of Refundable Contingency Charges (15 days (about 2 weeks) before the start of the tenancy)	10%	100% + Facilities + Services + 10%

The latest tariff for the venue is accessible online at <https://indiatradefair.com/uploads/doc/Order%20803.pdf>.

4. Planning The Event

4.1 Appointing an Event Manager for:

A good quality ***event manager should be appointed*** for carrying out all preparation regarding the event. Special emphasis should be given on planning for the following:

i. Stage Construction—it should inter alia, be ensured that the stage is levelled, ramp/stairs connecting the stage should be firmed and well-marked (by using yellow, black zebra tape), seating arrangement of the dignitaries and their supporting staff, lectern for addressing, sound system should be specially attended.

ii. Decoration and lighting—adequate decoration including flower decoration, backdrop and lighting should be planned for.

iii. Audio video system—adequate AV system as per requirement needs to be planned for. Spare system must be kept ready for immediate usage/switch-over in case of any snag.

iv. Web cast/telecast – appropriate facilities for the same need to be provided if applicable.

v. Signages within the hall – adequate signages specially related seating arrangements for inaugural/closing event needs to be provided. The signage should be easily understandable and visible from a distance.

vi. Contingency planning and backups—contingency planning should be done and backup should be kept for all the crucial aspects of event including but not limited to power, audio-video system, emergency exit, fire management, etc.

4.2 Planning the entry and exit to Bharat Mandapam

The entry and exit plan for the visitors to the Exhibition Area as also the participants of Inaugural/Closing Ceremony needs to be planned well in advance. The following also needs to be kept in mind while planning the entry/exit for Exhibition Area – Gate No.4 & 10 are normally used for Bulk Entry of Visitors to the Exhibition Area; for Convention Centre Gate No.1 & 4 are generally preferred for bringing

bulk participants. The bulk participants generally used the Eastern Plaza for entry & exit. Gate No. 6 & 7 are generally kept for Dignitaries/VIP and Senior Management. The Western Plaza of the Convention Centre is generally preferred for their entry and exit. **Shuttle services** should be planned for ferrying participants wishing to come to Convention Centre from Gate No.1& 4. Some **golf-carts** should also be kept ready for usage by old and specially abled guests at Gate No. 7.

Note: The entry and exit plan made as per the requirement of each individual event and may not adhere to the above generalized plans.

4.3 Planning the parking.

The parking of vehicles needs to be carried out in detail. Normally the 4-wheelers of VIPs are allowed to enter from Gate No.7. **The plan for using basement parking and surface level parking needs to be formulated in relation to the movement plan within the Bharat Mandapam Complex.** It should be borne in mind that the basement parking is not normally allowed in case of (and for the time period for which,) a VVIP is visiting the venue.

Sometimes buses are used to ferry the participants. Normally these buses drop the invitees in front of Gate No. 1, 4, 7. The buses are then parked in Bhairon Mandir parking or in Jawahar Lal Nehru Stadium parking area. Shuttle services should be provided for invitees being dropped at Gate No.1 & 4.

4.4 ASL (Advance Security Liaison Meeting)

The meeting takes place when a VVIP is scheduled to visit the event. Minute details of the event especially related to entry, exit, seating, security, emergency plan, stage related issues, minute to minute, are discussed in this meeting.

The **Nodal Venue Officer**, Senior Representative of the Event Management Agency engaged by the organizing Ministry/Department and other relevant officials are responsible for the VVIP and execution of minute-to-minute programme, must attend this meeting.

In case there are other parallel events also scheduled during the visit of VVIP, **the organizers of those events are also called for the meeting.** It helps in coordination and planning for all the events simultaneously.

4.5 Invitation

The format for invitation etc. may be finalized. **Care should be taken to ensure that the invitation cards are sent well in time.** It will be a good idea to take confirmation from the invitees (especially the VIPs so as to coordinate their entry/exit and seating arrangements). Care should be taken to send the details of Gate Number for the entry of the invitee and the parking pass (if applicable).

4.6 Hoardings and signages - both inside and outside of Bharat Mandapam

Adequate hoardings and signages need to be put so that the visitors can participate in the event seamlessly. The Nodal Venue Officer needs to take a physical round of all the entry/exit areas of the participants and the circulation area within the venue to plan for putting up adequate hoardings and signages. Booking of hoarding and signage space should be done as per need assessment by the organizer.

5. Catering

5.1 Finalising the contract with the caterers

The total number of meals/snacks to be served, their menu and rate needs to be finalized. In case of Convention Centre – M/s ITC is the exclusive catering partner for ITPO. However, they provide multiple options for **menu and rates** which can be chosen from by the organizing Ministry/Department as per their preference.

5.2 Finalizing the lunch/dinner venue

It has been observed that in some cases a very small venue was chosen for serving food which resulted in chaos and wastage. Such a situation should be avoided. **Various options of Venue and their pros&cons can be discussed with the catering agency as also the ITPO team** who may guide them based on their previous experiences. The Lunch/Dinner menu should be finalized keeping in mind the number of invitees for the same.

6. Event Day Management

Organizing Ministry/Department should appoint a Nodal Officer who will sit in the control room during the event day/s.

6.1 Prior day meeting with event manager and others with ITPO

Daily meetings in the Control Room with all concerned officers and agencies shall be conducted at 12 pm, starting on D-2 (i.e. two days before the event date), to review event arrangements and identify any gaps. The Venue Nodal Officer of organizing Ministry/Department or the Nodal Officer for Control Room should attend these meetings.

6.2 Testing of facilities on the previous day

Organizing Ministry/Department and **event management agency shall verify and test all critical facilities and equipment on the day before the event** to confirm they are in optimal working condition.

6.3 Planning for arrival of guests - reception and registration

Organizing a reception area for Plan for the arrival of guests and sufficient registration desks to provide a warm welcome and seamless entry without any hassle or congestion. A senior Official should be deputed at the reception and registration desk respectively. He/she should be empowered to take decisions on the spot and ensure that the waiting time at these places are not high. In case of any chaos or crowding, he/she should reduce the formalities and ensure smooth movement of guests.

6.4 Managing the large numbers - deployment of officials to guide the guests

To manage large number of participants, the organizing Ministry/Department should depute their officials (Under-Secretary, Section Officer, Assistant Director level officers) at all the key areas especially the following:

- i. At the entry inside the venue area
- ii. At each floor (if applicable)
- iii. At the venue of the Inaugural/Closing ceremony
- iv. At the auditorium/venue for spillover crowd

All these officials should coordinate with each other and ensure that there is smooth circulation of people during the event. **The event venue for inaugural/closing ceremony should be full well in time** and in case of any excess participants, the reserve auditorium should be activated without any loss of time. It is often seen that these officials are active only at the time of entry (i.e. at the time of start of the event) they should be sensitized that their responsibility extends till the participant have exited and the venue has been vacated. **These officials need to be extra cautious while dealing with Students/Adolescents and young participants.**

7. Control Room Operation During The Event

7.1 Control Room

ITPO operates a Control Room for all the events. The control room for Convention Centre is situated at level 2 (back of house). The control room for Exhibition Halls is situated at Mezzanine floor of Hall No.4. The control Room houses representatives of all key divisions viz Business Development, Engineering, Power, Drainage, Lifts/Escalators, Air-conditioning, etc. The Control Room starts operating at D-2 days. On the day of the event its operation starts approximately 3 hours before the scheduled time for start of the event. ***The Nodal Officer of organizing Ministry/Department along with the event organizer representatives are required to sit in the Control Room*** set up by ITPO within the Bharat Mandapam Convention Centre to monitor and troubleshoot any exigencies during the Event.

8. Post Event Activities

8.1 Dismantling

The organizing Ministry/Department ***shall ensure timely and safe dismantling of event set-up*** to avoid any additional billing on account of damage and/or delay.

The organizing Ministry/Department shall ensure that the event venue is returned to ITPO in the same condition as it was handed over to the event organizer at the beginning of the event.

Annexure I

List of facilities available at Bharat Mandapam:

Sr. No.	Facilities
1	Furniture
2	Catering
3	Audio-Video System
4	LED Screens
5	WIFI& Internet Connectivity
6	Telecasting/Broadcasting Connectivity
7	Housekeeping
8	Security & Surveillance
9	Power and power back-up
10	Event management agency (ITDC)

Annexure II

Feedback

Form

Bharat Mandapam Convention Centre - Feedback & Suggestion Form

ITPO is dedicated to the continual enhancement of its processes, and we value your feedback and suggestions regarding your recent event held at Bharat Mandapam. Your insights are crucial in helping us refine our operations. Kindly share your thoughts to assist us in further enhancing the quality of our services.

* Indicates required question

Name of the Ministry / Department (event organizer), contact number and email address. *

Your answer _____

Please provide the Event name *

Your answer _____

Please specify the date of the event *

Date

dd-mm-yyyy

How would you rate our services with 5 being highest? *

	1	2	3	4	5
Ease of Booking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ambience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Quality of Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of Food & Catering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of Event Management Agency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assistance by ITPO Team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How was your overall experience at Bharat Mandapam- Convention Centre? *

0 1 2 3 4 5

How likely are you to book us for your future events? *

- Very Likely
 Likely
 Not Sure

Any other suggestion / feedback.

Your answer _____

To submit the feedback/suggestion form, kindly click on the link below:

https://docs.google.com/forms/d/e/1FAIpQLSfxv1MoEky5D82ieNk9mdG8XUcar7tcbzheg3r9Kd9yg8B_YQ/viewform?usp=pp_url

Scan QR code for

Feedback/Suggestion Form

