



# Food Safety and Standards Authority of India



Request  
For  
Expression of Interest (EOI)  
For  
Preparation of a Panel of Multi-Media Creative Agencies  
For  
Food Safety and Standards Authority of India

## **DISCLAIMER**

*THIS REQUEST FOR PROPOSAL IS NOT AN OFFER BY THE FSSAI, BUT AN INVITATION TO RECEIVE RESPONSE FROM ELIGIBLE INTERESTED BIDDERS FOR SELECTION OF MULTI-MEDIA CREATIVE AGENCY. NO CONTRACTUAL OBLIGATION WHATSOEVER SHALL ARISE FROM THE RFP PROCESS UNLESS AND UNTIL A FORMAL CONTRACT IS SIGNED AND EXECUTED BY THE FSSAI WITH THE BIDDER. THIS DOCUMENT SHOULD BE READ IN ITS ENTIRETY.*

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## **1. About FSSAI**

1.1 The Food Safety and Standards Authority of India (FSSAI), headquartered at Delhi, has been established under Food Safety and Standards Act, 2006 which consolidates various Acts & Orders that have hitherto handled food related issues in various Ministries and Departments. The FSSAI has been created for laying down science based standards for articles of food and to regulate their manufacturing, storage, distribution, sale and import to ensure the availability of safe and wholesome food for human consumption.

1.2 FSSAI has been mandated by the FSS Act, 2006 to perform following functions:

- Framing of Regulations to lay down the Standards and guidelines in relation to articles of food and specifying appropriate system of enforcing various standards thus notified.
- Laying down mechanisms and guidelines for accreditation of certification bodies engaged in certification of food safety management system for food businesses.
- Laying down procedure and guidelines for accreditation of laboratories and notification of the accredited laboratories.
- To provide scientific advice and technical support to Central Government and State Governments in the matters of framing the policy and rules in areas which have a direct or indirect bearing of food safety and nutrition.
- Collect and collate data regarding food consumption, incidence and prevalence of biological risk, contaminants in food, residues of various, contaminants in foods products, identification of emerging risks and introduction of rapid alert system.
- Creating an information network across the country so that the public, consumers, Panchayats etc receive rapid, reliable and objective information about food safety and issues of concern.
- Provide training programmes for persons who are involved or intend to get involved in food businesses.
- Contribute to the development of international technical standards for food, sanitary and phyto-sanitary standards.
- Promote general awareness about food safety and food standards.

## **2. Purpose of the EOI**

FSSAI would require the services of Multi Media creative agencies for jobs/activities such as designing of print ads., creatives/ illustrations on various aspects of food safety for various events etc. FSSAI requests for EOI from eligible Multi-Media creative agencies for preparation of a Panel of multi-media agencies for the Food Safety and Standards Authority of India for a period up to 21<sup>st</sup> April

2017 (i.e. termination date of existing empaneled multi-media creative agencies), extendable further upto maximum period of three years subject to satisfactory performance and mutual agreement. The payment for the jobs/activities assigned to an agency will be made at the rates not more than DAVP Rates wherever available at present or the rates specified by DAVP from time to time, in future. For jobs/activities other than for which DAVP has not prescribed the rates, the same are proposed to be got done through the empaneled agencies by resorting to limited tender enquiries/bids; where these empaneled agencies would only participate.

### 3. Eligibility Criteria / Pre-Qualification Criteria

**3.1 Experience:** The agencies must have their Office/Branch in Delhi and having experience of working with Government Organization and at least 3 years' experience in production of creatives / print ads etc.

**3.2 Annual Turnover:** An agency must have annual turnover of a minimum of Rs. 50 Lac during the last three financial years (2012-13, 2013-14 & 2014-15). The turnover is to be supported by financial statement of accounts duly certified by the Chartered Accountant and ITRs.

**3.3 Earnest Money:** A Demand Draft / Banker Cheque of Rs. 10,000/- (Rupees Ten Thousand only) drawn in favour of Sr. Accounts Officer, FSSAI payable at Delhi as Earnest Money Deposit (EMD) to be submitted in a separate envelope.

### 4. Important Dates

Sr. No.	Event	Schedule Date
1	Release of EOI	06.09.2016
2	Due date for Submission of Responses to EOI	14.09.2016
3	Opening of the Bids Date for presentations will be communicated to the successful bidders	15.09.2016

### 5. Bid Document and its submission

5.1 The EOI is being invited in the form of Technical Bid superscribed as ["Technical Bid for empanelment of Multi-Media Creative Agencies"]. Technical Evaluation of only such bidders shall be taken up which fulfill the basic eligibility criteria.

Technical Bid must include a general background of the respondent agency, with information on the contact person for matters relating to this EOI. This part must include a letter indicating the interest of the agency in providing the services as they relate to the EOI. The letter must be on the respondent agency letterhead, signed by an official who is authorized to respond to the EOI on behalf of the agency. **Some artwork (coloured)/audio/video (at least 3nos of each) should also be attached with Technical Bid.**

This part must also include a clear and concise summary of the respondent's qualifications and experience as they relate to the EOI. Information should include the following: core business and years in business; qualifications and experience of key personnel; description of similar work with client contact information in the formats given in **Annex**.

5.2 The Bid document submitted by the bidder must be accompanied by the following document in a separate sealed envelope:

**(i) Earnest Money Deposit (EMD):** EMD of Rs. 10,000/- (Rupees Ten Thousand only) in the form of DD/Banker Cheque drawn in favour of Sr. Accounts Officer, FSSAI payable at Delhi.

**5.3 Copies of Response:**

Respondents must submit two (2) hard copies and one (1) electronic copy in CD format of their response to this EOI to the designated point of contact by the date and time specified in this EOI.

**5.4 Validity of Bid:**

The bids submitted by the bidders should be valid for three months from the date of submission.

**5.5 Response Date:**

Responses to this EOI are due on the date specified in the table above before 17:00 hours. The Envelopes of EMD and Technical Bid should be kept in a bigger envelop superscribed as "EOI for empanelment of Multi-Media Creative Agencies" and must be submitted to the designated point of contact as mentioned below i.e. Assistant Director (IEC), FSSAI, Room No. 413, 4th Floor, FDA Bhawan, Kotla Road, New Delhi-110002.

## 6. Applicable Rate for Work:

The payment for the work shall be made at the rates not more than DAVP Rates wherever these are specified. For jobs/activities other than for which DAVP has not prescribed the rates, the same are to be got done through the empaneled agencies by resorting to limited tender enquires/bids, which would be restricted to the empaneled agencies.

## 7. Opening and Evaluation of Bids:

7.1 The Bids will be opened on 15<sup>th</sup> September, 2016 at 15:00 hrs in the presence of bidders who choose to remain present on the production of authorization letter.

### 7.2 Evaluation Criteria:

#### Technical Bid

The technical bids will be analyzed based on the eligibility criteria. Thereafter, the qualified bidders in pre-qualification criteria will be called for making a presentation. The presentation and weightage shall be as follows:

Sr. No.	Items	Maximum Marks
1.	Experience of the agency	20
2.	Past experience of working with Government/Government agencies	20
3.	Artworks attached with the Bid	20
4.	Qualification and Experience of the key personnel to be deployed for the proposed work of FSSAI	10
5.	Quality and technical capability of agency	10
6.	Presentation by the agency	20
Total		100

Bidders, scoring 70 marks and above will be declared technically qualified for empanelment.

## **8. Empanelment of the Agencies**

8.1 FSSAI shall empanel only those agencies who will qualify in the Technical Bid. The size of Panel will be decided by FSSAI.

8.2 EMD submitted at the time of submission of the bid will be returned after the preparation of Panel.

8.3 The successful bidders will have to enter into an agreement with FSSAI comprising of the clauses as per parameters mentioned in this EOI. Suitable and mandatory changes will also be added in the agreement for smooth execution of the contract.

## **9. Terms of Payment:**

The payment will be made at the rates as agreed and at rates not more than DAVP rates on work to work basis after the completion as well as approval of the work by the Competent Authority and on the production of proper Invoice. Payments for other jobs, not in the DAVP rate contract, shall be similarly made after following the due process as mentioned in para 6 of this EOI.

## **10. EOI Cancellation:**

FSSAI reserves the right to withdraw this EOI at any stage if FSSAI determines that such action is in the best interest of the FSSAI.

## **11. Designated Point of Contact**

FSSAI's official single point of contact for this EOI and the delivery point for responses and correspondence is:

Assistant Director (IEC)  
Food Safety and Standards Authority of India  
Room No. 413, FDA Bhawan, Kotla Road, New Delhi-110002  
Telephone No.- 011 23217402

**12. Annex - Response Format for the Technical Bid****Form I - General Information of the Respondent**

<b>I. General Information</b>			
<b>Particulars</b>		<b>Details to be Furnished</b>	
<b>Details of the Respondent</b>			
Name			
Address			
Incorporation of company Date: ROC Ref:			
Commencement of business Date: ROC Ref:			
Status (Public Ltd., Pvt. Ltd/ NGO, etc.)			
Telephone including Mobile no.		Fax	
E-mail		Website	
<b>Details of the Contact Person</b>			
Name			
Designation			
Address			
Telephone including mobile no.		Email	

**Form II - Financial Details of the Respondent**

<b>II. Financial Details</b>	
<b>Turnover for Financial Years 2012-13, 2013-14 &amp; 2014-15 and Net Worth as on 31<sup>st</sup> March, 2015 as evidenced by audited financial statements</b>	
<b>Turnover:</b> 2012-13 2013-14 2014-15	
<b>Net Worth as on 31.03.2015</b>	



**Form III- Relevant Experience**

III. Relevant work experience (in the last 3 years)		
S. No.	Item	Details to be furnished
<b>General Information</b>		
1.	Title of the Work with description	
2.	Client for which the work was executed	
3.	Name and contact details of the client	
4.	Type of contract	
5.	Total cost of the work	
6.	Period of execution (Specify in terms of date/year)	

**Form IV: Summary of the Respondent’s Qualifications and Experience**

This part must also include a clear and concise summary of the respondent’s qualifications and experience as they relate to the EOI. Information should include the following: core business and years in business; qualifications and experience of key personnel.

**Form V- Details of the Resource Persons**

Sr. No.	Resource	Role	No. of Resources	Duration (months)
1.				
2.				
3.				

**Declaration:** -We,..... (the name of agency), are agreed to work at the DAVP Rate.

Authorized Signatory

Seal of Company

Date:  
Place:

### **13. DISCLAIMER**

1. The information submitted in response to this EOI may be subject to public release (as per RTI norms). Therefore, do not include proprietary or confidential business information in your response. Vendors responding to this notice assume the risk of public disclosure if confidential information is included.
2. This notice is not to be construed as a commitment by the FSSAI to contract for services. Please be advised that the FSSAI will not pay for any information provided as a result of this notice and will not recognize or reimburse any cost associated with any EOI submission.

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