

**Call For Expression Of Interest**

**for**

**Handling of FSSAI sponsored Event at  
India International Trade fair, in India or Abroad.**



**Food Safety and Standards Authority of India [FSSAI]**



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**Food Safety and Standards Authority of India  
Ministry of Health & Family Welfare, Govt. of India  
FDA Bhawan, Kotla Road,  
New Delhi-110 002**

**“Call for Expression of Interest for-**

**Handling of FSSAI sponsored Event at India International Trade Fair, in India or Abroad.**

The Food Safety and Standard Authority of India (FSSAI) has been established with the mandate of laying down science based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import, to ensure availability of safe and wholesome food for human consumption. Research on food safety is a critical mandate of the Authority, under which emerging food safety risks have to be identified and appropriate action initiated.

2. The FSSAI intends to engage a reputed agency for **Handling of FSSAI sponsored Event at India International Trade fair, in India or Abroad.**

The applicant should be a single entity. If more than one institution proposes to collaborate, clear lines of responsibilities need to be laid down.

3. The detailed EOI document indicating the scope of work, qualifying requirements, forms and procedure for submission of proposal for EOI can be obtained from **Director (A), Food Safety and Standards Authority of India, Ministry of Health & Family Welfare, Government of India, FDA Bhawan, Kotla Road, New Delhi-110 002 (Phone No.011-23237436) on or before 7<sup>th</sup> Oct, 2011 by 1630 hrs.** with a payment of Rs. 5,000/- (Non-refundable) by Demand Draft/ Pay Order payable at New Delhi in favour of **“Senior Accounts officer, Food Safety and Standards Authority of India”**. The EOI document can also be downloaded from FSSAI’s website at <http://www.fssai.gov.in> which can be submitted along with a sum of Rs. 5,000/= in the manner indicated above at the time of proposal submission. The proposal may be submitted to Dir(Admin) or Receipts & Dispatch Section, Food Safety and Standards Authority of India, Ministry of Health & Family Welfare, Govt. of India, 3rd Floor, FDA Bhawan, Kotla Road, New Delhi-110 002 **on or before 10<sup>th</sup> Oct, 2011 by 1700 hrs** The FSSAI reserves the right to accept or reject any or all the offers at any stage of the process without assigning any reason thereof and no claim/dispute on this aspect shall be entertained.

**(ASIM CHOUDHARY)**  
**Director (Admin),**  
**Food Safety & Standards Authority of India,**  
**FDA Bhawan, New Delhi-2**

## INSTRUCTIONS TO THE APPLICANT

### Background

The Food Safety and Standard Authority of India (FSSAI) has the mandate of laying down science based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import, to ensure availability of safe and wholesome food for human consumption. As per the provisions laid down under the Act, FSSAI is expected to:

- a. provide scientific advice and technical support to the Central Government and the State Governments in matters of framing the policy and rules in areas which have a direct or indirect bearing on food safety and nutrition
- b. search, collect, collate, analyse and summarise relevant scientific and technical data particularly relating to; food consumption and the exposure of individuals to risks related to the consumption of food; incidence and prevalence of biological risk; contaminants in food; residues of various contaminants; identification of emerging risks; and introduction of rapid alert system.
- c. promote, co-ordinate and issue guidelines for the development of risk assessment methodologies and monitor and conduct and forward messages on the health and nutritional risks of food to the Central Government, State Governments and Commissioners of Food Safety
- d. provide scientific and technical advice and assistance to the Central Government and the State Governments in implementation of crisis management procedures with regard to food safety, to draw up a general plan for crisis management and work in close co-operation with the crisis management unit set up by the Central Government in this regard;
- e. establish a system of network of organisations with the aim to facilitate scientific co-operation framework by the co-ordination of activities, the exchange of information, the development and implementation of joint projects, the exchange of expertise and best practices in the fields within the Food Authority's responsibility;

### 2. Conditions and Scope of work

The Scope of work for the assignment is at **Annexure I**.

### 3. Applicant Status

The applicant should be a single entity and if more than one institution proposes to collaborate, clear lines of responsibilities needs to be laid down to execute such projects applicant must have extensive experience in similar type of work and meet the qualifying requirements as stipulated below-

- The agency should have a minimum 3(Three) years experience in similar works. Documentary evidence and details to be provided to support the experience.
- An agency which has designed and executed at least one similar project for any other regulatory bodies (preferably in food sector) may be given preference. The contract details and value have to be certified by the organization for which the project was executed.

- A minimum annual turnover of Rs. 100/- lakh during the last three years. However, non-profit organizations registered under Societies Registration Act, 1860 or similar statutes having national experience in similar area of work, may be exempted from the turnover criteria.
- Should have technically qualified and well-experienced strong in-house resource base.
- Should be willing and capable of working with Food Authority for successful execution of the work.
- The applicant should furnish an undertaking to the effect that the firm has not been black listed in India or abroad.

#### **4. Authorized Signatory**

The 'Applicant' mentioned in the EOI document shall mean the person who has signed the EOI document forms. The applicant should be the duly Authorized Representative, for which a certificate of authority should be submitted. All certificates and documents (including any clarifications sought and any subsequent correspondence) received, shall, as far as possible, be furnished and signed by the Authorized Representative.

#### **5. Bid processing fee & Availability of EOI**

The EOI document can be obtained from the Office of Director(A) **Food Safety and Standards Authority of India, Ministry of Health & Family Welfare, Government of India, 3<sup>rd</sup> Floor, FDA Bhawan, Kotla Road, New Delhi-110 002 (Phone No.011-23237436) on or before 7<sup>th</sup> Oct, 2011 by 1630 hrs.** with a payment of Rs. 5,000/- by Demand Draft/ Pay Order payable at New Delhi in favour of **"Senior Accounts Officer, Food Safety and Standards Authority of India"**. The EOI document can also be downloaded from FSSAI's website at <http://www.fssai.gov.in> which can be submitted along with a sum of Rs. 5,000/= in the manner indicated above at the time of proposal submission.

#### **6. Submission of Proposal**

6.1 The proposal complete in all respects shall be submitted in sealed envelope super scribed as **"Handling of FSSAI sponsored Event at India International Trade fair, in India or Abroad.EOI"** to Receipts & Dispatch Section, Food Safety and Standards Authority of India, Ministry of Health & Family Welfare, Govt. of India, 4<sup>th</sup> Floor, FDA Bhawan, Kotla Road, New Delhi-110 002 **on or before 10 Oct 2011 by 5 P.M.**

#### **7. Documents to accompany EOI**

7.1 The applications shall be accompanied with the following documents:

- Expression of Interest in Form – I.
- Details of experience in similar type of project in Form-II
- Details of Financial status of the applicant in Form –III.
- Details of educational qualification and experience of the team to be deputed for project - Form- IV.
- Any other information sought in the scope of work.

7.2 The applicant, in addition to furnishing complete information in the Forms appended with the documents, shall furnish a detailed document on proposed approach, methodology & work plan for the assignment. The work plan shall include full justification for procedures to be adopted. A time schedule for carrying out each component of the assignment is also to be indicated.

7.3 Every sheet and all forms complete in all respects shall be signed by the person/ persons duly authorized to sign on behalf of the applicants by affixing the applicant's rubber stamp. The Power (s) of Attorney supporting/authorizing of the signatory shall be enclosed with the offer. Any / all corrections made in the offer shall be duly authenticated by the signature of the Authorized Signatory.

## **8. Amendment to EOI**

At any time prior to the last date for receipt of proposals, the Food Authority, may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the EOI document by an amendment. In order to provide prospective applicants reasonable time in which to take the amendment into account in preparing their proposals, the Food Authority may, at its discretion, extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the EOI.

## **9. Evaluation**

The procedure of evaluation of the applications is indicated at **Annexure-II**.

## **10. Time Period**

Detailed Action Plan for the complete assignment should be submitted within 7 (working) days from the date of award of work. All the tasks as per the scope of work should be completed within 1 month from the date of signing the MOU/ work order.

## **11. Technical Presentation**

Once the proposals are evaluated, if required, the shortlisted agencies may be asked to make a presentation in the Food Authority at a short notice.

## **12. Rejection of EOI**

The application is liable to be rejected if:

- a) The application is not covered in proper sealed cover with superscription as indicated in Para 6 above.
- b) Not in prescribed form and not containing all required details.
- c) Not properly signed.
- d) Received after the expiry of due date and time.
- e) Offer is received by fax, telegram or e-mail.
- f) Bid received without cost of EOI document if downloaded from website.

Further, applicant is required to furnish a declaration regarding exclusion criteria strictly in the format as given at Annexure-III

### **13. Disclaimer**

13.1 The Food Authority shall not be responsible for any late receipt for any reason whatsoever. The applications received late will not be considered and returned unopened to the applicant.

13.2 The Food Authority reserves the right

- To reject any / all applications without assigning any reasons thereof.
- To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the Food Authority without assigning any reasons thereof.
- To include any other item in the Scope of work at any time after consultation with applicants or otherwise.

## PRE-QUALIFICATION CRITERIA

### 1. Preliminary examination for the applications

1.1 The Food Authority shall examine the applications to determine whether they are complete, whether the documents have been signed as indicated in this document, whether all Forms as asked have been filled in properly, whether applications are generally in order and all information as indicated under various clauses have been furnished.

1.2 The Food Authority reserves the right to waive minor deviations in the proposal application if they do not materially affect the capability of the bidder to perform the assignment.

1.3 Prior to detailed evaluation formalities, the Food Authority shall determine the substantial responsiveness of each application to the Invitation documents. A substantially responsive proposal is one which conforms to all the terms and conditions of the Invitation document without any material deviation. A material deviation is one which limits in any way responsibilities and liabilities of the bidder or any right of the employer as required in this document. The Food Authority may waive any minor infirmity or non-conformity in an application which does not constitute material deviation. Non-responsiveness shall run the risk of rejection.

1.4 The evaluation shall be carried out on the basis of data available in the application documents received from the agency in the first instance. No account will be taken of any further documents or clarifications or any such additional information furnished subsequently by the consultant agency. However, the Food Authority reserves the right to call for such clarifications confined in scope to the contents of the application, should such a clarification become necessary for proper judgment in evaluation.

### 2. Eligibility

The technical bids will be screened on the basis of the following essential eligibility criteria: -

- The agency should have a minimum 3 years experience in similar works and adequate exposure. Documentary evidence and details to be provided to support the experience.
- An agency which has designed and executed at least one similar project may be given preference. The contract details and value to be certified by the organization for whom the project executed.
- A minimum annual turnover of Rs.100 lakhs during the last three years. However, non-profit organizations registered under society Act or similar statutes having national and international experience in the similar area of work, may be considered exempted from the turnover criteria.
- Should have technically qualified and well-experienced strong in-house resource base.
- The agency shall have the ability to collect relevant data/information required for the purpose without imposing any responsibility on the FSSAI.
- Should be willing and capable of staying with Food Authority for successful execution of the framework.
- The applicant should furnish an undertaking to the effect that the firm has not been black listed in India or abroad.



## **SCOPE OF WORK**

### **Objective of the assignment**

With the food laws in the country going through a process of revamp towards a safe, hygienic, science based food regime, we would need systematic regulation at all levels. i.e. the consumer, the food operator, the inspector, and the stake holders to ensure the enforcement of the same

Food Safety and Standards Act, 2006 was unrolled on 5<sup>th</sup> August, 2011. FSSAI as Regulator has to generate awareness, communicate various policy matters as well as involve all sections of society in regulating the entire food chain.

### **Purpose - Event Management**

Action Plan

Communication Tactics

Public Affairs & Evaluation

Brand Building

Image Development

Promotion

PR PROCESS

### **Scope of work**

The agency would be required to carry out the activities indicated below:

Selected agency will be required to suggest, devise and implement strategies for wide coverage of the overall Objectives of the Mission 'FOOD SAFETY'

1. The agency will be required to organize for mass events, specific campaigns, Trade and other Fairs incl Book Fairs in India, abroad. Develop strategies and evaluate the same for an event
2. Implement effective communication e.g. press releases, manage interviews with media, panel meetings- post event
3. To report the impact of the campaign. Detailed audio-visual and written report on each campaign is to be submitted.
4. The agency will be required to undertake all activities related to event management e.g. hiring of stage, stage decor, Master of Ceremony, Audio, Lighting, Slide shows, Plasma display panels, Choreography, Souvenirs, Information Booklets and other material, Hoarding, Panels boards, including Electronic boards, security services and organizing the same during and for the event. FSSAI will only indicate – venue and purpose
5. Provide Help desks, Registration counters, etc. during the event. Help desk to be managed in consultation with FSSAI. The printed literature for distribution during the event needs prior approval of FSSAI.
6. Photography/Video Coverage of the event

- ✓ Live food testing demonstration during the event
- ✓ Small skit/ natak of 5-10 minutes on Food Safety may be run 4-5 times per day during the event.

### **Responsibilities of the Event Management Agency**

This responsibility includes all the work relating to branding, advertising & running

- Conceptualization of Event (as per FSSAI'S request)
- Complete solution to the various aspects of the event including Public Relations & Media Management, including post event issues
- Designing Layout, performance & seating plans
- Assessment of requirement of various logistics
- Hiring of Equipments etc
- Purchase of consumables
- Engaging famous personalities, if required
- Issue of Invitation
- Any other related services on mutually agreed terms.

### **3. Deliverables**

The agency is required to deliver the documents and carry out the tasks as per the scope of work and should clearly state the assumptions made and sources of data. The detailed approach and methodology to carry out the proposed task should form part of the reply to this EOI and should be in the prescribed format. Detailed Plan for the complete assignment should be submitted within 7 (working)days from the date of award of work. All the tasks as per the scope of work should be completed within 1 month of finalising of proposal.

### Evaluation Procedure

(1) The proposals will be evaluated on the basis of the eligibility criteria at Para 2 of the section on Pre-qualification criteria and will carry maximum marks of 100. The maximum marks for each component of proposal is as under:

<b>Eligibility criteria</b>	<b>Max Marks</b>
a) Experience in providing event management services	20
b) Experience in similar projects and relevant events at national as well as global level	20
c) Plan of Implementation, methodology, time schedules	25
d) Technical and Managerial capability of the organization and Strength of Key team for assignment in terms of qualifications/experience	20
e) Financial strength of the agency in terms of turnover, profit	15

(2) The proposals will be scrutinized on the basis of the eligibility criteria. Thereafter the shortlisted agencies may be required to make presentations and /or written submissions to an Evaluation Committee for which they will be given 3 days notice.

(3) The first 3 agencies in descending order of merit so evaluated will be shortlisted for issuance of RFP. The decision of the Evaluation Committee and FSSAI will be final and no further correspondence will be entertained. RFP From the short listed agencies will be further evaluated for selection of the agency for undertaking the assignment.

**APPLICANT'S DECLARATION REGARDING THE EXCLUSION CRITERIA**

To be completed and signed by the applicant and to be included in the EOI application

**Food Safety and Standards Authority of India**

Ministry of Health & Family Welfare, Govt. of India,  
3<sup>rd</sup> & 4<sup>th</sup> Floor, FDA Bhawan,  
Kotla Road, New Delhi-110 002

Ref: Call for expressions of interest for **Handling of FSSAI sponsored Event at India  
International Trade fair, in India or Abroad.**

Candidates shall be excluded from participation in a procurement procedure if:

1. They are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matter, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
2. They have been convicted for an offence concerning their professional conduct by judgment which has the force of res judicata;
3. They have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
4. They have not fulfilled obligations in respect of payment of social security contribution or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is performed;
5. They have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization or any other illegal activity detrimental to the communities' financial interests;
6. Following another procurement procedure or funding procedure financed by the community budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

In response to your call for expression of interest, I/We hereby declare that I/we:

- Am/are not in any of the situations excluding me/us from participation contracts (and will produce the corresponding certificates if so requested)
- Agree to abide by the highest ethical standards in the profession and, in particular, have no potential conflict of interest;
- Will inform the Authority immediately if there is any change in the above circumstances at any stage during the tender procedure or during the implementation of the project;
- Fully recognize and accept that any inaccurate or incomplete information deliberately provided in this tender may result in my/our exclusion from this or other contracts funded by the Authority

(Signature of the applicant or of authorized representative)

**EOI Letter Proforma****Director (ADMINISTRATION)****Food Safety and Standards Authority of India,**

Ministry of Health &amp; Family Welfare, Govt. of India,

FDA Bhawan, Kotla Road,

New Delhi-110 002

Sub: Expression of Interest for **Handling of FSSAI sponsored Event at India International Trade fair, in India or Abroad.**

Sir,

The undersigned having read and examined in detail all the EOI documents pertaining to the proposals for **Handling of FSSAI sponsored Event at India International Trade fair, in India or Abroad**; hereby express the interest to do the work as specified in the scope of work.

## 2. Correspondence details:

1.	Name of the applicant/ applicant Company	
2.	Address	
3.	Name, designation, address of the person to whom all references shall be made in case of applicant is a Company	
4.	Telephone and FAX(with STD code)	
5.	Mobile No. of the contact person	
6.	E-mail of the contact person	

## 3. Documents forming part of EOI

We have enclosed the followings:

- Expression of Interest in Form – I.
- Details of experience in similar type of project and food sector in Form-II
- Details of Financial status of the applicant in Form –III.
- Details of educational qualification and experience of the team to be deputed for project - Form- IV.
- Any other information sought in the scope of work
- 

4. I/ We hereby declare that my/ our EOI is made in good faith and the information contained is true and correct to the best of my/ our knowledge and belief.

Thanking you,

Yours faithfully,

(Signature of the Applicant)

Name:

Seal

Date

Place:

**DETAILS OF EXPERIENCE IN SIMILAR TYPE OF PROJECT**

A. Companies/Organization related to food sector or similar type of project if any for which the applicant has worked during the **last 3 years**

Sl.No.	Name & address of the client	Date of start of the work	Date of completion	Website Address	Any other information
1.					
2.					
3.					
4.					

B. Companies/Organizations in which the applicant is performing the work relating to food sector: -

Sl.No	Name & Address of the Client	Date of starting the work	Period of work to be completed	Any other information
1.				
2.				
3.				

Date: -

Place: -

(Signature of Applicant)

**FINANCIAL STATUS OF THE APPLICANT (in case of a Company)**

Fill in the blanks for each of the last three fiscal years, duly certified by Chartered or Public Account or Chamber of Commerce or Banks.

	2007-08	2008-09	2009-10
1. Share Capital (Rs.)			
2. Paid up Capital (Rs.)			
3. Free Reserve (Gross) (Rs.)			
4. Unallocated Balance Surplus (Rs.)			
5. Expenses not written-off (Rs.)			
6. Total assets (Rs.)			
7. Total liabilities (Rs.)			
8. Current credit resources (Rs.)			
9. Contingent Liability (Rs.) (Give in details)			
10. Total profit before tax (Rs.)			
11. Total profit after tax (Rs.)			
12. Total loss (gross) (Rs.)			
13. Turnover from contracting during the financial year (Rs.)			
14. Bank References and address			

(Place &amp; Date)

(Name &amp; Signature)



**DETAILS OF EDUCATIONAL QUALIFICATION AND EXPERIENCE OF THE TEAM**

Sl. No.	1	2	3	4
Name				
Date of Birth				
Profession				
Nationality				
No. of service Years with the applicant				
Key Qualification *				
Experience Record \$				
Any important information				

\* Under Key Qualification, outline the person's academic qualification and other special education, training etc.

\$ List all position held by the person since graduation, giving dates, name of employing organization, position held.

Date. .... . Place . . . . .

(Signature of Applicant)

**DETAILS OF METHODOLOGY AND DETAILED WORK PLAN/TIME SCHEDULE**

- Microsoft Power Point presentation may be prepared indicating details of methodology, detailed work plan/time schedule of activities
- Handouts of presentation (2 slides on each page) may be enclosed as Form-VI with the bid document. Each page of handouts should be signed by authorized signatory as indicated below.

(Place & Date)

(Name & Signature of Authorised  
Representative)