FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA

Call for Expression of Interest

for

Designing and Printing of FSSAI’s Calendar 2012

fssai
“Call for Expression of Interest for-

Designing and Printing of FSSAI's Desk Calendar, Wall Calendar and Wall Planner for the Year 2012

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.

2. The FSSAI intends to engage a reputed agency for Designing and Printing of FSSAI’s Calendar

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 Dy. Director (GA), Food Safety and Standards Authority of India, Ministry of Health & Family Welfare, Government of India, FDA Bhawan, Kotla Road, New Delhi-110 002. 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 www.fssai.gov.in

This 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 Dy. Dir (GA) 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 28th 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.

(R.K Saxena)
Dy. Director (GA),
Food Safety & Standards Authority of India,
FDA Bhawan, New Delhi-2
Objective

FSSAI would like to bring out the desk and wall calendar for the year 2012. The preference will be given to those agencies that have done similar work in the past. The interested individuals, organizations, associations are requested to submit their proposal if they are ready to take this initiative. The proposed theme and categories with the details of terms and conditions are mentioned below.

Scope of Work

Designing and printing of FSSAI’s Calendar for the Year 2012 on different themes mentioned below:

<table>
<thead>
<tr>
<th>(Detailed Themes at Page 3)</th>
<th>Desk Calendar</th>
<th>Wall Calendar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issues to be Covered</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registration</td>
<td>Food Safety Theme</td>
<td></td>
</tr>
<tr>
<td>Licensing</td>
<td>-Hygiene</td>
<td></td>
</tr>
<tr>
<td>Penalties</td>
<td>-Nutrition</td>
<td></td>
</tr>
<tr>
<td>Safe, Nutritious Food</td>
<td>-Water</td>
<td></td>
</tr>
<tr>
<td>Expiry/ Best Before Date</td>
<td>Collage of all 12 months image on 1 page</td>
<td></td>
</tr>
<tr>
<td>Import</td>
<td>National Days (15th Aug, 26th Jan, 2nd Oct. etc)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gazetted Holidays</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Previous and the next month dates on same page</td>
<td></td>
</tr>
</tbody>
</table>

Technical Details

1. Size of the Wall Calendar/Planner: Not less than 43 cm x 65 cm (approx.)
   Size of the Desk Calendar: 20 cm x 25 cm (approx.)
2. Envelope of Calendar
3. No. of Pages (Sheets): 12 + 1 (fly leaf)
   Theme: “FOOD SAFETY”
4. Type of font: - 60 Points (Wall); 20 Points (Desk) approx. for dates (numbers, letters) etc.
5. Photographs: 12 coloured photographs with (animations if required) of best quality
6. Binding: Best quality binding with maximum durability at the top
7. Paper: Best quality Art Paper of not less than 150 GSM.
8. No. of Copies: 5000 copies (Wall Calendar), 1000 copies (Wall Planner), 500 copies (Desk Calendar)
9. Marking of holidays: Holidays to be marked in red ink.
10. Approval of Samples: photographs, design, theme, etc., approved at different stages before final print

Selection will be made on the basis of best available a Sample to be attached with proposal
### Themes:

<table>
<thead>
<tr>
<th>Sl. no.</th>
<th>Month</th>
<th>Themes with proposed Creatives (in normal/ animated format)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>January</td>
<td>General Food Safety Issues</td>
</tr>
<tr>
<td>2.</td>
<td>February</td>
<td>Food Safety Plan</td>
</tr>
<tr>
<td>3.</td>
<td>March</td>
<td>Process of Licensing</td>
</tr>
<tr>
<td>4.</td>
<td>April</td>
<td>Process of Registration</td>
</tr>
<tr>
<td>5.</td>
<td>May</td>
<td>Best Before Date</td>
</tr>
<tr>
<td>6.</td>
<td>June</td>
<td>FSSAI laboratories and sample testing</td>
</tr>
<tr>
<td>7.</td>
<td>July</td>
<td>Inspection of Food Operator/ manufacturer, trader, restaurant handler</td>
</tr>
<tr>
<td>8.</td>
<td>August</td>
<td>Helpline and Feedback</td>
</tr>
<tr>
<td>9.</td>
<td>September</td>
<td>Training and Capacity building</td>
</tr>
<tr>
<td>10.</td>
<td>October</td>
<td>Penalties and Prosecution- while executing the Food Law</td>
</tr>
<tr>
<td>11.</td>
<td>November</td>
<td>Misleading information on labels, products advertisements in media</td>
</tr>
<tr>
<td>12.</td>
<td>December</td>
<td>Imported Food Safety</td>
</tr>
</tbody>
</table>
Eligibility

- The agency should have offset color printing facility. For this the agency shall give complete technical details about the machines and equipments and a declaration about the ownership of the same.

- The agency shall have a minimum annual turnover of Rs 10 Lakh and shall submit certified details of annual turnover for last three years (2008-09,2009-10,2010-11)

- The theme of the calendar will be based on New Food Law, which includes: Registration, Licensing, Penalties, Safe and Nutritious food, Expiry/ Best Before Date
  *(Text to be given by FSSAI)*

- The agency shall design and make the concept of the calendar and submit a soft copy, 1 dummy calendar along with their proposal.

- Each calendar shall be according to the specifications.

- The agency shall submit the quotations per calendar including the layout designing, composing, processing, printing, binding and cost of the paper used. In case the rates quoted are not as per the given terms, the offer shall be rejected.

- The agency must have skilled people for designing purpose and no additional payment shall be made for the same.
Terms and Conditions

- EOI for Desk calendar, Wall calendar and Wall planner should be submitted separately
- Delivery within a period not exceeding 25 (twenty five) days from placing work order
- Once selected the firm has to submit the final design and content, as per the satisfaction of FSSAI, in Corel Draw format.
- The selected applicant should be ready to do the necessary changes in the softcopy (e.g. change of place of image, descriptions, date format, colours etc.) as per the requirements of FSSAI
- FSSAI will have the rights to produce and distribute the desk calendar, wall calendar or wall planner in any form it desires and after finalization will be under the copyright of FSSAI
- Job will be accepted to the satisfaction of FSSAI
- FSSAI has right to change the terms and conditions and other job specifications at any time during the execution of works.
- Proposals in sealed envelopes clearly mentioning ‘Proposal for Desk/Wall Calendar-2012’ need to be addressed to Dy. Director (GA), FSSAI
- The last date to submit the proposals is on or before 1700 hrs, 28th October 2011
- The Designs may be approved by FSSAI on the basis of draft submitted
- Persons and agencies, that clear the technical bid will only be invited to participate in financial bid.
Form A

[Technical bid]

- **Name of the Proposer:** .................................................................................................

- **Address of the Proposer:** .................................................................................................
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- **Past experience** (Attach a separate sheet detailing past work and also enclose sample works made earlier if any):

- **Dummy for the current job** (the dummy should be printout in full colour with all details as proposed by the proposer completed in all respect)

- **Following to be attached**
  
  (a) Designs in full format for all 3 types of Calendars and Envelopes

  (b) Specimen of similar works done with statement of work experience/profile indicating details thereof along with testimonials and certificates for such works.

  (c) Security deposit till satisfactory completion of the job and delivery of the Calendars
Form B

[Financial bid]

We ……………………………………………, undertake to provide the fully designed work of ………………………………………..(wall calendar, desk calendar) for a total cost of Rs……………………………………. (Including) total of 1 + 2 + 3 as under:

1. Cost of designs, creatives (including animation) -
2. Cost of printing per leaf (both sides) -
3. Cost of envelope -

We also undertake to deliver the following within the above cost.
1) Two copies of the dummy to the satisfaction of FSSAI
2) Two copies of CDs of the design complete in all respects in coral draw format.

Signature of authorized signatory
Name: .................................................................
Place: .................................................................
Date: .................................................................