

Food Safety and Standards Authority of India

**3rd & 4th Floor, Food and Drug Administration Bhawan,
Next to National Lal Bhawan,
Kotla Road,
New Delhi-110 002**

Notice for Empanelment of Service Providers

FSSAI invites offers from professional agencies with good track record and excellent work profile for empanelment to undertake indicated activities. Please refer to authority's website www.fssai.gov.in for details.

S S Chahal
Director

24 December, 2008

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Food Safety and Standards Authority of India

3rd & 4th Floor, Food and Drug Administration Bhawan,
Next to National Bal Bhawan,
Kotla Road, New Delhi-110 002

NOTICE INVITING EXPRESSION OF INTEREST

Food Safety and Standards Authority of India invites Expression of Interest (EOI) from the eligible and reputed Service Providers viz. (a) Advertising agency (b) Event Management agency (c) Agency for Design & publishing of News letter/ advisories/ scientific leaflets/ brochure etc. for empanelment in the Authority.

The Food Safety and Standards Authority of India is an autonomous statutory Authority set up under the Food Safety and Standards Act, 2006 for 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. The Act aims to establish a single reference point for all matters relating to food safety and standards, by moving from multi-level, multi-departmental control to a single line of command.

2. The FSSAI intends to empanel specialized agencies of National/International repute for assisting in the assignments of Food Safety & Quality Standards and Regulatory guidelines. Some of the basic requirements for the agency are:

- The agency should be of National/International repute having a minimum annual turnover of Rs. 1 crore (Rs One crore).
- The agency should have wide experience/exposure in the related field and access to knowledge of policies and regulatory procedures at national level.
- Should have demonstrated capabilities and prior experience in carrying out similar type of assignments.
- The agency should have excellent networking capabilities, a national network and reach. Added advantage will be given to agencies, empanelled with DAVP, Govt. of India.
- Should be willing and capable of staying with Food Authority for at least 3 years for successful implementation of the food safety standards and regulatory guidelines in the country.
- The firm shall submit a draft of Rs.50,000/- (Rupees fifty thousand only) in favour of 'Senior Accounts Officer, Food Safety and Standards Authority of India ', payable at New Delhi at the time of submission of their bids (EMD).
- Duly authenticated copies of last three year's Balance sheet/Audited Statements of Account, PAN Number & Service Tax registration shall need to be submitted.

3. The detailed EOI document indicating the scope of work, qualifying requirements, bidding forms and procedure for submission of proposal for EOI can be obtained from the office of the undersigned at Food Safety and Standards Authority of India, 3rd Floor, Food and Drug Administration Bhawan, Next to National Bal Bhawan, Kotla Road, New Delhi – 110002 (Phone No. 23237435) on or before 07.01.2009 by 05 P.M. with a payment of Rs 5,000/- by DD/ Pay Order payable at New Delhi in favour of 'Senior Accounts Officer, Food Safety and Standards Authority of India '. The notice/ EOI document is also available at the FSSAI website at <http://www.fssai.gov.in>. Cost of the downloaded EOI document shall be deposited at the time of bid submission. The duly filled in Bid may be submitted in a sealed and duly super scribed envelope to Food Safety and Standards Authority of India, 3rd Floor, Food and Drug Administration Bhawan, Next to National Bal Bhawan, Kotla Road, New Delhi – 110002 on or before 12.01.2009 by 03.00 P.M. The FSSAI reserves the right to accept or reject any or all the offers at any stage of the process without assigning any reasons thereof and no claim/dispute on this aspect shall be entertained.

(S.S.Chahal)

Director

BACKGROUND, OBJECTIVE & SCOPE OF WORK

The 'Food Safety & Standards Authority of India' – a statutory body created under 'The Food Safety & Standards Act, 2006', is a major initiative of the Government of India. The said Act aims to establish a single reference point for all matters relating to food safety & standards, by moving from multi level, multi departmental control to a single line of command. To this effect, the act establishes an independent statutory authority – the Food Safety and Standards Authority of India with its head office at Delhi.

The 'Food Safety and Standards Authority of India' is an autonomous statutory Authority for 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.

(A) Mandate of Food Authority

The Food Authority shall -

- (a) Provide scientific advice and technical support of 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-
 - (i) Food consumption and the exposure of individuals to risk related to the consumption of food;
 - (ii) Incidence and prevalence of biological risk;
 - (iii) Contaminants in food
 - (iv) Residues of various contaminants
 - (v) Identification of emerging risks; and
 - (vi) Introduction of rapid alert system;
- (c) Promote, co-ordinates 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 regards to food safety and to draw up general plan for crises management and work in close co-operation with the crisis unit set up by the Central Government in this regard;
- (e) establish a system of network of organisations with the aim to facilitate a 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;
- (f) Provide scientific and technical assistance to the Central Government and the State Governments for improving co-operation with international organisations;
- (g) take all such steps to ensure that the public, consumers, interested parties and all levels of 'Panchayats ' receive rapid, reliable, objective and comprehensive information through appropriate methods and means;

- (h) Provide, whether within or outside their area, training programmes in food safety and standards for persons who are or intend to become involved in food businesses, whether as food business operators or employees or otherwise;
- (i) Undertake any other task assigned to it by the Central Government to carry out the objects of this Act.
- (j) Contribute to the development of international technical standards for food, sanitary and phyto-sanitary standards;
- (k) Contribute, where relevant and appropriate, to the development of agreement on recognition of the equivalence of specific food related measures;
- (l) Promote co-ordination of work on food standards undertaken by international governmental and non-governmental organisations;
- (m) Promote consistency between international technical standards and domestic food standards while ensuring that the level of protection adopted in the country is not reduced; and
- (n) Promote general awareness as to food safety and food standards.

B. Need for Communication for FSSAI:

The authority needs to communicate to Consumers and other stake holders at large about science based reports, specific advisories, risk management/ risk assessment/ risk mitigation, information & strategies, matters of concern relating to food products/ educating the target consumer at large on the significance/ impact of Food Safety, Food related Diseases, Nutrition etc. A continuous effort is therefore, required to be sustained to educate/ inform consumers on Food Safety Issues, Health & Food alerts, advisories etc. These will include:

- Increased access to science based information on Food safety & standards and related advisories on food safety & food borne disease to enable the consumers to take informed decision regarding what to eat and how..
- Increased efficiency, enhanced transparency in laying down the standards & Improved reliability
- Emphasis on Self- Compliance, risk assessment, introduction of systems and user- friendly regulations.

C. Target Audience

- Citizen
- Stake holders like Industry, Food business operators/ Govt. / Local Authorities etc.
- Decision makers
- Implementers / Change drivers / Catalysts / Managers within the Social environment
- Businesses

D. Objectives

The main objectives of the campaign shall be as follows:

- Create awareness about aims, objectives, vision & mission and function of FSSAI among the citizens of India
- To undertake International / National level science based information campaign on 'Food Safety & Standards' in India.
- To formulate a National level strategy that should synergize with the awareness and communication programmes of other relevant ministries/ authorities of the Govt. and State Govts. relating to 'Food Safety & Standards'.
- To promote 'Food Safety & Standards' program among the Consumers and other stake holders like industry , Govt., local Authorities and media through Advocacy and PR
- To conduct research in terms of pre-testing/ monitoring & evaluation / impact assessment of the awareness campaign
- To further consumer education through science based publications
- To conduct consumer and socio-economic research
- To put in place effective Electronic Information Networks and Discussion Groups
- To educate the stake holders on Food Law and Regulations
- To develop a National Food Safety Education programme
- To prepare a knowledge pool of Resources & Professionals
- Risk Assessment ,
- Circulation of Science based Research knowledge
- To prepare, maintain and up-date a Library on 'Food Safety & Standards' and related aspects.

E. Scope of Work:

(a) ADVERTISING AGENCY:

The tentative scope of work for an advertising agency is listed below:-

1. To develop a National Awareness strategy and implement a national level campaign for FSSAI. Create a suitable 'Brand' related to 'Food Safety' before the citizen of India
2. To conceptualize & develop various awareness material such as print advertisements, print material i.e. brochure, poster, booklet, leaflet etc, TV ads, audio-visual material and other innovative awareness efforts such as use of folk media , interactive media etc., for use of the Authority as and when required.
3. To provide creative material for specific tasks assigned e.g. advertisements for events, posters, booklets etc.
4. To develop media plan
5. Public relations and media management
6. Outsourcing of relevant services
7. Impact assessment

11. Complete solution (on end – to – end / turn-key basis) to the various aspects and the activities associated with the idea/ work. To develop and implement Advocacy campaigns
12. Any other related services on mutually agreed terms.

This is only an indicative list of the assessed tasks. The agency may be asked to perform all or part of the above listed services.

The agencies shall obtain approval from FSSAI for all campaign plans, strategies, and materials produced. The agencies shall provide a schedule of proposed media placements in consultation with the Authority. FSSAI will assist to the extent practical to provide/facilitate all technical inputs and will work closely with the advertising agency in the formulation and planning of the awareness activities. **The agency shall be expected to have a pool of / access to knowledge pool and scientific inputs relevant to FSSAI**

The details as mentioned above are indicative only. Any other item/matter not specifically indicated above, which is required to be or may be specified by Rules and Regulations or in respect of which provision is to be made by Rules and Regulations, shall be deemed to have been incorporated within the scope of the work. The scope of work includes all preparatory documents required for initiating implementation. Omission of specific reference to any of the activities in the scope of work shall not relieve the agency of its responsibility to provide such service.

(b). EVENT MANAEMENT AGENCY:

The tentative scope of work of an Event Management Agency is listed below-

- (i) Conceptualisation of Event.
- (ii) Complete solution (on turn-key basis) to the various aspects and the activities associated with the event.
- (iii) Designing, Lay out, performance & seating plans as per the requirement of the Authority.
- (iv) Assessment and quantification of the requirement of various logistics.
- (v) Booking of Venue for events such as exhibitions/ Seminars/ Conferences/ Meetings/ any other event
- (vi) Outsourcing of various services.
- (vii) Hiring of equipments/ fittings & furniture/ A-V equipments etc., for the fulfilment of the work assigned by the authority
- (viii) Purchase & provision of consumables.
- (ix) Engaging Celebrities
- (x) Back office management , sending of invites & follow-up and Secretarial assistance
- (xi) Public Relations & Media Management including designing and release of the advertisement relating to the event in the national & International media, as per General financial rules & other Governing guidelines.
- (xii) Pantry service for guests
- (xiii) Any other related services on mutually agreed terms.
- (xiv) Follow up of any specified event

(xv) Impact assessment

This is only an indicative list of the assessed tasks. The agency may be asked to perform all or part of the above listed services.

The agencies shall obtain approval from FSSAI for all campaign plans, strategies, and materials produced. The agencies shall provide a schedule of proposed media placements in consultation with the Authority. FSSAI will assist to the extent practical to provide/facilitate all technical inputs and will work closely with the advertising agency in the formulation and planning of the awareness activities. **The agency shall be expected to have a pool of / access to knowledge pool and scientific inputs relevant to FSSAI**

The details as mentioned above are indicative only. Any other item/matter not specifically indicated above, which is required to be or may be specified by Rules and Regulations or in respect of which provision is to be made by Rules and Regulations, shall be deemed to have been incorporated within the scope of the work. The scope of work includes all preparatory documents required for initiating implementation. Omission of specific reference to any of the activities in the scope of work shall not relieve the agency of its responsibility to provide such consultancy service.

(C). AGENCIES FOR DESIGN & PUBLISHING OF NEWS LETTER / ADVISORIES/ SCIENTIFIC LEAFLETS/ BROCHURES ETC:

The tentative scope of work for a Design & Publishing agency is listed below-

1. Designing, Lay out, planning and execution of 'News Letter', Brochures, Leaflets etc. as per the requirement of the authority
2. Conceptualisation of work relating to design & publishing including complete solution (on turn-key basis) to the various aspects and the activities associated with the assignment/ work.
3. Assessment and quantification of the requirement of various logistics/ Outsourcing of various services associated with the effective execution of the assigned job.
4. Bulk dispatch of the printed material / leaflet / news letter / any other item in consultation with the Authority.
5. Hiring of equipments / purchase of items involved etc. for the fulfilment of the work assigned by the authority
6. Purchase & provision of consumables associated with the job.
7. Secretarial assistance on the assignment
8. Any other related services on mutually agreed terms.
9. Follow up of any specified assignment

This is only an indicative list of the assessed tasks. The agency may be asked to perform all or part of the above listed services.

The agencies shall obtain approval from FSSAI for all campaign plans, strategies, and materials produced. The agencies shall provide a schedule of proposed media placements in consultation with the Authority. FSSAI will assist to the extent practical to provide/facilitate all technical inputs and will work closely with the advertising agency in the formulation and planning of the awareness activities. **The agency shall be expected to have a pool of / access to knowledge pool and scientific inputs relevant to FSSAI**

The details as mentioned above are indicative only. Any other item/matter not specifically indicated above, which is required to be or may be specified by Rules and Regulations or in respect of which provision is to be made by Rules and Regulations, shall be deemed to have been incorporated within the scope of the work. The scope of work includes all preparatory documents required for initiating implementation. Omission of specific reference to any of the activities in the scope of work shall not relieve the agency of its responsibility to provide such consultancy service.

PROCEDURE AND DURATION OF EMPANELMENT

Procedure for Empanelment:

The process of empanelment will be done in two steps.

Step – I:

In first step all the tenders will be scrutinized for their 'Pre Qualification eligibility' based on the minimum qualifying criteria. The tenders not meeting any of the qualifying requirements will be rejected. Please refer to 'Pre Qualification Criteria' of this EOI.

All the successful tenders will then be evaluated based on the corporate strength, media/ work strength and other services offered as per the points allocated in 'Evaluation Criteria' of this EOI.

The tenders will be ranked based on the marks scored out of maximum of 50 marks.

Step – II:

In second step, bidders who qualify Step- I above, will be called to make a presentation before FSSAI at New Delhi on the defined theme given to all of them, to further evaluate their suitability. The marks allocated to presentation are 50. The presentation topic will be decided by FSSAI.

The following creative may also be submitted during presentation by the agency **:

- i) One creative for any theme concept (choice of the agency on a topic related to FSSAI)
- ii) One creative corporate advertisement for FSSAI image building
- iii) A 300 words brief outlining as to how the agency can help FSSAI to augment its corporate communication , image building & discharge of effective science based communication to its target groups, for its image building endeavor to bring it to a level commensurate with its size and strategic importance.

On the basis of combined marks out of 100 a revised ranking will be done. A decision will be taken for empanelment of agencies depending on overall evaluation & suitability of such agencies.

Note :

- All the agencies making presentation shall be required to submit two copies each of CD of their presentation and coloured prints of their presentation. The submission will need to be done prior to starting making presentation before FSSAI.

- No expenses shall be paid by FSSAI to the agencies called for making presentation before the Authority.
- ** No expenses shall be paid by FSSAI for the work. This shall be treated as obligatory on the part of Agency, willing to go through the selection process for empanelment in FSSAI.

Duration of Empanelment:

The Empanelment will be done for agencies from the list of finally eligible agencies after evaluation and presentation. The Empanelment of selected agencies shall be for a period of one year, which may be extended twice for a period of six months each depending on satisfactory performance of the empanelled agencies and at the decision of FSSAI.

No. of Agencies:

The 'Food Safety & Standards Authority of India' will suitably inform the successful agencies only for empanelment, based on its decision to restrict the number of agencies to be empanelled under various categories.

INSTRUCTIONS TO THE APPLICANT

Background

The Food Safety and Standard Authority of India (FSSAI) has been established for 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 and for matter connected therewith or incidental there to, as per the provisions of the Act. The FSSAI intends to engage specialized agencies of National/International repute for assisting in finalization of Food Safety & Quality Standards and Regulatory guidelines through wide consultations with concerned Ministry, Industry and stakeholders.

2. Terms of Reference

The broad Terms of Reference for the assignment are enumerated in 'Background, Objective & Scope of Work'.

3. Applicant Status

The applicant should have extensive experience in similar work, food related affairs and meet the qualifying requirements as stipulated below. The Principal agency should qualify the eligibility criteria-

- The agency should be of National/International repute having a minimum annual turnover of Rs. 1 crore (Rs One crore).
- The agency should have wide experience/exposure in the related field and access to knowledge of policies and regulatory procedures at national level.
- Should have demonstrated capabilities and prior experience in carrying out similar type of assignments.
- The agency should have excellent networking capabilities, a national network and reach. Added advantage will be given to agencies, empanelled with DAVP, Govt. of India.
- Should be willing and capable of staying with Food Authority for at least 3 years for successful implementation of the food safety standards and regulatory guidelines in the country.
- The firm shall submit a draft of Rs.50, 000/- (Rupees fifty thousand only) in favour of 'Senior Accounts Officer, Food Safety and Standards Authority of India 'payable at New Delhi at the time of submission of their bids (EMD).
- Duly authenticated copies of last three year's Balance sheet/Audited Statements of Account, PAN Number & Service Tax registration shall need to be submitted.

4. **Authorised Signatory**

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

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

The detailed EOI document indicating the scope of work, qualifying requirements, bidding forms and procedure for submission of proposal for EOI can be obtained from the office of the undersigned at Food Safety and Standards Authority of India, 3rd Floor, Food and Drug Administration Bhawan, Next to National Bal Bhawan, Kotla Road, New Delhi – 110002 (Phone No. 23237435) on or before 07.01.2009 by 05 P.M. with a payment of Rs 5,000/- by DD/ Pay Order payable at New Delhi in favour of 'Senior Accounts Officer, Food Safety and Standards Authority of India'. The notice/ EOI document is also available at the FSSAI website at <http://www.fssai.gov.in>. Cost of the downloaded EOI document shall be deposited at the time of bid submission. The duly filled in Bid may be submitted in a sealed and duly super scribed envelope to Food Safety and Standards Authority of India, 3rd Floor, Food and Drug Administration Bhawan, Next to National Bal Bhawan, Kotla Road, New Delhi – 110002 on or before 12.01.2009 by 03.00 P.M. The FSSAI reserves the right to accept or reject any or all the offers at any stage of the process without assigning any reasons thereof and no claim/dispute on this aspect shall be entertained.

6. **EMD & Submission of Bids**

6.1 The applicant should submit their EOI along with a Demand Draft/ Banker Cheque of **Rs. 50,000/- (Rupees fifty thousand only)** in favour of 'Senior Accounts Officer, Food Safety and Standards Authority of India' payable at New Delhi. The envelope may be super scribed as "**Expression of Interest for empanelment of Service Providers in FSSAI**". The Bid shall contain all relevant papers/details.

7. **Documents to accompany EOI**

7.1 The applications shall be complete with the following documents:

- Expression of Interest preformed in Form –I.
- Statement of Applicant in Form – II
- Details of similar projects done in Form-III

- Particulars of the agency/ applicant in Form-IV.
- Duly authenticated copies of last 3 year's balance sheet/ Audited Statements of Accounts.
- Other information sought in the EOI.

7.2 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 with 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 bids, the Food Safety & Standards Authority of India, may be for any reason whether at its own initiative or in response to a clarification requested by a prospective agency, modify the EOI Document by an amendment. In order to provide prospective Agencies reasonable time in which to take the amendment into account in preparing their bids, the Authority may, at its discretion, extend the last date for the receipt of Bids and/or make other changes in the requirements set out in the invitation to EOI.

9. Evaluation

The procedure of evaluation of the bid is indicated under 'Procedure & Duration of Empanelment' and the Evaluation Criteria is indicated under 'Evaluation of Bids'

10. Technical Presentation

Once the bids for assignment are evaluated, the shortlisted agencies will be required to make a presentation to the Authority at a short notice.

The applicant/tenderer shall be required to provide the copy of presentation (CD and coloured print of the presentation – two copies each) to the authority on the day of presentation.

11. Rejection of EOI

The application for empanelment of service providers is liable to be rejected if the application bid is:

- a) Not covered in proper sealed envelope with superscription as indicated in Para 6.
- 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) received by telex, fax, telegram or e-mail.
- f) received without the cost of EOI document of Rs 5,000/- (Rs Five Thousand).
- g) The EMD of Rs. 50,000/- (Rs Fifty thousand) is not enclosed with the Bid.

12. Refund of EMD

The EMD of un-successful bidders shall be returned once the empanelment of successful agencies has been done under different categories viz. Advertising/ Event / Design & publishing agency.

The successful empanelled agencies shall be required to execute a 'Bank Guarantee' of equivalent amount (Rs 50,000/- only) and valid for the entire duration of empanelment (including extendable period), in favour of the 'Senior Accounts Officer, Food Safety and Standards Authority of India ', New Delhi. On successful execution of the said Bank Guarantee, the EMD of empanelled agencies shall be returned.

13. Disclaimer

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

13.2 The Food Authority reserves the right

- a) To reject any / all applications without assigning any reasons thereof.
- b) 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.
- c) To include any other item in the Scope of work at any time after consultation with prospective agencies or otherwise.

14. Relationship between the Parties

Nothing mentioned herein shall be constructed as relationship of master and servant or of principal and agent as between the 'Food Safety & Standards Authority of India' and 'the Agency'. The Agency

subject to empanelment shall have complete charge of personnel and Sub-Agency, if any, performing the services under the Project executed by Food Safety & Standards Authority of India from time to time. The Agencies shall be fully responsible for the services performed by them or on their behalf hereunder.

15. Liability

Empanelment with FSSAI does not necessarily assure of award of any work to empanelled agencies. FSSAI will be liable to pay only for any specific work assigned by the Authority to any of the empanelled agency on such terms & conditions, as decided by FSSAI

Performance of the agency will be reviewed periodically and those agencies whose (a) performance is not up the mark and (b) who are not regular in participation in the FSSAI's job - tender process may be taken off from the empanelled list.

FSSAI may decide to award any of the work mentioned under 'Scope of Work' to any other agency, selected through a 'Open Bid' or otherwise, if the Authority so decides.

FSSAI shall not be responsible in any way about the tenders that are delivered/ dropped elsewhere and/or after the last date and time for receipt of tenders.

FSSAI may, at its discretion, extend the date & time for submission of tenders in which case all rights and obligations of the FSSAI and tenderers shall be subject to the extended date & time.

If the date fixed for receiving and opening of Tenders is declared as holiday by the FSSAI, the tenders will be received and opened on next working day, with no change in the timing unless notified.

FSSAI reserves the right to accept or reject any tender, and to annul the tendering process and reject all tenders, at any time prior to the award of the contract without assigning any reason(s), whatsoever and without thereby incurring any liability towards the affected tenderer(s) on this ground.

PRE-QUALIFICATION CRITERIA

1. Preliminary examination for the applications

1.1 The Food Authority shall examine the applications to determine whether

- these are complete
- the documents have been signed as indicated in this document
- all Forms as asked have been filled in properly
- Application is generally in order and all information as indicated under various clauses has been furnished.

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

1.3 Prior to detailed evaluation formalities, the Food Safety & Standards Authority of India shall determine the substantial responsiveness of each application to the Invitation documents. A substantially responsive bid 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 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 agency. However, the 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. Screening of the Bids

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

- The agency should be of National/International repute having a minimum annual turnover of Rs. 1 crore (Rs One crore).
- The agency should have wide experience/exposure in the related field and access to knowledge of policies and regulatory procedures at national level.
- Should have demonstrated capabilities and prior experience in carrying out similar type of assignments.
- The agency should have excellent networking capabilities, a national network and reach. Added advantage will be given to agencies, empanelled with DAVP, Govt. of India.

- Should be willing and capable of staying with Food Authority for at least 3 years for successful implementation of the food safety standards and regulatory guidelines in the country.
- The firm shall submit a draft of Rs.50, 000/- (Rupees fifty thousand only) in favour of 'Senior Accounts Officer, Food Safety and Standards Authority of India ', payable at New Delhi at the time of submission of their bids (EMD).
- Duly authenticated copies of last three year's Balance sheet/Audited Statements of Account, PAN Number & Service Tax registration shall need to be submitted.

EVALUATION OF BIDS

EVALUATION CRETERIA

Sl. No.	PARAMETER	MARKS
1	For meeting turnover criteria – 7 marks, 1 mark for every extra 1 crore turnover, maximum points	10
2	For 3 years experience – 7 marks, 1 mark for each one year of additional experience, maximum points	10
3	<p>3. Bonus experience points for relevant experience to be evaluated on the basis of -</p> <p>i) Similar Campaigns/ Events/ Design & publishing Work handled – 3 mark for each campaign handled during the last 3 years subject to a maximum of 6 marks ;</p> <p>ii) Awards won - 3 marks for award won during last 3 years</p> <p>iii) Empanelment with DAVP – 3 marks</p> <p>iv) Demonstrated Performance of existing agencies empanelled with Govt. of India/ its Ministries/ PSU/ Authority/ State Govt. subject to maximum of 3 marks</p>	15
4	<p>Infrastructure facility available with the agency –</p> <p>i) No. of creative team members</p> <p>ii) No. of experts / Domain knowledge strength</p> <p>iii) Full fledged set-up</p> <p>[5 marks on each above. Maximum marks will be given to those having maximum number of of experts/ facilitates available. Proportionate marks will be given to others]</p>	15

5	Presentation- [Parameters to be judged- Creative strength, Understanding of Food Safety & Standards related issues, PR skills. Domain Knowledge/ Access & Linkage to domain/ own sectoral knowledge and New Concepts Due weight-age shall be given to 'New Concepts'	50
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EOI Letter Performa

To
 Shri S S Chahal,
 Director,
 Food Safety and Standards Authority of India,
 3rd Floor, Food and Drug Administration Bhawan,
 Next to National Bal Bhawan, Kotla Road,
 New Delhi-110 002

Sub: EOI for empanelment of (a) Advertising agency (b) Event Management agency (c) Agency for Design & publishing of News letter/ advisories/ scientific leaflets/ brochure etc. in Food Safety and Standards Authority of India (FSSAI)

Sir,

The undersigned 'Authorised Signatory', having read and examined in detail the contents of EOI document, in respect of empanelment of specialized agencies in Food Safety & Standards Authority of India, do hereby express the interest to provide the Services as specified in the scope of work.

2. Correspondence details:

1	Name of the Agency	
2	Address of the Agency	
3	Area of work of the Agency	
4	Name & Designation of the person to whom all references shall be made regarding this tender	
5	Address of the person to whom all references shall be made regarding this tender	
6	Telephone (with STD code)	

7.	Mobile No. of the contact person	
8	E-mail of the contact person	
9	Fax No. (with STD code)	

3. Documents forming part of EOI

We have enclosed the followings:

- a. Statement of Applicant in Form –II
- b. Details of similar assignments done in Form-III
- c. Particulars for Empanelment of the agency in Form-IV
- d. Other information sought in the EOI.
- e. Bid processing fee and Tender document fee.
- f. Statement of suitability – Why do you think that you are suitable for empanelment with FSSAI (max 300 words)

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

Thanking you,

Yours faithfully

(Signature of the Consultant)

Name:

Designation:

Seal:

Date:

Place:

Witness:

Signature _____

Name _____

Address _____

Date _____

STATEMENT OF APPLICANT

1.	Name of the Applicant	
2.	Address of Head Office Telephone No. : Fax No. : E-mail Address :	
3	Office Address at New Delhi Telephone No. : Fax No. : E-mail Address :	
4	Legal Status:	
5	Place & date of establishment	Place _____ Date _____
6	Branch of Specialisation: Main line of business :	a) Since b) Since c) Since d) Since e) Since f) Since
7	Name and Address of Lead Member	

8	Name and Address (s) of other Constituent Member(s)	a) b) c)
9	Total Number and Category of Permanent Employees	
9.1	Total Number of Employees	
9.2	Total number of Technical Persons	
9.3	Total number of Specialists	
9.4	Total number of Media experts	
9.5	Total number of others	

(Place and Date)

(Name & Signature of Representative)

DETAILS OF EXPERIENCE OF SIMILAR PROJECTS

A. Projects for which the applicant has similar assignments in preceding **3 years**:

Sl. No.	Name of the Project with Project Location	Name & address of the Client	Contract No. & Date*	Value of the Contract*	Date of Start of the work	Date of Completion of work	Whether the Project has been implemented	Description of the Project	Any other information
1.									
2.									
3.									
4.									

B. Project under execution/commissioned by the Applicant.

Sl. No.	Name of the Project with Project Location	Name & address of the Client	Contract No. & Date*	Date of Completion of the project	*Whether the Project is		Description of the Project	Any other information
					Under Execution	commissioned		
1.								
2.								
3.								
4.								

Date....
Place....

(Signature of Applicant)

PARTICULARS FOR EMPANELMENT OF ADVERTISING AGENCIES

(To be submitted by advertising agencies on their letter heads)

(i) Name of the Advertising Agency

(ii) Address of Office at New Delhi with Tel/ Fax / email, name of contact person with mobile number

(iii) Are you serving any Government ministry / PSU/ Authority/ Organization/State Govt. recently or in the past, if so, please attach copy of appointment of empanelment.

(iv) Infrastructure facility available with the agencies.

- Details of In-house capabilities (studio/ equipments etc.)
- Printing facility, if tie up with any press then please state details
- Any other.

(v) Name of Managing Director, Directors and top management (separate sheet may be enclosed with Bio-data and other details).

(vi) Details of awards in print media / visuals from the reputed publications like A&M, ASCI (attach copies of certificates)

(vii) Capability to arrange interviews in Electronic / Print media, give details of such capability in past.

I/we hereby certify that all the particulars given above are correct and true to the best of my knowledge.

Signature _____

Full Name _____

Designation _____

Address _____

(Authorized Representative)

Note:

1. If needed, the agency can use separate sheets for explaining the above points.
2. FSSAI reserves the rights to verify the facts given by the agency, with the authorities, if so required.