



Food Safety and Standards Authority of India



Request for Proposal (RFP)

For

Empanelment of Creative Agencies followed by Rate Contract for Designing work

For

Food Safety and Standards Authority of India

For Two years (extendable up to 1 year)

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.

1. About FSSAI

The Food Safety and Standards Authority of India (FSSAI), head quartered 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. One of the mandates of FSSAI is to promote general awareness about food safety and food standards.

2. Scope of Work for Empanelment

2.1 FSSAI would require the services of creative agencies for jobs/activities defined below:

- a) Designing of High Quality Books (such as Coffee tables book, manuals, annual reports etc) Brochures, Invitation Cards, Pamphlets, Magazines, Flyers, Folders, Newsletter, Calendar etc. which are meant to be released/utilized at various national/international events and conferences and published on various platforms.
- b) Designing of Impactful Power point Presentations which may include graphics, illustrations etc which are showcased at national and global events and other creatives such as Standees, Banners, Advertisements, and Creative etc for various outreach activities, meetings and conferences.
- c) Providing branding support Event Management for Exhibitions/ Seminars/ Conferences/ Meetings/ any other event/ outreach activity such as Mela's/Yatra's etc. Designing and conceptualizing of Tableaux for Republic day parade and other such events. Fabrication layout, performance, arrangements at the venue, hiring of equipment, fittings & furniture, purchase of consumables.
- d) Supply of Caps, T- Shirts, Key Chain, Water Bottle, Pen drive, Face Mask, Lapel pins, ceramic jar, Jute Bag, Mugs, Gift items, Mementos etc. along with branding as and when required.

2.2 FSSAI requests for RFP from eligible creative agencies for preparation of a panel of creative agencies for the Food Safety and Standards Authority of India for a period of two years, extendable further up to maximum period of one-

year subject to satisfactory performance and mutual agreement on same Terms & conditions.

- 2.3 Empanelment of creative agencies (Maximum 5) would be done by an Empanelment Committee (EC) to be constituted by FSSAI and this will be followed by rate contract for various elements of designing work.

3. Eligibility Criteria / Pre-Qualification Criteria

3.1 Experience:

- The agencies must have their full-fledged Office/Branch Office in Delhi/NCR with sufficient manpower carrying out creative work like various softwares, scanning facilities, etc. which are required for smooth discharge of work.
- It should have experience of at least 3 years' in designing of creatives / print ads / books/Coffee table books/Compendiums/Presentations with various Govt. Departments/Ministries, PSUs and other Govt. and semi-Govt. organizations, to be read with para 2 above.
- The agency must have a full-fledged team of designers who are able to deliver multiple high quality projects in a limited time frame.

- 3.2 **Annual Turnover:** The agency must have an annual turnover of a minimum of Rs. 72 lakhs for the last three financial years (2021-22, 2022-23 and 2023-24). The turnover is to be supported by financial statement of accounts duly certified by the Chartered Accountant and ITRs.

- 3.3 **Earnest Money Deposit (EMD):** The EMD of Rs. 50,000/- (Rupees Fifty Thousand Only) is to be paid directly to FSSAI's Bank Account in Bank of Baroda, Nirman Bhawan Branch, New Delhi S/B Account No. 26030100008653 IFSC Code: BARB0NIRDEL (Read Zero after BARB). Please share transfer details while submitting online technical bids for reference and proof of payment.

- 3.4 No interest shall be payable by FSSAI for the sum deposited as Earnest Money Deposit.

- 3.5 The agency should not be black listed by any Government Department or PSU. Affidavit / undertaking on letter head of the agency stating that it is not black listed by any Government Department/PSUs to be submitted.

4. Important Dates

Sr. No.	Event	Schedule Date
1	Release of RFP	21.07.2025
2	Last date for Submission of Responses to RFP	11.08.2025
3	Opening of the Technical Bids (Stage-I)	11.08.2025 at 3:30 PM
4	Presentations by technically qualified bidder (Stage-II)	Date to be announced on FSSAI website

5. Bid Document and its submission

5.1 The bidders are required to submit soft copies of their bids electronically on the GEM Portal i.e. <https://gem.gov.in>.

5.2 Response Date:

Responses to this RFP are due on the date specified in the table above before 15:00 hours.

It is the responsibility of the Bidder to ensure that the bids are up loaded in time on GeM portal <https://gem.gov.in/> on or before the prescribed date & time for submission of bids. A scanned copy of the transaction details of Earnest Money Deposit needs to be uploaded at the GeM.

6. Applicable Rate for Work:

The payment for the work shall be made at the L1 rates which is arrived by making a cost comparison among the empanelled agencies. It may be note that the arrived L1 rates shall be binding and final on all empaneled agencies. For jobs/activities other than mentioned in the Rate contract for which there is no prescribed L1 rates, the same are to be got done through the empanelled agencies by resorting to Limited tender/ Open tender as per laid down guidelines in GFR 2017.

7. Opening and Evaluation of Bids:

7.1 The Bids will be opened on **11.08.2025 at 03:30 PM**.

7.2 Technical Evaluation Criteria:

In the first step, all the bids will be scrutinized based on the eligibility criteria. The tenders not meeting any of the qualifying requirements will be rejected. Thereafter, the bidders who qualify will be evaluated as per the two stages selection procedure i.e. **Stage-I and Stage-II** which will consist of 100 points as per criteria laid down in the table below. Initial short listing of agencies will be made in Stage-I as per the criteria laid down from serial number 1 to 4 in the table given below which will account for 40 points. The cut off for Stage-I i.e. S. No. 1 to 4 shall be 50 % i.e. 20 points. Only those agencies who score 20 points or more in Stage-I will be invited for Stage-II for giving a presentation on the specified assignments which shall be communicated to them beforehand. Stage-II will account for 60 points as mentioned in the table below. The applicants will be evaluated by the Empanelment Committee (EC) in Stage-II as per criteria mentioned in the table below. Only those agencies which get 70 % or more (i.e. 70 points or more) in the combined evaluation of Stage-I & Stage-II will be eligible for empanelment. However, a maximum of 5 agencies in order of the points obtained, beginning from the highest, will be shortlisted for selection.

S.No	Particulars	Marks
Stage I (40 marks) Bidders shall submit documents in specified format to FSSAI for stage I evaluation as per Form III		
1.	Number of Coffee table books or books (50 pages or more) developed in Financial year 2022-23 to 2024-25.	Max 10 marks
	Less than 5	2
	5-8	5
	9-12	7
	Above 12	10
2.	Number of Brochures, Pamphlets, Newsletters developed in Financial year 2022-23 to 2024-25.	Max 10 marks
	Less than 10	2
	10-15	5
	16-20	7
	Above 20	10
3.	Number of full time human resource available for designing and multi-media creative work as on empanelment date	Max 10 marks
	Less than 4	3
	4-8	6

	8-10	9
	Above 10	10
4.	Number of Government clients (Ministries, Autonomous bodies, PSU's serviced in NCR region in Financial Year 2022-23 to 2024-25 with Total Work order value of more than 10 lacs in the entire year)	Max 10 marks
	Less than 4	3
	4-7	6
	8-10	9
	Above 10	10

For Start-ups (as defined in Ministry of Commerce and Industry , Department of Industrial Policy and Promotion notification dated 11th April, 2018). Start-ups Bidders are exempted for turnover and past experience.

Stage II (60 marks)		
Shortlisted agency will be required to develop a sample of coffee table book, a presentation and a brochure for FSSAI on the basis of content provided		
1.	Designing of Coffee Table book (8-10 pages sample along with cover) – evaluation criteria will include quality of design, color theme, fonts, spacing, images and overall look and feel of the book)	20
2.	Designing of a presentation - evaluation criteria will include quality of design, color theme, fonts, spacing, images and overall look and feel of the presentation	20
3.	Designing of a Brochure - evaluation criteria will include quality of design, color theme, fonts, spacing, images and overall look and feel of the presentation	20

****Content/Theme** for the above mentioned designing work will be intimated to the shortlisted agencies via email, separately.

- 7.3 Please attach necessary documentary evidence (work orders/ creatives etc.) in respect of the technical parameters specified above.

8. Empanelment of the Agencies

- 8.1 FSSAI shall empanel only those agencies who will qualify as per the evaluation criteria.
- 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 RFP. Suitable and mandatory changes will also be added in the agreement for smooth execution of the contract.
- 8.4 The successful empanelled agencies shall be required to execute a 'Bank Guarantee' of an amount of Rs. 1,00,000/- (Rupees One Lakh Only) before taking up any work and the same shall be 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.
- 8.5 Empanelment does not guarantee that any work will necessarily be provided to an agency so empanelled.

9. Financial Evaluation:

9.1 The Bidders, who qualify the first and second stage i.e. the Technical Stage (as per para 7.2 above), the bidder shall be eligible to evaluate in financial bid designing work as outline in **Table A**. On the basis of bids submitted L1 rates will be derived by making a comparative sheet. Once L1 rates are derived all agencies who qualify the technical stage will be required to submit their acceptance to L1 rates and all work orders will be released on L1 rates only.

10. Terms of Payment:

- (a) No advance payment will be made.
- (b) The payment will be released after successfully designing actual number of creatives (as per rate quoted by the selected agency).
- (c) The payment will be released on monthly basis and on submission of Invoice alongwith designed creatives CDR files (editable files) and pdf files.

11. Delay in the Assignment and Liquidated Damages:

(a) The selected agency shall be liable for all costs, damages, compensation, fees, charges, levies, and expenses suffered or incurred by FSSAI due to the him/their or his/ their employees negligence and/or un-workman like performance of any services under this Contract, or breach of any terms of the Contract, or failure to carry out any of the obligations under the Contract. The decision of the FSSAI regarding such failure of the Successful Agency and their liability for the losses, etc. suffered by FSSAI, and quantum of such losses, shall be final and binding on the Successful Agency and FSSAI is entitled to recover all such losses from them.

(b) In case of late services / no services on a specific activity, in which the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the firm shall be liable to pay a Liquidated Damages (LD). LD will be imposed @ 1% per week delay or part thereof, of the cost of contract value up to maximum of 10% of the contract value from the Agency. The timeline/schedule of deliverables will be decided as and when the requirement/ tasks /activities arise.

(c) If in the opinion of FSSAI the delay in completion of assignment is delayed unduly, it shall be lawful for FSSAI to terminate the contract at the risk and cost of such agency and to forfeit the performance guarantee for recovery of all losses/damages/cost and expenses which may be incurred by FSSAI consequent to such termination.

12. Penalty:

In case the agency fails to complete the work as per the FSSAI requirement within stipulated period penalty of 1% of the total value of the project will be charged as penalty for every week of delay, upto maximum of 10% of the total value of the project.

13. Transfer and Sub-letting:

The agency has no right to give, bargain, sell, assignor sublet or otherwise dispose of the Contract or any part thereof, as well as to give or to let a third party take benefit or advantage of the present Contract or any part thereof.

14. Force Majeure:

In the event of either party being rendered unable/helpless by Force Majeure to perform any obligation required by them under the contract, the relative obligation of the party affected by such Force Majeure shall be suspended for the period during which such cause lasts with the approval of the other party. It is clarified that in case, the Force Majeure event occurs due to negligence of agency, then the provisions of this clause shall not apply. Upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable/helpless as aforesaid thereby, shall notify to the other party in writing within 07 (Seven) days of the alleged beginning and ending thereof giving full particulars and satisfactory proof. If deliveries are suspended under Force Majeure conditions lasting for more than 2 (two) months, FSSAI shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part.

15. RFP Cancellation and Removal of agency from the empanelled list:

- 15.1 FSSAI reserves the right to withdraw this RFP at any stage without assigning any reason if FSSAI determines that such action is in the best interest of the FSSAI.
- 15.2 In case empanelled agency fails to undertake the assigned work within the time frame given by FSSAI or is unwilling to do the job at any time, then FSSAI reserves the right to award the contract to other empanelled creative agency as well as to terminate the empanelment and forfeit the performance security.

16. Jurisdiction

This Agreement and all questions of its interpretation shall be construed in accordance with the laws of the land and the Courts at New Delhi shall have jurisdiction in relation to the RFP and matters incidental therewith

17. Designated Point of Contact

FSSAI's official single point of contact for this RFP is:

Deputy Manager (SBCD), Food Safety and Standards Authority of India, MMU Building, Opposite Mata Sundari College, New Delhi-110002.
Email: iec@fssai.gov.in

18. Disclaimer

1. 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 RFP submission.
2. The 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.
3. The 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 prospective agencies or otherwise.
4. In case of delay in completion of the empanelment process for the next empanelment year, the term of empanelment year may be extended by the competent authority till the date on which next regular empanelment process is completed. The reasons for such extension shall be recorded in the file.

19. Amendment to RFP

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 RFP 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 RFP.

20. Liability

- (i) 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
- (ii) FSSAI may decide to award any of the work mentioned under 'Scope of Work' to any agency, selected through an 'Open Bid' or otherwise, as per GFR, if the Authority so decides.
- (iii) 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.
- (iv) 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.

- (v) 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.
- (vi) 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.

Annexure – Response Format for the Technical Bid
Form I – General Information of the Respondent

I. General Information			
Particulars		Details to be Furnished	
Details of the Respondent			
Name			
Address			
Date of incorporation			
Commencement of business Date: ROC Ref:			
Status (Public Ltd., Pvt. Ltd/ Proprietorship, etc.)			
Earnest Money Deposit (EMD)- Transaction details			
MSME registration No.			
GST No.			
PAN			
Telephone		Fax	
E-mail		Website	
Details of the Contact Person			
Name			
Designation			
Address			
Telephone		Email	

Form II – Financial Details of the Respondent**II. Financial Details****Turnover for last three Financial Years (2021-22, 2022-23 & 2023-24) as evidenced by audited financial statements****Turnover:**
2021-22
2022-23
2023-24**Form III. (to be filled separately for each different work order)**

S. No.	Item	Details to be furnished
General Information		
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)	
7	Number of creatives developed such as newspaper ads, Coffee table books, Booklets, Brochures, Pamphlets, Newsletter, Posters, Certificates, advertisements etc. (Attach copy of work order alongwith creatives)	
8	Number of events/ exhibitions/ trade fair/ tableaux/ lounges (Attach copy of work order alongwith creatives)	

Declaration: - I hereby certify that the information furnished above is true and correct to the best of my/our knowledge. I understand that in case, any deviation is found in the above statement at any stage; I/We will be blacklisted and will not have any dealing with the Department in future.

Authorized Signatory
Seal of Company

Date:
Place:

Eligibility Criteria checklist

S. No.	Eligibility Criteria	Supporting Documents Required
1	Experience in designing of creatives: The agency must have a minimum of three years' experience in designing of creatives / print ads / books/Coffee table books/ Compendiums /Presentations with various Govt. Departments/Ministries, PSUs and other Govt. and semi-Govt. organizations	One work Order from each year for last 3 years
2	Presence & Infrastructure in Delhi/NCR: The agency must have a full-fledged office/branch in Delhi/NCR with adequate manpower and infrastructure, including:	Office Address Details and any proof
3	Annual Turnover: An agency must have annual turnover of a minimum of Rs. 72 Lakh for the last three financial years (2021-22, 2022-23 and 2023-24).	Financial statement of accounts duly certified by the Chartered Accountant and ITRs/ a CA certificate
4	Bidders should not have been blacklisted by any of the State or Central Government organization.	Self-declaration
5	Earnest Money Deposit (EMD)	Copy of transaction details
6	MSME registration	Copy
7	GST Registration Certificate	Copy
8	PAN Registration	Copy

Declaration: - I hereby certify that the information furnished above is true and correct to the best of my/our knowledge. I understand that in case, any deviation is found in the above statement at any stage; I/We will be blacklisted and will not have any dealing with the Department in future.

Authorized Signatory
Seal of Company

Date:
Place:

Table A

Financial Bid

S. No.	Particular	Rate / per creative	GST	Total Rate including GST
1	Designing of Print Media creative for newspapers/ magazines:			
	• Advertisement			
	• Tender Notice / Public Notice			
	• Advertorials (2-4 page)			
2	Designing of Publicity Material for Conference, Events and Exhibitions etc.:			
	• Panels/Banner/Backdrops/Standeers			
	• Invitation card			
3	Designing of Brochure /Pamphlet:			
	(i) Single side			
	(ii) Double Side			
	(iii) Four Page			
	(iv) Eight Page			
4	Designing of Certificates			
5	Designing of Books:			
	(i) Book A4 size			
	➤ Cover page			
	➤ Inner Page (rate per page)			
	(ii) Book A5 size			
	➤ Cover page			
	➤ Inner Page (rate per page)			
6	Designing of Coffee Table Book (rate per page)			
7	Designing of Posters (A3 Size)			
8	Designing of Logo			
9	Designing of Presentation (rate per slide)			
10	Designing of Danglers			
11	Adaptation and Replication of existing and new creatives			

Note:

- (i) The cost quoted will be final and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by FSSAI.

- (ii) The cost quoted including Info graphic, Illustration, Text placement in template, Informative characters.
- (iii) The cost quoted will not include copyrighted or original images, the same will be either provided by FSSAI or will be billed at actuals to FSSAI.
- (iv) Designing of creative/advertisement of any size would be treated as one creative.

BID SECURITY DECLARATION

(On Bidders Letter head)

Date:

To

Deputy Manager (SBCD),
Food Safety and Standards Authority of India,
MMU Building, Opposite Mata Sundari College,
New Delhi-110002,
Email: iec@fssai.gov.in

Reference: RFP No. dated

I, have been authorized by M/s
to furnish the bid for your RFP for Empanelment of Multi Media Creative Agencies and
I am aware that the firm will be suspended by 04 years if I withdraw / modify the bid
or if I fail to sign and honor the contract as per the tender document.

Signature and Seal of Authorized Signatory of Bidder
Name of Authorized Signatory.....