



**REQUEST FOR PROPOSAL (RFP) FOR ENGAGEMENT OF AN  
AGENCY FOR MANAGING THE PR WORK AND THE SOCIAL MEDIA  
FOR THE FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA**

**3<sup>rd</sup> and 4<sup>th</sup> Floor, FDA Bhawan, Kotla Road, New Delhi**

[www.fssai.gov.in](http://www.fssai.gov.in)

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## **Section I: General**

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.

FSSAI desires to engage a credible professional agency to manage the social media and PR related work on lump sum payment basis to utilize the social media platforms for dissemination of information and creating awareness about the food safety and various initiatives of FSSAI.

*The agency also needs to undertake PR-related tasks for FSSAI to create a strong image and brand value, as well as facilitate effective communication with stakeholders. It has to take an active role in various events to ensure its success. The agency needs to perform all the tasks falling under the scope of PR.*

In this context, RFP is invited from credible professional Agencies. For this purpose, the scope of work to be taken care of by the agency has been broadly spelt out in Section II.

The agency must have in-house production facilities. All other requirements such as manpower, tools, creative content, etc. will have to be met by the firm. Agency must have expertise in these works. The entire data will also be stored/archived and the firm has the responsibility to provide it to FSSAI, as and when required. The agency will maintain the backup, storage and recovery mechanism.

## 1. SCHEDULE AND CRITICAL DATES

1.1.1 The tentative schedule and critical dates are shown below:

S. No.	Event	Date
1	Uploading of RFP in official website and GeM Portal	15.12.2023
2	Pre Bid Meeting at FSSAI, 2 <sup>nd</sup> Floor, MMU Building, New Delhi	02:00 PM on 19.12.2023
3	Last date of submission	04:00 PM on 28.12.2023
4	Opening of Technical Bids	04:30 PM on 28.12.2023
5	Presentation by Shortlisted bidders	To be announced on FSSAI website

1.1.2 Bidders are required to upload their Technical and Financial Bids on Gem Portal. Bidder shall be responsible for registering his/her company at GeM Portal and seeking all necessary approvals required to upload the bid.

1.1.3 FSSAI reserves the right to amend the RFP, tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through the GeM Portal *as well as FSSAI website (tender section)* from time to time for any updated information.

1.1.4 **Pre-Bid Meeting:** A pre bid meeting will be held on 19.12.2023 at 2:00 PM at Food Safety and Standards Authority of India, Conference Hall, 2<sup>nd</sup> Floor, MMU Building, Temple Lane, Opp. Mata Sundari College for Women, New Delhi -110 002, to clarify issues and to answer queries on any matter pertaining to the bid that may be raised.

**The bidders willing to attend the pre-bid conference are requested to inform the FSSAI beforehand in writing or through email ([iec@fssai.gov.in](mailto:iec@fssai.gov.in)). They may also bring their queries in writing which could also be sent through email not later than two days before the scheduled date of pre-bid meeting.**

The bidders are requested to examine the requirements of the Bid Documents so as to avoid any confusion/scope of not adhering to fulfilling the required conditions and submission of supporting documents along with the bid. Minutes of pre-bid meeting, including the text of the queries raised and the responses/suggestions given, together with any responses prepared after the meeting, will be transmitted without delay to all empanelled agencies/or published on FSSAI's website [www.fssai.gov.in](http://www.fssai.gov.in) and on GeM Portal. Any changes which may become necessary as a result of pre-bid meeting may be made by the FSSAI exclusively through the issue of an addendum and not through the minutes of the pre bid meeting. **It may be noted that non-**

**attendance at the pre bid meeting will not be a cause for disqualification of a bidder and is purely voluntary.** The maximum number of participants from an applicant, who chooses to attend the Pre-Bid meeting, shall not be more than two persons. The representatives attending the Pre-Bid meeting shall be in possession of an authority letter, duly signed by the authorized signatory of his/her organisation.

## **1.1 PROCEDURE, TERMS AND CONDITIONS**

- 1.1.1 The proposal has to be uploaded on two bid basis i.e. Technical Bid and Financial Bid.
- 1.1.2 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 remittance details of Earnest Money Deposit needs to be uploaded at the GeM. Registered MSMEs and Start-ups are exempted from payment of EMD.  
Bidders seeking exemption from Experience/Turnover criteria, the supporting documents to prove his eligibility for exemption must be uploaded.
- 1.1.3 All bids must remain valid for 75 days from the last date of submission of bids.
- 1.1.4 FSSAI reserves the right to solicit additional information from Bidders. Additional information may include, but is not limited to, past performance records, lists of available items of work etc.
- 1.1.5 FSSAI reserves the right to accept the whole, or part or reject any or all bids without assigning any reasons and to select the Bidder(s) which, in the sole opinion, best meets the interest of the FSSAI.
- 1.1.6 FSSAI also reserves the right to negotiate with the bidders placed as H1/L1 bidder in the interest of the Government.
- 1.1.7 FSSAI reserves the right not to accept bid(s) from agency(ies) resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating Agency/Vigilance Cell.
- 1.1.8 All information contained in the proposal, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations/agencies.

- 1.1.9 The Agency selected is not supposed to use its name, logo or any other information/publicity on content published on social media platforms of FSSAI *or at any other places or platforms. After the final selection, the agency must maintain confidentiality regarding any general or sensitive information.*
- 1.1.10 The Agency must maintain uniformity/*brand guidelines* in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and applications instantly.
- 1.1.11 All material, art work used in management of Social Media Network will be property of the FSSAI. Content shared online must be copyright protected. *The agency must ensure that text, fonts, graphics, images or footage/videos, and music are copyright protected. Any breach or dispute will be the responsibility of the agency.*
- 1.1.12 All creative-physical as well as digital- will be property of FSSAI and its Intellectual Property Rights (IPR) will vest with FSSAI.
- 1.1.13 The timeline/schedule of deliverables will be decided as and when the requirement/task activities arise. Bidder should complete the job/activities as and when asked by FSSAI.

## 1.2 ELIGIBILITY CONDITIONS

The Bidders shall fulfill the following eligibility conditions for participating in the bidding process. The Bidders should enclose documentary evidence for fulfilling the eligibility conditions.

Sl. No.	SPECIFIC REQUIREMENT	EVIDENCE
1	The agency must have annual turnover of a minimum of Rs. 2.40 crore average for the last three financial years (2019-20, 2020-21 & 2021-22).	Balance Sheets & documents certified by CA
2	The agency must have an experience of at least 3-3 years each in Social Media handling and PR management and must have completed at least 2-2 projects worth Rs. 25 lakhs each for government agency such as Centre/State Govt, PSUs, etc.	Copies of the work orders and completion certificates.
3	The agency should have a local office in Delhi/NCR	Documentary evidence

Proposals not complying the above eligibility conditions shall be summarily rejected.

## 1.3 COMMERCIAL CONDITIONS

Apart from the above, each bidder is required to fulfill the following terms and conditions: -

### a) Earnest Money Deposit and Processing Fee (Registered MSMEs Exempted)

- (i) The bidder is required to submit Rs. 2,00,000/- (Rupees two lakhs only) as Earnest Money Deposit (EMD) by Demand Draft in favour of “ Senior Accounts Officer, FSSAI” payable at New Delhi. The copy of the EMD (demand draft) submitted should be uploaded along with the Bid. EMD should be submitted along with Technical Bid. **The EMD is to be paid directly to FSSAI’s Bank Account in Bank of Baroda, Nirman Bhawan Branch, New Delhi, 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.
- (ii) Technical Bid not accompanied with EMD shall be summarily rejected.
- (iii) No interest shall be payable by FSSAI for the sum deposited as Earnest Money Deposit.

- (iv) The EMD of the unsuccessful bidders would be returned after finalization of the proposal received against this RFP. However, the EMD of the successful bidder shall be adjusted against performance security.

**b) PERFORMANCE SECURITY**

- (i) Selected bidder will have to submit a Performance Security equivalent to 3% of the total contract value in the form of the bank draft/demand draft or Bank Guarantee(BG) from a scheduled commercial bank in favor of “Senior Accounts Officer, FSSAI” New Delhi, within 10 days of issue of letter of acceptance of proposal.
- (ii) Performance Security would be returned only after successful completion of work assigned and after adjusting/recovering any dues recoverable/payable from/by the Agency on any account under the contract.

**c) PERIOD OF CONTRACT**

The contract will be initially for a period of one year, subject to the satisfaction of FSSAI. If performance is considered satisfactory by FSSAI, it may extend the contract period for further one year on the same terms & conditions.

**d) PRICES**

- i. The bidder is required to quote the total price for services as detailed in the scope of work/deliverables under section II of the RFP document. The total price quoted shall be inclusive of all applicable charges.
- ii. The agency has to ensure that the total price quoted are all inclusive including the manpower support required for the project execution and continuous support during the entire contract period of one year.
- iii. No increase in the prices would be allowed during the contract period.

**(e) AMENDMENT OF TENDER DOCUMENT**

At any time before the submission of bids, FSSAI may amend the tender document by issuing an addendum/corrigendum in writing or by announcing it through its website. The addendum/corrigendum shall be binding on all the Agencies. To give the Agency reasonable time in which to take an amendment into account in their bids, the FSSAI may, if the amendment is substantial, extend the deadline for the submission of bid.

**(f) CONFLICT OF INTEREST**

- (i) The Agency is required to provide professional, objective and impartial advice and at all times hold the FSSAI’s interests’ paramount, strictly avoid conflicts with



other assignment/jobs or their own corporate interest and act without any consideration for future work.

- (ii) Without limitation on the generality of the foregoing, agency and any of its affiliates, shall be considered to have a conflict of interest under any of the circumstances set forth below:
- a) **Conflicting Activities:** An Agency or any of its affiliates, selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.
  - b) **Conflicting Assignment/job:** An Agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Agency to be executed for the same or for another Employer.
  - c) **Conflicting Relationships:** An Agency that has a business or family relationship with a member of the FSSAI staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the FSSAI throughout the selection process and the execution of the Contract.

The Agency has an obligation to disclose any situation of actual or potential conflict that impacts its capacity to serve the best interest of FSSAI, or that may reasonably be perceived as having this effect. Any such disclosure shall be made to FSSAI, immediately. If the Agency fails to disclose such situations and if the FSSAI comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its contract during execution of the assignment.

**g) PAYMENT**

1. The payment will be released to the agency on quarterly basis on receipt of invoice, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Section II of this document for assessment by the FSSAI. No advance payment will be made.
2. Payment will be released on quarterly basis on fulfillment of successful quarterly commitments. Agency should submit quarterly bills with clear indication of quarterly achievement.

**1.4 PENALTY CLAUSE**

- 1.4.1 The detailed Service Level Agreement (SLA) will be signed with successful bidder. Any breach in SLA will lead to penalty and later termination of the contract. All the documents/code/application etc. prepared and developed by

the bidder will be the property of the FSSAI. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the FSSAI, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the FSSAI, together with a detailed inventory thereof.

1.4.2 If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligations, the FSSAI may take a decision to cancel the contract with immediate effect. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.

1.4.3 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.

1.4.4 FSSAI will have the right to cancel the contract at any time without assigning any reason thereof.

## **1.5 PREPARATION OF BID**

All the bidders are requested to follow the instructions given below while up loading the bids. Proposal should be up loaded on two bid basis – separate technical and financial bids on GeM portal i.e. on <https://gem.gov.in/>.

### **1.4.1 Technical and Financial Bids**

- a) The technical bid should have the following: -
- i. Forwarding letter as per Annexure I on the bidding organizations printed letterhead.
  - ii. The bidder shall submit all documents as prescribed in **Annexure II** of the RFP document. All these documents should be properly referenced and numbered.
  - iii. The UTR details of submission of EMD should also be submitted along with the bid.
  - iv. Compliance and documentary proof of eligibility condition have to be provided as spelt out in clause 1.2 of Section I. Documentary proof sought in other clauses of this Tender Document should also be enclosed.

- v. **Figures and tables must be numbered and referenced in the text by that number. They should be placed as close as possible to the referencing text. Pages must be numbered consecutively within each section. The document which is not numbered and is not found in serial will be considered as “not found”.**
  - vi. A point to point compliance and self-declaration for acceptance of terms and conditions of tender document has to be submitted as per **Annexure V** of RFP.
  - vii. Undertaking (self-declaration on letter head) of total responsibility for the trouble free operation has to be provided.
  - viii. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of FSSAI has to be provided in case the information submitted by the agency is found to be false and/or incorrect in any manner, the agency can be suspended and/or debarred.
  - ix. All pages of the document submitted should be signed.
- b) The financial bid must contain the following:**
- a) Financial bid is to be submitted in prescribed xls format i.e. the BoQ uploaded along with the RFP.
  - b) While submitting the Financial Proposal, the firm shall ensure the following:
    - i. All the costs associated with the assignment shall be included in the Financial Proposal. These shall normally cover remuneration for all the Personnel, accommodation, travelling, printing of documents, taxes etc. The total amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumption, and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered nonresponsive and liable to be rejected.
    - ii. The Financial Proposal shall take into account all expenses and tax liabilities. For the avoidance of doubt, it is clarified that all taxes shall be deemed to be included in the price shown under different items of the Financial Proposal. Further, all payments shall be subject to deduction of taxes at source as per applicable laws.
  - c) It is further clarified that in no case the agency so appointed, will be entitled to payment beyond the fee quoted in the financial bid.

## **1.6 SIGNING OF BID**

The original and all documents of the bid shall be typed or written in legible hand

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and shall be signed by the bidder or a person duly authorized to sign the contract. The person or persons signing the bid shall initial all pages of the bid. The scanned copy of all such documents shall be uploaded with the proposal to be submitted online.

## **1.7 METHOD OF EVALUATION AND AWARDS OF CONTRACT**

1.7.1 Prior to evaluation of proposals, the FSSAI will determine whether each proposal is responsive to the requirements of the RFP. A Proposal shall be considered responsive only if:

- a) It is received in the specified format;
- b) It is received by the due date including any extension thereof;
- c) It contains all the information (complete in all respects) as requested in the RFP;
- d) It does not contain any condition or qualification;
- e) It has deposited Rs. 2,00,000/- (Rupees Two Lakh Only) as Earnest Money Deposit (EMD).

The FSSAI reserves the right to reject any Proposal, which is non-responsive and no request for alteration, modification, substitution, or withdrawal shall be entertained by the FSSAI in respect of such Proposals.

### **1.7.2 Evaluation of bids**

- a) Bidders are requested to submit all requisite documents as per the uploaded RFP along with their bids failing which the bids are liable to be rejected. A duly constituted Evaluation Committee will scrutinize and evaluate the bids for selection of an agency.
- b) From the time the bids are opened to the time the contract is awarded, the Agency should not contact the FSSAI on any matter related to its Technical and/or Financial bid.
- c) Any effort by the Agency to influence the FSSAI in the examination, evaluation, ranking of bids and recommendation for award of contract may result in the rejection of the agency's bid.

### **1.7.3 Criteria for Evaluation of Technical bid:**

The Evaluation Committee shall evaluate the technical bids on the basis of their responsiveness to the eligibility conditions mentioned in para 1.2 of RFP. The eligible technical bids shall then be evaluated as per evaluation criteria defined in **Annexure IV** of the RFP.

*It is mandatory for shortlisted agencies to make a presentation before the Technical Evaluation Committee on 21<sup>st</sup> December 2023. Absentees will not be considered for further processes.*

Only Agency obtaining a total score of 60 (on a scale of maximum of 100) or more on the basis of criteria for evaluation given in Annexure IV, would be declared technically qualified.

**Criteria for Evaluation of Financial bid:**

- (a) The Bidders, who qualify the first stage i.e. the Technical Evaluation, the tenderer shall be eligible to evaluate in financial bid.
- (b) The work will be awarded to the lowest quoted price bidder (L1) on the basis of RA (Reverse Auction) scheme.

**1.8 APPLICABLE LAW AND JURISDICTION**

This RFP, including all matters connected with this RFP, shall be governed by the Indian laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Delhi Court, if required.

**1.9 INSURANCE AND MEDICAL**

- a) It shall be the responsibility of the agency to insure their staff and equipment against any exigency that may occur at site. Agency will also take insurance cover for third party liability, which might occur due to damages caused to their manpower, equipment etc. FSSAI shall not be responsible for any such damages.
- b) Medical facilities (as per law) for professional including insurance of the professional on site will be provided by the Agency.

**1.10 INDEMNIFICATION**

- 1.10.1 Agency shall at times indemnify and keep FSSAI indemnified against all claims/damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this contract.
- 1.10.2 Agency shall at all times indemnify and keep FSSAI indemnified against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (agency) employees or caused by any action, omission or operation conducted by or on behalf of agencies.
- 1.10.3 Agency shall at all times indemnify and keep FSSAI indemnified against any and all claims by employees, workman, suppliers, agent(s) employed engaged or otherwise working for Agency, in respect of their wages, salaries, remuneration, compensation or the hike.
- 1.10.4 All claims regarding indemnity shall survive the termination or expiry of the contract.

### **1.11 FORCE MAJEURE**

- a) For the Purpose of this contract, “Force Majeure” means an event which is beyond the reasonable control of the party.
- b) The terms “Force Majeure” as implied here in shall mean an act of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely the Organization and the contractor. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy-two hours of the alleged beginning and ending thereof intimate the other party giving full particulars and satisfactory evidence in support of its claim.
- c) If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organization shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part. Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

### **1.12 FAILURE & TERMINATION CLAUSE**

Time and date of delivery and period of execution shall be essence of the contract. If 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 before the expiry of such periods, the FSSAI may without prejudice to any other right or remedy available to the agency recover damages for breach of the contract as under: -

- 1.12.1 Recover from the Agency as liquidated damages which will be charged by way of penalty, as specified in the Clause 1.4 (Penalty Clause).
- 1.12.2 Cancel the contract or a portion thereof by serving prior notice of one month to the Agency.
- 1.12.3 The FSSAI may take a decision to cancel the contract with immediate effect and/or debar/blacklist the bidder from bidding prospectively for a period of 3 years or as decided by the FSSAI or take any other action as deemed necessary.

### **1.13 AGENCY CODE OF CONDUCT AND BUSINESS ETHICS**

#### **a. Bribery and corruption:**

Agency are strictly prohibited from directly or indirectly (through intermediates or subcontractors) offering any bribe or undue gratification in any form to any person or entity and/or indulging in any corrupt practice in order to obtain or retain a business or contract.

**b. Integrity, indemnity & limitation:**

Agency shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the FSSAI. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suppression of material facts, such contract shall be voidable at the sole option of the competent authority of the FSSAI. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and the FSSAI or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the FSSAI on account of such fraud, misrepresentation or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.

**1.14 General Instructions:**

- a) For any clarifications, Social and Behavioral Change Division of FSSAI may be contacted at *iec@fssai.gov.in*
- b) Bids once submitted cannot be amended.
- c) Any Bid which does not quote for all items will be considered to be non-responsive and shall be rejected.
- d) The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency, without written consent of the FSSAI.

**SECTION  
II**

**SCOPE OF WORK / DELIVERABLE**

**1.1 INTRODUCTION**

The professional agency engaged for the work shall manage the PR and communications-related activities including social media for dissemination of information and creating awareness about FSSAI.

**1.2 SCOPE OF WORK**

**1.2.1 PR-related activities for FSSAI**

- i. Conceptualize and devise a communication strategy that builds on the strategic

- priorities of FSSAI.
- ii. To develop media and promotional strategy and suggest tools to execute the same.
  - iii. Strengthen the profile and Brand Image of FSSAI
  - iv. Create a strong voice with influencers to endorse the work undertaken by FSSAI.
  - v. Organize interviews for Chief Executive Officer/Chairperson/Union Minister/ Minister of State and Secretary (Health) etc. with leading publications/ news channels and radio stations nationally.
  - vi. Manage media relations and networks and improve their interaction with the FSSAI.
  - vii. Facilitate national media partnerships/alliances and manage crisis situations in times of need.
  - viii. Make all arrangements necessary for the media coverage/media management of any event when dignitaries from the Food Safety and Standards Authority of India are visiting any part of the country
  - ix. Engagement with vernacular/regional media on issues of importance to Food Safety and Standards Authority of India viz. Hindi, Assamese, Telugu, Tamil, Bengali, Kannada, Oriya, Marathi, Gujarati, Punjabi, Urdu, etc.
  - x. Designing and printing of creatives/illustrations on various aspects of FSSAI for various events, for release of advertisements, etc.
  - xi. Preparatory work for participation in various events by designing stalls and IEC materials through agency.
  - xii. Liaison with Central and State governments and create awareness.
  - xiii. Prepare press releases, news articles, messages, write-ups, features for publications in mainline print media in consultation with Food Safety and Standards Authority of India.
  - xiv. Arrange for press conferences, one to one meets, road-shows, safety awareness programs in schools & colleges etc. as and when instructed by Food Safety and Standards Authority of India.
  - xv. Content and designing of coffee table books, brochures, folders, newsletter, posters, advertisements, calendar etc. in consultation with Food Safety and Standards Authority of India.
  - xvi. Continuously monitoring and tracking all national and regional newspapers, magazines, TV channels, news websites, blogs and other channels of external communication at regular intervals for any news pertaining to food safety & FSSAI.

### **1.2.2 Development of Strategy for Crisis Communication**

In the event of unforeseen occurrences, which may have potential of creating negative perception about the FSSAI the Agency will have to take proactive steps to help the FSSAI representatives communicate effectively using various media vehicles and channels as deemed fit.



### **1.2.3 Social Media related activities**

- (i) Creation and Maintenance of FSSAI's Accounts/Handles/Channels on X (Twitter), Facebook, YouTube, Instagram, LinkedIn, WhatsApp and other social media platforms.
- (ii) Creation of relevant blog and forums wherein the participation of the target audience can be invoked.
- (iii) New Look, Updates and Engage with users
  - Give all FSSAI's Social Media Platforms a new look from time to time by putting up new creatives in line with overall theme/strategy approved by FSSAI, for the period of engagement.
  - Uploading creative on daily basis in form of infographics, images, gifs, videos, promos of events and programs etc. on various social media platforms, creation of interactive content like surveys, quizzes, etc. in consultation with FSSAI.
  - Daily informative and promotional updates (at least three updates on Facebook, X (Twitter), Instagram and on other platforms) in the form of relevant text, photos, Video, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with FSSAI.
  - Publicize all events/ exhibitions on all social media platforms.
  - Create relevant tagging & linkages of content on all platforms.
  - Manage live events through Facebook Live, Instagram, YouTube and X (Twitter).
- (iv) Query Management, Media Tracking and Reporting
  - All the queries received through Social media platforms must be replied to and addressed within 24 working hours in consultation with FSSAI.
  - Moderation of the all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
  - The agency must submit weekly, Effectiveness Analysis Report to FSSAI on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of FSSAI's on the Social Media Platforms and the results achieved.
- The components of the report would include:
  1. Social presence analysis
    - Social channel analysis (only FSSAI's)
    - Social Traffic analysis
    - Fan/followers growth
    - Comparative FB/Twitter/Instagram Engagement Analysis
    - Content Analysis of the most engaging type of post which led to success

on brand page

- Engaging Post
- Social Page Analysis

2. Buzz Report

- Share of voice
- Source Analysis
- Trend analysis
- Topic analysis
- Sentiment & Perception analysis

3. Influencer Report

- Influencers Identified
- Influencers Score
- Influencers Reached
- Amplification by Influencers

4. Providing feedback on best practices in marketing and promotion in countries across the world on Social Media as and when required by the FSSAI.

(v) Online Amplification and Social Media Campaigns

- Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Digital Marketing activity across both Paid Media and Non-Paid media avenues on Digital and Mobile campaign.
- Conceptualize, design and execute at least two digital campaigns and three innovative strategies on the basis of overall FSSAI's social media plan.

(vi) Key Influencer Program

- Conceptualizing, planning and executing a 'Key Influencer Program' on all FSSAI's Social Media platforms. The Influencer program will aim at engaging top 100 influencers in the Food/Agriculture industry and will also focus on blogs & forums and other social channels. The program will need to generate content for social channels and blogs, web listings, directory submissions etc and spread awareness about FSSAI's Social Media campaigns.

(vii) Social Media Monitoring Program

- Planning and executing a 'Social Media Monitoring Program' on all FSSAI's Social Media platforms. The program will undertake monitoring across 150-200 keywords and will also manage a Monitoring platform which will be both predictive and reactive in approach. The key Languages to be monitored will be Hindi and English.

(viii) Miscellaneous work

- Other related and miscellaneous work includes providing monthly strategic inputs for creative campaign.

**Note: At least Two social media expert is to be deployed on site at the premises of FSSAI.** They would have the requisite skill sets (as mentioned in s.no. 22 of Annexure II) to gather, collate, design, write contents and post contents on the social media websites under supervision of the FSSAI. They would be on site during office hours but remain available 24x7. Emphasis will be on good creative team having expertise in Infographics and content creation.

- Ensure that the viewership over social media site of the FSSAI increases substantially and increase its reach within a period of 12 months from the date of start of operation.
- To provide training, skill up-gradation and capacity building of the officers of FSSAI to handle social media sites through lecture, seminar, workshop, class room and online teaching etc.
- Any other works entrusted by FSSAI for sensitizing the people through social media Platform.
- During the contract period the agency should be able to reach at least 100 million people.
- To ensure that viewing and uploading on the managed Social Media sites (i.e. X (Twitter), Facebook, Instagram, YouTube etc.) is smooth and uninterrupted.

#### **1.2.4 Creative designing and repackaging:**

- a. Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of Government schemes and programs and policies etc. **The experts are also expected to make e-books, electronic version of other books and manage the graphic content of the website as and when required by the FSSAI.**
- b. Repackaging of the content (videos and photographs) into suitable formats (video packages and others). **On average repackaged videos of 30-40 seconds are expected as deliverables.**
- c. Uploading of repackaged and creative content on various social media platforms such as X (Twitter), Facebook, Instagram and YouTube etc.
- d. Above is to be done without any infringement of Intellectual Property Rights (IPR).

#### **1.2.5 Making the uploaded content viral / virility of content**

- a. Agency would be responsible to make the content viral on the internet and other social media sites. This will make the schemes, policies of

Government to reach on various social media platforms to the last mile on internet domain in real time basis.

- b. The agency should have capability to multiply the reach of content and promote content and make it viral to the most.

#### **1.2.6 Storage of Content:**

- a. Storage of raw footages/content and processed content (video packages) etc. for the purpose of archive in digital formats.
- b. Availability of archive content should be for at least 180 days.
- c. The Agency will submit the archived content to FSSAI within specified time in five copies.
- d. Creatives/Photos Bank- Creatives/Photos with cataloguing needs to be developed consisting of at least 100+ Creatives/Photos of high quality and high resolution aesthetic work of relevant activities and events.

#### **1.2.7 Pre and Post establishment support**

- a. Any kind of support with regard to smooth functioning of hardware equipment/software development.
- b. The agency should provide technical support 24x7 for maintenance of FSSAI's various Social Media Platforms through in-house staff.

#### **1.2.8 Manpower Requirement**

- a. At least two social media expert should have the requisite qualifications & experience (as mentioned in S.no. 22 of Annexure II) and will be responsible for managing Social Media Platform and PR works of FSSAI. In addition they would be responsible for creation of Graphic design, online design, and visualization of Social Media platform of FSSAI. The persons deployed should be adequately supported by a back office for every kind of support.
- b. Two persons with above competency shall be stationed in the FSSAI for day to day coordination during working hours and also during the emergent exigencies outside the working hours.

#### **1.2.9 Performance Review**

The agency will submit a process of Performance Review on periodic basis which will be appropriated and suitably amended (if required) and implemented.

### **1.2.10 Reporting**

The agency should suggest the number of reports eliciting periodicity, format and content of such report which should help the management of FSSAI to know the exact position of the efforts undertaken.

### **1.2.11 Data Security and Prevention of Fraud**

The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

**Covering Letter for Submission of Bid**

To

Manager (SBCD),  
Food Safety and Standards Authority of India  
2nd Floor, MMU Building, Temple Lane,  
Opp. Mata Sundari College for Women,  
New Delhi – 110002

Sir,

We are hereby submitting our bid, which includes Technical bid and financial bid. We hereby declare that all the information and statements made in this bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our bid is accepted, to start the services with immediate effect or as stipulated in the work order. We understand you are not bound to accept any bid you receive.

Yours  
sincerely,

Authorized Signatory [In full and attach authorization to represent the  
company]

Date:

(Seal)  
Name and Title of Signatory Name of Firm  
Address

**TECHNICAL BID FORMAT**

S. No.	Particulars	Document form	Page No. (in bid submitted)
1	Name of the Bidder (Agency)		
2	Whether brief profile of the agency is enclosed (Max 2-3 pages)		
3	Address of the Bidder (Agency)		
4	Year of establishment		
5	Type of Company (Proprietorship / Public Sector Unit/ Private Limited / Public Limited) (Attach MSME certificate if relevant)		
6	Name, Designation, address, email and mobile number of the officer to whom all references shall be made regarding this tender.		
7	Bidder should be registered in India (MSMEs to upload copy of the certificate)	Documentary proof	
8	Should have a local office in Delhi/NCR region	-Do-	
9	Bidders should not have been blacklisted by any of the State or Central Government organization.	Signed Affidavit	
10	Should not have been found guilty of any criminal offence by any Court of law.	Signed Affidavit	
11	Bidder should not have a conflict of interest in the assignment as specified in the bidding document.	Undertaking on letter head	
12	Compliance with the code of integrity as specified in the bidding document	Undertaking on letter head	
13	The agency must have annual turnover of a minimum of Rs. 2.40 crore average for the last three financial years (2019-20, 2020-21 & 2021-22)	Balance Sheets & documents certified by CA	
14	GST Registration Certificate	Copy	
15	PAN Registration	Copy	

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**Food Safety and Standards Authority of India**

16	The agency must have an experience of at least 3-3 years in Social Media handling and PR management and must have completed at least 2-2 projects worth Rs. 25 lakhs each for government agency such as Centre/State Govt, PSUs, etc.	Copies of the work orders of Social Media activities	
17	The agency must have an in- house production facility for production and editing of contents in all forms.	Undertaking on letter head	
18	The agency must have an in- house tools/applications/Software Development & management Team which has developed Social media tool and apps that runs on PCs and mobile devices.	Undertaking of in-house technical capability on letter head	
19	Agency supporting/ promoting any of the following content either in digital/physical format will be treated negative for business: a) Anti-National Content b) Pornographic & Trafficking Content c) Political Association d) Malicious Content e) Content Hurting Religious Sentiments f) Promoting Piracy in any form	Undertaking on letter head	
20	The agency must have expertise of running social media campaigns on X (Twitter), Facebook, Instagram and YouTube etc.	Self-certified copy of Images having run Social media campaigns	
21	The agency should deploy at least two social media expert daily in the FSSAI office for management of social media platforms in English & Hindi of the FSSAI and coordination purposes.	Undertaking for Deployment of two Social media manager in the letter head also.	



22	<p>The experts should be Graduate in any discipline preferably with a Post Graduate Degree or Diploma in Mass Communication with atleast 2 years of experience in Content Management for websites/social Media Account management and excellent skill in written &amp; spoken English &amp; Hindi, good working knowledge of MS Office/Excel, Photoshop, Adobe Premier, Video Editing Software, Graphics and Social Media management tools/applications, ability to collaborate with stakeholders, &amp; to perform under deadlines in a process-oriented multi-task activities etc., The experts must be well versed in graphic designing tools and have experience in graphic design/onlinedesign, visualization in multi-media activities in reputed organization. At least one of the experts must have a bachelor degree/diploma in Fine Arts/Graphic Design/animation from a recognized institution with 2 years“experience. The selected agency should be able to submit a panel of at least 6 experts amongst which the FSSAI would select two for managing social media platforms and PR works.</p> <p>Note: Emphasis will be on good creative team having expertise in Infographics and content writing.</p>	<p>Relevant Documents in Support of Qualification &amp; experience. Relevant Documentary proof</p>	
23	At least 10 Team members who are permanent employees of the agency, having been on the payroll for a minimum of 2 years.	Undertaking	
24	The software/tools etc. used by the Agency should be original and not pirated.	Undertaking	

Apart from above all requisite papers mentioned in the tender document are also enclosed.

Date

Authorized Signature (in full and in initials)

Name and Address and Title of the Signatory

Note: All documents should be in PDF format and have clarity (High Resolution)

**Financial Bid Format(BoO)**

To,

Manager (SBCD)  
Food Safety and Standards Authority of India  
FDA Bhawan, Kotla Road,  
New Delhi-110002

Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with your Tender document dated (insert Date). Our **Financial Bid** against the **Scope for work in Section – II as well as details defined in the tender document** is as mentioned below: -

Description of Items	Total price of one year for providing services for maintenance of Social media platforms for FSSAI [Inclusive of all the applicable Taxes (under GST,in rupees)]
Consolidated price for services as detailed under scope of work-deliverables in tender document including charges for deployment of two social media experts on full time basis with requisite qualifications & skill-set in Food Safety and Standards Authority of India (FSSAI) for one year relating to Social Media.	

Our bid shall be binding upon us up to period of validity as indicated in sub clause 1.1.3 of Section-1 General. We understand you are not bound to accept any bid you receive.

Yours sincerely,

Authorized  
Signatory [In full and initials] Name and Title of Signatory  
Name and address of the firm

Date

**EVALUATION CRITERIA (TECHNICAL)**

The agency must have an annual turnover averaging Rs. 2.40 Crore for the last three financial years (2019-20, 2020-21, & 2021-22)

The technical proposal shall be evaluated on the basis of parameters mentioned below:

S. No.	Criteria	Maximum Marks
1	Financial strength (average turnover) for last financial year years i.e. 2019-20, 2020-21 & 2021-22 (Minimum 2.40 crore) i. 2.40 Crore : 6 marks ii. 2.41– 3 Crore : 8 marks iii. More than 3 Crore : 10 marks iv. MSME/ startup : 10 marks	10
2	Past experience in similar projects in government agenciesuch as Centre/State Govt, PSUs, etc (minimum 3 years each in Social Media handling and PR management; average experience marking) i. Upto 3 years : 8 marks ii. Above 3 years and upto 5 years : 10 marks iii. More than 5 years : 15 marks iv MSME/ startup : 15 marks	15
3	No of similar projects completed in government agenciesuch as Centre/State Govt, PSUs, etc (minimum 2 each in Social Media handling and PR management; average marking) i. 2 to 4 projects : 8 marks ii. 5 to 7 projects : 10 marks iii. More than 7 projects : 15 marks	15
4	The presentation shall be evaluated on the parameters including i. Scope of work - 15 marks ii. A creative team having expertise in Infographics and content creation of the team tobe deployed in FSSAI. - 20 marks iii. A Social Media and PR Plan for FSSAI - 20 marks iv. Deployment of tools for Social Listening - 5 marks	60
	Total	100

**Note: Proposal obtaining a score of 60 or more marks will be declared as technically qualified proposal for opening of their financial bids.**

**TENDER ACCEPTANCE LETTER  
(To be given on Company Letter Head)**

Date: \_\_ / \_\_ / \_\_\_\_

To

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sub: Acceptance of Terms & Conditions of Tender.

Tender Reference No: \_\_\_\_\_

Name of Tender /Work: \_\_\_\_\_

Dear Sir,

1. I/ We have downloaded / obtained the tender document(s) for the above mentioned „Tender/Work“ from the web site(s) namely:

\_\_\_\_\_

\_\_\_\_\_ as per your advertisement, given in the above mentioned website(s).

2. I / We hereby certify that I / we have read the entire terms and conditions of the tender documents from Page No. \_\_\_\_\_ to \_\_\_\_\_ (including all documents like annexure(s), schedule(s), etc .), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.

3. The corrigendum(s) issued from time to time by your department/ organisation too has also been taken into consideration, while submitting this acceptance letter.

4. I / We hereby unconditionally accept the tender conditions of above mentioned tender document(s) / corrigendum(s) in its totality / entirety.

5. In case any provisions of this tender are found violated , then your department/ organisation shall without prejudice to any other right or remedy be at liberty to reject this tender/bid including the forfeiture of the full earnest money deposit.

Yours faithfully,

(Signature of the Bidder, with Official Seal)