



**Food Safety and Standards Authority of India**



Request for Proposal (RFP)

For

Empanelment of Multi-Media Creative Agencies

For

Food Safety and Standards Authority of India

For Two years

**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 to promote general awareness about food safety and food standards.

## 2. Purpose of the RFP

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

- 1) Designing of Creative/ Advertisement/ illustrations including its translation for printing in:
  - Print media
  - Social media
  - Any other media
  - Advertisement
  - Outdoor publicity
  - Trade Fair / Mela etc.
- 2) Development/production of audio-visual films/dubbing/translation/editing of various existing TVC's/films in Hindi, English and other vernacular languages.
- 3) Development/production of Radio jingles and editing/translation/dubbing of existing jingles.
- 4) Development of Web ads in Hindi, English and other vernacular languages.
- 5) Content Creation and designing and printing of Coffee table books, Booklets, Magazines, Brochures, Pamphlets, Flyers, Folders, Newsletter, Posters, Advertisements, Certificates, etc.
- 6) To develop media plan, public relations & media management.
- 7) Event Management for Exhibitions/ Seminars/ Conferences/ Meetings/ any other event/ outreach activity such as Melas/ Yatras etc/ designing and conceptualizing of Tableaux for Republic day parade and other such events. Conceptualizing, designing, fabrication lay out, performance, arrangements at the venue, hiring of equipment, fittings & furniture, purchase of consumables & merchandises, engagement of celebrities, back office

management, invitations & follow ups, Public Relations & media management, videos coverage of the event, impact assessment etc. and any other related services.

- 8) Supply of Caps, T- Shirts, Key Chain, Water Bottle, Pendrive, Face Mask, Lapel pins, ceramic jar, Jute Bag, Mugs, Gift items, Momentos etc. along with branding.
- 9) The above-mentioned scope of services is only an indicative list of the assessed tasks. The agency may be asked to perform all or part of the above listed services. Any other item/matter not specifically indicated above, which is required to be or may be specified by Rules and Regulations (GFR) or in respect of which provision is to be made by Rules and Regulations (GFR), shall be deemed to have been incorporated within the scope of the work pertaining to IEC publicity, outreach and citizen awareness. 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.

2.2 FSSAI requests for RFP from eligible Multi-Media creative agencies for preparation of a Panel of multi-media 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.

2.3 Empanelment of Multi -Media creative agencies (Maximum 15) would be done by an Empanelment Committee (EC) to be constituted by FSSAI.

### **3. Eligibility Criteria / Pre-Qualification Criteria**

**3.1 Experience:** The agencies must have their full-fledged Office/Branch in Delhi/NCR with sufficient manpower carrying out creative work like studio, scanning facilities, shooting and photography etc. It should have experience of at least 3 years' in production of creatives / print ads / tvc/radio jingles/web ads/ designing & fabrication of stall/lounges in fairs/other events of repute / handling social media requirements work of various Govt. Departments/Ministries, PSUs and other Govt. and semi-Govt. organizations, to be read with para 2 above.

**3.2 Annual Turnover:** An agency must have annual turnover of a minimum of Rs. 3.00 Crore for the last two financial years (2018-19 & 2019-20) and Rs. 1.00 Crore for the financial year 2020-21. 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):** A Demand Draft / Banker Cheque of Rs. 10,000/- (Rupees Ten Thousand only) drawn in favour of Sr. Accounts Officer, FSSAI payable at Delhi as Earnest Money Deposit (EMD) to be submitted in a separate envelope. The validity of the EMD must be upto 3 (three) months starting from the last date of submission of RFP. Bidders with MSME registration are exempted from EMD.

**3.4** It 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	06-04-2022
2	Last date for Submission of Responses to RFP	29-04-2022
3	Opening of the Technical Bids (Stage-I)	02-05-2022
4	Presentations by technically qualified bidder (Stage-II)	Date to be announced on FSSAI website

#### 5. Bid Document and its submission

5.1 The RFP is being invited in the form of Technical Bid super scribed as [“Technical Bid for empanelment of Multi-Media Creative Agencies”]. Technical Evaluation of only such bidders shall be taken up which fulfill the basic eligibility criteria.

Technical Bid must include a general background of the respondent agency, with information on the contact person for matters relating to this RFP. This part must include a letter indicating the interest of the agency in providing the services as they relate to the RFP. The letter must be on the respondent agency letterhead, signed by an official who is authorized to respond to the

RFP on behalf of the agency. Required artwork (coloured)/audio/video (2nos of each), as required in para 7, should also be attached with Technical Bid.

This part must also include a clear and concise summary of the respondent's qualifications and experience as they relate to the RFP. Information should include the following: core business activities and years in business; qualifications and experience of key personnel; description of similar work with client contact information in the formats given in **Annex**.

## **5.2 Copies of Response:**

Respondents must submit one (1) hard copy and one (1) electronic copy in pen drive of their response to this RFP to the designated point of contact by the date and time specified in this RFP.

## **5.3 Response Date:**

Responses to this RFP are due on the date specified in the table above before 15:00 hours. The Envelopes of EMD and Technical Bid should be kept in a bigger envelop superscribed as "RFP for empanelment of Multi-Media Creative Agencies 2022" and must be submitted to the designated point of contact as mentioned below i.e. Deputy Manager (SBCD), FSSAI, 2<sup>nd</sup> Floor, MMU Building, Temple Lane, Opp. Mata Sundari College for Women, New Delhi – 110002.

## **6. Applicable Rate for Work:**

The payment for the work shall be made at the rates not more than DAVP Rates wherever these are specified. For jobs/activities other than for which DAVP has not prescribed the 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 \_\_2 May 2022\_ at **11AM**.

## 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 a specified theme which shall be communicated to them beforehand. Stage-II will account for 60 points as per S.No. 5 to 9 of 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 15 agencies in order of the points obtained, beginning from the highest, will be shortlisted for selection.

SNo	Particulars	Marks
<b>Stage I (40 marks)</b>		
Bidders shall submit documents in specified format to FSSAI for stage I evaluation as per Form III		
1.	Number of creatives developed such as newspaper ads, Coffee table books, Booklets, Brochures, Pamphlets, Newsletter, Posters, Certificates, advertisements etc.	<b>Max 10 marks</b>
	Less than 30	2
	30-60	5
	60-90	7
	Above 90	10
2.	Number of TV/ Radio Jingles/ Audio-visuals developed	<b>Max 10 marks</b>
	Less than 5	2
	5-10	5
	10-15	7
	Above 15	10
3.	Number of events/ exhibitions/ trade fair/ tableaux/ lounges	<b>Max 10 marks</b>
	Less than 3	2
	3-7	5
	7-10	7
	Above 10	10

4.	Number of social media account handled	<b>Max 10 marks</b>
	Less than 2	2
	2-5	5
	5-7	7
	Above 7	10

**For Startup** (as defined in Ministry of Commerce and Industry , Department of Industrial Policy and Promotion notification dated 11<sup>th</sup> April, 2018)

SNo	Particulars	Marks
<b>Stage I (40 marks)</b>		
Bidders shall submit documents in specified format to FSSAI for stage I evaluation as per Form III		
1.	Number of creatives developed such as newspaper ads, Coffee table books, Booklets, Brochures, Pamphlets, Newsletter, Posters, Certificates, advertisements etc.	<b>Max 10 marks</b>
	Less than 20	2
	20-40	5
	40-70	7
	Above 70	10
2.	Number of TV/ Radio Jingles/ Audio-visuals developed	<b>Max 10 marks</b>
	Less than 4	2
	4-8	5
	8-12	7
	Above 12	10
3.	Number of events/ exhibitions/ trade fair/ tableaux/ lounges	<b>Max 10 marks</b>
	Minimum 1	2
	2-5	5
	5-8	7
	Above 8	10
4.	Number of social media account handled	<b>Max 10 marks</b>
	Minimum 1	2
	2-3	5
	4-5	7
	Above 5	10
<b>Stage II (60 marks)</b>		
Comprehensive Evaluation of strategy & creative inputs on specified theme** presented before Empanelment Committee (EC) by bidders qualified in Stage-I		

5.	Understanding and Communication strategy	20
6.	Print creatives	10
7.	TVC/ Radio jingle/ Web Ad	10
8.	Social Media handling	10
9.	Stall/ lounge exhibition	10

\*\*Theme for presentation will be intimated to the shortlisted agencies via email, separately.

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 equivalent amount of Rs. 50,000/- (Rupees Fifty Thousand Only) before taking up any work 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.

8.5 Empanelment does not guarantee that any work will necessarily be provided to an agency so empanelled.

## **9. Terms of Payment:**

The payment will be made at the rates agreed and not more than the DAVP rates on work to work basis after the completion as well as approval of the work by the Competent Authority and on the production of proper Invoice.

Payments for other jobs, not in the DAVP rate contract, shall be similarly made after following the due process as mentioned in para 6 of this RFP.

## **10. RFP Cancellation and Removal of agency from the empanelled list:**

10.1 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.

10.2 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.

## **11. 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

## **12. Designated Point of Contact**

FSSAI's official single point of contact for this RFP and the delivery point for responses and correspondence is:

Deputy Manager (SBCD)  
Food Safety and Standards Authority of India  
2<sup>nd</sup> Floor, MMU Building, Temple Lane,  
Opp. Mata Sundari College for Women,  
New Delhi - 110002  
Telephone No.- 8390908814

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

<b>I. General Information</b>			
<b>Particulars</b>		<b>Details to be Furnished</b>	
<b>Details of the Respondent</b>			
Name			
Address			
Date of incorporation			
Commencement of business Date: ROC Ref:			
Status (Public Ltd., Pvt. Ltd/ Proprietorship, etc.)			
Telephone		Fax	
E-mail		Website	
<b>Details of the Contact Person</b>			
Name			
Designation			
Address			
Telephone		Email	

**Form II – Financial Details of the Respondent**

<b>II. Financial Details</b>	
<b>Turnover for last three Financial Years ( 2018-19, 2019-20 &amp; 2020-21) as evidenced by audited financial statements</b>	
<b>Turnover:</b> <b>2018-19</b> <b>2019-20</b> <b>2020-21</b>	

<b>Form III. (to be filled separately for each different work order)</b>		
<b>S. No.</b>	<b>Item</b>	<b>Details to be furnished</b>
<b>General Information</b>		
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)	
<u>7</u>	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)	
<u>8</u>	Number of TV/ Radio Jingles/ Audio-visuals developed (Attach copy of work order alongwith videos)	
<u>9</u>	Number of events/ exhibitions/ trade fair/ tableaux/ lounges (Attach copy of work order alongwith creatives)	
<u>10</u>	Number of social media account handled (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:

### **13. 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
  - 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.
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.

### **14. 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.

### **15. 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), what so ever and without thereby incurring any liability towards the affected tenderers(s) on this ground.

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**BID SECURITY DECLARATION**  
(On Bidders Letter head)

Date: .....

To

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

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..... .