

F. No. IEC-33012/1/2021-IEC-FSSAI-Part(2)  
**भारतीय खाद्य संरक्षा एवं मानक प्राधिकरण**  
**Food Safety and Standards Authority of India**  
(खाद्य संरक्षा एवं मानक अधिनियम, 2006 के तहत स्थापित एक वैधानिक प्राधिकरण)  
(A Statutory Authority established under the Food Safety and Standards Act, 2006)  
**(एस .बी .सी. विभाग)**  
(S.B.C. Division)  
**दूसरी मंजिल, एमएमयू बिल्डिंग, नई दिल्ली- 110002**  
**2<sup>nd</sup> Floor, MMU Building, New Delhi – 110002**

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**Dated, the 19<sup>th</sup> January, 2023**

**To**

All Empanelled Agencies (**Annexure-A**)

**SUBJECT: LIMITED TENDER FOR INVITING BIDS FOR DEVELOPMENT OF NINE SCRIPTS AND VIDEOS ON NINE TYPES OF MILLETS.**

Food Safety and Standards Authority of India invites sealed bids under Limited Tenders from Empanelled agencies with this office for development of nine scripts and videos on nine types of Millets as per requirement provided to the agency in compliance of terms and conditions stipulated in the tender document.

02. The tender document is available on the FSSAI website at [www.fssai.gov.in](http://www.fssai.gov.in). The duly filled in Tender Document may be dropped in the tender box at Food Safety and Standards Authority of India, 2<sup>nd</sup> Floor, Dental Council of India Building, Kotla Road, Temple Lane, Opp. Mata Sundari College for Women, New Delhi – 110002 latest by 12:00 hrs on 09.02.2023.

**Address of communication:** Assistant Manager (SBCD), Food Safety and Standards Authority of India, 2<sup>nd</sup> Floor, Dental Council of India Building, Kotla Road, Temple Lane, Opp. Mata Sundari College for Women, New Delhi – 110002.

Assistant Manager (SBCD)  
Food Safety and Standards Authority of India  
Email: [iec@fssai.gov.in](mailto:iec@fssai.gov.in)

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Dated, the 19<sup>th</sup> January, 2023

**LIMITED TENDER FOR INVITING BIDS FOR DEVELOPMENT OF NINE  
SCRIPTS AND VIDEOS ON NINE TYPES OF MILLETS**

**1. SUBMISSION OF BID:**

1.1 Submission, acceptance and rejection: - A tender in sealed cover superscribing "*Rates for development of nine scripts and videos on nine types of millets*" on a prescribed Price Bid format should be dropped in the tender box in Food Safety and Standards Authority of India, 2<sup>nd</sup> Floor, Dental Council of India Building, Kotla Road, Temple Lane, Opp. Mata Sundari College for Women, New Delhi – 110002. **The last date & time of bid submission is 09.02.2023 at 12:00 hrs.**

1.2 Tenders which are not complete in all respects are liable to be rejected.

1.3 For any queries/details required, the bidders may contact Deputy Manager (SBCD), FSSAI.

2. Non-transferability: This tender is non-transferable.

**3. SCOPE OF WORK**

FSSAI intends to development of scripts and videos (Nine videos) [40 to 50 second each] on nine types of Millets. Brief details of millet is given as **Annexure-B.**

(a) Development of the nine scripts of following nine types of Millets:

**(i)** Pearl Millet (Bajra), **(ii)** Sorghum (Jowar), **(iii)** Finger Millet (Ragi/Mandua), **(iv)** Little Millet (Kutki), **(v)** Foxtail Millet (Kanngani/ Kakun), **(vi)** Kodo Millets (Kodo), **(vii)** Barnyard Millet (Sawa/sanwa/Jhangora), **(viii)** Proso Millet (Cheena) and **(ix)** Browntop Millet (Korale).

(b) Production of videos as per approved nine scripts 40 to 50 second each.

(c) Dubbing of nine videos in English language.

4. The person signing the tender document should be an authorized person to submit quotation on behalf of the agency/firm, in case other than the Owner/Director/Managing Director.

5. The price bid format is given as **Annexure-C**.

6. The financial bid/details should be quoted clearly stating price, taxes and other charges, if any. Figures in Indian Rupees (in numeric as well as in words are required to be mentioned).

In case no mention is made towards Taxes, if any, GST, the price quoted shall be considered as inclusive of all applicable statutory taxes and no consideration thereafter under any circumstances shall be pertained.

## 7. Bid Opening

7.1 Tender Box will be opened by the Tender Opening Committee on **09.02.2023 at 2:00 PM**.

7.2 The date for bid opening will be communicated later.

7.3 Bidder should depute his / their representative alongwith authorization letter to participate in the opening of bid.

## 8. Evaluation Criteria:

8.1 The agency will make a presentation for scripts of nine types of Millets for production of videos on **09.02.2023 at 3:00 PM** at 2nd Floor, MMU Building, Opposite Mata Sundari College, New Delhi. The agencies are required to submit the one hard copy of their concepts or scripts for production of the videos (Technical Stage).

8.2 The technical evaluation will be done on the basis of presentation given by the agencies on scripts of nine types of Millets for production of videos. *The agencies secured minimum 65% score in Technical evaluation as mentioned in table given below will be eligible for financial evaluation.* The parameters for technical evaluation & scoring are given below:

S. No.	Parameters	Total Marks (50)
I.	Clarity of Message	10
II.	Overall coverage of the topic	20
III.	Simple language	10
IV	Emphasis on Nutritional Aspects	10
	Total	50

## 9. Financial Evaluation:

9.1 The Bidders, who qualify the first stage i.e. the Technical Stage (*as per para 8.1 and 8.2 above*), the tenderer shall be eligible to evaluate in financial bid.

- 9.2 The Authority may reject any bid/bids, if the same are found to be unresponsive or unsuitable either because they represent deficiencies in complying with the enquiry.
- 9.3 No error, overwriting / correction shall be permissible unless attested under the signature of the bidder with date and seal.
- 9.4 The work will be awarded to the lowest quoted price bidder (L1).
- 9.5 In case two bidders quote equal price, the bidder offering faster delivery shall be declared successful. The decision of this organisation will be final and binding on the bidders.
- 9.6 Validity of Bids: The Bids should remain valid for a period of 90 days from the last date of submission of the Bids.

**10. Award of Contract:**

By the process of evaluation of bids, the Financial Evaluation Committee will prepare ranking list of bidders and award the contract to the L-1 bidder subject to fulfilment of prescribed conditions as mentioned in para 9 above.

**11. Performance Guarantee:** The successful bidder shall furnish Performance Security to the FSSAI which shall be equal to 3% of the value of the contract within 05 days of receipt of the work order and shall be in the form of a bank guarantee from a nationalized / scheduled bank. Performance Bank Guarantee (PBG) should be valid for 60 days beyond the tentative date of completion of entire work. No interest will be given to agency on PBG.

**12. Deliverables and Timelines**

The videos should be delivered as per the following scheduled from the date of issue of the work order to the selected agency:

Qty of Video	Delivery Time
First 3 videos	Within 15 days
Next 3 videos	Within next 15 days
Next 3 videos	Within next 15 days

**Delivery format:** All video materials shall be delivered as a HD mixed Master (Digital file format) HD unmixted Master Clean non texted versions of the film including Supers, Graphics, Maps, Titles (including opening title sequence) should be provided to FSSAI. One copy of the master with all versions, footage to be delivered on a HDD through hard disc, Hard drive properly labeled for easy understanding.

**13. 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) Without prejudice to generality of the foregoing and subject to force majeure, the parties to this contract treat time as the essence of this contract and it is an additional condition of the Contract that in the event of failure of the Successful Agency to complete any assignment within the stipulated time or if the work remains uncompleted/or incomplete at any stage with reference to time prescribed and reason for delay cannot be satisfactorily substantiated, without prejudice to the other remedies available to the FSSAI under this contract and in Law, the Successful Agency shall be liable to pay FSSAI Liquidated Damages @ 0.5% of the value of the contract which the parties to the contract having agreed to as reasonable preestimate of the losses to FSSAI arising on account of such failure, subject to upper ceiling.

(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.

#### **14. Penalty:**

In case the agency fails to complete the work as per the FSSAI requirement within stipulated period penalty of 0.5% of the total value of the project will be charged as penalty for every week of delay, upto maximum of 5% of the total value of the project.

#### **15. Transfer and Sub-letting:**

The agency has no right to give, bargain, sell, assign or 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.

#### **16. 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.

**COPYRIGHT:** The script provided to the bidders for quoting their rates and the finally developed films will be the sole property of National Council of Science Museums. The successful Tenderer under no circumstances will sell, lease, use, lend or donate the script and films, wholly or partly, to any other client. Also, the images, videos and other material to be used in the film should be copyright free.

**17. Other Conditions:**

- (i) The selected agency will be sole responsible for correctness of word used during production and dubbing of videos.
- (ii) No advance payment will be made. However, the payment will be released after satisfactory completion of the work and receipt of invoice.
- (iii) The FSSAI reserves the right to accept or reject any or all the offers without assigning any reason what so ever.
- (iv) FSSAI can withdraw/terminate the contract at any time in case the services are not found satisfactory and or without assigning any reason.
- (v) For any legal dispute in the matter, the jurisdiction shall be of court at Delhi/ New /Delhi.

Assistant Manager (SBCD)  
Email:-[iec@fssai.gov.in](mailto:iec@fssai.gov.in)

## List of Empanelled agencies for FSSAI

S. No.	Name of Agency	Email ID
1	<b>M/s Yaap Digital Pvt Ltd</b> Unit No. 430, 4th Floor Vatika Atrium, Golf Course Rd, A Block, DLF Phase 1, Sector 53, Gurugram, Haryana 122002	<a href="mailto:nand.lal@yaap.in">nand.lal@yaap.in</a>
2	<b>M/s Sharad Advertising Pvt. Ltd</b> 184, Patparganj industrial Area, Delhi-110092	<a href="mailto:info@sharadadvertising.com">info@sharadadvertising.com</a>
3	<b>M/s Vivid India Advertising &amp; Marketing</b> 401&411, Deepshikha, 8 Rajendra Place New Delhi-110008	<a href="mailto:vividindia.kamal@gmail.com">vividindia.kamal@gmail.com</a> <a href="mailto:vividindia.creative@gmail.com">vividindia.creative@gmail.com</a> <a href="mailto:kamaljaitly2009@gmail.com">kamaljaitly2009@gmail.com</a>
4	<b>M/s Adknack Advertising</b> 3rd Floor, Bhanot Chambers, 3LSC, Aram Bagh, New Delhi-110055	<a href="mailto:adknackcreative@yahoo.com">adknackcreative@yahoo.com</a>
5	<b>M/s Super Ad Creative Media Pvt. Ltd.</b> 9/13, First Floor East Patel Nagar New Delhi-110008	<a href="mailto:superads.media@gmail.com">superads.media@gmail.com</a>
6	<b>M/s Panchtatva Advertising</b> H.O. 613 A, 614, 6th Floor, Jaina Tower-I District Centre, Janak Puri, New Delhi- 110058	<a href="mailto:panchtatvaadv@gmail.com">panchtatvaadv@gmail.com</a> <a href="mailto:adpanchtatva@gmail.com">adpanchtatva@gmail.com</a>
7	<b>M/s Expression 360 Services India Pvt. Ltd.</b> 306-309, 3rd Floor, Pratap Bhawan, 5 Bahadour Shah Zafar Marg, New Delhi-110002	<a href="mailto:connect@expression360.in">connect@expression360.in</a>
8	<b>M/s Sanket Communication Pvt. Ltd.,</b> E-1/13, 3rd Floor, Main Road, Malviya Nagar, New Delhi- 110017	<a href="mailto:lalan_sanket@yahoo.com">lalan_sanket@yahoo.com</a>
9	<b>M/s Bubna Advertising</b> 4316/3, Ansari Road, Darya Ganj, New Delhi- 110002	<a href="mailto:rajesh.sood@bubnaadvertising.com">rajesh.sood@bubnaadvertising.com</a> <a href="mailto:mukesh.jha@bubnaadvertising.com">mukesh.jha@bubnaadvertising.com</a>
10	<b>M/s Adman Advertising</b> 201-202, Mohan Complex, H Block LSC, Ashok Vihar, Phase-I, Delhi- 110052	<a href="mailto:adman.ads@gmail.com">adman.ads@gmail.com</a>
11	<b>M/s DOT Communications</b> H.O. 209-210, 2nd Floor, Gagandeep Building Rajendra Place , New Delhi-110008	<a href="mailto:dotcommunication01@gmail.com">dotcommunication01@gmail.com</a>

**Brief note on Millet**

Millets are consumed worldwide for their high nutritional value and wide availability in various forms. As year 2023 has been declared as 'International Year of Millets' by the United Nations, FSSAI, under the aegis of Ministry of Health & Family Welfare, strives to promote nine widely known millet cereals to bring it to the plate of every individual among all age groups.

Development of the scripts of following nine types of Millets:

- (i) Pearl Millet (Bajra),
- (ii) Sorghum (Jowar),
- (iii) Finger Millet (Ragi/Mandua),
- (iv) Little Millet (Kutki),
- (v) Foxtail Millet (Kanngani/ Kakun),
- (vi) Kodo Millets (Kodo),
- (vii) Barnyard Millet (Sawa/sanwa/Jhangora),
- (viii) Proso Millet (Cheena)
- (ix) Browntop Millet (Korale)

**Target viewer of TVC-** People at Large

**Message of TVC -**

- To spread awareness about nutritional value in each millet cereal.
- To promote health benefits of each millet cereal.
- The variety of recipes in which each millet cereal can be served.
- Source of information (reference) should be indicated.



### Financial Bid Format

#### Development of Videos

S. No.	Title of Videos	Rate per video	Quantity of video	Total Rate	GST	Net Price including GST
1	Production of nine videos on nine types of Millets 40 to 50 second each  (Cost including script writing and dubbing in English)					

Time duration of delivery of above mentioned nine videos:

Quantity of Videos	As per RFP	As per Bidder
First 3 videos	15 days	
Next 3 videos	30 days	
Next 3 videos	45 days	

Note: Bids of bidders not adhering to the timelines as per RFP may be summarily rejected.