

F. No. IEC-33012/1/2021-IEC-FSSAI  
**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 11<sup>th</sup> November, 2022**

**To**

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

**SUBJECT: LIMITED TENDER FOR INVITING BIDS FOR DEVELOPMENT OF SCRIPT AND VIDEOS ON MILLET.**

Food Safety and Standards Authority of India invites sealed Limited Tenders from Empanelled agencies with this office for development of scripts and videos on Millete 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 30.11.2022.

**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 11<sup>th</sup> November, 2022

**LIMITED TENDER FOR INVITING BIDS FOR DEVELOPMENT OF SCRIPTS  
AND VIDEOS ON MILLET**

**1. SUBMISSION OF BID:**

1.1 Submission, acceptance and rejection: - A tender in sealed cover superscribing "***Rates for development of scripts and videos on millet***" 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 30.11.2022 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 video (one videos) [40 to 50 second] on millet. Brief details of millet is given as **Annexure-B**.

(i) Development of the concept or scripts on Millet.

(ii) Production of one video 40 to 50 second.

(iii) Dubbing in English language.

(iv) Delivery in the format: The final product should be delivered in Pen drive (master Copies) along with all the shooting material.

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 30.11.2022 at 4:30 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 concept or scripts for production of video on 30.11.2022 at 2:00 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 Bidders, who qualify the first stage i.e. the Technical Stage, the tenderer shall be eligible to evaluate in financial bid.
- 8.3 Eligibility of tenderer will be based on clear Rates Quoted and delivery time.
- 8.4 No error, overwriting / correction shall be permissible unless attested under the signature of the bidder with date and seal.

## **9. Evaluation of bids:**

- 9.1 The Bidders, who qualify the first stage i.e. the Technical Stage (*as per para 8.1 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 The work will be awarded to the lowest quoted price bidder (L1).
- 9.4 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.
- 9.5 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 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 within 15 days from the date of issue of the work order to the selected agency.

## **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) 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**

The International Year of Millets stands to provide a unique opportunity to increase countrywide production, ensure efficient processing and consumption, promote better utilization of crop rotations, and encourage better connectivity throughout food systems to promote millets as a key component of the food basket.

Millets are among the first plants to be domesticated and are considered "Nutri-cereals" due to their high nutritional content.

**Target viewer of TVC-** People at Large (Motivates all age group to keep millet in plate).

**Message of TVC -**

- Elevate awareness of the contribution of millets to food security and nutrition
- Benefits of regular use of millet
- Why we are celebrating an International year of millet
- Varieties of millets available across the country
- Regular use of millet in any form has superior nutritional properties compared to regular fine cereals.

**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 40 to 50 second Millet Video (Cost including script writing and dubbing in English)					

**Time duration of delivery of above mentioned video:\_\_\_\_\_**