

**Agricultural and Processed Food Products Export Development Authority  
(APEDA) Ministry of Commerce & Industry, Government of India**

Date: 21/11/2015

**DETAILS FOR SUBMISSION OF BIDS FOR ORGANISING PROMOTION OF  
INDIAN FOOD PRODUCTS IN NAIROBI KENYA FROM 15<sup>TH</sup> - 17<sup>TH</sup>  
JANUARY 2016 AND DAR E SALAAM (TANZANIA) FROM 20<sup>TH</sup> -22<sup>ND</sup>  
JANUARY 2016.**

APEDA proposes to conduct Buyer Seller Meet & Promotion Programme of Indian Food Products (Indian Ethnic & Snack Food Products, Fruit Pulp and Juices, Ready to Eat, Cereals and Cereal Preparations at Nairobi (Kenya) from 15-17 January 2016 and Dar e Salaam (Tanzania) from 20-22<sup>ND</sup> January 2016. Accordingly, bids (technical & financial) are invited separately in sealed cover. The details of eligibility, activities and Scope of Work are as follows:

**1. ELIGIBILITY FOR SUBMISSION OF BIDS**

Agencies having following minimum eligibility are hereby invited to bid for the Limited Tender for organising the event(s) on turnkey basis.

**1.1** Must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable may be quoted in the technical bids format (Annexure-A) and copy of the certificate/proof must be attached. These documents should be in the name of applicant organisation only and not that of group/sister organisations. In other words, name of applicant organisation should be same in all the documents submitted.

**1.2** A bidding agency must have team of professionals with minimum of 5 years experience in conceptualizing, designing and organizing exclusive Food industry events of national and international repute on turnkey basis. And should have been associated as part of the core team that organized at least 3 international Food Industry events in the past five years.

**1.3** The annual turnover of the bidder company must be at least Rs. 5 crores or above for the past 3 years including 2014-15. (to be certified by CA).

**1.4** Submission of EMD in the form of DD for the amount of Rs. 50,000 in favour of "APEDA" payable at New Delhi is essential for the bid without which the bid offer will be rejected. The above information has to be provided as per Annexure 'A' enclosed with this bid document

## **2. SCOPE OF WORK**

**2.1** Identification of a prominent space/stores/venue/hotel in Nairobi for buyer seller meet and media walk in consultation with Embassy of India, payment on this account will be made directly to the Embassy on actuals.

To create an ambience through back-drop, standies & other publicity tools.

Invite & RSVP trade and media with at least 40 top food importers, journalists, prominent food bloggers and editor level columnists. List to be shared in advance and attendance to be ensured.

Coordinating with the exporters selected as part of the delegation visiting for buyer seller meet.

**2.2** Organise an exclusive lunch / dinner (On day 1) in consultation with Embassy of India, payment on this account will be made directly to the Embassy on actuals.

Invite and RSVP food journalists, leading food importers of various super markets, hi-end restaurants and purchase heads of hotels.

A total of 75 pax to be invited.

**2.3** Create and release advertisement for the local media (reputed National newspapers) and press release for the media attending the event in consultation with Embassy of India, payment on this account will be made directly to the Embassy on actuals or to the agency on the recommendation of the Embassy. Publicity through Facebook and other social websites. A hash tag is to be created as also a Facebook page detailing the event schedules.

**2.4** Agency to arrange for shipment of food products (approx. 750 kgs. each) from Delhi to the given locations in both Dar e Salaam & Nairobi.

**2.5** To arrange in store promotion of the Indian food products for 2 days each at Dar e Salaam & Nairobi.

**2.6** Design, artwork & print the information brochures on Indian food (content to be vetted by APEDA) as also publicity material i.e., brochures, flyers, leaflet, backdrop, standees, etc for the event. Publicity material to be printed and distributed across all events.

\*The above brochures should provide information about Indian Food ingredients, their relevance to the cuisine of Tanzania & Kenya, types, varieties, food, How products sourced from India can add a rich variety to local cuisine etc. so as to present Indian food as a promising product for foreign consumers.

**2.7** Organise all licenses/clearances related to organizing the event required in Dar e Salaam & Nairobi.

**2.8** Organise Audio/Video, sufficient crockery (as also utensil washing facility) and all necessary items for the success of the event as per the above guidelines.

**2.9** Engage a reputed PR company to host the journalists/media/introduction of trade to the Indian food companies and importers and also follow-up publicity generated during the event including photos and video.

*Booklet type 1	Size A 5 12 to 16 pages/leafs Cover page (GSM 250) Remaining pages (GSM 150)	1000
*Brochures type 2	(A4) 4 pages (GSM 200)	3000

### **3. GENERAL**

**3.1** The agency should facilitate promotion of Indian food products in the mainstream population of both Tanzania & Kenya.

**3.2** The selected bidder will be responsible to ensure that suitable manpower is present at the site for setting up and maintenance of the venue and coordination of the event till the end.

### **4. TERMS AND CONDITIONS**

**4.1** The approved bidder will work under the directions and guidance of APEDA. It shall be the sole responsibility of the bidder to ensure all activities undertaken by them for APEDA are in accordance with the legal framework.

**4.2** The financial bid should on bidder's letterhead mentioning the charges and should be inclusive of taxes.

**4.3** It shall be responsibility of the agency to ensure applicability of local laws in respect of the manpower hired by them.

**4.4** APEDA requires that bidders under this contract observe the highest standard of ethics during the period of agreement and free from any vigilance enquiry. The bidders have to bear the cost associated with the preparation and submission of tender documents to APEDA.

**4.5** APEDA will reject a proposal for award of work if it is determined that the agency recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

**4.6** Agency will indemnify APEDA against any claims, loss, suit, liability or judgment suffered.

**4.7** A self certified undertaking has to be submitted mentioning that they have not been blacklisted by any government organization and the same is not applicable as on date.

**4.8** Selected vendor has to submit the soft copy (in cdr format) of final design of the venue, panels prepared for APEDA alongwith the report of APEDA's participation, an album containing at least 50 number of coloured photographs (5"x7") each for both the locations before settlement of final payment.

**4.9** For interpretation of any clause of this document, the decision of Chairman APEDA would be final and binding on both the parties i.e., bidder and APEDA.

**5.0** Interested eligible agencies should submit their bids as per Annexure-A with supporting documents including earnest money (EMD) of Rs. 50,000/- (Rupees Fifty Thousand only) in the form of demand draft drawn in favour of APEDA payable at New Delhi. The EMD will be refunded to the unsuccessful bidder after the selection of the vendor. For the selected bidder, EMD amount would be adjusted in the final payment.

## **5. GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS**

**5.1** Sealed technical and financial bids in separate envelopes are required to be submitted mentioning the name of the event at the envelope within 7 days from the date of release of this advertisement. Bidders may note that conditional bids are not allowed and would be rejected summarily.

**5.2** Cover 1- EMD: Containing Earnest money in the form of a DD of Rs. 50,000/- in favor of APEDA, payable at New Delhi.

**5.3** Cover 2- Technical Bid: Superscribe the name of the event and "Technical Bid" as per Annexure – A. The show concept/design of the event, decoration plan etc. as indicated above must be submitted in hard copy as well as on CD.

**5.4** Cover 3- Financial Bid: Superscribe the name of the event and "Financial Bid" as per Annexure B, duly dated, with breakup of each component suggested separately in Indian Rupees only. The applicable tax, if any, should

be clearly mentioned and financial bid should be inclusive of taxes.

## **6. SELECTION PROCEDURE**

**6.1** A Committee in APEDA will carry out a preliminary screening of the bidders and will shortlist the bidders fulfilling the prescribed eligibility requirements. The short listed bidders may be required to make technical presentation before the selection committee.

**6.2** The agency will be shortlisted on the basis of their strength depicted through technical presentation & past background.

## **7. OPENING OF FINANCIAL BIDS**

**7.1** The financial bids of shortlisted bidders on technical ground will only be opened. The bidders quoting the lowest prices will stand selected on L1 basis.

**7.2** Selection Committee reserves the right to withdraw the announcement, accept or reject any or all the bids at any time prior to award of contract/order, without assigning any reasons and without incurrance of any liability on APEDA. APEDA also reserves the right to negotiate the prices with the selected bidders to bring down the prices.

## **8. PRE-BID MEETING**

**8.1** A pre bid meeting will be organized on 26/11/2015 at 3.00 PM at APEDA, New Delhi.

## **9. TERMS OF PAYMENT**

**9.1** Payments to the successful bidder will be made as per following schedule:

**9.2** An advance up to 50% of the total cost, on submission of proof of expenses incurred or against bank guarantee of equal amount.

**9.3** Balance amount would be released on completion of the event pursuant to receipt of satisfactory report of the officer(s) deputed for the event.

**9.4** The Bidder has to bear all the costs associated with the preparation and presentation.

## **10. SUBMISSION OF BIDS**

**10.1** Bids shall be submitted by the bidder with supporting documents in a sealed envelope in the following manner:

**Cover Containing Annexure - A (Technical Bid)** duly filled in with supporting documents. The cover could be sealed and marked as **“TECHNNICAL BID FOR ORGANISING BRAND PROMOTION OF INDIAN FOOD IN THE TANZANIA & KENYA”**

**Cover Containing Annexure - B (Financial Bid)** duly filled in for the bid value in Indian Rupee as per the Scope of Work and terms & condition of the Tender document. The applicable tax, if any, should be clearly mentioned separately. However, financial bid should be inclusive of taxes. The cover should be sealed and marked as for **“FINANCIAL BID FOR ORGANISNG BSM & PROMOTION OF INDIAN FOOD IN THE TANZANIA & KENYA”**

**11. PERFORMANCE ASSURANCE :-** If performance of the agency is not upto the mark or is less in any of the deliverables/the measurable output is less than envisaged as per scope of work, then a part of the total bid value as deemed appropriate will be deducted by APEDA at the time of final payment. Decision of APEDA shall be final in this regard.

12. This announcement has been released on 22/11/2015 and the last date for receipt of bid 30/11/2015. The complete applications should be addressed to:

**Shri S S Nayyar,**  
**General Manager (B&F)**  
APEDA 3rd Floor,  
NCUI Building,  
3, Siri Institutional Area,  
Opp. Asiad Village,  
August KrantiMarg,  
New Delhi -110 016  
Telefax: 011-26526186

**TECHNICAL BID FOR BRAND PROMOTION OF INDIAN FOOD IN TANZANIA & KENYA**

SL no.	Particulars	Details
1	Name of Organisation	
2	Correspondence Address	
3	Contact Person	
4	Contact Details Telephone No. Fax No. Cell No. Email:	
5	Profile of the agency including the staff strength on payroll	
6	Minimum of 5 years experience in conceptualizing, designing and executing the events on turnkey basis for organizing exclusive food industry events of national and international repute. (Please provide details)	
7	The bidder must have organized at least 3 international food events in the past five years. (Please provide details of the international food based events organized in the past five years)	
8	Annual Turnover for past 3 years for organising exclusive food event. A CA certificate certifying the turnover of the applicant bidder for the last 3 financial years including 2011-12, 2012-13, 2014-15 exclusively on organising food events must be enclosed. The turnover should be in the name of applicant organisation only and not that of group/ sister organisations.	
9	The agencies should have Kenyan and Indian Chefs of International repute on their panel	

10	Details of work/ services being offered	
11	Self attested photocopies of latest Income Tax Returns for the last 3 years and self attested photocopy of the PAN Card. These documents should be in the name of applicant organisation only and not that of group/sister organisations. In other words, name of applicant organisation should be same in all the documents submitted.	
12	Details of EMD of Rs. 50,000/- submitted.	
13	Permanent Account No. (Self certified copy)	
14	Services Tax/VAT No. (Self certified copy)	
15	Tan No. (Self certified copy)	
16	List of Clients	
17	A self certified undertaking has to be submitted mentioning that they have not been blacklisted by any government organization and the same is not applicable as on date.	
18	Other relevant details, if any	
19	List of Enclosures	

I/We hereby certify that the information given above is true and nothing has been concealed. It is further certified that neither the organization nor any of the officials of the organization have resorted to unethical practices and no investigation/vigilance agencies/courts.

\_\_\_\_\_ Signature

\_\_\_\_\_ Name

\_\_\_\_\_ Designation

With Company Seal



**Annexure B**

**FINANCIAL BID FOR BRAND PROMOTION OF INDIAN FOOD IN TANZANIA  
& KENYA (ON THE LETTER HEAD OF BIDDER COMPANY)**

SL No	Particulars	
1	Identification of venue, facilitating organising the Lunch / Dinner & Social Media Marketing as per the Scope of Work	
2	Design artwork and printing of publicity material as per the scope of work	
3	Organise Audio video, sufficient crockery (as also glass washing facility), and all necessary items for the success of the event as per the Scope of Work.	
4	Engage a reputed PR company to host the journalists/media/introduction of trade to the Indian Food companies and importers and also follow-up publicity generated during the event including photos and video as per the Scope of Work.	
5	Miscellaneous Expenses (Please mention the expenditure heads clearly)	
6	Applicable taxes, if any	
	TOTAL	

\_\_\_\_\_ Signature

\_\_\_\_\_ Name

\_\_\_\_\_ Designation

With Company Seal