

**Date:** 12/09/2015



**AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY  
(MINISTRY OF COMMERCE & INDUSTRY, GOVT. OF INDIA)  
3<sup>RD</sup> FLOOR, NCUI BUILDING, 3, SIRI INSTITUTIONAL AREA, OPPOSITE ASIAN GAMES VILLAGE,  
NEW DELHI 110016**

APEDA invites application from interested agencies for empanelment of advertising cum PR agency those are involve in (1) Press relations/coverage, Printing, Message/advertisements through radio, social media activities etc. Across national and international, complete 360 degree advertising and promotion. (2) Event Management (3) Developing creative's, designing and preparing of POP materials. The detailed Terms of Reference (ToRs) are available on APEDA's Website [www.apeda.gov.in](http://www.apeda.gov.in) under the announcement section & Tender Section. The application may be forwarded within 21 days of release of this advertisement.

GENERAL MANAGER (P&A)

## TERMS OF REFERENCE FOR EMPANELMENT OF ADVERTISING CUM PR AGENCY

1	Introduction	<p>Agricultural and Processed Food Products Export Development Authority (APEDA), under Ministry of Commerce &amp; Industry, Govt. of India is mandated with the responsibility of export promotion and development of the following scheduled products:</p> <ul style="list-style-type: none"><li>• Fruits, Vegetables and their Products.</li><li>• Meat and Meat Products.</li><li>• Poultry and Poultry Products.</li><li>• Dairy Products.</li><li>• Confectionery, Biscuits and Bakery Products.</li><li>• Honey, Jaggery and Sugar Products.</li><li>• Cocoa and its products, chocolates of all kinds.</li><li>• Alcoholic and Non-Alcoholic Beverages.</li><li>• Cereal and Cereal Products.</li><li>• Groundnuts, Peanuts and Walnuts.</li><li>• Pickles, Papads and Chutneys.</li><li>• Guar Gum.</li><li>• Floriculture and Floriculture Products</li><li>• Herbal and Medicinal Plants</li></ul> <p>In addition to this, APEDA has been entrusted with the responsibility to monitor import of sugar.</p>
2	<b>Activities</b>	<p>To achieve its objectives, APEDA undertakes various export promotion activities which includes participation in various International trade events and setting up its pavilion to display and to market the Indian Agricultural and Processed Food Products by various companies. To achieve its objective of promoting exports, APEDA undertakes the following Promotional and Public Relation Activities:</p> <ol style="list-style-type: none"><li>1. Press relations/coverage, printing, message/ advertisements through radio, Social media activities etc. across national and International, complete 360 degree advertising and promotion.</li><li>2. Event Management</li></ol>

		3. Developing creative's, designing and preparing of POP materials
3	<b>Registration offer</b>	APEDA intends to empanel reputed Agencies for undertaking the above activities or any of the activities mentioned above and accordingly invites applications in the prescribed format <b>(Annexure I)</b> from the eligible agencies.
4	<b>Eligibility for submission of Application for empanelment</b>	<p>Agencies having following minimum qualifications are hereby invited to apply for above mentioned activities.</p> <p>4.1 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 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.</p> <p>4.2 A minimum of 5 years experience in relevant field according to scope of work in the relevant activities.</p> <p>4.3 A turnover of minimum Rs.5,00,00,000/- (Rupees Five Crores only) during the preceding financial year i.e. 2014-15 pertaining to work done in anyone or all of the activities mentioned in Point No.2, both in India and abroad.</p> <p>4.4 A self certified undertaking has to be submitted mentioning that they have never been blacklisted by any government organization and the same is not applicable as on date.</p> <p>4.5 INS Accreditation Is Required For Advertising Agency Only.....</p>
5	<b>Scope of Work</b>	<p><u>Advertisement Agencies Activities</u></p> <p>- Development and designing, promotion material</p>

		<p>including brochures, leaflet, penal, poster, multi media, banner and other publicity materials.</p> <ul style="list-style-type: none"> <li>- Developing promotional strategy for identifying products, designing and production of creative, designing of advertorial etc.</li> <li>- All print, electronic and social media, display advertisements etc.</li> </ul> <p><u>Event Management Agencies</u></p> <ul style="list-style-type: none"> <li>- Concept, design and execution</li> <li>- PR Activities including media relations, advertorials, social media, newsletters etc.</li> </ul>
6	<b>Terms and Conditions</b>	<p>Application Form and ToRs for empanelment of agency for public relation for APEDA, to be downloaded from APEDA's website <a href="http://www.apeda.gov.in">www.apeda.gov.in</a></p> <p>6.1 Projects/Tender cost upto 25 lacs will be circulated to selected empanelled agencies.</p> <p>6.2 Relevant rules of GFR-2015 will be applicable.</p> <p>6.3 Duration of empanelment of agencies will be for two Years unless withdrawn earlier.</p> <p>6.4 The application proforma will not be returned unless withdrawn before expiry of the last date.</p> <p>6.5 The applicants are advised in their own interest to ensure that all the points brought out in the checklist are complied in their application, failing which the offer is liable to be rejected. Incomplete applications will be summarily rejected.</p> <p>6.6 The power of attorney or authorization or any other documents consisting of adequate proof of the ability of the signatory to bind the</p>

		<p>application, shall be annexed to the application form. The Authority may reject outright any bid not supported by adequate proof of the signatory's authority.</p> <p>6.7 The applicant shall deemed have accepted all the terms and conditions as laid down in the bidding document.</p> <p>6.8 Any interlineations, erasures or overwriting shall deemed have accepted be valid only if they are initialed/signed by the person or persons signing the application.</p> <p>6.9 Selection of Vendors will be finalized by Selection committee comprising of APEDA officers, trade bodies and other govt. Organization initiated for the purpose.</p>
7	<p><b>APEDA reserves the right to:</b></p>	<p>7.1 Copy right of design/Art work and products films, Brochures etc. where payment has been made by APEDA.</p> <p>7.2 Make changes in the Design plan, Art work and products films, Brochures .</p> <p>7.3 Extend the deadline for the submission of applications at its discretion.</p> <p>7.4 Accept or reject any proposal at any time prior to selection of award of contract/order, without assigning any reasons and without any liability on APEDA.</p> <p>7.5 Modify terms and conditions of the selection procedure.</p> <p>7.6 APEDA has right to ask any relevant information documents from the applicants for deciding empanelment.</p> <p>7.7 The decision of the APEDA shall be final and binding in this regard.</p>

		<p>7.8 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.</p> <p>7.9 There will be no cost of rejection/ not selection of any art work etc.</p>
8	<b>Criteria for Selection</b>	
S. No.	Eligibility Criteria	Supporting Documents Required
a	The company should have a fully-operational office in Delhi with preferably branches in metropolitan cities for ease of co-ordination. Companies having international tie up is desirable.	Authentic address proof, proof of event management activities like ATL-BTL, Advertising, Digital Media projects, brand launches like work orders/vouchers or any other supporting documents generated in the name of the company. Company must also submit its credentials clearly listing out the various services offered & its team strength.
b	The company should have been in the business of providing event management & Brand promotion services in India to the Government bodies and/or reputed private companies for at least 5 years from the date of opening of the tender.	Proof of incorporation of the firm/ company (Articles of Association); attested by the authorized signatory. Proof like work orders/ vouchers/ letters that mentions the name of government body or private company to which the event management service is rendered.
c	The company should have turnover of at least Rs. 2 Crore in each of the last five financial years from the event management in India. Experience of executing for last 5 years at least Rs. 75 lacs of projects in overseas markets each year.	Attested copy of audited balance sheet for last 5 financial years and CA certificate certifying that the firm had made a turnover more than or equal to Rs. 2 Cr. In each of the last 3 financial years out of its event management activities in India or overseas market in original.
d	The company should be fully equipped with trained and skilled man power and PR professional and should have latest instruments like computers, scanners, high speed photocopy machine	Coffee Table Books, Brochures, leaflets, AV or photos of the firm giving a glimpse of its offices and staff, view of work in designing. Details of the creative team and other manpower.

	and design studio	
9	<b>Selection Procedure</b>	<p>9.1 A Committee in APEDA will carry out a preliminary screening of the applicants and will shortlist the vendors fulfilling the prescribed requirements. The short listed applicants will be required to make technical presentation before the selection committee.</p> <p>9.2 Evaluation of the technical parameters will be on the following criteria. In order to test on the technical parameters they may be given assignments purely for the purpose of judging with no commercial values.</p>

S. No.	Areas	Score/Weightage						
1.	Overall concept creatives and design of assessments given	80						
2	Turnover of the Company: Breakup of marks is given below: <table border="1" data-bbox="456 1094 1021 1215" style="margin-left: auto; margin-right: auto;"> <tr> <td>2-5 crore</td> <td>6 marks</td> </tr> <tr> <td>More than 05-10 crore</td> <td>8 marks</td> </tr> <tr> <td>More than 10 crores</td> <td>10 marks</td> </tr> </table>	2-5 crore	6 marks	More than 05-10 crore	8 marks	More than 10 crores	10 marks	10
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More than 05-10 crore	8 marks							
More than 10 crores	10 marks							
3	Previous works of similar nature National/ international level of the Government or reputed Private bodies. Breakup of marks is given below: <table border="1" data-bbox="331 1398 1016 1520" style="margin-left: auto; margin-right: auto;"> <tr> <td>5 years</td> <td>6 marks</td> </tr> <tr> <td>More than 5-10 years</td> <td>8 marks</td> </tr> <tr> <td>Above 10 years</td> <td>10 marks</td> </tr> </table>	5 years	6 marks	More than 5-10 years	8 marks	Above 10 years	10 marks	10
5 years	6 marks							
More than 5-10 years	8 marks							
Above 10 years	10 marks							

		9.3 The marking would be done for all the presentations by the selection committee on the parameters. The vendors who secure minimum 60% marks (60 out of 100 marks) in technical presentations will be short listed.
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**The advertisement has been released on 12.09.2015 and the last date for receipt of Technical bid within 21 days from the date of Advertisement i.e. 2.10.2015 by 5 PM positively. The complete applications should be addressed to:**

General Manager (Trade Fairs)

A P E D A

3<sup>rd</sup> Floor, NCUI Building, 3, Siri Institutional Area,

Opp. Asiad Village, August Kranti Marg,

New Delhi – 110 016

Tel: 26514564

Fax: 26519259

Email: [navneeshsharma@apeda.gov.in](mailto:navneeshsharma@apeda.gov.in)



**APPLICATION FORM FOR EMPANELMENT OF AGENCY FOR VARIOUS ACTIVITIES OF APEDA**

1	Name of Organization	
2	Correspondence Address	
3	Contract Person	
4	Contract Details Telephone No. Cell No. Email:	
5	Profile of the agency including the staff strength on payroll	
6	Details of work/ services being offered	
7	Experience (No. Of Years)	
8	Track Record – previous experience of handling similar nature of work (Please mention here). The company must have 5 years work experience	
9	A CA certificate certifying the turnover of the applicant bidder for the last 5 financial years including 2014-15. The turnover should be in the name of applicant organisation only and not that of group/ sister organisations.	
10	Self attested photocopies of latest Income Tax Returns for the last 5 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.	
11	Permanent Account No. PAN (Self certified copy)	
12	Services Tax/VAT No. (Self certified copy)	
13	Tin No. (Self certified copy)	
14	Tan No. (Self certified copy)	
15	INS registration number	
15	List of Clients	
16	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	
19	List of Enclosures	

I/We hereby certify that the information given above is true and nothing has been concealed therein. 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 enquiry is pending by any agencies/courts.

\_\_\_\_\_  
Authorised Signatory

\_\_\_\_\_  
Name

\_\_\_\_\_  
Designation With Company Seal

Date --/--/----

Place