

**Dated: 13<sup>th</sup> September, 2018**

**Tender for submission of Bids for Empanelment of Advertising cum PR Agency  
CPP Portal Tender ID: 2018\_APEDA\_360329\_1**

<b>1.</b>	<b>Introduction</b>	<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><li>• Basmati Rice</li></ul>
<b>2.</b>	<b>Activities</b>	<p>To achieve its objectives, APEDA undertakes various export promotion activities which includes participation in various International trade events by setting up of Indian pavilion (theme pavilion as well as stands for exporters) to display and to facilitate development and promotion of Agricultural and Processed Food Products of various exporters as well as undertakes the following promotional and public relation activities :</p> <ol style="list-style-type: none"><li>1. Press Relation/Coverage, printing, message/advertisements through social media, print media etc. across national and international complete 360 degree advertising and promotion.</li><li>2. Developing creative's, designing and preparing of publicity materials (brochures, films, panel/posters etc.).</li></ol>

3.	<b>Scope of Work</b>	<p>APEDA intends to empanel reputed agencies for undertaking the following activities and accordingly invites applications in the prescribed format (Annexure 1) from the eligible agencies :</p> <ol style="list-style-type: none"> <li>1. Development and designing of promotional material including brochures, leaflet, panel, poster, multimedia, banner and other publicity materials.</li> <li>2. Designing of advertisements for all print, electronic, social media etc.</li> <li>3. PR activities including media relations, advertorials, social media, newsletter etc.</li> </ol>
4.	<b>Eligibility Criteria</b>	<p>Agencies having following minimum qualifications are hereby invited to apply for the above mentioned activities:</p> <ul style="list-style-type: none"> <li>- The Agency should be able to provide a qualified creative team for undertaking the project for APEDA and should demonstrate experience in handling large scale projects at international level of comparable stature. Agencies need to have a strong design and aesthetic sense with comprehensive ability to conceive and execute design ideas.</li> <li>- The Agency should have a fully-operational office in Delhi with preferably branches in metropolitan cities for ease of coordination. Attach Authentic address proof along with clearly listing out the various services offered &amp; team strength including details of the creative team &amp; other manpower.</li> <li>- 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 organization only and not that of group/sister organizations. In other words, name of applicant organization should be same in all the documents submitted.</li> <li>- A minimum of 5 years experience according the scope of work. Attach Proof of work orders.</li> <li>- A turnover of minimum of Rupees Two Crores only during the preceding financial year, i.e., 2017-18. (Attach audited balance sheet of 3 years starting from 2017-18. In case audited accounts are not available for</li> </ul>

		<p>2017-18, CA Certificate giving details about turnover should be enclosed).</p> <ul style="list-style-type: none"> <li>- A self certified undertaking has to be submitted mentioning that they have never been black listed by any government organization and if so, the same is not applicable as on date.</li> <li>- INS Accreditation for advertising agency.</li> </ul>
<b>5.</b>	<b>Terms &amp; Conditions</b>	<p>5.1 The application proforma will not be returned unless withdrawn before expiry of the last date.</p> <p>5.2 The applicants are advised in their own interest to ensure that all the points brought out in the checklist are complied with in their application, failing which the offer is liable to be rejected. Incomplete applications will be summarily rejected.</p> <p>5.3 The applicant shall be deemed to have accepted all the terms and conditions as laid down in the bidding document.</p> <p>5.4 Any interlineations, erasures or overwriting shall be deemed to have accepted be valid only if they are initialed/signed by the person or persons signing the application.</p> <p>5.5 Relevant Rules of GFR 2017 will be applicable.</p> <p>5.6 Duration of empanelment of agencies will be for two years unless withdrawn earlier.</p> <p>5.7 Selection of Vendors will be finalized by Selection committee comprising of APEDA officers, trade bodies and other Govt. Organizations constituted for the purpose.</p>
<b>6.</b>	<b>APEDA reserves the right to:</b>	<p>6.1 Copy right of design/Art work where payment has been made by APEDA.</p> <p>6.2 Make changes in the Design plan, Art work, product films, brochures etc..</p> <p>6.3 Extend the deadline for the submission of applications at its discretion.</p> <p>6.4 Accept or reject any proposal at any time prior to selection, award of contract/order, without assigning any reasons and without any liability on APEDA.</p> <p>6.5 Modify terms and conditions of the selection</p>

		<p>procedure.</p> <p>6.6 APEDA has right to ask any relevant information/ documents from the applicants for deciding empanelment.</p> <p>6.7 The decision of the APEDA shall be final and binding in this regard.</p> <p>6.8 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>6.9 There will be no cost of rejection/non-selection of any art work etc.</p>
<b>7.</b>	<b>Selection Procedure</b>	<p>7.1 A Committee in APEDA will carry out a preliminary screening of the applications received and will shortlist the agencies fulfilling the prescribed requirements. The short listed agencies will be required to make presentation before the selection committee. The Score &amp; Weightage Criteria is at Annexure – 2.</p> <p>7.2 The marking would be done for all the presentations by the selection committee on the above parameters. The agency that scores minimum 60% marks (60 out of 100 marks) in technical presentations, will be shortlisted.</p> <p>7.3 The bidder has to bear all the costs associated with the preparation and presentation.</p>

**The last date for submission of bid is 8<sup>th</sup> October, 2018 till 1600hrs. 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/Fax : 2651 4046  
 E.mail : [ssnayyar@apeda.gov.in](mailto:ssnayyar@apeda.gov.in)

**ANNEXURE - 1****Application Proforma for submission of Bids for Empanelment of  
Advertising cum PR Agency**

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	Staff strength _____
6	Details of work/ services being offered	
7	Experience (No. of Years)	Number of Years _____
8	Track Record – previous experience of handling similar nature of work (Please mention here). The company must have 5 years work experience (list with copy of Work order attached)	
9	A turnover of minimum of Rupees Two Crores only during the preceding financial year, i.e., 2017-18. The turnover should be in the name of applicant organization only and not that of group/sister organizations. (Attach audited balance sheet of 3 years starting from 2017-18. In case audited accounts are not available for 2017-18, CA Certificate giving details about turnover should be enclosed).	
10	Self attested photocopies of latest Income Tax Returns for the last 5 years. These documents should be in the name of applicant organization only and not that of group/sister organizations. In other words, name of applicant organization should be same in all the documents submitted.	
11	Permanent Account No. PAN (Self certified copy)	

12	Services Tax/VAT No./GST (Self certified copy)	
13.	INS Registration Number (self certified copy)	
14	List of Clients	
15	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.	
16	Other relevant details	
17	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

**Annexure – 2**

**Score/Weightage Criteria**

<b>S. No.</b>	<b>Areas</b>	<b>Score/Weightage</b>						
1.	Understanding about the required PR activities to be carried out on regular basis by APEDA	30						
2	Turnover of the Company: Breakup of marks is given below (proof to be provided) : <table border="1" data-bbox="362 621 927 743"> <tr> <td>Rs. 2 crore</td> <td>6 marks</td> </tr> <tr> <td>More than Rs. 2 to 5 crore</td> <td>8 marks</td> </tr> <tr> <td>More than Rs. 5 crores</td> <td>10 marks</td> </tr> </table>	Rs. 2 crore	6 marks	More than Rs. 2 to 5 crore	8 marks	More than Rs. 5 crores	10 marks	10
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More than Rs. 2 to 5 crore	8 marks							
More than Rs. 5 crores	10 marks							
3	Previous works of similar nature at international level of the Government or reputed Private bodies. Breakup of marks is given below (proof to be provided): <table border="1" data-bbox="329 995 1016 1117"> <tr> <td>5 years</td> <td>6 marks</td> </tr> <tr> <td>More than 5 to 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 to 10 years	8 marks	Above 10 years	10 marks	10
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More than 5 to 10 years	8 marks							
Above 10 years	10 marks							
4	Strength/Expertise of the Organization in PR activities	20						
5.	Number of Clients handled  <b>Govt. Organizations</b> i) No. of organizations upto 5-10 (10) ii) No. of Organizations more than 10 (15)	15						
	<b>Private Organizations</b> i) No. of organizations upto 5-10 (10) ii) No. of Organizations more than 10 (15)	15						

