

**Agricultural & Processed Food Products Export Development Authority (APEDA) invites bids for Design, Digital Marketing & Print Media Services for Launch ceremony of NPOP Guidelines at New Delhi**

**1. About APEDA**

- 1.1 The Agricultural and Processed Food Products Export Development Authority (APEDA), Ministry of Commerce and Industry was established by the Government of India under the Agricultural and Processed Food Products Export Development Authority Act, 1985. APEDA is entrusted with the development and promotion of export of scheduled products.
- 1.2 APEDA is also the Secretariat for National Programme for Organic Production (NPOP) for accreditation and certification programs for organic production and exports. Organic certification programme covers all agricultural commodities including non-APEDA scheduled products. Millions of farmers are registered under the programme and the certification is a mandatory requirement for organic products.

**2. NPOP Guidelines:**

- 2.1 The NPOP guidelines for production and accreditation system have been recognized by European Commission and Switzerland for unprocessed plant products as equivalent to their country standards. With these recognitions, Indian organic products duly certified by the accredited certification bodies of India are accepted by the importing countries.

**3. Launch of NPOP Guidelines:**

- 3.1 In view of the above, APEDA has revised NPOP Guidelines. The revised guidelines shall be launched in a public event in the presence of various dignitaries in the first week of January, 2025 at PUSA Auditorium, New Delhi. The ceremony shall be attended by 2000 stakeholders (approximately) government officials and exporters.
- 3.2 The agency selected for the present assignment shall be responsible for delivering high-quality design and print materials for the event: -
- (i) Designing and developing digital and print materials for the event.
  - (ii) Developing a Press Kit for the distribution of relevant information about APEDA, NPOP, TraceNet, AgriXchange, and the APEDA website among the audience attending the event.
  - (iii) Publicity of the event through digital media and print media.

- 3.2 Tenders, in sealed envelope are invited from Design, Digital & Print-Media Publicity Agencies (DPAs) fulfilling the eligibility criteria to provide services for the designing, development and production of digital and print materials, press kits and other event-related collateral for distribution before and during the event.

#### **4 Eligibility Criteria:**

- 4.1 DPAs, which are in existence for more than three financial years, having expertise in execution of the similar work at similar platforms, and possessing sound financials may participate in the bid process by submitting Bid and other documents as detailed in clause 17.

The qualifying criteria shall be as follows:

- (a) The DPA should have conducted at least three national level events.
- (b) The DPA should have earned a minimum turnover of Rs. 50,00,000/- (Rs. Fifty Lakh) per year during last three years. The turnover shall be in the name of applicant organization only and not that in the name of group/ sister organizations.

Note: CA certificate as per Annexure-3, duly signed by a practicing CA indicating UDIN and countersigned by authorized signatory of the DPA, should be attached as supporting document.

#### **4.2 Application cum Processing Fee, EMD and Performance Security:**

- 4.2.1 The Application cum Processing Fee, and Earnest Money Deposit (EMD) must be submitted with the Technical Bid as follows:

- (i) A non-refundable Application cum Processing Fee of Rs. 10,000/- plus GST @ 18%= Rs. 1,800/- total Rs. 11,800/- (Rupees Eleven Thousand Eight Hundred) in the form of a Demand Draft (DD) drawn in favour of "APEDA" payable at New Delhi.
- (ii) Interest-free Earnest Money Deposit (EMD) in the form of DD for Rs. 2,00,000/- (Rupees Two Lakh) drawn in favour of "APEDA" payable at New Delhi. The EMD received from unsuccessful bidder will be returned after the selection process is complete. The EMD received from successful bidder will be processed as per para 4.2.4.

- 4.2.2 Registered MSMEs/ Startup Agencies shall be granted exemption from submission of EMD as per Government rules.

- 4.2.3 No exemption from submission of Performance Security shall be admissible to the NSIC and MSME registered organizations, as per Government rules.

- 4.2.4 Performance Security @ five per cent (5%) of the value of the contract or Rs. 2,00,000/- (Rs. two Lakh) whichever is higher, shall be deposited by the agency selected. Hence, the EMD of Rs. 2,00,000/- (Rs. two Lakh) received from selected agency will be adjusted towards Performance Security. The amount of Performance Security shall be refunded after completion of all contractual obligations.

## Scope of Work:

### 5.1 Design and Development of Digital/Print Collateral

#### (i) Event Branding and Design:

- a) Developing a cohesive visual identity for the event that aligns with APEDA's branding guidelines and the purpose of the NPOP guidelines launch.
- b) Designing promotional materials for the event, including digital assets, photography, videography (banners, posters, social media content) and print materials (brochures, booklets, flyers, standees etc.).

#### (ii) Press Kit Creation (Quantity: 2000 copies):

- (i) Printed A4 size booklet/ brochure (8-10 pages) with cover branding of NPOP and containing Information about NPOP regulations and revision thereof.

#### (b) Flyers (A-4 size) on

- (i) Overview of Initiatives by APEDA
- (ii) Details on APEDA website (online resources and services).
- (iii) NPOP portal
- (iv) TraceNet, (APEDA's traceability system for organic products)
- (v) Information about AgriXchange (APEDA's online platform for agricultural trade)

#### (C) Twenty years' journey of Organic India (timeline)- design of visual wall concept

#### (b) Other event collateral:

- (i) Cloth bags branded with APEDA on one side and NPOP on another side.
- (ii) Custom-designed Notepads and Pens (APEDA & NPOP branding).
- (iii) Key Chains with logo of APEDA on one side & NPOP on another side,
- (iv) Wall Calendar and /or Table Calendar with APEDA branding for gifting

#### (iii) Print Production:

- a) Oversee the quality of printed materials,
- b) Ensure delivery of 2000 copies of each item on time **after receiving approval on the design and sample copy of the materials.**

### 5.2 Digital & Print Media Publicity

#### (i) Promotion via APEDA Website and Email:

Creation of promotional content and banners for APEDA's social media and official website to highlight the event.

#### (ii) Press Release and Media Outreach:

- Draft and design a Press Release and Media Kit for distribution to media journalists and stakeholders.
- Media coverage by liaising with media outlets for coverage in National Newspapers- in at least 5 national newspapers with adequate coverage on digital media platforms

### 5.3 Event Support

- (i) Provide Event branding materials for on-site displays (banners, signages, podium branding, etc.).
- (ii) Designing Presentation Templates for use by dignitaries at the dais
- (iii) Distribution of printed materials like brochures at the venue
- (iv) Photography (2-3 photographers), Videography (2), mics (2-3) and Vox-pop videos/ bytes from important stakeholders
- (v) a 90 second video of the event which may be showcased on APEDA's digital media platforms within 3 business days of the event.
- (vi) Printed Materials:
  - Press Kits (1500-2000 copies) containing:
    - A4-sized booklet – 1
    - A-4-sized Flyers – 4 Topics with information and images (front and back)
    - APEDA & NPOP Branded Cloth bags
    - APEDA & NPOP Branded Notepads and pens
    - Key Chains and Wall calendar/ Table calendar
  - Any other event-specific brochures, flyers and banners for venue display.

### 5. Project Timelines:

The launch event shall take place in first week of January 2025. Hence, the selected agency will adhere to the following project timeline:

- (i) **Finalization of Design Concepts:** Within 3 working days from the issue of award.
- (ii) **First Draft of Digital and Print Materials:** Within 3days from the issue of award.
- (iii) **Approval of Final Designs and Materials:** Within 3 working days from the issue of award
- (iv) **Delivery of finished Printed Material and Collaterals:** Within 5 days of issue of award.

### 6. TERMS & CONDITIONS:

- 7.1 The agency will work under the directions and guidance of APEDA. Agency shall be responsible to undertake all activities for APEDA in accordance with the law.
- 7.1 APEDA requires that selected agency under this contract observes the highest standard of ethics during the period of the agreement.
- 7.2 APEDA will reject a proposal for award of work if it is determined that the Applicant recommended for award has engaged in corrupt or fraudulent practices in competing for the contract.

7.3 APEDA reserves the right to:

- (i) Have ownership on Copy right of designing of Pavilion and graphics.
- (ii) Make minor changes in the Design plan at any stage.
- (iii) Extend the deadline for the submission of applications/bid documents at its discretion.
- (iv) Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on APEDA.
- (v) Suspend the project; cancel the contract with the selected party in part or in the whole at any time if in the opinion of the APEDA it is necessary or expedient in the public interest to do so. The decision of the APEDA shall be final and binding in this regard. APEDA shall also not be responsible for any damage or loss caused or arisen out of aforesaid action.
- (vi) Modify terms and conditions of the contract granted to the successful bidding agency after the bidding process, if in the opinion of the APEDA, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the APEDA shall be final and binding in this regard.

7.4 For interpretation of any clause of this document, the decision of APEDA would be final and binding.

7.5 In case, any additional activity is required to be performed, then the specific prior approval shall be needed from APEDA in writing.

## **8. SELECTION PROCEDURE:**

8.1 The selection procedure involves pre-bid meeting, evaluation of bid documents received, making presentation by the bidders before the selection committee and on the basis of marks of documents and presentation, opening of financial bids to prepare a score sheet of bidders and declaration of successful agency. The minutes of pre-bid meeting shall be posted on the APEDA website. The Agencies are advised to wait for minutes of the pre-bid meeting for submission of bid.

### **8.3 Evaluation of Bids:**

8.3.1 A Committee will conduct a preliminary screening of the documents received and shortlist the bidder agencies fulfilling the prescribed eligibility criteria. Such agencies will have to make technical presentation before the selection committee.

8.3.2 The evaluation of bids will be made in two stages – first, Technical evaluation, and second, opening of Financial bid.

8.3.3 For technical evaluation of bids, a presentation will be held, on the date and time specified by APEDA, before the Selection Committee in the presence of the bidders or their authorized representatives.

8.3.4 The marks of the presentation will be awarded for the credentials in the following areas:

S. No.	Areas	Maximum Marks	
I.	Overall experience and research on the topic, past work done for print and publicity of national/ international/ MICE events, visual concepts, content/ messaging and design language.	30	
II.	Overall inspiration, look and feel, design aesthetics, colours, typography/ fonts, visual striking power of design of material. Innovative and inspired ideas with clear defined objective and approach to execution will be graded higher.	30	
III.	Annual Turnover of the agency from print media and publicity business at national level during last three years. The turnover shall be in the name of applicant organization only and not that in the name of group/ sister organizations. Breakup of marks is given below:	5	
	a. Rs. 1-2 crore per year		4 marks
	c. Above Rs. 2 crore per year		5 marks
IV.	Experience of execution of print media and publicity business during last three years. Breakup of marks is given below:	5	
	a. 4-6 Events		4 marks
	b. Above 6 Events		5 marks

8.4 The marking will be done on all the presentations. The bidders who secure minimum 70% marks (49 out of 70 marks) in technical presentations, will be short listed and only their financial bids shall then be opened. Financial bid shall carry a maximum of 30 marks.

8.5 The selection shall be made on Quality and Cost based Selection (QCBS) method. The marking on Financial Bids, under Quality and Cost Based Selection (QCBS) method, will be as per the following method:

L1 = 30 marks

L2 =  $30 \times \frac{L1}{L2}$  (the cost quoted by L1)/L2 (the cost quoted by L2) and in similar fashion for L3, L4 etc. (depending on no. of parties).

8.6 After the marks on financial bids are calculated, the marks of technical presentation and financial bids will be added up and the bidder scoring highest aggregate marks will stand selected.

8.7 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 agencies to bring down the prices or add more facilities.**

## **9. FORCE-MAJEURE:**

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, Explosion, Epidemic, Pandemic, Quarantine restriction, Strikes and Lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate the contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of the Chairman, APEDA as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

## **10. ARBITRATION:**

- 10.1 All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi only.
- 10.2 In the event of any doubt, question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to sole arbitration to be appointed by the Chairman, APEDA in accordance with the Arbitration and Conciliation Act, 1996 and the decision given shall be binding on the parties.
- 10.3 The provisions of Indian Arbitration & Conciliation Act 1996(as amended from time to time) shall apply on both the parties. The venue of the arbitration proceeding shall be the office of APEDA or such other place as the Chairman, APEDA may decide. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Chairman, APEDA.
- 10.4 The fee payable to the Arbitrator shall be shared equally by both the parties. The language used in the arbitral proceedings shall be English.

## **11. INDEMNITY:**

Agency shall indemnify, defend and hold APEDA and its officers/officials harmless against any and all proceedings, actions, losses, damages, expenses, costs and third party claims whatsoever whether financial or otherwise, including liability for payment of contributions dues to EPFO/ESIC/Govt. Departments/Local Bodies/Statutory Authorities etc. which APEDA may sustain, incur, suffer or be exposed to at any time during the subsistence of the Contract

and subsequent thereto relating to the period of Contract, arising out of a breach by the Agency, its sub-contractors, sub-agents, employees, etc. of any of its obligations under the Contract.

## **12. INTELLECTUAL PROPERTY RIGHTS:**

- 12.1 APEDA's name/logo/other IPRs shall be the sole and exclusive property of APEDA only. For any misuse/misrepresentation/unauthorized use of APEDA's name/logo/IPRs by the Agency and/or their sub-agents/sub-contractors/employees etc., the Agency shall be held solely responsible.
- 12.2 APEDA shall not be responsible for any harm or loss caused to any third party because of any such misuse/misrepresentation/unauthorized use of APEDA's name/logo/IPRs.
- 12.3 Agency shall indemnify APEDA against any misuse/misrepresentation/unauthorized use of APEDA's name/logo/IPRS and/or any claim(s) relating to infringement of any intellectual property rights committed by them/their sub-agents/sub-contractors/employees. etc.
13. APEDA shall take necessary legal and other remedial actions, as deemed fit, for violations.

## **14. Terms of Payment:**

- 14.1 Payment of an advance up to 30% of the contract value shall be admissible on a written request from the agency with submission of proof of expenses incurred. The advance payment shall be accounted for at the time of final payment.
- 14.2 The advance payment shall be released after fulfillment of Performance Security requirement as stated in clause 13.1.
- 14.3 Balance amount of the bid value will be released on completion of the event and satisfactory report of the officer deputed for the event.
- 14.4 Payment will be released only for the actual work done at site as per scope of work which could increase or decrease as per requirement.

## **15. Conditions precedent for making of Final Payment**

- 15.1 High resolution still photography as well as video of the whole event from different angles must be submitted (in pen drive) after the event for uploading on social media platform. This will be property of APEDA.
- 15.2 The agency must submit two photo albums containing at least 20 photographs of 5-inch x 7- inch size The same should be submitted in Pen Drive.

## **16. PERFORMANCE ASSURANCE:**

If performance of the agency is not up to the mark or is less in any of the deliverables/ the measurable output as per scope of work, then a part of the total bid value will be retained by APEDA, proportionately to the extent of performance, at the time of final payment. Decision of APEDA shall be final in this regard.



**17. GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS:**

- 17.1 Conditional bids are not allowed and would be rejected summarily.
- 17.2 Mis-representation of facts/ withdrawals of bids will lead to forfeiture of EMD.
- 17.3 The bidders shall bear the cost on preparation and submission of bid.
- 17.4 Each page of the bid document is to be signed by the authorized signatory before submission to APEDA. Authorization letter in favour of the signatory is to be enclosed with Annexure-1.
- 17.5 The name of the Agency must be clearly written/ printed on all envelopes with full address, Tel: nos., and Email on the Envelopes.
- 17.6 No modification or substitution of the submitted bid shall be allowed. An applicant may withdraw his application after submission, provided that written notice of the withdrawal is received by APEDA before the end of the time for submission of applications. In case an applicant wants to resubmit his application, he shall submit a fresh application following all the applicable conditions by the stipulated date.
- 17.7 Bids received, after the last date of submission of application/ through email shall not be considered.
- 17.8 The duly completed bids may be submitted in four envelopes as per the following procedure:**

**ENVELOPE I:** This envelope will contain the following documents:

- (i) Demand draft of Rs. 11,800/- (Rs. Eleven Thousand Eight Hundred) including GST in favor of APEDA, payable at New Delhi as Application cum Processing Fee.
- (ii) Demand Draft of Rs.2,00,000/- (Rupees Two Lakh) in favor of APEDA, payable at New Delhi as Interest-free Earnest Money Deposit (EMD),

**The envelope should be sealed and marked as “Application-cum-Processing Fee and EMD for NPOP Event”.**

**ENVELOPE-II** This envelope will contain the following documents:

- (i) Annexure 1 (Duly filled in) and supporting documents.
- (ii) Annexure-3 (CA Certificate)
- (iii) Annexure-5 (Not Black-listed Declaration)

This envelope should be sealed and super-scribed as **TECHNICAL BID FOR NPOP Event”**

**ENVELOPE III:** This envelope will contain Annexure 2 (**Financial Bid**) duly filled in.

The envelope should be sealed and super-scribed as **“FINANCIAL BID for NPOP event”**

**ENVELOPE IV: Master Envelope:** This envelope will contain the following envelopes:

- (i) Envelopes I & II & III should be kept inside the Envelope – IV and again sealed.

This Master Envelope should be super-scribed as:

**“Technical Bid for NPOP Event”** and shall be submitted at the following address:

**The Secretary**

**Agricultural and Processed Food Products Export Development Authority  
(APEDA)**

**3<sup>rd</sup>- 4<sup>th</sup> Floor, NCUI Building, August Kranti Marg, New Delhi - 110 016**

**IMPORTANT:**

- (1) Pre-bid meeting shall be conducted at 2:30 PM on 20<sup>th</sup> December 2024 in Conference Room of APEDA.
- (2) **Last date for submission of bids is 24<sup>th</sup> December 2024 (Tuesday) till 12:00 Noon**

### Technical Bid for NPOP Event

#### Details of Bidder Agency (on the letter head of the Agency)

S. No.	Particulars	Details	Page no.
1	Name of Agency		
2	Address as per GST Registration (please attach documents)		
3	Name, designation and contact details of authorized signatory including email id and mobile/ telephone no. (Please attach Authorization Letter)		
4	Details of Registration /AOA & MOA (Please Attach copy)		
5	GST Certificate of Bidder Agency (Please Attach copy)		
6	Pan Card of Bidder Agency (Please Attach copy)		
7	Detailed Profile of the Agency including the staff strength on its payroll		
8	Details of Demand Draft for Non- Refundable Application cum Processing Fee		
9	Details of Demand Draft for Interest-free Earnest Money Deposit "EMD"		
10	"Certificate for exemption from submission of EMD issued by NSIC and MSME, if applicable (Please attach a self-certified copy)		
11	CA Certificate (Please Attach duly filled in Annexure-3)		
12	Declaration that the agency has not been blacklisted by any Government organization. (Please Attach duly filled in Annexure-5)		

13	<b>Turnover Details</b> (Minimum turnover Rs. 50,00,000) (Rs. Fifty Lakh) per year from Print Media Publicity work at national level during last three years) (Please attach CA certificate as per Annexure- 3)	Year	Turnover	
		2021-22		
		2022-23		
		2023-24		
14	<b>Experience Details</b> (Please attach copies of Work Orders for execution of at least three Print Media Publicity Work at national level)	Year	Work Orders	
		2021-22		
		2022-23		
		2023-24		

**List of Enclosures:**

**Declaration**

I hereby declare and confirm that all the information provided above is true and nothing has been concealed.

I agree to abide by the terms and conditions mentioned in the bid document.

I understand that if at any time, I am found to have concealed/distorted any material information or done any act or omission against the interest of APEDA, my contract shall be summarily terminated without any notice to me.

I am authorised to sign all the documents on behalf of the firm/ agency.

Signature of Authorized Signatory

(Name of Authorized Signatory)  
Designation

E-mail ID:  
Tel. No.:  
Mobile No.:

Seal of the agency

Date:

### FINANCIAL BID for NPOP Event

To,

The Secretary,  
APEDA, New Delhi.

Sir,

We, M/s. (Name of the firm) offer to undertake “**Designing, Digital & Print Media Publicity work**”, in accordance with the bid notice dated 13th December 2024. Our Financial Bid against the Scope of Work is submitted hereunder

Sr. No.	Activity/ Component	Amount in Rs.
1	<b>Financial Quote for the Scope of Work (para 5)</b>	
2	<b>Amount of Applicable taxes</b>	
3	<b>Total Amount (with taxes)</b>	

**Total Amount in words: Rupees ....**

**Signature of Authorised Signatory**

**(Name of Authorized Signatory)  
Designation with seal of the agency**

**Date:**

**Place:**

**Proforma for CA Certificate**

I /We, Proprietor / Partner / Director of \_\_\_\_\_ (Name of CA Firm) do hereby confirm that M/s. \_\_\_\_\_ (Bidder), a Proprietorship / Partnership / Company having its registered office at \_\_\_\_\_, having PAN No. \_\_\_\_\_ and GST No. \_\_\_\_\_ which is valid from \_\_\_\_\_ (copy attached) and hereby declare and affirm as under:

- (1) That the business entity is in existence in the present status from.....(date).
- (2) That the details of the turnover from Print Media Publicity business (on the basis of the financial statements of the entity) are as follows:

S. No.	Financial Year	No. of national events executed	Name of the Event and Place	Name of Hosting Organisation	Turnover (in Rs.)
1	2021-22				
2	2022-23				
3	2023-24				

- (3). That the above work was obtained in the entity's own name and the billing /payment was collected in the entity's own bank account.

**Declaration**

I have independently verified the above-mentioned details with books of accounts, 26AS statements, GST Returns and found them to be true and correct

**Counter-signed:**

**Signature of Authorized Signatory**  
**Name of Authorised Signatory**  
**Partner/Proprietor / Director**  
**Company Seal**

**Signature:****Name and designation****Seal of CA firm****UDIN:-****Date:**

(on the Letter Head of the Agency)

To  
The Secretary,  
APEDA,  
New Delhi-110016

**Subject: Declaration for not being Black-Listed**

Sir,

With reference to the bid on the subject cited above, dated.....I, ..... (Name and designation of the Signatory) hereby declare and confirm that ... (Name of the Agency) has not been black-listed or declared as ineligible by the Central Government/ State Government / Public Sector Undertaking from participating in future bids due to unsatisfactory performance, corrupt, fraudulent or any unethical business practices or any other reasons, as on the date of submission of the bid.

Signature

(Name of authorised Signatory)

Designation:

Seal of the Agency

Date:

Place: