

Tender for submission of Bids for empanelment of PR cum Advertising Agencies

CPP Portal Tender ID: 2021_APEDA_590311_1

1. Introduction

1.1 Agricultural and Processed Food Products Export Development Authority (APEDA), under Ministry of Commerce & Industry, Government of India is mandated with the responsibility of export promotion and development of the following scheduled products:

- Fruits, Vegetables and their Products.
- Meat and Meat Products.
- Poultry and Poultry Products.
- Dairy Products.
- Confectionery, Biscuits and Bakery Products.
- Honey, Jaggery and Sugar Products.
- Cocoa and its products, chocolates of all kinds.
- Alcoholic and Non-Alcoholic Beverages.
- Cereal and Cereal Products.
- Groundnuts, Peanuts and Walnuts.
- Pickles, Papads and Chutneys.
- Guar Gum.
- Floriculture and Floriculture Products
- Herbal and Medicinal Plants
- Rice

1.2 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 promotion through social media, preparation of publicity material, e.g., films, brochures, panels/posters of APEDA scheduled products, organizing seminars/workshops/conferences etc. .

2. Scope of Work

2.2 APEDA intends to empanel reputed agencies for undertaking following activities and accordingly invites applications in the prescribed format (**Annexure 1**) from the eligible agencies:

2.2.1 PR activities including media relations, advertorials, newsletter, social media etc.

2.2.2 Media promotion including print and electronic.

2.2.3 Organising press meets including preparation of press notes, release of press notes, inviting press officials and other related activities.

2.2.4 Production of AV films for APEDA Scheduled Products.

2.2.5 Development and designing of promotional/publicity material such as brochures, pamphlets, leaflets, handouts, flyers, posters/panels, banners, multimedia etc. in print and electronic including content writing, designing, printing and translation of the same in Indian/foreign languages as required by APEDA from time to time.

2.2.6 Preparation, designing and printing of reports as required by APEDA from time to time in Indian/foreign languages.

2.2.7 Preparation, designing and printing of Annual Report of APEDA in English and Hindi languages.

- 2.2.8 Organising meetings such as workshops, seminars, product promotion programmes, buyer-seller meets etc. at national level and or regional level/State level in Delhi and other cities throughout the country as may be required.
- 2.2.9 Preparation of advertorials including content writing and designing in Hindi, English and other regional/foreign languages as may be required from time to time for all print, electronic, social media.
- 2.2.10 Preparation and release of advertisements in such languages and media as required by APEDA from time to time.

Note: The above mentioned activities may be continuous or intermittent and dependent on the requirement of APEDA.

3 Eligibility Criteria

Agencies having following minimum qualifications are hereby invited to apply for the above mentioned activities:

- 3.1 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 National level of comparable stature. Agencies need to have a strong design and aesthetic sense with comprehensive ability to conceive and execute design ideas.
- 3.2 Must be a registered business entity/service provider. Company/Firm Registration no. / 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.
- 3.3 Must have minimum experience of 5 years in works of similar nature at National level of the Government or reputed Private bodies. Copies of work orders should be attached.
- 3.4 Annual turnover of Rs. 5 crore (Rupees Five Crore) during the last 3 financial years i.e., 2017-18, 2018-19 & 2019-20. The turnover should be in the name of applicant organization only and not that of group/sister organizations. (Attach audited annual accounts for the same. If audited accounts are not available CA Certificate giving details about turnover should be enclosed).
- 3.5 Self attested photocopies of latest Income Tax Returns for the last 3 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.
- 3.6 The agency should never have been black listed by any government organization and if so, the same is not applicable as on date. A self certified undertaking to this effect has to be submitted.
- 3.7 INS Accreditation is must for advertising Agency (a self-certified copy of accreditation to be enclosed).
- 3.8 The agency should have a fully-operational office in Delhi/NCR Region with preferably branches in metropolitan cities for ease of coordination. The Agency must also submit its credentials clearly listing out various services offered and its team strength.

4. **Terms & Conditions**

- 4.1 Selection of Agencies will be finalized by Selection committee constituted by APEDA for the purpose.
- 4.2 Duration of empanelment of agencies will be for two years unless withdrawn earlier. However, the empanelment can be extended for a period of further two years in case of satisfactory performance of the empanelled agencies.
- 4.3 Depending on the required activities listed in 2. Scope of Work, the empanelled agencies will be informed of the activity/activities to be undertaken with details thereof and required to submit their financial bids in the prescribed format from time to time. The bidders will be informed of the bidding criteria that is QCBS or LCS at the time of calling for financial bids. The selection for award of the work will be made as provided in the GFR 2017 and other relevant rules/orders.
- 4.4 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 summarily be rejected.
- 4.5 The applicant shall be deemed to have accepted all the terms and conditions as laid down in the bidding document.
- 4.6 Any interlineations, erasures or overwriting shall be deemed to have accepted as valid only if they are initialed/signed by the person or persons signing the application.
- 4.7 Relevant Rules of GFR 2017 will be applicable.
- 4.8 APEDA reserves the right to
 - 4.8.1 Copyright of design/Art work where payment has been made by APEDA.
 - 4.8.2 Make changes in the Design plan, Art work, product films, brochures etc.
 - 4.8.3 Extend the deadline for the submission of applications at its discretion.
 - 4.8.4 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.
 - 4.8.5 Modify terms and conditions of the selection procedure.
 - 4.8.6 APEDA has right to ask any relevant information/ documents from the applicants for deciding empanelment.
 - 4.8.7 The decision of the APEDA shall be final and binding in this regard.
 - 4.8.8 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.
 - 4.8.9 There will be no cost of rejection/non-selection etc.

5. Selection Procedure

- 5.1 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 & Weightage Criteria is at **Annexure – 2**.
- 5.2 Agencies are required to submit the creative of APEDA Corporate Brochure both in Hard and Soft copy (CD/Pen drive) along with the Technical Bid.
- 5.3 The marking would be done for all the presentations by the selection committee on the above parameters and on the basis of the creative of APEDA Corporate Brochure. The agency that scores minimum 70% marks (70 out of 100 marks) in technical presentations, will be shortlisted for empanelment.
- 5.4 The bidder has to bear all the costs associated with the preparation and presentation.

Pre Bid meeting will be held on 23 February, 2021 at 1100hrs. at Conference Room, APEDA, 3rd Floor, NCUI Building, 3 Siri Institutional Area, August Kranti Marg, New Delhi – 110 016.

Last date for submission of bid is 8th March, 2021 till 5:00 p.m. The complete applications should be addressed to:

General Manager (Trade Fairs)
APEDA
3rd Floor, NCUI Building,
3, Siri Institutional Area,
Opp. Asiad Village,
August Kranti Marg,
New Delhi – 110 016
Tel/Fax : 4148 6015
E.mail : ssnayyar@apeda.gov.in

ANNEXURE – 1**Application Proforma for submission of Bids for empanelment of
PR cum Advertising Agencies**

1	Name of Organization	
2	Correspondence Address (should have a local office in Delhi/NCR region)	
3	Contact Person	
4	Contact Details Telephone No. Mobile. 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	Annual turnover of Rs. 5 crore (Rupees Five Crore only) during the last 3 financial years, i.e., 2017-18, 2018-19 & 2019-20. The turnover should be in the name of applicant organization only and not that of group/sister organizations. (Attach audited annual accounts for the same. If audited accounts are not available CA Certificate giving details about turnover should be enclosed).	
10	Self attested photocopies of latest Income Tax Returns for the last 3 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.	Creative of APEDA Corporate Brochure (Both in hard and soft copy)	
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.	
17	Other relevant details	
18	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**

S. No.	Areas	Score/Weightage				
1.	Understanding about the required PR and related activities to be carried out on regular basis by APEDA	40				
2	Turnover of the Company: Breakup of marks is given below (proof to be provided) : <table border="1" data-bbox="358 623 924 703"><tr><td>Rs. 5 crore</td><td>5 marks</td></tr><tr><td>More than 5 crore</td><td>10 marks</td></tr></table>	Rs. 5 crore	5 marks	More than 5 crore	10 marks	10
Rs. 5 crore	5 marks					
More than 5 crore	10 marks					
3	Previous works of similar nature at National level of the Government or reputed Private bodies. Breakup of marks is given below (proof to be provided): <table border="1" data-bbox="328 995 1013 1075"><tr><td>5 years</td><td>5 marks</td></tr><tr><td>More than 5 years</td><td>10 marks</td></tr></table>	5 years	5 marks	More than 5 years	10 marks	10
5 years	5 marks					
More than 5 years	10 marks					
4	Creative and Presentation	40				