****

**NATIONAL AGRICULTURAL COOPERATIVE MARKETING FEDERATION OF INDIA LTD. (NAFED)**

**Expression of Interest (EoI)**

**For**

**Empanelment of 360° Agencies for**

**Multi Media, Event Management, PR & Publicity Work**

**For 3 years**

**Website:** [**www.nafed-india.com**](http://www.nafed-india.com)

**Email :** [**prsection@nafed-india.com**](mailto:prsection@nafed-india.com)

**DISCLAIMER**

This request for proposal is not an offer to enter into an agreement of any kind with any party. by the NAFED, but an invitation to receive response from eligible interested bidders for EMPANELMENT OF AGENCIES FOR Multi Media, Event Management, PR & Publicity Work. No contractual obligation whatsoever shall arise from the RFP process. this document should be read in its entirety. Any future Corrigendum/ information shall be posted only on nafed website. bidders are aD vised to keep visiting the website for further updates.

**RFP Number -** HO/PR/RFP/Multi-media/2024–2025

**Date** - 20/03/2025

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Event** | **Schedule Date** |
| 1  2  3  4  5  6  7  8  9  10 | RFP Number  Tender Website  Date of Release of RFP on Website  Pre-bid Meeting  (Doubts and Queries regarding RFP should be sent by email to [**prsection@nafed-india.com**](mailto:prsection@nafed-india.com)forPre-bid Meeting. Only written queries received by NAFED before due date will be considered)  Last date for RFP submission  ( Date & Time)  Bid Opening  ( Date & Time)  Evaluation / Presentation for Technical Bids  Place of RFP submission and opening  Cost of Tender Documents  Validity of Offer | HO/PR/RFP/Multi Media/2024-25    [www.nafed-india.com](http://www.nafed-india.com)  20/03/2025      27/03/2025 at 2.30 pm  At NAFED Head Office, Ashram, near Ashram Metro station.  Delhi 110052    07/04/25 latest by 3 pm    To be decided by the Committee    Will be informed to the qualified bidders via email.  Additional Managing Director (PRD) NAFED Head Office, Ashram, near Ashram Metro station. Delhi 110052  Free of cost  180 days from last date of RFP submission |

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1. **GENERAL - ABOUT NAFED**

**NAFED: Serving the Farmers for over Six Decades…..**

The National Agricultural Cooperative Marketing Federation of India (NAFED) is a Multi-State Federal Cooperative Society established on the auspicious day of Gandhi Jayanti on October 2, 1958 under Bombay Cooperative Societies Act 1925, presently deemed to be registered under Multi-State Cooperative Societies Act 2002. The main objective of the NAFED is to organize, promote and develop marketing, processing and storage of agricultural and horticultural produce with the overall aim of providing a ready market to farmers and preventing their exploitation at the hands of private trade. The core competence of NAFED is to procure agricultural commodities directly from the farmers through the cooperative network spread all across the country. NAFED also plays a crucial role in price stabilization of essential commodities like onion and pulses through creation of national buffer on the direction of Govt. of India.

**The Structure and Strength of NAFED**

NAFED has its presence in all states of the country through its network of branches/sub- offices/member cooperatives. The reach of NAFED is spread to the remotest of locations in all states and union territories through its three tier structure consisting of Primary Cooperatives at the bottom, State Level Cooperatives in the middle and NAFED at the top level.

**Business Operations of NAFED**

**Domestic Operations**

* NAFED is one of the Central Nodal Agencies of the Government of India for procurement of Pulses, Oilseeds and Copra under Price Support Scheme (PSS). Whenever the prices fall below the Minimum Support Price (MSP) declared by Govt. of India, Nafed undertakes procurement of the notified crops of oilseeds, pulses and de-husked coconut, Milling/Ball Copra at the MSP.
* One of the Central agencies for procurement of Pulses and Onion under Price Stabilization Fund (PSF) scheme of Government of India for buffer stocking. The objective of buffer stocking is to prevent any abnormal rise in prices of these commodities with a view to safeguard the interests of consumers.
* A Nodal State Agency on behalf of Food Corporation of India and the State Governments under De-centralized Procurement (DCP) scheme for procurement of Wheat and Paddy at MSP
* Supply of Milled Pulses to Army, CPMFs and State Governments for utilization under their welfare schemes like Med-day Meals, ICDS, PDS etc.
* Undertaking production and marketing of Bio Fertilizers for sustainable agriculture
* To give impetus to Hon’ble Prime Minister’s vision of making India a ‘Net Zero Emission Country by 2070, NAFED is setting up Bio CBG Plants across the country at various locations. Initiates towards sustainable agriculture are also taken by NAFED by the way of promoting Bio-fertilizers, organic manure, quality seeds and support services etc.
* Designated Central Nodal Agency of Govt. of India for procurement of Apples in Jammu and Kashmir under the Market Intervention Scheme (MIS)
* Implementation of adoption and Certification Projects of Organic Farming in the States of Uttar Pradesh, Punjab, Bihar, Odisha and Uttarakhand covering over 50,000 hectares of area.
* One of the Central Seed Agencies of Department of Agriculture & Farmers Welfare (DAC&FW), Govt. of India, NAFED to undertake production, distribution and marketing of certified seed of pulses, oilseeds and cereals under the Seed Mini kit Distribution programme and also against general supplies to various States.
* NAFED has developed its own range of consumer products which are marketed under the brand name of NAFED through retail outlets of NAFED Bazaars and also through the e-commerce platform. These outlets are selling NAFED Brand Pulses, Tea, Spices, Rice, Dry Fruits, Organic and other products to provide wholesome solution to customer needs.
* NAFED is one of the National Level Implementing Agency for Formation and Promotion of 10,000 FPOs scheme under Ministry of Agriculture and Farmers Welfare (MoA&FW).

**International Trade:**

* NAFED has the decades of rich experience, expertise and infrastructure for undertaking import/export of all kinds of agricultural commodities like pulses, food grains, spices, edible oils, de-oiled extractions, perishables like fresh fruits and vegetables including apple, mango, kinnow, mandarin, grapes, strawberries, onion, potato etc. It also undertakes supply of Humanitarian Relief and other aids on behalf of Ministry of External Affairs, Govt. of India.

1. **SCHEDULE & CRITICAL DATES**

**Table- II**

|  |  |
| --- | --- |
| Date of Release of RFP on Website    Last date for RFP Submission  ( Date & Time)  Bid Opening ( Date, Time & Venue )  Evaluation / Presentation for Technical Bids | 20/03/2025  07/04/2025 till 3.00 pm  To be decided by the Committee  To be communicated to qualified bidders separately. |

**3. PROCEDURES, TERMS AND CONDITIONS**

1. Invitation for bids: National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED) requests for bids from eligible bidders for preparation of a panel of multi-media agencies for National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED) for a period of 3 year, further extendable by two years subject to satisfactory performance and mutual agreement. The scope of work is mentioned at Annexure-I, which will be considered.
2. RFP can be downloaded from the website of NAFED <https://www.nafed-india.com/> as per the schedule given in RFP date sheet given above.
3. Corrigendum and extension of bid submission time:
4. At any time prior to the last date for submission of bids, NAFED may, for any reason, modify the RFP document by a corrigendum. The corrigendum, if any, will be uploaded on <https://www.nafed-india.com/> and shall be deemed to be incorporated into this RFP document.
5. In order to provide prospective bidders reasonable time for taking into account the corrigendum or otherwise, NAFED may, at its discretion, extend the last date for submission of bids.
6. NAFED reserves the right to solicit additional information from Bidders. Additional information may include, but is not limited to, past performance records, lists of available items of work etc.
7. All the creations will be property of NAFED and Intellectual Property Rights (IPR) will vest with NAFED
8. The timeline/ schedule of deliverables will be decided as and when the requirement task activities arise. Bidder should complete the job/activities as and when asked by NAFED with-in given timelines.
9. Selected agency should be able to execute assignments at short notices & even on Public Holidays and during emergency situations.
10. The agency should have adequate number of experienced professionals/employees with them at all their offices.
11. Validity of Bids- Bids must remain valid up to 180 ( One Eighty days ) from the date of opening of the Bids. NAFED may request the Bidder(s) for an extension of the period of validity
12. After completion of activity, agency will have to submit activity report, Creatives / Photographs/ Videos in Editable format in hard & soft copy of the work undertaken for which the invoice is raised. Payment will not be made unless CDR and PDF files are submitted.
13. Payment will be made by NAFED to the party empanelled with us and no third party will be paid by NAFED for their services.
14. In case Agency fails to undertake the assigned work within the time frame given by NAFED or is unwilling to do the job at any time, then NAFED reserves the right to award the contract to other empanel creative agency as well as to terminate the contract with the selected agency. In that case the Bank Guarantee provided by the agency, will be forfeited.
15. If the services of the agency are not found satisfactory, NAFED shall have the right to terminate the empanelment at any time without assigning any reason and without any financial compensation to the agency.
16. The Agency will at no time resort to plagiarism. NAFED will not be a party to any dispute arising on account of plagiarism resorted to by the agency.
17. Applications received late will not be considered and returned unopened to the applicant.

**4. Eligibility Criteria for Agency**

**Table-III**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Specific Requirement** | | **Evidence** |
|  | The Applicant should be a firm/Company/LLP/Partnership/ Proprietorship Firm/ Society/ duly registered under the relevant laws. | | Documentary proof |
|  | Should have a local office in NCR region | | Documentary proof |
|  | Details of Manpower at Delhi-NCR office and other cities | | Documentary proof |
|  | Goods & Service Tax (GST Number) | | Self-certified Copy |
|  | PAN No. Registration | | Self-certified Copy |
|  | The bidder should be empanelled as ‘A’ Category DAVP empanelled multimedia agency/ BOC in relevant category and accredited with INS since the last 5 years without any breaks. | | Documentary proof |
|  | The average annual turnover of the bidder should be atleast Rs 3 Crore each year during the last five financial years 2019-20, 2020-21, 2021-22, 2022-23 and 2023-24 (ending on 31st March 2024) | | Balance sheets and documents certified by Chartered Accountant |
|  | Bidder must have a minimum of 5 years of experience in handling similar assignments as per scope of work with various govt. departments /ministries, cooperatives, PSUs and other Govt. and Semi-Govt. organizations, preferably in Agriculture & Cooperative sector.  The Agency must have an in-house facility for production and editing in all forms as per the Scope of Work. | | Self-certified copy of images  having of assignments  undertaken along with the  copies of Work orders |
|  | Bidder must have positive Net worth in preceding three years for which they shall require to submit a C.A. attested certificate | | Certificate from Charted Accountant |
|  | Bidder should have an experience of Designing & Producing Annual Reports/Diary/Calendar/  Newsletters/Special Publications/print ads / radio spots / video spots/ & organizing events/ virtual events etc in Hindi or English for Government/cooperatives organizations during any of the three last financial years 2021-22, 2022-23 and 2023-24 | | Self certified copy of work order in respect of each assignment |
|  | The bidder must have executed at least 3 Events of amount greater than Rs. 50 Lakh for any government ministry/ department/ cooperative, Public sector, undertaking, State government, Government university, urban local body during the years in the last five financial years i.e. 2019-20, 2020-21, 2021-22, 2022-23 and 2023-24 (ending on 31st March 2024) | | Copies of Work order |
|  | The Agency should have the resources to handle multi-media, multi-lingual publicity campaigns with proficiency and proof-reading facilities in major Indian languages. | | Undertaking on Letter Head |
|  | Bidders should not have been blacklisted by any of the State or Central Government Organization | | Undertaking on Letter Head |
|  | Should not have been found guilty of any criminal offence by any court of law | | Undertaking on letter head |
|  | Bidder should not have a conflict of interest in the assignment as specified in the bidding document | | Undertaking on letter head |
|  | Compliance with the code of integrity as specified in the bidding document | | Undertaking on letter head |
|  | Agencies supporting / promoting any of the following content either in digital/physical format will be treated negative for business:- | | Undertaking on letter head |
| (i) | Anti-National Content |
| (ii) | Pornographic & Trafficking Content |
| (iii) | Political Association |
| (iv) | Malicious Content |
| (v) | Content Hurting Religious Sentiments |
| (vi) | Promoting Piracy in any form |

**4.1** Bidders in joint venture and consortium are not eligible to apply.

**5. Commercial Conditions**

Apart from the above, each bidder is required to fulfil the following terms and conditions:-

1. Each bidder is required to submit Rs 10,000/- (Rupees Ten Thousand) as Earnest Money Deposit (EMD) in the form of Bank Draft / Demand Draft/ NEFT/RTGS/Online Payment in favor of **NAFED, payable at Delhi.**

**NAFED bank account details are as follows**-

Name of the Beneficiary: NAFED

Savings Account Number: 000394600000220

Name of the Bank: YES BANK LTD

Address of the Bank: CHANAKAYAPURI BRANCH, NEW DELHI

IFSC: YESB0000003

1. EMD should be submitted along with Technical Bid.
2. Technical Bid not accompanied with EMD shall summarily be rejected.
3. No interest shall be payable for the sum deposited as Earnest Money Deposit.
4. No bank guarantee will be accepted in lieu of the Earnest Money Deposit.
5. The EMD of the unsuccessful bidders would be returned after process of empanelment. (EMD of the successful bidders shall be returned after receiving the prescribed performance security deposit for any work which has been assigned to the bidder according to the financial bid submitted by them)
6. In case an empanelled agency is not assigned any work by NAFED during the period of this contract, the EMD will be returned to such agencies within 60 days after the completion of the contract period.
7. Empanelled agencies that fail to apply for three consecutive RFQ issued by NAFED will be blacklisted and the EMD submitted by them will be forfeited.
8. In case of RTGS/NEFT/Online Payment, bidder to submit the UTR No./ documents in support of same.

**6. PERFORMANCE SECURITY**

1. Empanelled bidder will have to submit a Performance Security equivalent to 10 % of the total value of the job assigned as per the job orders awarded to them. Performance Security can be submitted in the form of the bank draft/demand draft/ NEFT/RTGS/Online Payment or bank guarantee from a scheduled nationalized bank in favor of Nafed, New Delhi, within 10 days of issue of Job Order. Performance Security will remain valid up to 60 days beyond the satisfactory completion of the assigned job.
2. Performance Guarantee would be returned/adjusted in the invoice submitted by the party, only after successful completion of assigned job after adjusting/recovering any dues recoverable/payable from/by the Agency on any account of the assigned job.

**7. PERIOD OF CONTRACT**

The initial period of contract will be for 3 years (Three years) extendable upto 2 (Two) years subject to the satisfaction of NAFED. If performance is satisfactory, NAFED may extend the contract period on mutually agreed terms and conditions depending upon the circumstances.

**8. AMENDMENT OF TENDER DOCUMENT**

At any time before the submission of bids, NAFED may amend the tender document by issuing an addendum/corrigendum in writing through its website. No addendum or corrigendum will be issued after the submission of tender has commenced, else, option to revise or withdraw bid will be given to such agencies who might have submitted tender by that time.

## 9. CONFLICT OF INTEREST

* + - 1. The Agency is required to provide professional, objective and impartial advice and at all times hold NAFED’s interest paramount, strictly avoid conflicts with other assignment/job for their own corporate interest.
      2. Without limitation on the generality of the foregoing, Agencies, and any of their affiliates, shall be considered to have a conflict of interest and shall not be appointed ,under any of the circumstances set forth below:
  1. **Conflicting Activities:** An Agency or any of its affiliates, selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.
  2. **Conflicting Assignment / job:** An Agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Agency to be executed for the same or for another Employer.
  3. **Conflicting Relationships:** An Agency that has a business or family relationship with a member of the NAFED staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the NAFED throughout the selection process and the execution of the Contract.
  4. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of NAFED, or that may reasonably be perceived as having this effect

## 10. PAYMENT

1. Job will be awarded by inviting limited financial quotations from the empanelled agencies. Empanelled agencies will have to quote competitive rates and the agency with the lowest financial quote for any particular job will be awarded the Job Order.
2. The payment will be made on production of proper invoice with final activity report, creative / photographs/ videos etc in hard copy & editable format (CDR & Hi- resolution PDF) post completion of assigned work.

## 11. PENALTY CLAUSE

1. All the documents/code/application etc .prepared and developed by the bidder will be the property of the NAFED. All designs, reports, other documents submitted by the bidder pursuant to this work order shall become and remain the property of the NAFED.
2. If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn’t fulfill any of the contractual obligation, NAFED may take a decision to cancel the empanelment with immediate effect. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.
3. In case of late services / no services on assigned job, in which the Agency fails to deliver the services within the period fixed for such delivery or at any time repudiates the contract, the Agency shall be liable to pay LD which will be imposed @ 1% + GST at applicable rates of per week of the cost of contract value up to maximum of 10% of the contract value.
4. NAFED will have the right to cancel the empanelment at any time without assigning any reason thereof.

**12. PREPARATION AND SUBMISSION OF TECHNICAL BIDS**

Only physical bids need to be submitted at NAFED HO. All the documents in support of eligibility criteria and other requirements are to be submitted with the bid document. Bids received after the expiry of stipulated date and time will not be opened. NAFED will not be responsible for late receipt of bids. All the bidders are requested to follow the instructions given below while submitting the bids. Proposal should be submitted at NAFED HO as per the indicated timelines.

The technical bid should have the following:-

1. Forwarding letter on the bidding organization’s printed letterhead.
2. The bidder shall submit technical bid in prescribed format as given in Annexure 1. Submission of the different type of Technical bid will result in the proposal being deemed non-responsive.
3. Compliance and documentary proof of eligibility condition spelt out in clause 4 of section I. Documentary proof sought in other clauses of this Tender Document should also be enclosed.
4. **Figures and tables must be numbered and referenced as per the numbering in the Eligibility Criteria & Annexure 1 of this RFP. They should be placed as close as possible to the referencing text. Pages must be numbered consecutively within each section.**
5. A point-to-point compliance and self-declaration for acceptance of terms and conditions of RFP document needs to be enclosed with the bid submitted.
6. Non- Conviction Certificate, Self-declaration on letter head needs to be enclosed with the bid submitted.
7. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of NAFED needs to be enclosed with the bid submitted. In case the information submitted by the firm is found to be false and / or incorrect in any manner, the firm can be suspended and / or debarred.
8. An authorization letter on the letter head of the company in favor of the Authorized signatory for this bid may be submitted with this bid along-with a valid ID proof of the signatory namely Aadhar Card/PAN Card
9. All pages of the document submitted should be signed and sealed by the Authorized signatory.
10. An escalation matrix of the organization may also be provided

## 13. SIGNING OF BID

The original and all documents of the Bid shall be typed or written in indelible ink and shall be signed by the Bidder or a person duly authorized to sign by the Bidder. In case of the latter situation, an authorization letter on the letter head of the organization has to be submitted with this bid, stating the nomination of the authorized signatory to sign this bid. A government and organizational ID Proof of the authorized signatory should also to be submitted. The person or persons signing the Bid shall initial all pages of the Bid.

**14. METHOD OF EVALUATION AND AWARD OF CONTRACT**

Bidders are requested to submit all requisite documents as per the RFP along with their bids; failing which the bids are liable for rejection.

**14.1 EVALUATION OF BIDS**

1. From the time the bids are opened to the time of completion of the empanelment process, the agencies should not contact NAFED on any matter related to its bid.
2. Any effort by the agencies to influence the NAFED in the examination, evaluation, ranking of bids and recommendation for empanelment may result in the rejection of the agency’s bid.
3. A duly constituted Evaluation Committee will scrutinize and evaluate the bids for selection of an agency.

**14.2 CRITERIA FOR EVALUATION OF TECHNICAL BID:**

All the applications will be evaluated based on “Eligibility Criteria” mentioned under clause 4. NAFED will short-list those agencies which are satisfying the eligibility criteria in all respects and declare the agencies which are technically qualified for further evaluation.

**15. BID SUBMISSION**

The original and all documents of the Bid shall be typed or written in indelible ink and shall be signed by the Bidder or a person duly authorized to sign by the Bidder. The person or persons signing the Bid shall initial all pages of the Bid.

## General:

1. Bids once submitted cannot be amended.
2. The Agency shall not assign or sublet the contract or any part there of or any

other agency without written consent of the NAFED.

1. Technical bids will be opened, in the presence of Bidder’s representatives (One for each bidder), who wish to be present.

**TABLE IV - STAGE 1 SCORING OF BIDS**

|  |  |  |
| --- | --- | --- |
| **S.  No.** | **Evaluation criteria** | **Maximum  score** |
| 1. | Average annual turnover (in fields related to the scope of work in this RFP) during the financial years 2019-20, 2020-21, 2021-22, 2022-23 and 2023-24 (ending on 31st March 2024)   * Rs 2 crore to below Rs 3 crore: 2 marks * Rs 3 crore to below Rs 5 crore: 3 marks * Rs 5 crore to below Rs 7 crore: 5 marks * Rs 7 crore to below Rs 10 crore: 7 marks * Rs 10 crore and above: 10 marks | 10 |
| 2. | Experience of producing Publications (Annual Reports, Newsletters, Diary ,Calendar, Coffee Table Book etc) / Print Advertisement (Brochure, banners, hoardings etc) / video spots/short films in Hindi or English for Government /cooperative organizations during the financial years 2020-21, 2021-22, 2022-23 and 2023-24 (ending on 31st March 2024) (Not more than 2 assignments would be considered for the same Department/Ministry)  A. Publications  i. 1 to 5 assignments: 3 marks  ii. 6 to 9 assignments: 6 marks  iii. More than 9 assignments: 10 marks  B. Print Advertisement  i. 1 to 5 assignments: 3 marks  ii. 6 to 9 assignments: 6 marks  iii. More than 9 assignments: 10 marks  C. Video spots/short films  i. 1 to 5 assignments: 3 marks  ii. 6 to 9 assignments: 6 marks  iii. More than 9 assignments: 10 marks | 30 |
| 3. | Experience of Event Management for Government organizations during any of the financial years 2020-21, 2021-22, 2022-23 and 2023-24 (ending on 31st March 2024) (Not more than 2 assignments would be considered for the same Department/Ministry)  Events  i. 1 to 5 assignments: 5 marks  ii. 6 to 9 assignments: 10 marks  iii. 10 to 13 assignments: 15 marks  iv. More than 13 assignments: 20 marks | 20 |
| Total Score | | 60 |

\*Minimum score required for bidder to qualify for Stage 2: 45 marks

The agencies short-listed as per above mentioned process will be advised to make a presentation at NAFED Head Office on their capabilities, experiences etc. and showcase their work done for other clients. These agencies will be given sufficient notice for this presentation.

The Evaluation Committee shall evaluate the Bids received by the bidder as per criteria at Annexure 1 and only the bidders meeting the Eligibility criteria shall be called for Technical presentation covering the following topics before the committee as below.

**TABLE V – SCORING OF BIDS IN STAGE 2**

The presentation will include a strategy suggestion for NAFED, outlining the agency’s understanding of NAFED, Future Road Map etc.

|  |  |  |
| --- | --- | --- |
| **S.**  **No.** | **Evaluation criteria** | **Maximum score** |
| 1. | Print creative and Communication Strategy on National Agricultural Cooperative Marketing federation of India Ltd. (NAFED) | 5 |
| 2. | Script for spot on NAFED’s role in the Cooperative Sector in line with recent Government Policies & a short demo video. | 10 |
| 3. | Understanding of Present Position / Perception about NAFED’s creative works in the market | 15 |
| 4. | Creative / Advertising works of the Agency, awards won, case study / organization profile & Staffing. | 10 |
| Total Score | | 40 |

NB.: Only Agencies obtaining a total score of at least 70 (on a maximum score of 100) or more post completion of stage 2 will be considered for empanelment.

**16. LABOUR LAWS AND SAFETY MEASURES**

1. Agencies shall comply with all the provisions of labour law related legislation acts as enacted by Government from time to time and in case of any prosecution /penalty, agency shall be liable for the same.
2. Agencies shall be liable for payments of duties viz. P.F etc. including any compensation payable under Workmen Compensation Act. NAFED shall have no responsibility or financial or other liabilities towards professional employed by agencies.
3. Agencies will take all safety measures / precautions during the work. Any accident due to negligence/any other reason will be to agency account.

**17. Applicable Law, Jurisdiction and Dispute Resolution**

1. This RFP and award of work under this RFP shall be constituted and the legal relation between the parties hereto shall be determined and governed according to the laws of the Republic of India and only courts at Delhi and High court of Delhi shall have the jurisdiction in all the matters arising out of / touching and/or concerning this agreement and parties to this agreement agree to irrevocably submit to the exclusive jurisdiction of those courts for purpose of any such proceeding. The aforementioned exclusive and irrevocable jurisdiction of aforesaid court is irrespective of place of occurrence of any course of action pertaining to any dispute between the parties.
2. All or any dispute arising out or touching upon or in relation to the terms of this RFP including the interpretation and validity of the terms thereto and the respective rights and obligations of the parties shall be settled amicably by mutual discussion failing which the same shall be settled through arbitration. The arbitration proceedings shall be governed by the Arbitration and Conciliation Act of 1996 (as amended up to the date) or any statutory amendments / modifications thereof for the time being in the force. The seat & venue of the arbitration shall be at New Delhi, India and language of arbitration shall be English.

**18.** **Force Majeure**

1. Force Majeure means any event or combination of events or circumstances beyond the control of the parties hereto which cannot (a) by the exercise of reasonable diligence, or (b) despite the adoption of reasonable precaution and/or alternative measures, be prevented, or caused to be prevented, and which adversely affects the abilities of the parties to perform obligations under this Agreement, which shall include but not be limited to: (a) Acts of God i.e. fire, drought, flood, earthquake, epidemics, natural disasters; (b0 Explosions or accidents, air crashes and shipwrecks, act of terrorism; (c) Strikes or lock outs, industrial dispute; (e) War and hostilities or war, riots, bandh, act of terrorism or civil commotion; (f) The promulgation of or amendment in any law, rule or regulation or the issue of any injunction, court order or direction from any Governmental Authority that prevents or restricts a party from complying with any or all the terms and conditions as agreed in this Agreement; (h) Any event or circumstances analogous to the foregoing.
2. It is agreed between the parties that the performance of obligations under this agreement is subject to force majeure condition which shall mean any event or combination of events or circumstances beyond the control of the parties hereto.
3. During the continuance of the force Majeure, NAFED reserves the right to alter or vary the terms and conditions of this Agreement or if the circumstances so warrant, the NAFED may also suspend the agreement for such period as is considered expedient, the
4. AGENCY agrees and consents that they shall have no right to raise any claim, compensation of any nature whatsoever for or with regard to such suspension.
5. The AGENCY agrees and understands that if the Force Majeure condition continues for a long period, then NAFED, in its own judgment and discretion, may terminate this Agreement and in such case AGENCY agrees that the they shall have no right or claim of any nature whatsoever and NAFED shall be released and discharged of all its obligations and liabilities under this Agreement.
6. Should any extra-ordinary and unforeseen circumstances arise, like fire, flood or any other natural calamities, strike, riot, civil commotion, epidemic, plague, accident and/or ware preventing either contracting party from fully or partially carrying out the obligations under the RFP, party so prevented shall inform in writing the other party of the causes of such failure within 3 (three) days from the beginning thereof and shall not be liable for performance of the RFP wholly or to the extent of non-performance, as the case may be.

**19. Holiday Listing**

NAFED’s policy for Holiday-Listing, which is available on the website of NAFED must be acceptable to the applicant. Notwithstanding anything contained in this RFP documents is mutatis mutandis applies to this and in the event, the agency(s) while discharging its obligations under the Agreement or otherwise, come(s) within the ambit of the said policy, NAFED at its sole discretion reserves the right to suspend/discontinue dealings or take any curative measures with agency (s) in accordance with the policy in force.

**20. INDEMNIFICATION**

1. The agency appointed shall at all times indemnify and keep indemnified NAFED against all claims/ damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this work order.
2. The agency shall at all times indemnify and keep indemnified NAFED against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (Agencies) employees or caused by any action, omission or operation conducted by or on behalf of Agencies.
3. The Agency shall at all times indemnify and keep indemnified NAFED against any and all claims by employees, workman, suppliers. Agent(s) employed engaged or otherwise working for Agencies, in respect of their wages, Salaries, remuneration compensation or the hike and PF&ESI liabilities as per Act of PF&ESI.
4. All claims regarding indemnity shall survive the termination or expiry of the work order.

**20. 1 FAILURE & TERMINATION CLAUSE**

Time and date of delivery and period of execution shall be essence of the contract. If the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract before the expiry of such periods.

NAFED may without prejudice to any other right or remedy available to it to recover damages for breach of the contract : -

1. Recover from the Agency as liquidated damages which will be charged by way of penalty as specified in point 11 Clause 3 ( Penalty Clause )
2. Cancel the contract by serving prior notice to the Agency.
3. NAFED may take a decision to cancel the contract with immediate effect and/or debar/blacklist the bidder from bidding prospectively for a period of 3 years or as decided by the NAFED or taken any other action as deemed necessary..

**20.2 AGENCY CODE OF CONDUCT AND BUSINESS ETHICS**

NAFED is committed to its ‘values & beliefs and business practices to ensure that Agency, who provides services, will also comply with the principles.

**(a). Bribery and Corruption:**

Agencies are strictly prohibited from directly or indirectly (through intermediates or subcontractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

**(b) Integrity, Indemnity & limitation:**

Agencies shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the NAFED. If it is discovered at any stage that any business/contract was secured by playing fraud or misrepresentation or suppression of material facts, such contracts shall accrue to the Agency in relation to such business/contract and the NAFED or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the NAFED on account of such fraud, misrepresentation or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.

**SECTION - II**

**21. SCOPE OF WORK**

The scope of the campaign would include production of creative content suitable for the following media:

* + 1. Designing, Content Writing, Copy-writing, Printing & Translation (on need basis) of Periodicals, Annual Report, Diary, Calendars, Magazines, Pamphlets, Folders, Newsletter, Posters, Advertisements, Banners Booklets, Brochures, Flyers, Coffee Table Book, e-books, etc.
    2. Conceptualization, Fabrication and Execution of an Event/showcased on the theme. Entire event management including Digital lay out, performance, arrangements at the venue, hiring of equipment, IT support, furniture, fixtures, furnishings, designing of creatives, publicity of event, coordination with media personnel, production of short-films/souvenirs, creative for hoardings, standees, exhibition panels, display boards etc of different sizes etc (360o solutions)
    3. Short-films/ Documentaries on the business operations of NAFED
    4. Creating content for print collaterals, audio & video collaterals, press advertisements, curtain raisers, briefs, Press Releases, Advertorials for magazines & newspapers, Annual Reports, Newsletters, Reports, or any other special publications
    5. PR activities, highlighting Federation activities, achievements, Preparation of Corporate presentations, organizational chart. Building photo bank for use in NAFED creative.
    6. Print creative along with adaptation for websites/social media
    7. TVCs(Including animations)
    8. Radio creative
    9. Nukkad Natak-Execution in identified locations for promotion of NAFED’s businesses; training of resource personnel
    10. Theme Song- Video & Audio
    11. Media Monitoring and Tracking: The selected agency, during the time of events, will be responsible for comprehensive media monitoring across all implementing states and Union Territories (UTs) where NAFED is active. This includes daily tracking print (national and local dailies), electronic (national and local), online, and social media sources in multiple languages. Also, the daily tracking needs to be emailed in stipulated time daily morning with available details of Journalist (news source) of the news. The agency should also provide translation services as required to ensure complete coverage and understanding.
    12. Compilation of Social Media Queries: The agency will generate a social media comments sheet that tracks and compiles comments, feedback, and queries from various social media platforms related to the event.
    13. Creation of content and creatives for social/online/print media- Content and creative shall be in English/Hindi/multi-languages as per the prerogative of NAFED. The agency will have to develop multiple creative for various websites and occasions as per the requirements.
    14. The agency will have to fulfill any other work desired by NAFED as and when required.

All ideas regarding preparation for event/publications/short-films/presentations etc will have to be submitted by the agencies for approval of NAFED prior to finalization.

The Agency will be required to produce creatives In Hindi/English or any other language as and when required. The, proof reading & final vetting of the language renditions would be the sole responsibility of the Agency. For any mistake In this regard, a penalty of 30 % of the dubbing/translation cost would be imposed on the Agency by NAFED.

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The Agency will be required to deliver the creatives at short notice and deliver schedule fixed by NAFED would be final.

The agency should be available to deliver the assigned work 24X7, including holidays.

The agency will be required to depute a team of professionals including designer, content writer etc o need basis at NAFED HO or at venue of Event.

**INTEGRITY PACT**

(on the non judicial stamp paper of Rs.100/-)

Between

National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED) an apex level Cooperative Marketing Organization, registered under Multi State Cooperative Societies Act, 2002, having its Head Office at Buyer House, Siddhartha Enclave, Ashram Chowk, New Delhi-110014,hereinafter referred to as “NAFED”,

And

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,a Limited/Private/Partnership Firm /Sole /Proprietorship /Cooperative society registered under the provisions of Companies Act of 1956 and/or 2013/ Partnership Act, 1932, having its Regd. Office at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ through its (Designation), (Name) , resident of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ duly authorized (hereinafter referred to as “SELLER ”) which expression shall unless otherwise repugnant to the context or meaning thereof include and always be deemed to include its successors and assignees) of the second part.

Preamble

NAFED is an apex organization of marketing cooperatives in India. NAFED is also one of the central nodal agencies for procurement of notified agricultural commodities under Price Support Scheme (PSS). NAFED is also procuring Pulses for Buffer Stocking under Price Stabilization Fund (PSF) Scheme of Government of India. NAFED has been designated as State Trading Enterprise (STE) vide Foreign trade policy (FTP) 2015-20.

NAFED has invited tender for supply of 1000 MT Indian Non Basmati Rice and intends to award contract/s for purchase of the same under laid down organizational procedures, NAFED values full compliance with all relevant laws of the land, rules, regulations, economic use of resources and of fairness/transparency in its relations with its bidders/contractors.

In order to achieve these goals, NAFED has appointed Independent External Monitors (IEMs), who will monitor the tender process and the execution of the contract for compliance with the principles mentioned above.

Section 1 – Commitments of NAFED

1. NAFED commits itself to take all measures necessary to prevent corruption and to observe the following principles: -

No employee of NAFED, personally or through family members, will in connection with the tender for or the execution of the contract, demand, take a promise for or accept, for self or third person, any material or immaterial benefit which he/she is not legally entitled to.

NAFED will, during the tender process treat all bidder(s)/contractor(s) with equity and reason. NAFED will in particular, before and during the tender process, provide to all bidders/contractors the same information and will not provide to any bidder(s) confidential/additional information through which the bidder(s) could obtain an advantage in relation to the tender process or the contract execution.

NAFED will exclude from the process all known prejudiced persons.

2. If NAFED obtains information on the conduct of any of its employees which is a criminal offence under the Indian Penal Code (IPC) or Prevention of Corruption (PC) Act, or if there is a substantive suspicion in this regard, NAFED will inform its Chief Vigilance Officer and initiate disciplinary actions as per laid down procedures.

Section 2 – Commitments of the Bidder/Contractor

1. The Bidder/Contractor commits to take all measures necessary to prevent corruption and to observe the following principles during participation in the tender process and during the contract execution.

The Bidder/Contractor will not, directly or through any other person or firm, offer, promise or give to any of NAFED’s employees involved in the tender process or in the execution of the contract or to any third person any material or other benefit which he/she is not legally entitled to, in order to obtain in exchange any advantage of any kind whatsoever during the tender process or during the execution of the contract.

1. The Bidder/Contractor will not enter with other bidder(s)/contractor(s) into any undisclosed agreement or understanding, whether formal or informal. This applies in particular to prices, specifications, certifications, subsidiary contracts, submission or non-submission of bids or any other actions to restrict competitiveness or to introduce cartelization in the bidding process.
2. The Bidder/Contractor will not commit any offence under the relevant IPC/PC Act. Further the Bidder/Contractor will not use improperly, for purposes of competition or personal gain, or pass on to others, any information or document provided by NAFED as part of the business relationship, regarding plans, technical proposals and business details, including information contained or transmitted electronically.
3. The Bidder/Contractor of foreign origin shall disclose the name and address of its Agents/representatives in India, if any. Similarly the Bidder/Contractor of Indian nationality shall furnish the name and address of its foreign principals, if any. All the payments made to the Indian agent/representative will be in Indian Rupees only.
4. The Bidder/Contractor will, when presenting the bid, disclose any and all payments made or committed or intended to be made to agents, brokers or any other intermediaries in connection with the award of the contract.

2. The Bidder/Contractor will not instigate third persons/firms to commit offences outlined above or be an accessory to such offences.

Section 3- Disqualification from tender process and exclusion from future tenders/contracts

If the Bidder/Contractor, before award of the contact or during execution thereof commits a transgression through a violation of Section 2 above or in any other form such as to put its reliability or credibility in question, NAFED shall be entitled to disqualify the Bidder/Contractor from the tender process or to terminate the contract, if already signed, on that ground.

If the Bidder/Contractor commits a serious violation of Section 2 above or in any other form such as to put its reliability or credibility as Bidder/Contractor into question, NAFED shall also be entitled to exclude the Bidder/Contractor from participating in the future tender processes for a duration as may be considered appropriate by it.

Section 4 - Compensation for Damages and Forfeiture of EMD

If NAFED disqualifies the Bidder/Contractor from the tender process prior to the award of the contract according to Section 3, NAFED shall be entitled to demand and recover the damages equivalent to Earnest Money Deposit/Bid Security, by forfeiting the same as stipulated in the tender.

If NAFED terminates the contract according to Section 3, or if NAFED is entitled to terminate the contract according to Section 3, NAFED shall be entitled to demand and recover from the Bidder/Contractor liquidated damages as per contract or the amount equivalent to Performance Bank Guarantee stipulated in the tender.

Section 5 – Previous transgression

The Bidder/Contractor declares that it did not commit any transgressions in the last 3 years with any Company in any country with regard to any anti-corruption law or practice or with any other Public Sector Enterprise in India that could justify its exclusion from the tender process.

If the Bidder/Contractor makes incorrect statement on this subject, it may lead to disqualification from the tender process or termination of the contract if already awarded.

Section 6 – Equal treatment of all Bidders/Contractors/Subcontractors

The Bidder/Contractor undertakes to demand from all Subcontractor(s) a commitment in conformity with this Integrity Pact, and to submit it to NAFED before signing of the contract, if awarded in its favour.

NAFED will enter into agreements with identical conditions as this one with all bidders, contractors and subcontractors. NAFED will disqualify from the tender process any bidder/contractor who does not sign this Pact with NAFED or violates its provisions.

Section 7 – Criminal charges against Bidder(s)/Contractor(s) /Subcontractor(s)

If NAFED obtains knowledge of conduct of a bidder, contractor or subcontractor or of an employee or a representative or an associate of the bidder, contractor or subcontractor which constitutes corruption, or if NAFED has substantive suspicion in this regard, NAFED will inform the same to its Chief Vigilance Officer.

Section 8 – Independent External Monitor /Monitors

NAFED has appointed competent and credible Independent External Monitor(s) (IEMs) for this Pact. The task of the Monitor is to review independently and objectively, whether and to what extent the parties comply with the obligations under this agreement.

The Monitor is not subject to instructions by the representatives of the parties and performs his functions neutrally and independently. He reports to the CMD, NAFED.

Bidders/Contractors accept that the Monitor has the right to access, without restriction, all project documentation of NAFED including that provided by the Bidder/ Contractor. The Bidder/Contractor will also grant the Monitor, upon his request and demonstration of a valid interest, unrestricted and unconditional access to its project documentation. The same will also be applicable to Subcontractor. The Monitor shall treat the information and documents of NAFED and the Bidder/Contractor/Subcontractor with confidentiality.

NAFED will provide to the Monitor sufficient information about all meetings among the parties related to the Project provided such meetings could have an impact on the contractual relations between NAFED and the Contractor. The parties offer to the Monitor the option to participate in such meetings.

As soon as the Monitor notices, or believes to notice, a violation of this agreement, he will so inform the Management of NAFED and request the Management to discontinue or take correction action or to take other relevant action. The Monitor may in this regard submit non binding recommendations. Beyond this, the Monitor has no right to demand from the parties that they act in specific manner, refrain from action or tolerate action.

The Monitor will submit a written report to the MD, NAFED within 8 to 10 weeks from the date of reference or intimation to him by NAFED and should the occasion arise, submit proposals for correcting problematic situations.

If the Monitor has reported to the MD NAFED a substantiated suspicion of an offence under relevant IPC/PC Act, and the MD NAFED has not, within the reasonable time taken visible action to proceed against such offence or reported it to the Chief Vigilance Officer, the Monitor may also transmit this information directly to the Central Vigilance Commission.

The word Monitor would include both singular and plural.

Section 9 – Pact Duration

This pact begins when both parties have legally signed it. It expires for the Bidder/Contractor twelve months after the last payment under the contract, and for all other bidders six months after the contract has been awarded.`

If any claim is made/lodged during this time by either party, the same shall be binding and continue to be valid despite the lapse of this pact as specified above, unless it is discharged/determined by MD, NAFED.

Section 10 – Other provisions

This Integrity Pact is an independent agreement between the parties and is subject to Indian Law. The arbitration clause if any in the tender / contract shall not apply to this agreement. Place of performance and jurisdiction is the Registered Office of NAFED. i.e. New Delhi.

Changes and supplements to this Pact as well as termination notices to be issued, if any, shall be made in writing. Side agreements have not been made.

If the Bidder/Contractor is a partnership firm or a consortium, this agreement shall be signed by all partners or consortium members.

Should one or several provisions of this agreement turn out to be void, the remainder of this agreement shall remain valid. In such a case, the parties will strive to come to an agreement to their original intentions.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(For & On behalf of NAFED) (For & on behalf of The Bidder/Contractor)

(Office Seal) (Office Seal)

**COVERING LETTER FOR SUBMISSION OF BID**

Date:

To,

Managing Director

National Agriculture Cooperative Marketing Federation of India Limited

NAFED HOUSE, Sidhartha Enclave,

Ring road, Ashram Chowk, New Delhi- 110014

Sir,

We are hereby submitting our Technical bid. We hereby declare that all the information and statements made in this bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our bid is accepted, to start the services with immediate effect or as stipulated in the work order. We understand you are not bound to accept the bid you receive.

Yours sincerely,

Authorized Signatory (in full and attach authorization to represent the company)

(Seal)

Name and Title of Signatory Name of Firm Address

(ON BIDDER LETTER HEAD)

**SELF DECLARATION OF NON-BLACKLISTING & CONFLICTING ACTIVITIES**

This is to declare that:

* + 1. Neither our firm nor any of our directors have ever been blacklisted by Central/ State Government Department or Agency/ PSU as on the date of bid submission.
    2. Neither our firm nor any of our directors are involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment as on the date of bid submission.
    3. Neither our firm nor any of its directors are involved in any such activities which can be termed as the conflicting activities.

We also acknowledge that in case of misrepresentation of the information, our proposals / contract shall be rejected / terminated by NAFED which shall be binding on us.

Authorized Signatory:

Name:

(On BIDDER LETTER Head)

**DECLARATION CUM UNDERTAKING PURSUANT TO SECTION 206 AB AND SECTION 206 CCA OF THE INCOME TAX ACT, 1961**

To,

Managing Director

National Agriculture Cooperative Marketing Federation of India Limited

NAFED HOUSE, Sidhartha Enclave,

Ring road, Ashram Chowk, New Delhi- 110014

Dear Sir/Madam,

**Subject:** **Declaration confirming filing of Income Tax Return for immediate three preceding years.**

I, Ms/Mr/M/s \_\_\_\_\_\_\_\_\_\_\_\_ in capacity of Self/Proprietor/Partner/Director of \_\_\_\_\_\_\_\_\_\_\_(Name of entity) having TMID \_\_\_\_\_\_\_, PAN\_\_\_\_\_\_\_(PAN of Entity), registered office/permanent address at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_do hereby confirm that our income tax return filing status for last 3 financial years is as given under:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Financial Year for which Income Tax Return was due as per Section 139(1)** | **Filed/Not Filed** | **Date of Filing** | **ITR Acknowledgement No.** | **TDS/TCS in Rs. 50,000/- or more (Yes/No)** |
| 2023-2024 |  |  |  |  |
| 2022-2023 |  |  |  |  |
| 2021-2022 |  |  |  |  |

I/We hereby undertake to indemnify M/s National Agriculture Marketing Fed of India ltd for any claim/loss/liability/cause of action fully including any Tax, Interest, penalty, etc. that may arise due to inaccurate/false/incorrect reporting of any of the above information.

For\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Name of Entity)

Signature:\_\_\_\_\_\_\_\_\_\_\_

Name of person:\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Designation\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Place:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Annexure-1**

**TECHNICAL BID FORMAT**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Eligibility Criteria** | | | | |
| **S.No.** | **Particulars** | **Yes/No** | | **Page Number** |
| **1** | Name of the Bidder (Agency) |  | |  |
| **2** | Whether brief profile of the agency is enclosed (Max 2-3 pages) |  | |  |
| **3** | Address of the Bidder (Agency) | Tel | Fax |  |
| **4** | Year of establishment |  | |  |
| **6** | Authorization Letter by Head of Agency/BoD in f/o Bid Signatory along with a Government & Organizational ID proof |  | |  |
| **7** | Number of Present employees in the agency, on roll (Details of qualifications, length of service, experience etc. Of the key creative members) |  | |  |
| **8** | Registration Details: PAN No. (Copy to be enclosed) |  | |  |
| **9** | GST (Copy to be enclosed) |  | |  |
| **10** | Whether average annual turnover of the bidder is atleast Rs 3 Crore each year during the last five financial years 2019-20, 2020-21, 2021-22, 2022-23 and 2023-24 (ending on 31st March 2024) (CA certificate to be enclosed) |  | |  |
| **12** | Production facilities for production and editing of contents in all forms. This should include in-house designing & printing and Event Management facility) (Details & self-certification on letter head). |  | |  |
| **13** | Details of EMD |  | |  |
|  | (i) Amount |  | |  |
|  | (ii) Draft No |  | |  |
|  | (iii) Date |  | |  |
|  | (iv) Issuing Bank |  | |  |
| **14** | Whether terms and conditions mentioned in the Tender document are acceptable & if yes, please enclose the self-declaration of acceptance on letter head. |  | |  |
| **15** | Whether the firm is blacklisted by any Government Department, or any criminal case is registered against the firm or its owner/partners anywhere in India (if no, attach an undertaking to this effect on letter head) |  | |  |
| **16** | Name, designation and address of the officer to whom all references shall be made regarding this Tender. | Tel: Mobile: | |  |
| Fax : Email: | |  |
| **Scoring of Bids** | | | | |
| **S.No.** | **Particulars** | **Yes/No** | | **Page Number** |
| **17** | Experience of producing Publications (Annual Reports, Newsletters, Diary ,Calendar, Coffee Table Book etc) / Print Advertisement (Brochure, banners, hoardings etc) / video spots/short films in Hindi or English for Government /cooperative organizations during the financial years 2020-21, 2021-22, 2022-23 and 2023-24 (ending on 31st March 2024) (enclose Job Orders) |  | |  |
| **18** | Experience of Event Management for Government organizations during any of the financial years 2020-21, 2021-22, 2022-23 and 2023-24 (ending on 31st March 2024) (enclose Job Orders) |  | |  |

Apart from above all requisite papers mentioned in the tender document are also enclosed

Authority Signature (in full and in initials)

Name and address and Title of the signatory

Date: