

Tender Notice  
By E-mail

**F. No. 1/Exhibition/IEC/FSSAI-2020-21**  
**FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA**  
(Ministry of Health and Family Welfare)  
**4<sup>TH</sup> FLOOR, FDA BHAWAN, KOTLA ROAD,**  
**NEW DELHI-110002**

Dated:3.03.2021

To,

As per List (Annexure)

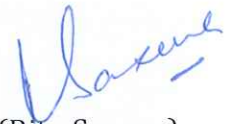
**Subject: Limited Tender Notice for Appointment of agency for conceptualizing, designing and fabrication of FSSAI stall for participating in the Indus Food 2021 scheduled to be on 20-21<sup>st</sup> March, 2021 at India Exposition Mart, Greater Noida**

The Food Safety and Standards Authority of India (FSSAI) invites quotations under Two-bid system (Technical and Financial Bids in separate envelope) from Empanelled Agencies with this office for Appointment of agency for designing and fabrication of FSSAI stall for participating in the Indus Food 2021 scheduled to be held on 20-21<sup>st</sup> March, 2021 at India Exposition Mart, Greater Noida and other terms and conditions are available in the Tender.

The agencies should make a presentation before the committee on **9<sup>th</sup> March, 2021 (11:30 AM)** at FSSAI office and also submit the designs & concept (A4 size) and financial bid in sealed envelopes on the same day. Financial bids of those bidders who qualify as per technical bids would be opened on **09/03/2021 at 3:00 PM**. The above mentioned dates/time are subject to change and shall be communicated separately, in case of any change.

The detailed Tender Notice document is available on FSSAI Website at <https://fssai.gov.in/tenders.php> and Central Public Procurement Portal <https://www.eprocure.gov.in/epublish/app>.

FSSAI reserves the right to reject/cancel the tender process at any time without assigning any reason thereof.



(Ritu Saxena)  
Assistant Director (SBCD)

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**NEW DELHI-110002**

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**Dated: 3.03.2021**

**Limited Tender Notice for Appointment of agency for conceptualizing, designing and fabrication of FSSAI stall for participating in the Indus Food 2021 scheduled to be on 20-21<sup>st</sup> March, 2021 at India Exposition Mart, Greater Noida-reg.**

FSSAI is going to participate in the Indus Food 2021 scheduled to be held on 20-21 March, 2021 at India Exposition Mart, Greater Noida by putting up a stall and as such invites agencies to submit their bid and designs for conceptualizing, designing and fabrication of FSSAI stall in Indus Food 2021. The details of stall are as under:

**Hall No :** Hall No. 5

**Stall No:** Plan Layout enclosed (Annexure-A)

**Area :** 54 sq. m. Raw Space.

Technical and Financial Bids are invited for appointment of agency for conceptualizing, designing and fabrication of FSSAI stall for participating in the Indus Food 2021 scheduled to be on 20-21/03/21 at India Exposition Mart, Greater Noida from Empanelled Agencies. The following terms and conditions will be, inter alia, applicable:-

**1. Specification of works:** the following work will be required to be taken up:

- (i) Conceptualization, designing, fabrication and dismantling of stall (after exhibition)
- (ii) One TV Screen ( 42" inches)
- (iii) One small Pantry, 4 chairs with 1 small round table
- (iv) Printing and installation of graphics for panels (07 in nos.)
- (v) Facility for coffee/tea vending machine, water dispenser supported with disposable paper cups and one attendant.
- (vi) One laptop with printer and Internet
- (vii) One Hostess
- (viii) Magazine stand (01 in no.)
- (ix) Daily packed Lunch for 04 officials on duty
- (x) Sanitizer provision, time to time disinfection of stall

**2. SCOPE OF WORK**

- 2.1 The agency will prepare and submit the design of the FSSAI stall.
- 2.2 Conceptualization of overall theme for exhibition.
- 2.3 The fascia for the stall has to be designed by the agency.
- 2.4 A reception counter.



- 2.5 4 chairs with 1 small round table.
- 2.6 The overall look of FSSAI stall should be contemporary and reflect the colour and vibrancy of modern India with adequate number of posters/ panels wherever required. A suitable branding has to be done and shall be followed all over.
- 2.7 The generic branding should be on suitable material so that there are no wrinkles in the final get up with seamless finish. The common branding banners should have bright lightings.
- 2.8 The design should preferably be open with one aligned branding, possibility of running shelves, greater visibility, facilitating free flow of visitors in the entire FSSAI pavilion/stall and the individual stands.
- 2.9 The pavilion shall be brightly lit with sufficient white lights not to allow dark pockets in the entire FSSAI pavilion.
- 2.10 One small Pantry.
- 2.11 Tea/coffee vending machine and provision for meals/snacks etc. for the personnel deputed on duty.
- 2.12 Sanitizer provision at the stall, time to time disinfection of stall.
- 2.13 All the work should be completed on or before 3:00 PM of 19.03.2021.
- 2.14 FSSAI reserves the right to make changes in the Design plan.
- 2.15 The material such as wall panels, furniture, display aids etc. to be used by the agency has to be of good quality.

### 3. Financial Bid

Envelope super-scribed "Financial Bid". The agencies are required to understand the work properly before quoting the rates. Which includes all taxes, material, labour charges and incidental charges for fabrication and maintenance of the Pavilion in Annexure 'B' attached with the Tender Notice.

### 4. Evaluation Criteria & Price Bid issues

(i) Composite Score of the Bidders:-

Composite Score of the Bidders shall be worked out as under:

Bidder's Scores		Weightage	Weighted Score
(A)	Technical Score	70	
(B)	Financial score	30	
<b>Composite Weighted Score of the Bidder (A+B)</b>			

The Bidders who has secured the highest Composite Score shall be declared the most Preferred Bidder.

(ii) The selection of fabricating agency will be through Composite Quality cum Cost Based System(CQCBS).The weightage for Technical Criteria will be 70 while the Financial Criteria will be 30. The agency who quotes lowest in the financial bid shall be given 30 marks. The financial quotes of other bidders shall be computed

as follows:-

(L-1 divided by Lx) multiplied by 100 wherein X is the bid quoted by L 2, L3, L 4.

(iii) The technical bids must be supported by documentary proof of technically qualifying the laid down criteria and samples/photo etc. of listed items and presentation. For financial bids, the offers should be restricted to only financial/price aspects. The rates per unit and the total cost be quoted and would be as per format attached.

(iv) If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price will prevail and the total price will be corrected. If there is a discrepancy between words and figures, the amount in words will prevail for calculation of price.

**5. The Design and Concept shall be selected as per the following criteria:-The technical evaluation will be done through presentation as per following:**

S. No.	Items	Point
1	Conceptualization, Designing of Stall	25
2	Adoption of theme in the creative	25
3	Utilization of Space, Branding of FSSAI	20
	<b>Total</b>	<b>70</b>

The hard copy as well as the soft copy of the presentation may also be given to FSSAI after the presentation.

**Financial Score 30 Marks**

The financial bid is to be quoted in the prescribed format

FSSAI reserves all the rights related to the opening, evaluation and cancellation of Bids without assigning any reasons thereof. FSSAI can accept OR reject the financial bids without assigning any reason and decision of the FSSAI will be final & binding in this regard. In case of any ambiguity while comparing the rates offered by the bidders, FSSAI reserves all the rights to decide on the issue of identifying selected bidder, as considered appropriate.

**Special Conditions for Evaluation**

The Preferred Bidder would be selected as per criteria mentioned. However, in the event that two or more Bidders secure exactly the same Composite Score, then FSSAI reserves the right to declare as Preferred Bidder who's Presentation Score is highest among such Bidders who have secured exactly the same Composite Score.

**6. Performance Security:**

Within one (1) day from the date of the receipt of the award letter, the successful bidder shall furnish performance security to the FSSAI which shall be equal to 3% of the value of the contract and shall be in the form of a Bank Guarantee from a nationalized

/scheduled bank. The Bank Guarantee should be valid for a minimum period of 60 days.

**(A)** The FSSAI reserves the right to accept or reject any or all the offers without assigning any reason what so ever.

**(B)** For any legal dispute in the matter, the jurisdiction shall be of court at Delhi/New Delhi.

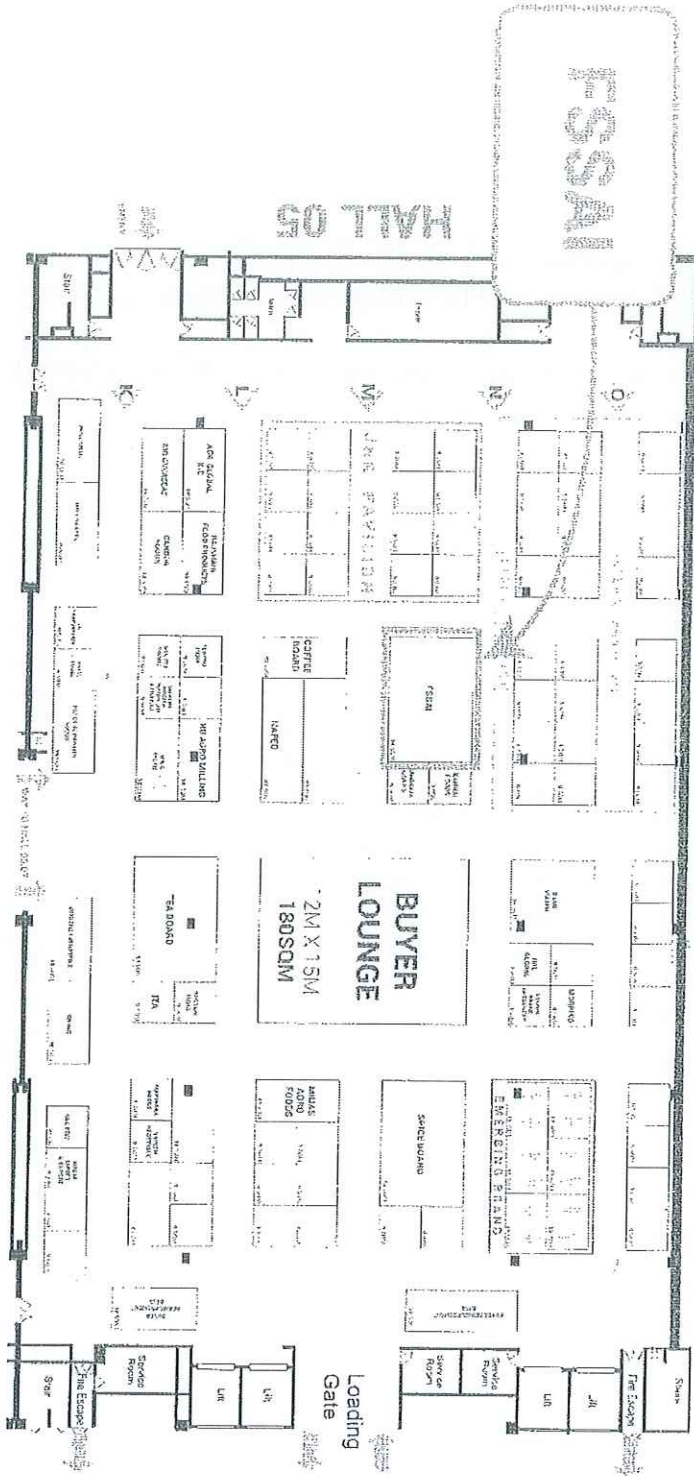
**(C)** For any queries in the matter, contact may be made at telephone number 011-23217402

#### **7. Penalty:**

In case the agency fails to complete the work as per the FSSAI requirement within stipulated period penalty of Rs. 10,000/- per day will be imposed on the agency.

**8.** No advance payment will be made. However, the payment will be released after satisfactory completion of the work /event and receipt of the invoice.





**INDUS FOOD**  
 20/21 MARCH, 2021  
 HALLS - 01 | 03 | 05 | 07  
 India Expoit on Mar, Greater Noida, NCR, India

ORGANIZED BY  
**TPC** Trade Promotion Council of India  
 Department of Commerce  
 Ministry of Commerce and Industry  
 Government of India

## FINANCIAL BID DOCUMENT

	Requirements	Unit Rate	Total Rate
1	Conceptualization, designing, fabrication and dismantling of stall (after exhibition)		
2	One TV Screen ( 42" inches)		
3	One small Pantry, 4 chairs with 1 small round table		
4	Printing and installation of graphics for panels (07 in nos.)		
5	Facility for coffee/tea vending machine, water dispenser supported with disposable paper cups and one attendant		
6	One laptop with printer and Internet		
7	One Hostess		
8	Magazine stand (01 in no.)		
9	Daily packed Lunch for 04 officials on duty		
10	Sanitizer and stall disinfection provision		

(Signature of Authorized Signatory with date and seal)

## List of empanelled agencies for FSSAI

S. No.	Name of Agency	Email ID
1	M/s Graphisads	<a href="mailto:alokgupta@graphisads.com">alokgupta@graphisads.com</a> <a href="mailto:ga@graphisads.com">ga@graphisads.com</a>
2	M/s Ventures Advertising Pvt. Ltd	<a href="mailto:delhi@vapl.net">delhi@vapl.net</a> <a href="mailto:ventures.tenders@gmail.com">ventures.tenders@gmail.com</a>
3	M/s Vivid India Advertising & Marketing	<a href="mailto:vividindia.kamal@gmail.com">vividindia.kamal@gmail.com</a> <a href="mailto:vividindia.creative@gmail.com">vividindia.creative@gmail.com</a>
4	M/s Promodome Communications Pvt. Ltd	<a href="mailto:shabnam@promodomegroup.com">shabnam@promodomegroup.com</a> <a href="mailto:info@promodomegroup.com">info@promodomegroup.com</a>
5	M/s Super-ads	<a href="mailto:superads.media@gmail.com">superads.media@gmail.com</a>
6	M/s Panchtatva Advertising	<a href="mailto:panchtatvaadv@gmail.com">panchtatvaadv@gmail.com</a> <a href="mailto:adpanchtatva@gmail.com">adpanchtatva@gmail.com</a>
7	M/s Degree 360 Solutions Pvt. Ltd.,	<a href="mailto:360solution@gmail.com">360solution@gmail.com</a> <a href="mailto:info@degree360solutions.com">info@degree360solutions.com</a>
8	M/s Expression 360 Services India Pvt. Ltd.,	<a href="mailto:connect@expression360.in">connect@expression360.in</a>
9	M/s Sanket Communication Pvt. Ltd.,	<a href="mailto:lalan_sanket@yahoo.com">lalan_sanket@yahoo.com</a>
10	M/s Bubna Advertising	<a href="mailto:rajesh.sood@bubnaadvertising.com">rajesh.sood@bubnaadvertising.com</a> <a href="mailto:mukesh.jha@bubnaadvertising.com">mukesh.jha@bubnaadvertising.com</a>
11	M/s Adman Advertising	<a href="mailto:adman.ads@gmail.com">adman.ads@gmail.com</a>
12	M/s Airads Ltd.,	<a href="mailto:airads2013@gmail.com">airads2013@gmail.com</a> <a href="mailto:airadsltd@yahoo.com">airadsltd@yahoo.com</a>
13	M/s Critique Communication Pvt. Ltd.,	<a href="mailto:sanchit@critique.in">sanchit@critique.in</a> <a href="mailto:critique.delhi@gmail.com">critique.delhi@gmail.com</a>