

F. No. IEC/3/2021-IEC-FSSAI
भारतीय खाद्य संरक्षा एवं मानक प्राधिकरण
Food Safety and Standards Authority of India
(खाद्य संरक्षा एवं मानक अधिनियम, 2006 के तहत स्थापित एक वैधानिक प्राधिकरण)
(A Statutory Authority established under the Food Safety and Standards Act, 2006)
(एस .बी .सी. विभाग)
(S.B.C. Division)
दूसरी मंजिल, एमएमयू बिल्डिंग, नई दिल्ली- 110002
2nd Floor, MMU Building, New Delhi – 110002

Dated, the 13th October, 2022

To

All Empanelled Agencies (**Annexure-A**)

SUBJECT: LIMITED TENDER FOR INVITING BIDS FOR DUBBING AND DEVELOPMENT OF VIDEO.

Food Safety and Standards Authority of India invites sealed Limited Tenders under single bid system from Empanelled agencies with this office for dubbing and development of videos as per requirement provided to the agency in compliance of terms and conditions stipulated in the tender document.

02. The tender document is available on the FSSAI website at www.fssai.gov.in and CPPP portal <https://eprocure.gov.in>. The duly filled in Tender Document may be dropped in the tender box at Food Safety and Standards Authority of India, 2nd Floor, Dental Council of India Building, Kotla Road, Temple Lane, Opp. Mata Sundari College for Women, New Delhi – 110002 latest by 12:00 hrs on 02.11.2022. The same will be opened on 02.11.2022 at 12:30 PM.

Address of communication: Deputy Manager (SBCD), Food Safety and Standards Authority of India, 2nd Floor, Dental Council of India Building, Kotla Road, Temple Lane, Opp. Mata Sundari College for Women, New Delhi – 110002.

Deputy Manager (SBCD)
Food Safety and Standards Authority of India

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2nd Floor, MMU Building, New Delhi – 110002

Dated, the 13th October, 2022

LIMITED TENDER FOR INVITING BIDS FOR DUBBING AND DEVELOPMENT OF VIDEOS.

1. SUBMISSION OF BID:

1.1 Submission, acceptance and rejection: - A tender in sealed cover superscribing “Rates for dubbing and development of video” on a prescribed Price Bid format should be dropped in the tender box in Food Safety and Standards Authority of India, 2nd Floor, MMU Building, Kotla Road, Temple Lane, Opp. Mata Sundari College for Women, New Delhi – 110002. The last date & time of bid submission is 02.11.2022 at 12:00 hrs.

1.2 Tenders which are not complete in all respects are liable to be rejected.

1.3 For any queries/details required, the bidders may contact Deputy Manager (SBCD), FSSAI.

2. Non-transferability: This tender is non-transferable.

3. DETAILS OF VIDEOS ALONGWITH TIME DURATION

FSSAI intends to dubbing and development of videos as per the directions of FSSAI. Brief details of scope of work relating to development and dubbing of videos are mentioned below for reference: -

(i) Dubbing of videos (English to Hindi)- Merging all 56 videos and then dubbing in Hindi

| S. No | Title of Videos | Duration |
|-------|--|------------------|
| 1 | 56 DART videos (45 -50 sec each) to educate on detection of adulteration using household items Details of 56 DART videos is available at https://www.youtube.com/watch?v=niaQJJADoZY&list=PLe_cE1U0Q6EZOx000kSMbSSkWW7W4YZpM&index=2 | 40-45 Minutes |

(ii) Development of Videos

| S. No. | Title of Videos | Proposed Duration | Language |
|--------|--|-------------------|-------------------|
| 1 | How to apply FSSAI Registration - for Small Food Businesses Details of the User Manual for apply FSSAI Registration / License is available at https://foscos.fssai.gov.in/user-manual | 4 to 5 minutes | Hindi and English |

(iii) Six COVID awareness videos (2 minutes each) to be clubbed in one video.

4. The person signing the tender document should be an authorized person to submit quotation on behalf of the agency/firm, in case other than the Owner/Director/Managing Director.

5. Pre-Bid Meeting. A pre bid meeting will be held on 19-10-2022 at 11:30 AM in the office of Food Safety and Standards Authority of India at 2nd Floor, MMU Building, Temple Lane, Opp. Mata Sundari College for Women, New Delhi -110 002, to clarify issues and to answer queries on any matter pertaining to the bid that may be raised. The bidders willing to attend the pre-bid conference are requested to inform the FSSAI beforehand in writing or through email. They may also bring their queries in writing which could also be sent through email not later than two days before the scheduled date of pre-bid meeting. The bidders are requested to examine the requirements of the Bid Documents so as to avoid any confusion/scope of not adhering to fulfilling the required conditions and submission of supporting documents along with the bid. Minutes of pre-bid meeting, including the text of the queries raised and the responses/suggestions given, together with any responses prepared after the meeting, will be transmitted without delay to all purchasers of the bidding documents and/or published on FSSAI's website www.fssai.gov.in and on CPP Portal. Any changes which may become necessary as a result of pre-bid meeting may be made by the FSSAI exclusively through the issue of an addendum and not through the minutes of the pre bid meeting. It may be noted that non-attendance at the pre bid meeting will not be a cause for disqualification of a bidder and is purely voluntary. The maximum number of participants from an applicant, who chooses to attend the Pre-Bid meeting, shall not be more than two persons. The representatives attending the Pre-Bid meeting shall be in possession of an authority letter, duly signed by the authorised signatory of his/her organisation.

6. The price bid format is given as **Annexure-B**.

7. The financial bid/details should be quoted clearly stating price, taxes and other charges, if any. Figures in Indian Rupees (in numeric as well as in words are required to be mentioned).

In case no mention is made towards Taxes, if any, GST, the price quoted shall be considered as inclusive of all applicable statutory taxes and no consideration thereafter under any circumstances shall be pertained.

8. Bid Opening

- 8.1 Bids will be opened on 02.11.2022 at 12:30 PM.
- 8.2 Bidder should depute his / their representative alongwith authorization letter to participate in the opening of bid.

9. Evaluation Criteria:

- 9.1 Eligibility of tenderer will be based on clear Rates Quoted and delivery time.
- 9.2 No error, overwriting / correction shall be permissible unless attested under the signature of the bidder with date and seal.

10. Evaluation of bids:

- 10.1 The Authority may reject any bid/bids, if the same are found to be unresponsive or unsuitable either because they represent deficiencies in complying with the enquiry.
- 10.2 The work will be awarded to the lowest quoted price bidder (L1).
- 10.3 In case two bidders quote equal price, the bidder offering faster delivery shall be declared successful. The decision of this organisation will be final and binding on the bidders.
- 10.4 Validity of Bids: The Bids should remain valid for a period of 90 days from the last date of submission of the Bids.

11. Award of Contract:

By the process of evaluation of bids, the Evaluation Committee will prepare ranking list of bidders and award the contract to the L-1 bidder subject to fulfilment of prescribed conditions as mentioned in para 9 above.

12. Performance Guarantee: The successful bidder shall furnish Performance Security to the FSSAI which shall be equal to 3% of the value of the contract within 05 days of receipt of the work order and shall be in the form of a bank guarantee from a nationalized / scheduled bank. Performance Bank Guarantee (PBG) should be valid for 60 days beyond the tentative date of completion of entire work. No interest will be given to agency on PBG.

13. Deliverables and Timelines

The videos should be delivered within 15 days from the date of issue of the work order to the selected agency.

14. DELAY IN THE ASSIGNMENT AND LIQUIDATED DAMAGES:

(a) The selected agency shall be liable for all costs, damages, compensation, fees, charges, levies, and expenses suffered or incurred by FSSAI due to the him/their or his/ their employees negligence and/or un-workman like performance of any services under this Contract, or breach of any terms of

the Contract, or failure to carry out any of the obligations under the Contract. The decision of the FSSAI regarding such failure of the Successful Agency and their liability for the losses, etc. suffered by FSSAI, and quantum of such losses, shall be final and binding on the Successful Agency and FSSAI is entitled to recover all such losses from them.

(b) Without prejudice to generality of the foregoing and subject to force majeure, the parties to this contract treat time as the essence of this contract and it is an additional condition of the Contract that in the event of failure of the Successful Agency to complete any assignment within the stipulated time or if the work remains uncompleted/or incomplete at any stage with reference to time prescribed and reason for delay cannot be satisfactorily substantiated, without prejudice to the other remedies available to the FSSAI under this contract and in Law, the Successful Agency shall be liable to pay FSSAI Liquidated Damages @ 0.5% of the value of the contract which the parties to the contract having agreed to as reasonable pre-estimate of the losses to FSSAI arising on account of such failure, subject to upper ceiling.

(c) If in the opinion of FSSAI the delay in completion of assignment is delayed unduly, it shall be lawful for FSSAI to terminate the contract at the risk and cost of such agency and to forfeit the performance guarantee for recovery of all losses/damages/cost and expenses which may be incurred by FSSAI consequent to such termination.

15. Penalty:

In case the agency fails to complete the work as per the FSSAI requirement within stipulated period penalty of 0.5% of the total value of the project will be charged as penalty for every week of delay, upto maximum of 5% of the total value of the project.

16. Transfer and Sub-letting:

The agency has no right to give, bargain, sell, assign or sublet or otherwise dispose of the Contract or any part thereof, as well as to give or to let a third party take benefit or advantage of the present Contract or any part thereof.

17. FORCE MAJEURE:

In the event of either party being rendered unable/helpless by Force Majeure to perform any obligation required by them under the contract, the relative obligation of the party affected by such Force Majeure shall be suspended for the period during which such cause lasts with the approval of the other party. It is clarified that in case, the Force Majeure event occurs due to negligence of agency, then the provisions of this clause shall not apply. Upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable/helpless as aforesaid thereby, shall notify to the other party in writing within 07 (Seven) days of the alleged

beginning and ending thereof giving full particulars and satisfactory proof. If deliveries are suspended under Force Majeure conditions lasting for more than 2 (two) months, FSSAI shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part.

18. Other Conditions:

- (i) The selected agency will be sole responsible for correctness of word used during dubbing and development of videos.
- (ii) No advance payment will be made. However, the payment will be released after satisfactory completion of the work and receipt of invoice.
- (iii) The FSSAI reserves the right to accept or reject any or all the offers without assigning any reason what so ever.
- (iv) For any legal dispute in the matter, the jurisdiction shall be of court at Delhi/ New /Delhi.

Deputy Manager (SBCD)
Email:-iec@fssai.gov.in

List of Empanelled agencies for FSSAI

| S. No. | Name of Agency | Email ID |
|--------|---|--|
| 1 | M/s Yaap Digital Pvt Ltd Unit No. 430, 4th Floor Vatika Atrium, Golf Course Rd, A Block, DLF Phase 1, Sector 53, Gurugram, Haryana 122002 | nand.lal@yaap.in |
| 2 | M/s Sharad Advertising Pvt. Ltd 184, Patparganj industrial Area, Delhi-110092 | info@sharadadvertising.com |
| 3 | M/s Vivid India Advertising & Marketing 401&411, Deepshikha, 8 Rajendra Place New Delhi-110008 | vividindia.kamal@gmail.com vividindia.creative@gmail.com kamaljaitly2009@gmail.com |
| 4 | M/s Adknack Advertising 3rd Floor, Bhanot Chambers, 3LSC, Aram Bagh, New Delhi-110055 | adknackcreative@yahoo.com |
| 5 | M/s Super Ad Creative Media Pvt. Ltd. 9/13, First Floor East Patel Nagar New Delhi-110008 | superads.media@gmail.com |
| 6 | M/s Panchtatva Advertising H.O. 613 A, 614, 6th Floor, Jaina Tower-I District Centre, Janak Puri, New Delhi- 110058 | panchtatvaadv@gmail.com adpanchtatva@gmail.com |
| 7 | M/s Expression 360 Services India Pvt. Ltd. 306-309, 3rd Floor, Pratap Bhawan, 5 Bahadour Shah Zafar Marg, New Delhi-110002 | connect@expression360.in |
| 8 | M/s Sanket Communication Pvt. Ltd., E-1/13, 3rd Floor, Main Road, Malviya Nagar, New Delhi- 110017 | lalan_sanket@yahoo.com |
| 9 | M/s Bubna Advertising 4316/3, Ansari Road, Darya Ganj, New Delhi- 110002 | rajesh.sood@bubnaadvertising.com mukesh.jha@bubnaadvertising.com |
| 10 | M/s Adman Advertising 201-202, Mohan Complex, H Block LSC, Ashok Vihar, Phase-I, Delhi- 110052 | adman.ads@gmail.com |
| 11 | M/s DOT Communications H.O. 209-210, 2nd Floor, Gagandeep Building Rajendra Place, New Delhi-110008 | dotcommunication01@gmail.com |

Financial Bid Format

(i) Dubbing of videos from English to Hindi - Merging all 56 videos and then dubbing in Hindi

| S. No | Title of Videos | Rate | GST | Total Price including GST |
|-------|---|------|-----|---------------------------|
| 1 | 56 DART videos (45 -50 sec each) to educate on detection of adulteration using household items Details of 56 DART videos is available at https://www.youtube.com/watch?v=niaQJJADoZY&list=PLe_cE1UOQ6EZOx0O0kSMbSSkWW7W4YZpM&index=2 | | | |

(ii) Development of Videos (4 to 5 minutes) in English and Hindi

| S. No. | Title of Videos | Rate | GST | Total Price including GST |
|--------|---|------|-----|---------------------------|
| 1 | How to apply FSSAI Registration - for Small Food Businesses | | | |

(iii) Six COVID awareness videos (2 minutes each) to be clubbed in one video.

| S. No | Title of Videos | Rate | GST | Total Price including GST |
|-------|--|------|-----|---------------------------|
| 1 | Six COVID awareness videos (2 minutes each) to be clubbed in one video | | | |

Total Cost including GST [(i)+(ii)+(iii)] :

Time duration of delivery of above mentioned videos: _____