

EOI No.: 02/Exhibition/IEC/FSSAI-2019-20

Dated 13.02.2020



**Food Safety and Standards  
Authority of India**



Expression of Interest (EOI)

for

Selection of agency

for implementation

of

**Quiz - Eat Right India**

NATIONAL QUIZ LEAGUE (Season One)

for

Food Safety and Standards Authority of India

2020

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## 1. About FSSAI

The Food Safety and Standards Authority of India (FSSAI), headquarter at Delhi, has been established under Food Safety and Standards Act, 2006 which consolidates various Acts & Orders that have hitherto handled food related issues in various Ministries and Departments. The FSSAI has been created for laying down science based standards for articles of food and to regulate their manufacturing, storage, distribution, sale and import to ensure the availability of safe and wholesome food for human consumption. One of the mandates of FSSAI to promote general awareness about food safety and nutrition.

## 2. Purpose of the EOI

'Eat Right India' movement aims to ensure health and well-being of people by promoting safe, hygienic, healthy and sustainable diets with mindful eating habits through coordinated multi-sectoral approach. Given that food habits are formed early in life and difficult to change thereafter; focus of Eat Right India is on young people, therefore, school is an obvious place for action. Using food as a pedagogical tool can be very effective in this regard. Students could potentially be agents of change for society as a whole, influencing their own families and communities.

In this context, the FSSAI is launching 'Eat Right India National Quiz League' (ERI.NQL). This competitive quiz is to increase awareness and knowledge on food safety and nutrition. This would also support students to inculcate right eating habits and would give a boost to the on-going Eat Right @School initiative for long-term engagement of schools with Eat Right India movement across the country.

This nation-wide initiative will be executed through a thoughtfully curated series of quiz competitions from school level to national level. A combination of online, on ground and live events would be used. Services of well-known quiz masters would be utilized. They would bring their rich quizzing expertise and passion to this programme. In the first year, ERI.NQL would be in English only and restricted to 50 cities, in subsequent years, this would be extended to the districts and conducted in Hindi and other languages as well.

## 3. Scope of Work

A tentative structure of the quiz is defined at **Annexure 1** (Format is suggestive; bidders may provide an alternate format). To fulfil the requirements specified thereunder, the scope of the work for the bidder is defined as under:

- To design, maintain and execute activities related to the e-platform. The e-platform to be developed to handle:
  - Registration of schools and student participants

- Online quiz at school level
  - Live rounds
  - Data management
  - On-site Quiz:
- To conduct on the spot quiz event in 50 cities along with 2 Zonal, 1 National level event. Basic structure of the events to include:
    - Venue
    - AV/Sound
    - Branding
    - Lodging and boarding of participants (Zonal, National)
    - Food
    - Travel
    - Other material support (eg buzzers)
    - Hosting of event
    - Award and Certificate
  - To provide timely reports on activities at each level to FSSAI during the implementation period and after completion of the season one.
  - Promotion of quiz across various media platforms
  - Stakeholder engagement with partners working in food ecosystem of the country to support above activities
  - Providing such other services as may be necessary for the end-to-end implementation of purpose of Quiz.

#### 4. Eligibility Criteria / Pre-Qualification Criteria

**4.1 Experience:** The agencies must have experience of working with Government Organizations and at least 3 years of relevant experience in conducting public engagement activations and event management.

**4.2 Annual Turnover:** An agency must have annual turnover of a minimum of Rs. 30 Lac during the last three financial years (2016-17, 2017-18 & 2018-19). The turnover is to be supported by financial statement of accounts duly certified by the Chartered Accountant and ITRs.

**4.3 Earnest Money Deposit (EMD):** A Demand Draft / Banker Cheque of Rs. 4,00,000/- (Rupees Four Lakhs only) drawn in favour of Sr. Accounts Officer, FSSAI payable at Delhi as Earnest Money Deposit (EMD) to be submitted in a separate envelope.

**4.4** It should not be black listed by any Government Department or PSU. Affidavit / undertaking on letter head of the agency stating that it is not black listed by any Government Department/PSUs to be submitted.

4.5 FSSAI seeks to provide opportunity to the Start Ups/ New entrants (less than 3 years of experience) working in domains of conducting public engagement activations and event management who will be able to demonstrate exceptional potential in similar work with regard to FSSAI’s requirements, supported with relevant documents. Such applicants are exempted from 4.1 & 4.2 and need to submit experience and turn over documents for their years of operation.

## 5. Important Dates

Sr. No.	Event	Schedule Date
1	Release of EOI	12.02.2020 , 5:00pm
2	Pre-bid meeting	20.02.2020 , 3:00pm
3	Last date for Submission of Responses to EOI	05.03.2020, 5:00pm
4	Opening of the Bids Date for presentations will be communicated to the successful bidders	06.03.2020, 3:00pm

## 6. Bid Document and its submission

6.1 The EOI is being invited in the form of Technical Bid super scribed as [“Technical Bid for **Quiz** - Eat Right India NATIONAL QUIZ LEAGUE Season One”]. Technical Evaluation of only such bidders shall be taken up which fulfill the basic eligibility criteria.

Technical Bid must include a general background of the respondent agency, with information on the contact person for matters relating to this EOI. This part must include a letter indicating the interest of the agency in providing the services as they relate to the EOI. The letter must be on the respondent agency letterhead, signed by an official who is authorized to respond to the EOI on behalf of the agency.

This part must also include a clear and concise summary of the respondent’s qualifications and experience as they relate to the EOI. Information should include the core business and years in business; description of similar work.

### 6.2 Copies of Response:

Respondents must submit two (2) hard copies and one (1) electronic copy in pendrive of their response to this EOI to the designated point of contact by the date and time specified in this EOI.

### 6.3 Response Date:

Responses to this EOI are due on the date specified in the table above before 17:00 hours. The Envelopes of EMD and Technical Bid should be kept in a bigger envelop superscribed as “EOI for **Quiz** - Eat Right India NATIONAL QUIZ LEAGUE Season One” and must be submitted to the designated point of contact as mentioned below i.e. Joint Director (Social & Behavior Change), 4th Floor, FDA Bhawan, Kotla Road, New Delhi-110002.

## 7. Evaluation of Bids:

7.1 QCBS (Quality and Cost Based System) will be utilized for evaluation of bids: “Final quality cum cost evaluation: The final evaluation will be done under combined Quality-cum-Cost based systems with 70% weightage assigned to the Technical Score and 30% weightage assigned to the financial quote. The bidder scoring the highest marks will be selected.

7.2 The evaluation of Technical Proposals will be done by technical evaluation committee on basis of the following criteria:

SNo.	Criteria	Marks
(i)	Profile & Track Record of the company/ agency	20
(ii)	Prior experience of working with other Government agencies/ institutions etc. in similar kind of work.	20
(iii)	<b>Presentation:</b> Agency will be required to make a presentation at FSSAI. It may include:	
	Implementation Strategy	30
	Innovative ideas for school/children engagement	10
	Capability and strategy for stakeholder engagement	10
	Capability and strategy for media promotion	10
Total (i) to (iii)		100

Note: For start-ups registered with FSSAI, evaluation on (i) & (ii) will be based on credibility of promoters and not years of experience etc.

Agencies scoring 70% marks or more in the Technical Evaluation (i.e. 70 marks out of 100), will be short listed for inviting the financial bids.

7.3 Result of technically qualified bidders will be announced on FSSAI’s website along with date to submit Financial bids. The marks will be allotted out of total of 100 on the basis of financial evaluation. The Financial Proposals will be evaluated by a Financial Evaluation Committee, on the basis of proposals including information specified in the table below:

SNo.	Description of work	Amount in rupees
(i)	<b>e-platform</b> - design, maintain and execute activities related to the e-platform. The e-platform to be developed to handle: <ul style="list-style-type: none"> <li>• Registration of schools and student participants</li> <li>• Online quiz at school level</li> <li>• Live rounds</li> <li>• Data management</li> <li>• On-site Quiz:</li> </ul>	
(ii)	<b>Mobilization:</b> cost of school mobilization in the 50 cities (per school)	
(iii)	<b>On-site events</b> - conduct on the spot quiz event in 50 cities along with 2 Zonal, 1 National level event. Basic structure of the events to include: (also include amount per unit separately for city, zonal and national) <ul style="list-style-type: none"> <li>• Venue</li> <li>• AV/Sound</li> <li>• Branding</li> <li>• Lodging and boarding of participants (Zonal, National)</li> <li>• Food</li> <li>• Travel</li> <li>• Other material support (eg buzzers for live quiz)</li> <li>• Hosting of event</li> <li>• Award and Certificate</li> </ul>	
(iv)	Quiz master for zonal and national event	
(v)	Recording of zonal and national events and short bytes (1 min) of the city events	
Total amount		

The bidders may also provide quote for the following separately:

(i)	Media and promotion (including advertisement and live coverage & telecast) Bidders are encouraged to tie-up with media partners. Electronic, print and dissemination costs should be mentioned separately.	
(ii)	Stakeholder engagement	

Note:- All documents shall be in A4 size sheets, Serial Numbered, duly signed by the Chartered Accountant or Authorized signatory of the company & stamped (Company Seal) and these shall be spiral bound. No loose sheets will be entertained. Bids not found in order, as explained, will be treated as non-responsive and will be rejected.

## **8. Other Important Information**

8.1 The successful bidders will have to enter into an agreement with FSSAI comprising of the clauses as per parameters mentioned in this EOI. Suitable and mandatory changes will also be added in the agreement for smooth execution of the contract.

8.2 The successful agencies shall be required to execute a 'Bank Guarantee' of equivalent amount of 5% of final quote before taking up any work and valid for the entire duration of work (including extendable period), in favour of the 'Senior Accounts Officer, Food Safety and Standards Authority of India', New Delhi. If, not forfeited the EMD of appointed agency shall be returned after the completion of project.

## **9. EOI Cancellation:**

FSSAI reserves the right to withdraw this EOI at any stage without assigning any reason, if FSSAI determines that such action is in the best interest of the FSSAI.

## **10. DISCLAIMER**

1. The information submitted in response to this EOI may be subject to public release (as per RTI norms). Therefore, please do not include proprietary or confidential business information in your response. Vendors responding to this notice assume the risk of public disclosure if confidential information is included.
2. This notice is not to be construed as a commitment by the FSSAI to contract for services. Please be advised that the FSSAI will not pay for any information provided as a result of this notice and will not recognize or reimburse any cost associated with any EOI submission.
3. The Authority shall not be responsible for any late receipt for any reasons whatsoever. The applications received late will not be considered and returned unopened to the applicant.
4. The Authority reserves the right
  - a) To reject any / all applications without assigning any reasons thereof.



- b) To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the Food Authority without assigning any reasons thereof.
- c) To include any other item in the Scope of work at any time after consultation with prospective agencies or otherwise.

## **11. Amendment to EOI**

At any time prior to the last date for receipt of bids, the Food Safety & Standards Authority of India, may be for any reason whether at its own initiative or in response to a clarification requested by a prospective agency, modify the EOI Document by an amendment. In order to provide prospective Agencies reasonable time in which to take the amendment into account in preparing their bids, the Authority may, at its discretion, extend the last date for the receipt of Bids and/or make other changes in the requirements set out in the invitation to EOI.

## **12. Liability**

- i. FSSAI shall not be responsible in any way about the tenders that are delivered/dropped elsewhere and/or after the last date and time for receipt of tenders.
- ii. FSSAI may, at its discretion, extend the date & time for submission of tenders in which case all rights and obligations of the FSSAI and tenderers shall be subject to the extended date & time.
- iii. If the date fixed for receiving and opening of Tenders is declared as holiday by the FSSAI, the tenders will be received and opened on next working day, with no change in the timing unless notified.

## **13. Designated Point of Contact**

FSSAI's single point of contact for this EOI and the delivery point for responses and correspondence is:

Joint Director (Social and Behavioral Change)  
Food Safety and Standards Authority of India  
FDA Bhawan, Kotla Road, New Delhi-110002

# Quiz

## Eat Right India

NATIONAL QUIZ LEAGUE

Season One

**A FSSAI Initiative**

### **WHO CAN PARTICIPATE**

All students in partnering schools are invited to participate in three categories

- SUB JUNIOR (Grade 3<sup>rd</sup> – 5<sup>th</sup>)
- JUNIOR (Grade 6<sup>th</sup> – 8<sup>th</sup>)
- SENIOR (Grade 9<sup>th</sup> to 12<sup>th</sup>)

### **HOW WILL THE QUIZ WORK**

#### **Level 1: School Level (in 50 identified cities)**

**April-May, 2020**

- Sample test papers will be shared online to prepare for the quiz.
- The online rounds would last for 2 weeks
- Each student can attempt the quiz twice in a week. The best score will be taken into account.
- Each attempt will consist of 50 multiple choice questions split into 3 difficulty levels (Easy, Medium and Tough)
- Points will be given based on accuracy and speed (time bonus for answering faster)
- In each school, the two top-scoring students in each category will be selected to form a team that will represent the school at the City Level.

#### **Level 2: City Level - 50 cities**

**July-August 2020**

**Each city with 10 schools**

- In each City Level contest, a cluster of 10 schools will gather to compete at a single venue for each category.
- 10 teams will appear for the written/online preliminaries in each city
- The preliminaries will consist of 30 questions to be answered in 30 minutes
- The top 6 teams will qualify for the on stage city finale
- The finale will consist of 5 live rounds (may include multimedia driven rounds including MCQ, Visual rounds, Buzzer rounds)
- In the Zonal contest, one team per cluster from each category will emerge.

### **Level 3: Zone level - 4 Zones (To be held in Delhi, Mumbai, Chennai and Kolkata)** September 2020

In the Zone Level contest, the City winners from the Region will gather at the zonal venue & compete to get to the National Level for each category. Boarding and lodging for zonal contest for participants would be provided.

- The Zonal Rounds will consist of 2 zonal semi-finals and 1 zonal final
- The Zonal Semi Finals will be of 4 live rounds (may include fast paced rounds in the buzzer and rapid fire format)
- The top 3 from each Zonal Semi Final will qualify for the Zonal Final
- The Zonal Final will consist of 6 rounds
- The top 2 from the Zonal Final would qualify for the National Semi Finals
- The Zonal Semi Finals and Finals may be part of an Eat Right Mela weekend, where the Semi Finals take place on a Saturday and the Finals on Sunday, with the weekend having other interactive games, keynote address, panel discussions, paper presentations etc

### **Level 4 \_ Grand National Finale (at New Delhi)**

October 2020

This will happen at the Capital on a prefix date and the zones will compete with each other to get the Final Cup for each category.

- 2 National Semi-Finals of 5 live rounds each
- The top 2 from each National Semi Final qualify for the Grand Finale
- The Grand Finale would be atleast 7 live rounds
- The winner will be crowned the Eat Right Quiz Champion 2020
- The zones & the national quiz will be covered & broadcasted on Television in a renowned channel.

Prize distribution on the World Food Day on 16 October 2020.

### **WHAT GUIDELINES MUST BE KEPT IN MIND?**

School will be eligible to participate in the quiz programme with a minimum registration.

- If only one category is participating than 25 participants
- If two categories are participating then combined 50 participants
- If three categories are participating then combined 75 participants

In case of minimum number of participation from a school is not achieved, the decision of the organizer shall be final and binding concerning its participation in the quiz programme.

The School Management is requested to deploy a dedicated person with basic computer knowledge to communicate with the organizing committee

Quiz will be conducted in English.

In case of a TIE at School level, Lucky Draw will be conducted by the School only amongst the students to choose the winner.

The winners will be entitled to the higher eligible award only.

### **SCHOOL REGISTRATION**

School registration is done through confirmation on the email..... within 15 working days after receiving digital/hard copy of the brochure.

#### **Following information is to be shared in the email**

School Name, Mailing Address, District, State, Pin Code, Landline, Mobile, Email ID, Board, Medium

#### **Principal's details:**

Name, Mobile, Email ID,

#### **School Quiz Coordinator's Details:**

Name, Mobile Number, Email ID

Strength of students from Standard 4 to 12

ERINQL Registration Code is unique and can be used for future references.

For any query or clarification, please call on +91 XXXXXXXXX

### **STUDENT REGISTRATION**

Student Registration Forms would reach the school. After the school registration is complete and strength of students from Standard 3 to 12 is updated shared by the school.

### **AWARDS & PRIZES**

#### **National Winners**

Cash prize of Rs.10,00,000/- and Eat right innovation Lab (ERIL)

#### **Zonal Winners**

Eat right innovation Lab (ERIL)

#### **City Winners**

Eat right magic box and Alexa

#### **Schools (with over 500 participants)**

Eat right magic box

## List of Cities

North	West & Central	South	East & North East
Delhi	Mumbai	Chennai	Kolkata
Chandigarh	Pune	Coimbatore	Gangtok
Amritsar	Nagpur	Tiruchirapalli	Kohima
Jalandhar	Bhopal	Bangalore	Ranchi
Lucknow	Indore	Mysore	Bhubaneswar
Kanpur	Gwalior	Hyderabad	Raipur
Agra	Jaipur	Visakhapatnam	Guwahati
Dehradun	Jodhpur	Pondicherry	Shillong
Gurgaon	Ahmedabad	Kochi	Aizawl
Jammu	Vadodara	Thiruvananthapuram	Imphal
Leh	Panaji	Kavaratti	Agartala
Varanasi	Daman	PortBlair	Patna
Shimla			Itanagar

## Zonal Rounds

To be held in Delhi, Mumbai, Chennai and Kolkata

**Annexure 2: Format for the Technical Bid****Form I – General Information of the Respondent**

<b>I. General Information</b>			
<b>Particulars</b>		<b>Details to be Furnished</b>	
<b>Details of the Respondent</b>			
Name			
Address			
Date of incorporation			
Commencement of business Date: ROC Ref:			
Status (Public Ltd., Pvt. Ltd/ Proprietorship, etc.)			
Telephone		Fax	
E-mail		Website	
<b>Details of the Contact Person</b>			
Name			
Designation			
Address			
Telephone		Email	

**Form II – Financial Details of the Respondent**

<b>II. Financial Details</b>	
<b>Turnover for last three Financial Years (2016-17, 2017-18 &amp; 2018-19) as evidenced by audited financial statements</b>	
<b>Turnover:</b> 2016-17 2017-18 2018-19	

**Form III– Experience of the agency (attach relevant documents)**

III. Relevant work experience		
S. No.	Item	Details to be furnished
<b>General Information</b>		
1.	Title of the Work with description	
2.	Client for which the work was executed	
3.	Name and contact details of the client	
4.	Type of contract	
5.	Total cost of the work	
6.	Period of execution (Specify in terms of date/year)	

**Form IV: Presentation (attach soft-copy and hard-copy)**

Sr. No.	Check-list	
1.	Implementation Strategy	
2.	Innovative ideas for school/children engagement	
3.	Capability and strategy for stakeholder engagement	
4.	Capability and strategy for media promotion	

Authorized Signatory  
Seal of Company

Date:  
Place: