

No.:1/Publication Partner/IEC/ FSSAI- 2015-16



FOOD SAFETY AND STANDARDS  
AUTHORITY OF INDIA

*Inspiring Trust, Assuring Safe & Nutritious Food*

Request for Proposal (RFP)

For

Publishing Partner

For

Food Safety and Standards Authority of India

**DISCLAIMER**

*THIS REQUEST FOR PROPOSAL IS NOT AN OFFER BY THE FSSAI, BUT AN INVITATION TO RECEIVE RESPONSE FROM ELIGIBLE INTERESTED BIDDERS FOR SELECTION OF MULTI-MEDIA CREATIVE AGENCY. NO CONTRACTUAL OBLIGATION WHATSOEVER SHALL ARISE FROM THE RFP PROCESS UNLESS AND UNTIL A FORMAL CONTRACT IS SIGNED AND EXECUTED BY THE FSSAI WITH THE BIDDER. THIS DOCUMENT SHOULD BE READ IN ITS ENTIRETY.*

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## 1. Purpose

1.1 The Food Safety and Standards Authority of India (FSSAI), headquartered 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.

1.2 FSSAI proposes to launch its own magazine, journals, periodicals, special handbooks/ publications, manuals, commemorative volumes on science based standards for articles of food/ food processing sector for distribution among stakeholders dealing with manufacturing, storage, distribution, sale and import of food articles, Central / State Government Agencies, Consumers' Organizations, Non-Governmental Organizations and other Institutions including Government Universities / Colleges working in the area of food safety & nutrition etc.

1.3 The publications will provide excellent platform for healthy interaction amongst the industry, scientific fraternity and policy makers to know, analyse, debate and exchange ideas and to grow into an influential voice for the sector. The publications will also cover the latest news, capture emerging trends, in-depth study and analysis, thereby giving thought leadership. This will offer a neutral platform with unbiased reporting and balanced coverage of the most pressing issues of the sector.

1.4 Thus FSSAI invites applications from Publishing Houses/Companies for the scope of work mentioned in this Request for Proposal (RFP).

## 2. Introduction

2.1 Publications shall be brought out on a total turn-key basis and distributed by the publisher at no cost to FSSAI. All costs associated with the production of the publications (i.e. Photography, editorial, designing, paper, printing & cost of contributing article etc.) would be recovered by the Publisher through advertising and sale and revenue utilization shall be in accordance with agreed terms.

2.2 Reputed and experienced Publishing Houses / Companies with editorial capabilities, desirous of undertaking the role of Publishing Partner for Food Safety and Standards Authority of India are invited to submit their proposals for the assignment, which must include the following:

- (i) A Technical Proposal and
- (ii) A Financial Bid;

2.3 The contract for Publishing Partner for Food Safety and Standards Authority of India would be awarded for a **period of one year, extendable maximum upto three years on yearly basis** subject to a yearly review.

### 3. Scope of Work

Subject to over-all supervision and control by FSSAI, the scope of services to be provided by the Publishing House/ Company will include the following:

3.1 Designing, providing content and images, production, printing and supply of FSSAI publications (including bi-monthly magazine) of international standards in English and Hindi for a **period of one year, extendable maximum upto three years on yearly basis** subject to a yearly review.

3.2 Each publication will also be provided as Digital Flipbook, compatible to FSSAI's website, for uploading the same on the official website. The links to the said publications in digital format would be made available on FSSAI's website free of any charge, for reading as well as download.

3.3 Sourcing, aggregating and editing the contents and preparing editorials for the publications wherever required; including sourcing news items from various sources. Developing relevant, updated and credible content in addition to the content provided by FSSAI, as per the type of publication.

3.4 Providing such other services as may be necessary for the end-to-end production and delivery of the publications.

3.5 Dispatching the publication at its own cost to all the target readership as per the list provided by FSSAI and bulk supply to other stakeholders such as Food manufacturing industry, Food Packaging Industry, Food Retailers, Food Processors, Food Logistics, Universities, corporates, Government organizations and any other stakeholder etc.

## 4. Eligibility Criteria

4.1 The Publishing House/Company/Agency must have at least 3 years' relevant previous experience as on 1st January 2017, of publishing magazines of repute. The agency shall confirm, through an undertaking that they will provide a qualified team for designing, editing, producing and supply etc. of FSSAI's magazine & periodical, to undertake this work.

4.2 The Publishing House/Company must have annual turnover of a minimum of Rs. 3 crore(three crore) during the last three financial years (2013-14, 2014-15 & 2015-16). The turnover is to be supported by financial statement of accounts duly certified by the Chartered Accountant and ITRs.

4.3 The Publishing House/Company must have their Office/Branch in Delhi.

4.4 A Demand Draft of Rs. 50,000/- (Rupees Fifty Thousands only) drawn in favour of Sr. Accounts Officer, FSSAI payable at Delhi as Earnest Money Deposit (EMD) to be submitted in a separate envelope.

4.5 The duly attested relevant certificates/Documents in support of fulfillment of eligibility criteria must be submitted failing which Financial Bids will not be considered.

## 5. Commercial Terms

5.1 The publishing partner would make all investments necessary to create and publish the various products covered by the relationship, and take full responsibility of the expenses that need to be made for running the publishing organization, without recourse to funding or expense sharing grants from FSSAI. The expenses incurred by the publishing partner for all activities under the publishing partner relationship including salaries and incidentals including but not limited to travel, marketing, content sourcing, and commissions would be deducted from the revenue generated through the advertisements in the magazines / periodicals and the sale of printed magazines / books.

5.2 Engagement with Publishing Partner would be guided as per the following matrix:

		<b>FSSAI magazine (Bi-monthly)</b>	<b>Manuals/ Standards</b>	<b>Special handbooks/commemorative volumes</b>	<b>Other publications</b>
<b>Specifications</b>	<b>Language</b>	Bi-lingual	To be decided as per the requirement on case to case basis		
	<b>Size</b>	8.5" x 10.75" (17" x 10.75" open size)			
	<b>Pages</b>	Minimum 80 inside pages + 4 cover FSSAI's content out of 80 pages will be at least 50% pages(i.e.40 pages)			
	<b>Paper</b>	70 GSM glaze art paper for inside pages 130 GSM glaze art paper for covers			
	<b>Colour</b>	Four(04)			
	<b>Binding</b>	Centre stitched			
	<b>Cover</b>	Lamination on mat print paper.			
	<b>Printing</b>	Offset			
	<b>Quantity</b>	Minimum 5,000 copies.			
	<b>Packaging</b>	Each magazine shall be packed in a separate envelope with FSSAI's branding on the cover page which will be approved by FSSAI.			
<b>Content</b>		Content creation/ collection, editorial and content packaging exclusively done by publication partner	Content to be provided by FSSAI, editorial and content packaging to be done by publication partner		
<b>Sharing of pages</b>		50% FSSAI, 30% industry stakeholders and 20% advertisements	100% FSSAI	To be decided as per the requirement on case to case basis	
<b>Pricing</b>		Discretion of publication partner	To be decided as per the requirement on case to case basis		
<b>Circulation/Sale (Regional Offices)</b>		Exclusively to be done by publication partner; 1000 copies to be provided to FSSAI free of cost. If required, FSSAI can buy more copies at cost price			Decided as per the nature of publication

## 6. Procedure

### 6.1 Pre-Bid Meeting

A pre-bid meeting will be convened on 18<sup>th</sup> April 2017 at 3:00 PM in the Committee Room, 3<sup>rd</sup> Floor, FDA Bhawan, Kotla Road, New Delhi-110002. The Pre-bid meeting will be held to discuss to the scope of the assignment, responsibilities of the both parties, clarity on the timelines or to amend/omit any specification.

Based on discussions held during the pre-bid meeting, amendments / clarifications, if any, in the RFP document, will be put up on the website.

### 6.2 Preparation of separate Technical Proposal & Financial Bid

#### (A) Technical Proposal

- a) The Publishing Houses / Companies are required to provide the Technical Proposal as specified in the RFP. Material deficiencies in providing the information requested for may result in rejection of the Technical proposal.
- b) The Technical Proposal shall contain the documents specified under Section 2.

#### (B) Financial Bid

- c) In preparing the Financial Bid, Agencies are expected to take into account the full requirements and conditions outlined in the RFP document.
- d) The Financial Bid shall contain the following documents to be submitted in the standard formats given in this RFP Document:
  - I. Letter of Financial Bid Submission
  - II. Submission of Financial Bid in prescribed format only.

### 6.3 Submission of Technical Proposal and Financial Bid.

The EOI is being invited in **two parts: Part-I:** the Technical Bid; and **Part-II:** the Financial Bid. Technical Evaluation of only such bidders shall be taken up which fulfill the basic eligibility criteria. The financial bids of only those bidders would be invited who score the minimum prescribed marks in Technical Evaluation.

6.3.1 The original proposal (Technical Proposal and Financial Bid) shall be authenticated by an authorized representative of the firm.

6.3.2 The Technical Proposal should be placed in a sealed envelope and super scribed "Technical Proposal for Publishing Partner for FSSAI". Financial Bid to be invited subsequently from qualified Technical bidders shall be placed in a sealed envelope and super scribed "Financial Bid for Publishing Partner for FSSAI".

6.3.3 The Proposal shall be addressed to:

**Assistant Director (IEC)**  
**Food Safety and Standards Authority of India**  
**Room No. 413, FDA Bhawan, Kotla Road, New Delhi-110002**  
**Telephone No.- 011 23217402**

6.3.4 **Copies of Response:**

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

6.3.5 The proposal shall be put in the **Tender Box kept on the Fourth Floor, of FDA Bhawan.**

6.3.6 The Proposal shall be submitted on or before the date as mentioned below:

**Important Dates**

<b>S. No.</b>	<b>Particulars</b>	<b>Schedule Date</b>
1.	Release of EOI	06.04.2017
2.	Pre- Bid Meeting	18.04.2017
3.	Due date for Submission of Technical proposals	26.04.2017
4.	Opening of the Technical Bids Date for presentations will be communicated to the eligible bidders	27.04.2017

No Proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned un-opened.

**6.4 Opening of Proposals/Bids and Selection Process**

6.4.1 Technical Proposals received will be opened on the specified date & time.



6.4.2 The Technical Proposals will, in the first instance, be examined in FSSAI to ascertain fulfillment of eligibility criteria and submission of required documents. Agencies who have submitted all required documents in their Technical Proposal and those who fulfill the eligibility criteria will be shortlisted for Technical evaluation, which will be done on basis of the following criteria:

<b>SNo.</b>	<b>Criteria</b>	<b>Marks</b>
(i)	Profile & Track Record of the Publishing House and its publishers	10
(ii)	Similar work undertaken by the Publishing House / Company/ Agency, including quantity of magazines/publications published	10
(iii)	Prior experience of working with other Government agencies/ institutions etc.	10
(iv)	Editorial, design/layout and technical man power, as well as other facilities available in the Publishing House/ Company	15
(v)	Printing Facilities owned or outsourced and category of printing press	10
(vi)	Dummy magazine with 4 cover page designs and 16 pages of contents	20
(vii)	Presentation by the Publishing House/ Company/ Agency on above mentioned points and its capability to generate advertisements and its marketing strategies	25
<b>Total (i) to (vii)</b>		<b>100</b>

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.

6.4.3 Result of technically qualified bidders will be announced on FSSAI's website along with date to submit Financial bids. The Financial Proposals will be evaluated by a Technical & Financial Evaluation Committee, on the basis of Share of Net revenue offered to FSSAI by the bidder. The marks will be allotted out of total of 100 on the basis of financial evaluation.

6.4.4 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.

Note 1: FSSAI will prefer an agency which will completely dedicate its resources and will demonstrate initiatives for promoting the FSSAI magazine as a unique vehicle of communication between FSSAI & its target audience. Accordingly agencies shall

substantiate their stand by befitting documents with reference to the above mentioned criteria.

Note 2:- 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.

6.4.5 Final score will be arriving based on QCBS (Quality and Cost based evaluation system) - 70:30 (Technical: Financial) Selection of the agency will be based on the highest aggregate.

## **6.5 Other Important Information**

6.5.1 The ownership and the Title of the publication will at all times vest with the FSSAI and the agency will have no proprietary or other rights in respect of the same.

6.5.2. The selected agency will be responsible for the copyright issues concerning usage of images sourced through various sources. FSSAI will not be a party to any dispute arising out of copyright violation by the agency.

6.5.3. The selected agency will at no time resort to plagiarism. FSSAI will not be a party to any dispute arising on account of plagiarism resorted to by the agency.

6.5.4 The selected agency shall be required to execute a "Performance Guarantee" of amount Rs 1, 00,000/- only, valid for the entire duration, in favour of the 'Senior Accounts Officer', Food Safety and Standards Authority of India, New Delhi.

6.5.5 **Termination:** FSSAI may terminate the Contract of the agency in case of the occurrence of any of the events specified below:

- (i) If the Agency becomes insolvent or goes into compulsory liquidation.
- (ii) If the Agency, in the judgment FSSAI, has engaged itself in corrupt or fraudulent practices in executing the Contract.
- (iii) If the Agency submits to FSSAI a false statement which materially affect rights, obligations or interest of FSSAI.
- (iv) If the Agency fails to provide the quality services as envisaged under this Contract.

**SECTION 2 : TECHNICAL PROPOSAL**

I. TECHNICAL PROPOSAL SUBMISSION LETTER [Location, Date]

From:

[Name of the Firm]

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

Assistant Director (IEC)  
Food Safety and Standards Authority of India  
Room No. 413, FDA Bhawan, Kotla Road, New Delhi-110002  
Telephone No.- 011 23217402

Subject: Proposal For Publishing Partner for FSSAI

Sir/Madam

We, the undersigned, offer to undertake the assignment of being Publishing Partner for FSSAI in accordance with your RFP Document dated [-----]. We hereby submit our Technical Proposal for the same.

We understand you are not bound to accept any Proposal so received.

Yours Sincerely, Signature:

Name & Designation of the Authorized Signatory: Name of Firm:

Address:

## II. FORMAT FOR SUBMISSION OF TECHNICAL BID

### A. General Information

1. Name of Publishing House / Company
2. Full Address
3. Contact Details  
(Tel. No. / Fax/E-mail)
4. Name of Contact Person

### B. Eligibility Criteria

Sl.No.	Criteria	
1	<ul style="list-style-type: none"><li>• Profile and Track Record of the Publishing House and its publishers</li></ul> <p>Number of years of experience as on 01/01/2017, in publishing similar type of magazines/ publications. Turnover during the last three years.</p> <ol style="list-style-type: none"><li>a. year 2013-14</li><li>b. year 2014-15</li><li>c. year 2015-16</li></ol> <p>Details of the team identified to work with FSSAI for designing, editing, producing and supplying publications for FSSAI</p> <ol style="list-style-type: none"><li>a. Names of The Team Members</li><li>b. Designation(s)</li><li>c. Work being handled</li><li>d. Qualifications</li><li>e. Number of years of experience in the existing company</li><li>f. Total experience</li></ol> <p>Brief Profile of agency in one page Number of offices with locations Number of employees at each location</p> <p>Total Marks: 10</p>	Indicate list of documents relevant for the separate items, with page numbers.

Sl.No.	Criteria	
2.	<ul style="list-style-type: none"> <li>Similar works undertaken by the publishing house/company/agency including number of magazines/publications published</li> </ul> <p>2.1 Name of the clients 2.2 Details of works undertaken 2.3 Appreciation(s) and awards</p> <p>Total Marks: 10</p>	Indicate List of documents relevant for separate items, with Page numbers.
3	<ul style="list-style-type: none"> <li>Prior experience of working with other Government agencies/ institutions etc.</li> </ul> <p>Total Marks: 10</p>	Indicate List of documents relevant for separate items, with Page numbers. Submit copies of the work done.
4	<ul style="list-style-type: none"> <li>Editorial, design/layout and technical manpower as well as facilities available in the Publishing House/Company</li> </ul> <p>4.1 Details of Editorial setup a. Years of experience b. Specialization in any field c. Awards won</p> <p>4.2 Details of layout setup</p> <p>4.3 Details of Technical and Marketing manpower available</p> <p>4.4 Details of Marketing Team a. Their past Experience b. Achievements of the team</p> <p>Total Marks: 15</p>	Indicate List of documents relevant for separate items, with Page numbers.
5	<p>Printing Facilities</p> <p>5.1 Printing facility owned or outsourced 5.2 Category of printing facility-'A' or other 5.3 If outsourced facility being used - give details of the agencies/companies through whom the work is likely to be done.</p> <p>Total Marks: 10</p>	Indicate List of documents relevant for separate items, with Page numbers.

Sl.No.	Criteria	
6	Dummy Magazine with the cover page(s) and the content  Total Marks: 20	Indicate List of documents relevant for separate items, with Page numbers.
7	Presentation by the Publishing House/ Company/ Agency on above mentioned points and its capability to generate advertisements and its marketing strategies  Total Marks: 25	Indicate List of documents relevant for separate items, with Page numbers.

#### **D. Documents to be submitted as Enclosures**

1. Document(s) in support of each and every item mentioned in the bid document.
2. Chartered Accountants Certificate, certifying Turnover of the Publishing House / Company during 2013-14, 2014-15, 2015-16 and cumulative turnover during the three years.
3. A confirmation letter from the Agency for being able to provide the required Servicing and Creative Team and a statement that they have never been blacklisted by any of the Govt/PSU departments.
4. Photo copy of PAN Card and Service Tax Registration.
5. Earnest Money Deposit (EMD) in the form of Demand Draft from a Nationalized Bank for Rs. 50,000/- (Rupees Fifty Thousands only) drawn in favour of Sr. Accounts Officer, FSSAI payable at Delhi.  
(No interest shall be payable by the FSSAI on the sum deposited as EMD.  
The EMD of unsuccessful bidders would be returned back after the award of the work order to the successful bidder)
6. Samples of other magazines / publications produced / published.

7. A dummy design for the proposed magazine containing 16 pages of text (English or Hindi) and images in the layout design + 4 cover design.

8. Any other supporting documents / creative material that the Agency may like to submit, in support of their Technical Proposal; it must be linked to either of the criteria.

9. All the documents as mentioned in the Tender Document shall be certified by the Chartered Accountant or authorized signatory of the company.

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**SECTION 3 : FINANCIAL BID**

**I. FINANCIAL BID SUBMISSION LETTER**

[Location, Date] From:

[Name of the Firm]

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Assistant Director (IEC)  
Food Safety and Standards Authority of India  
Room No. 413, FDA Bhawan, Kotla Road, New Delhi-110002  
Telephone No.- 011 23217402

Subject :Proposal For Publishing Partner for FSSAI

Sir/Madam

We, the undersigned, offer to undertake the assignment of being Publishing Partner for FSSAI in accordance with your RFP Document dated [-----] and our Technical Proposal in this regard. As per our attached Financial Bid, Our Financial Bid shall be binding upon us, up to completion of the period of the contract as specified in the Tender Document.

We understand you are not bound to accept any Proposal so received.

Yours Sincerely, Signature:

Name & Title of the Authorised Signatory:

Name of Firm:

Address:



## II. FORMAT FOR SUBMISSION OF FINANCIAL BID

### Financial Bid for Publication Partner for FSSAI:

- A. Revenue Model:** Revenue model including capability to generate advertisements, marketing strategies etc. clearly year-marking share of the net-revenue that will be utilized in improving stakeholder engagement with FSSAI and for citizen awareness in ensuring food safety and nutrition across the country.
- B. Strategies for stakeholder engagement and for citizen awareness** Innovative, relevant and viable strategies that will be utilized by publication partner in ensuring this objective.

Date:-

Seal:-