

**Tender Notice  
By E-mail**

**F. No. IEC-12/1/2021-IEC-FSSAI  
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**

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**Dated:27.12.2021**

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 8-10<sup>th</sup> January, 2022 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 2022 scheduled to be held on 8-10<sup>th</sup> January, 2022 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 3<sup>rd</sup> January, **2022 (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 **03/01/2022 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.

Sd/-  
(Vandana)  
Deputy Manager (SBCD)

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**Dated: 27.12.2021**

**Limited Tender Notice for Appointment of agency for conceptualizing, designing and fabrication of FSSAI stall for participating in the Indus Food 2022 scheduled to be on 08-10<sup>th</sup> January, 2022 at India Exposition Mart, Greater Noida-reg.**

FSSAI is going to participate in the Indus Food 2021 scheduled to be held on 08-10 January, 2022 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 2022. The details of stall are as under:

**Hall No:** Hall No. 7

**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 8-10/01/22 at India Exposition Mart, Greater Noida from Empanelled Agencies. The following terms and conditions will be, inter alia, applicable: -

- 1. Scope of Work:** the following work will be required to be taken up:
  - 1.1 Conceptualization, designing, fabrication and dismantling of stall (after exhibition)
  - 1.2 One TV Screen ("42" inches)
  - 1.3 One small Pantry, 4 chairs with 1 small round table
  - 1.4 Printing and installation of graphics for panels (07 in nos.)
  - 1.5 One laptop with printer and Internet
  - 1.6 One Hostess
  - 1.7 Magazine stand (01 in no.)
  - 1.8 Daily packed Lunch for 04 officials on duty
  - 1.9 Sanitizer provision, time to time disinfection of stall
  - 1.10 The agency will prepare and submit the design of the FSSAI stall.
  - 1.11 The facia for the stall has to be designed by the agency.
  - 1.12 A reception counter.
  - 1.13 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. 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.
  - 1.14 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.

- 1.15 The pavilion shall be brightly lit with sufficient white lights not to allow dark pockets in the entire FSSAI pavilion.
- 1.16 Tea/coffee vending machine and provision for meals/snacks etc. for the personnel deputed on duty.
- 1.17 All the work should be completed on or before 7:00 PM of 07.01.2022.
- 1.18 FSSAI reserves the right to make changes in the Design plan.
- 1.19 The material such as wall panels, furniture, display aids etc. to be used by the agency has to be of good quality.

**2. Theme of the stall**

- a. Licensing and Registration and Import Regulations
- b. Eat Right India
- c. Food Safety Training and Certification
- d. Food Testing and compliance
- e. Organic Food – Jaivik Bharat

**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: -

$(L-1 \text{ divided by } Lx) \text{ multiplied by } 100$  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-

## **7. Deliverables & Timelines**

All the work should be completed on or before 7:00 PM of 7<sup>th</sup>-01-2022.

## **8. 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 FDA 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 FDA regarding such failure of the Successful Agency and their liability for the losses, etc. suffered by FDA, and quantum of such losses, shall be final and binding on the Successful Agency and FDA 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 FDA under this contract and in Law, the Successful Agency shall be liable to pay FDA 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 FDA arising on account of such failure, subject to upper ceiling.

(c) If in the opinion of FDA the delay in completion of assignment is delayed unduly, it shall be lawful for FDA 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 FDA consequent to such termination.

## **9. Penalty:**

In case the agency fails to complete the work as per the FDA 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, up to maximum of 5% of the total value of the project.

**10. Transfer and Sub-letting:** The agency has no right to give, bargain, sell, assignor 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.

**11. 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, FDA shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part.

**12. Bid Security Declaration:** Bidders to sign a Bid securing declaration accepting that if they withdraw or modify their Bids during the period of validity, or if they are awarded the contract and they fail to sign the contract, or to submit a performance security before the deadline defined in the request for bids document, they will be suspended for the period of time specified in the request for bids document from being eligible to submit Bids for contracts with the entity that invited the Bids.

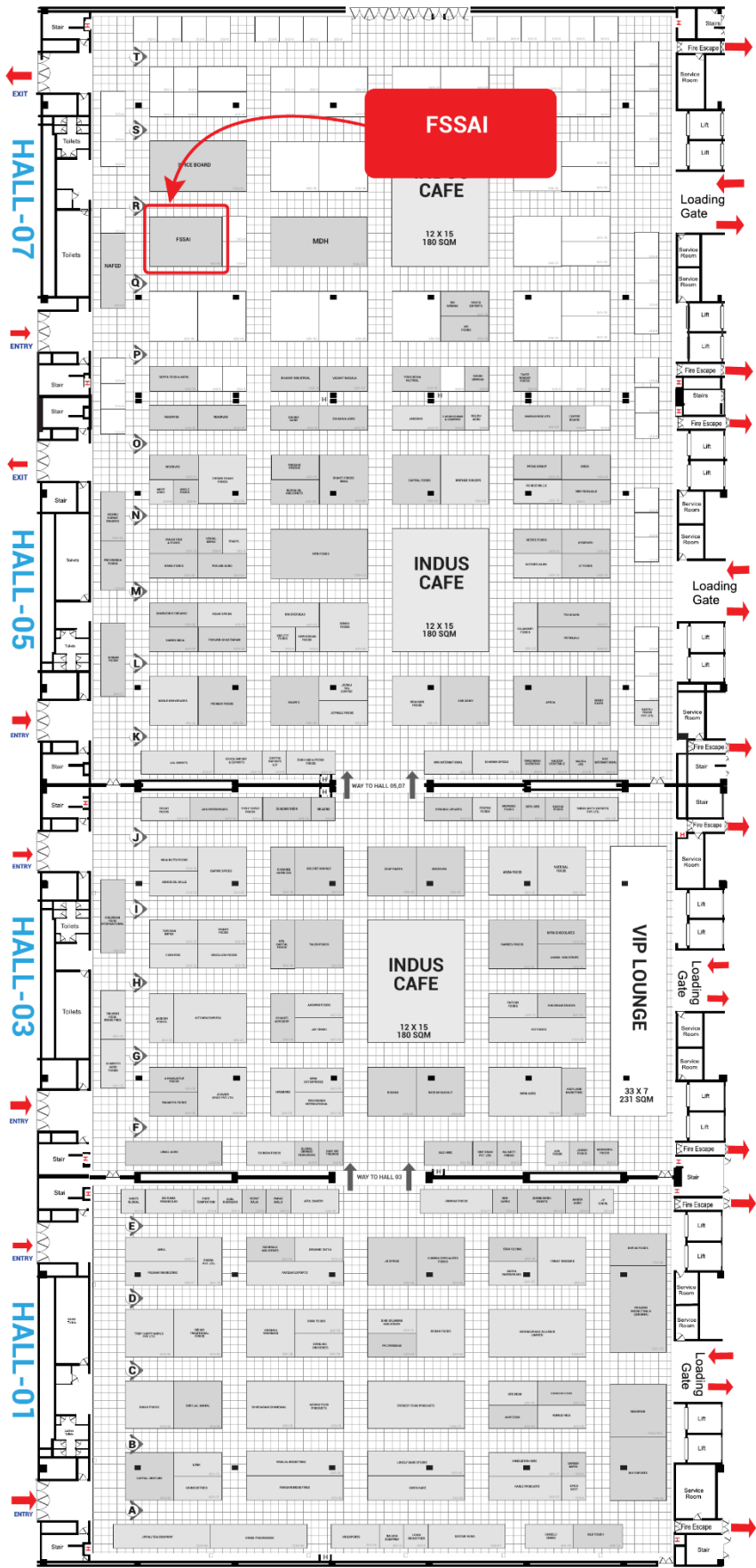
**13. Other Conditions:**

- (i) No advance payment will be made. However, the payment will be released after satisfactory completion of the work and receipt of invoice.
- (ii) The FDA reserves the right to accept or reject any or all the offers without assigning any reason what so ever.
- (iii) For any legal dispute in the matter, the jurisdiction shall be of court at Delhi.

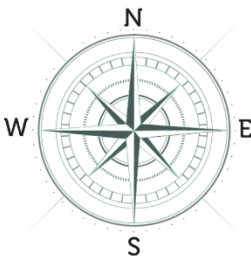
# Annexure- A

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

**INDUS FOOD FLOOR PLAN**  
 8 | 9 | 10 JANUARY, 2022 | HALLS: 01 | 03 | 05 | 07  
 India Exposition Mart, Greater Noida, NCR, India



- RESERVED
- VIP LOUNGE
- SOLD
- PILLAR (INDUS W) (INDUS D1)
- RAW SPACE
- INDUS CAFE
- AISLE



**Annexure- B****FINANCIAL BID DOCUMENT**

	<b>Requirements</b>	<b>Unit Rate</b>	<b>Total Rate</b>
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:panchtatvaadvt@gmail.com">panchtatvaadvt@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>