



**NATIONAL INSTITUTE OF FOOD TECHNOLOGY  
ENTREPRENEURSHIP AND MANAGEMENT**  
(Ministry of Food Processing Industries, Government of India)  
Plot No. 97, Sector-56, HSIIDC, Industrial  
Estate, Kundli, Sonapat,  
Website-[www.niftem.ac.in](http://www.niftem.ac.in)

Request for Proposal (RFP)

For

Preparation of Multi – Media Creatives & DPR

Under PM-FME Scheme

For

NATIONAL INSTITUTE OF FOOD TECHNOLOGY ENTREPRENEURSHIP AND  
MANAGEMENT

DISCLAIMER

THIS REQUEST FOR PROPOSAL IS NOT AN OFFER BY THE NATIONAL INSTITUTE OF FOOD TECHNOLOGY ENTREPRENEURSHIP AND MANAGEMENT BUT AN INVITATION TO RECEIVE RESPONSE FROM ELIGIBLE INTRESTED 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 NIFTEM WITH THE BIDDER. THIS DOCUMENT SHOULD BE READ IN ITS ENTIRETY.

Tender document may be downloaded from e-procurement website of CPP Portal as per the schedule given CRITICAL DATA SHEET as under.

CRITICAL DATA SHEET

Tender No	N/PM/P/2021/4/46
Name of Organization	NATIONAL INSTITUTE OF FOOD TECHNOLOGY ENTREPRENEURSHIP AND MANAGEMENT Ministry of Food Processing Industries
Date and Time of Issue/ Publishing	12.02.2021, 01.00 PM
Document Download/ Sale Start Date and Time	12.02.2021, 01.00 PM
Pre- Bid Meeting date and time	16.02.2021, 11.00 AM
Bid submission start Date and Time	17.02.2021, 06.00 PM
Bid submission end Date and Time	23.02.2021, 02.00 PM
Date of Technical bid opening	24.02.2021, 03.00 PM
Presentation	Will be intimated through e-mail to technically qualified bidder
Address for communication	Sector-56, HSIIDC, Industrial Estate, Kundli, Sonapat-131028

## 1. SCOPE OF WORK

Ministry of Food Processing Industries recently launched centrally sponsored, Prime Minister Formalization of Micro Food Processing Enterprises (PM FME) scheme to address the challenges faced by the micro enterprises and to tap the potential of groups and cooperatives in supporting the up gradation and formalization of food processing enterprises. Capacity building and training is a critical component in technical up gradation and formalization of micro food processing enterprises. Request for Proposal is sought from interested and eligible firms to apply for Course Content development – Videos and Detailed Project Reports in English and / or Hindi languages in the following 9 domain of food processing sector mentioned as below.

1. Fruits and Vegetables Processing
2. Dairy Processing
3. Grain Processing
4. Fish and Marine Processing
5. Meat and Poultry Processing
6. Bakery and Confectionary Processing
7. Fats and Oil Seed Processing
8. Spices and Plantation Crops Processing
9. Minor Forest Produce Processing

## 2. ELIGIBILITY CRITERIA (Documentary Evidence to be attached)

- a. A registered firm / Organization (under applicable act) with credentials in providing services (in relevant area) to Central Government / State Government Department Institute / Research or Academic Institution including Public Sector Companies / Undertaking/ Autonomous bodies/ Multinational Companies / Private Institution etc.
- b. The firm must have 2 experience of years in the subject or in the relevant field including filming, video making etc.
- c. The participant should have valid PAN/TAN/ GST / VAT Registration, Bank Details as applicable and should submit a copy of each of the documents.
- d. Capability to develop such course content, training and other learning material including multi-media teaching aids.
- e. Copies of contract / agreement / experience and satisfactory work completion certificate to be enclosed last three financial years 2017-2018, 2018-2019 & 2019-2020.
- f. The average annual financial turnover of the bidder during the last 3 financial years ((2017-18, 2018-2019 2019-2020) ended 31<sup>st</sup> March 2020, should be at least Rs. 50 Lac. Chartered Accountants signed statement for Annual Turnover of the F.Y. 2017-18, 2018-19 and 2019-20 will only be accepted as proof along with relevant tax returns as applicable, in this regards.
- g. Copies of audited Balance sheet and Profit & Loss Account for the F.Y. 2017-18, 2018-19 and 2019-20. Copies of Income Tax Returns for the F.Y. 2017-18, 2018-19 and 2019-20.

## Terms and Conditions

- a. The Annexure No-V, an undertaking to declare that Bidder has not been black listed in India and abroad (Self Declaration on Company Letter Head
- b. As per Ministry of Finance, DoE, G.O No.F.9/4/2020-PPD dt.12/11.2020, the participant is to furnish a Bid Security Declaration in the prescribed format to claim exemption from EMDpayment.
- c. Please note those only online Bids will be accepted.
- d. The participant is required to submit model work of course content as specified under in any relevant topic of the specified food processing domain mentioned under scope of work.
- e. The participant should enclose the details of contact person with telephone number and EmailIDs

### 3. BID EVALUATIONCRITERIA

S.No	Particulars	Marks
Stage I (40 Marks Max) – Qualifying marks 28		
1.	Agency Credentials. i. Engagement with Government bodies for carrying out similar work in past (2 marks + additional 2 marks/association to a maximum of 6 marks) ii. Award of appreciation/completion by central or state agencies/ Other relevant claim as credential like understanding Indian micro food processing enterprises(4 marks)	Max 10
2.	Total Experience in providing relevant services more than 2 years (5 marks + 3 marks per extra year of experience, to a maximum of 20 marks)	Max 20
3.	Working for Entrepreneurship development and food processing sector	Max 10
Stage II (60 Marks - presentation)		
	1. Showing Course content on food processing Developed in past (10 Marks max on the content quality)	60
	2. Showing Course content on Entrepreneurship Developed in past (10 Marks max on the content quality)	
	3. Team Strength, capability (10 marks)	
	4. Capability of dubbing the video, translating DPR in regional languages (to show past work also in regional languages) @ ..... Max 10 Marks	
	5. Strategy for present work 20	
	Total	100
For stage 2 bidders with 28 marks and above will qualify Bid Scoring >60 in total will be considered for financial bid opening		

#### 4. AWARD OF WORK

- a. NIFTEM shall call for presentation only those successful bidders who will qualify as per the evaluation criteria.
- b. Suitable and mandatory changes will also be added in the agreement for smooth execution of the contract.
- c. The successful bidder is required to execute a Bank Guarantee of equivalent amount of Rs. 100000/- (Rupees one lakh only) before taking up any work and valid for the entire duration of Work (including extendable period) in favor of NIFTEM.
- d. The entrusted work should be completed within 5 to 15 days of its allocation and may vary according to the need.
- e. The developed course content will be evaluated by technical experts and if any required corrections suggested, should be carried out by the participant/agency and after concurrence of technical experts only the work will be approved.
- f. Access to database of organization related to this field, ensuring that there are no copy right issues, of Pictures/ content / process / product and plagiarized content from any other institute/ individual patented works and NIFTEM shall not be liable for any IPR related issue subsequently.
- g. The bidders need to quote their rates as per Table 1 with due negotiation individually (head wise) in BOQ. NIFTEM authority will decide to award the work as per quote and the quality of presentation.
- h. The video Content should be as per guidelines (Table 1), The video length should be 5 minute & 10 minutes. IF the length decreases the rate will be calculated on prorate basis (with 15 Second relaxation) & if the video length is bigger.
- i. Since it is quality & proprietary nature of work therefore, the work will only be awarded to the firm who found most suitable.

#### 5. TERMS OF PAYMENT

1. The payment will be made at the rates quoted and not more than the MoFPI Guidelines rates (as given in Table 1) on work-to-work basis after the completion as well as approval of the work by the Competent Authority and on the Production of Proper Invoice.

Table 1: Rates for the Training Modules

The maximum base rates are as under & agencies are requested to quote less than below

S.No	Content	Per unit cost capping (Rs.)
I	One video in English language with subtitle in Hindi language or vice-versa (duration: 5 min ±15 second)	25,000/-
	One video in English language with subtitle in Hindi language or vice-versa (duration: 10 min ± 15 second)	50,000/-
II	DPR for bankable project	5000 /-
III	For audio voice over per language for up to 5 mins (Rs.2500) and above 5 mins to 10 mins (Rs. 5000)	5,000/-
<p><b>Note:</b></p> <ol style="list-style-type: none"> <li>1. The module shall be prepared as per the SOP at annexure – I, Part – A &amp; B</li> <li>2. Additional amount on the account of GST as applicable</li> <li>3. Video duration between 5 to 10 min will be paid on prorated basis (i.e., Rs. 5000/- for every one minute)</li> <li>4. Total number of videos and DPR will be approximately 50.</li> </ol>		

**NOTE: Any agency who quotes higher rates or unreasonable rates than above will outrightly ineligible for evaluation.**

Designated Point of Contract:

NIFTEM Official single point of contact for this RFP and the delivery point for response and correspondence is:

PMFME Cell  
 NATIONAL INSTITUTE OF FOOD TECHNOLOGY  
 ENTREPRENEURSHIP AND MANAGEMENT  
 SECTOR-56, HSIIDC, INDUSTRIAL ESTATE, KUNDLI,  
 SONEPAT.Email: pmfmecell@niftem.ac.in  
 Call: 0130-2281089

## Annexure – I

### Part – A: SOPFOR THE CAPACITY BUILDING DEMONSTRATION VIDEOS

General Instructions	<ol style="list-style-type: none"><li>1. Real time video with minimum resolution - HD with 720p (1280x720).</li><li>2. The process demonstration segment must play for 75% of the total video duration.</li><li>3. Font: Arial/ Helvetica, Font Size: 22-32 to be used appropriately for captions and subtitles.</li><li>4. Demonstration must adopt to clean premises, clean equipment and personal involved must follow hygiene, proper clothing, hand gloves, hair net, apron, no jewelry policy, mask, safety shoes/foot gloves.</li><li>5. Prevention from COVID-19 standpoint should be mentioned.</li><li>6. <b>There should not be any repetition of footages in the video.</b></li><li>7. Watermark of PMFME Scheme throughout the video</li><li>8. Logos of MoFPI and NIFTEM must be in all frames</li><li>9. Copy right footages/images should not be used, if used, proper permission must be obtained and submitted with the video.</li></ol>
Opening Frame (Refer Template 1)	<ul style="list-style-type: none"><li>• MoFPI logo – Background less (Top Left)</li><li>• PM FME logo – Background less (Centre Top)</li><li>• Logo of the Institution of NIFTEM – Background less (Top Right)</li><li>• <b>‘Title of the video with product image’</b></li><li>• PM Formalization of Micro Food Processing Enterprises Scheme</li><li>• ATMANIRBHAR BHARAT ABHIYAN</li><li>• Following texts should be played as voice over with good quality</li></ul> <p><i>‘Hello Everyone, National Institute of Food Technology Entrepreneurship and Management under Ministry of Food Processing Industries, I welcome you all for the video demonstration session on <b>Video Title</b> under capacity building component of PM FME Scheme’.</i></p>

Frame 2	<p>Video Map (This is a brief description about the contents of the video with timestamps so that a viewer can skip to a particular section for specific information)</p> <p>Example of a timestamp:  <b>00:00 - 00:00</b>  <b>(Beginning timing – End timing)</b>  Timestamp Headings</p> <ul style="list-style-type: none"> <li>• About the video/product (with timestamp)</li> <li>• Market opportunities (with timestamp)</li> <li>• Details of equipment and ingredients used (with timestamp)</li> <li>• Demonstration (with timestamp)</li> <li>• Manpower and investment related information</li> <li>• Mention of FSSAI standards, packaging and labeling (with timestamp)</li> <li>• About PMFME Scheme (with timestamp)</li> <li>• Information about content access</li> <li>• Relevant contact details</li> <li>• Prepared by</li> </ul>
Frame 3	Brief introduction of what the video is about and information about the product being featured in the video.
Frame 4	Footages of relevant ingredients (quantity) and equipment along with subtitle.
Frame 5	Detailed video demonstration of process. All the unit operations relevant to the product.
Frame 6	Mention of FSSAI standards, packaging and labeling
Frame 7 (Refer Template 2)	<p>(Information about the PMFME Scheme, website and application process) Following texts should be played as voice over with good quality</p> <p><i>‘Till now we have seen the processing of ***** demonstration video under PM FME SCHEME. The Ministry of Food Processing Industries, in partnership with the State/UT Governments has launched an all India Centrally Sponsored Prime Minister Formalization of Micro food processing Enterprises Scheme for providing financial, technical, and business support for up-gradation of existing micro food processing enterprises. For more details, please visit our web links given here’.</i></p>
Frame 8 (Refer Template 3)	<p>Contact details</p> <p><b>National Institute of Food Technology and Entrepreneurship and Management</b>  Ministry of Food Processing Industries  Plot No. 97, Sector-56, HSIIDC, Industrial Estate, Kundli, Sonapat, Haryana-131028  Website: <a href="http://www.niftem.ac.in">http://www.niftem.ac.in</a>  Email: <a href="mailto:pmfmecell@niftem.ac.in">pmfmecell@niftem.ac.in</a>  Call: 0130-2281089</p>
Frame 9	Prepared by: <i>Name and address of the agency/firm who prepared the video documentary</i>



**Part – B: SOPFOR THE CAPACITY BUILDING DPR**

<p><b>SOP FOR THE CAPACITY BUILDING – MODEL DETAILED PROJECT REPORT</b> General instructions</p>	<ul style="list-style-type: none"> <li>• Use Times New Roman font throughout the document.</li> <li>• Use font size 14 point for heading (bold, caps) and 12 for body (sentence case)</li> <li>• Insert Header- ‘PM FME – Detailed Project Report of _____’ and Footer-Page Number (Refer Template 6)</li> <li>• Scientific names, if used, should be italicized or underlined</li> <li>• Recent references should be cited for statistical data, scientific information, etc.</li> <li>• Abbreviations and acronyms mentioned should be tabulated after content page</li> <li>• Limit punctuation marks</li> <li>• No more than 24 lines per page with 1.5-line spacing and justified.</li> <li>• Use flow charts, info graphs, smart arts, etc.</li> <li>• Images used should be of good resolution without repetitions.</li> <li>• Use labels when using charts or graphical images to explain the chart or graph.</li> <li>• Copy right images should not be used, if used, proper permission must be obtained and submitted with the document.</li> <li>• Content should be plagiarism checked and report must be provided.</li> <li>• All the figures should be in Rs.</li> <li>• Copy right images should not be used, if used, proper permission must be obtained and submitted with the document.</li> <li>• Content should be plagiarism (max. 25%) checked and report must be provided</li> </ul>
<p>First Page</p>	<p>Detailed Project Report for ‘Name of the Product (Centre Top)’ under PMFME Scheme            Image of the Product            Address (Below)  <b>National Institute of Food Technology and Entrepreneurship and Management</b>            Ministry of Food Processing Industries            Plot No. 97, Sector-56, HSIIDC, Industrial Estate, Kundli, Sonipat, Haryana-131028            Website: <a href="http://www.niftem.ac.in">http://www.niftem.ac.in</a>            Email: <a href="mailto:pmfmecell@niftem.ac.in">pmfmecell@niftem.ac.in</a>            Call: 0130-2281089</p>
<p>Page 2</p>	<p>Table of Contents            1. ****_-----            Page No.            2. ****_-----            Page No.</p>
<p>The Detailed project report should cover following aspects:            1. Project Summary            2. About the Product</p>	

3. Process Flow Chart
4. Economics of the Project covering:
  - i. Basis & presumptions
  - ii. Capacity & its utilisation
  - iii. Premises/ infrastructure
  - iv. Machinery & equipment
  - v. Misc. Fixed assets
  - vi. Total cost of the project
  - vii. Means of finance
  - viii. Term loan
  - ix. Term loan repayment & interest schedule
  - x. Working capital calculations
  - xi. Salaries/wages
  - xii. Consumables
  - xiii. Power/ water
  - xiv. Depreciation calculation
  - xv. Repairs & maintenance
  - xvi. Marketing/selling expenses
  - xvii. Projections of profitability analysis
  - xviii. Break-even-point analysis
  - xix. Projected balance sheet
  - xx. Cash-flow statement
  - xxi. Debt-service coverage ratio
  - xxii. Mention of possible output for the given capacity

Total Number of Pages- Minimum 25 and Maximum 100

## INSTRUCTIONS FOR ONLINE BID SUBMISSION

2. The Tender form/bidder document may be downloaded from the <https://eprocure.gov.in/eprocure/app> Online submission of Bids through Central Public Procurement Portal ( <https://eprocure.gov.in/eprocure/app>) is mandatory. Manual/Offline bids shall not be accepted under any circumstances.
3. Tenderers/bidders are requested to visit the website <https://eprocure.gov.in/eprocure/app> regularly. Any changes/modifications in tender enquiry will be intimated by corrigendum through this website only.
4. Technical Bids will be opened on 23.02.2020. Financial Bids will be opened later after finalizing the technical bids.
5. In case, any holiday is declared by the Government on the day of opening, the tender will be opened on the next working day at the same time. NIFTEM reserves the right to accept or reject any or all the tenders.
6. Bid securing declaration as per the format attached should necessarily be provided along with the bid by all the participants.
7. Please note that only online Bids will be accepted. HARD COPIES SHOULD NOT BE SENT.
8. Technical Bid consisting the detailed technical specification regarding make and model, catalogue No., etc of all the equipment, sub items, additional items, brochures and write-ups including the terms and conditions should be mentioned in both the technical and financial bids. In addition to the compliance sheet the detailed technical specification should be provided for the make, model of the product for which the bid is submitted, if not the bid becomes invalid.
9. Bidders need not to come at the time of bid opening at NIFTEM, Sonapat. They can view live bid opening after login on CPPP e-procurement portal at their remote end. If any dispute arises, it will be within the Sonapat Jurisdiction only.
10. The firms are also required to upload copies of the following documents along with the Technical Bid are mandatory failed to attach with the tender will not be considered:-

## Bid-Securing Declaration Form

Date: Bid No.

To

**(insert complete name and address of the bidder)**

I/We.

The undersigned, declare that:I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be disqualified from bidding for any contract with you for a period of one year from the date of notification if I am /We are in a breach of any obligation under the bid conditions, because I/We

- (a) have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity specified in the form of Bid;or
- (b) having been notified of the acceptance of our Bid by the purchaser during the period of bid validity (i) fail or reuse to execute the contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the Instructions toBidders.

I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of

- (i) the receipt of your notification of the name of the successful Bidder; or
- (ii) Thirtydays after the expiration of the validity of my/ourBid.

Signed: **(insert signature of person whose name and capacity are shown)** in the capacity of **(Insert legal capacity of person signing the Bid Securing Declaration).**

Name: (insert complete name of person signing he Bid Securing Declaration)

Duly authorized to sign the bid for an on behalf of: **(insert complete name of Bidder)**

**Datedon \_\_\_\_\_ dayof \_\_\_\_\_(insert date of signing)**

**Corporate Seal (where appropriate)**

(Note: In case of a Joint Venture, the Bid Securing Declaration must be in the name of all partners to the Joint Venture that submits thebid)

Name of theFirm\_\_\_\_\_

Registered/PostalAddress\_\_\_\_\_

## CHECK LIST

**Tender Form (Technical Bid)**

(To be submitted by the tenderer on their letter head. All Columns must be filled in. Relevant documents in relation to these must be enclosed with the technical bid. The bid will be examined on the same.)

S. No.	Particulars	Details (must be filled by bidder)	Document Placed at :-
1	MSME & NSIC Details		Page no.-
2	Bid-Securing Declaration Form		Page No.
3	Name of Firm with address, mobile/phone no. & e-mail.		Page no.
4	Tender fee details (Amount DD no., Bank Name, Amount date)		Page no.
5	Type of Firm (Proprietor/ Partnership/ Pvt. Ltd./ Public Ltd.		Page no.
6	Copies of contract / agreement / experience and satisfactory work completion certificate to be enclosed last three financial years 2017-2018, 2018-2019 & 2019-2020.		Page no.-
7	The average annual financial turnover of the bidder during the last 3 financial years ((2017-18, 2018-2019 2019-2020) ended 31 <sup>st</sup> March 2020, should be at least Rs. 50 Lac. Chartered Accountants signed statement for Annual Turnover of the F.Y. 2017-18, 2018-19 and 2019-20 will only be accepted as proof along with relevant tax returns as applicable, in this regards.	2017-18_Rs 2018-19_Rs 2019-20_Rs	Page no.-
8	Copies of audited Balance sheet and Profit & Loss Account for the F.Y. 2017-18, 2018-19 and 2019-20. Copies of Income Tax Returns for the F.Y. 2017-18, 2018-19 and 2019-20.		Page no.-
9	Income Tax. Returns for the F.Y. 2017-18, 2018-19 and 2019-20.		Page no.-
10	Incorporation details		Page no.-
11	PAN & GST details		Page no.
12	Bank account details		Page no.
13	An Authorization Letter from bidder in favour of person signing tender documents.		Page no.
14	Tender Acceptance letter (with letter head) & Complete Tender documents including all Annexure duly signed and stamped on each page.		Page no.

The above documents must be enclosed with proper pagination.

Date: -

Signature.....  
Name .....  
Address .....  
Mobile: .....  
Seal of firm. ....

**TENDER ACCEPTANCE  
LETTER**

(To be given on Company Letter Head)

**Date:**

To

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Sub: Acceptance of Terms & Conditionsof

Tender. Tender ReferenceNo. \_\_\_\_\_

Name of Tender/Work:

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Dear Sir,

- I/ We have downloaded/obtained the tender document(s) for the above mentioned ' Tender/work' from the web site(s)namely:

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As per your advertisement, given in the above mentioned website(s).

- I/We hereby certify that I/We have read the entire terms and conditions of the tender documents from PageNo.to \_\_\_\_\_(including all documents line annexure(s), schedule(s), etc...) which form part of the contract agreement and I/We shall abide hereby the terms/conditions/clauses containedtherein.
- The corrigendum(s) issued from time to time by your department/organization too have also been taken into consideration, while submitting this acceptanceletter.
- I/we hereby unconditionally accept the tender conditions of above mentioned tender documents/corrigendum(s) in itstotality/entirely.
- I/we do hereby declare that our Firm has not been black-listed/debarred by any Govt. Department/Public sectorundertaking.
- I/we certify that all information furnished by our Firm is true & correct, in the event of that any information found to be incorrect/untrue or found violated, then your department/organization shall without giving any notice or reason and summarily reject that bid or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full earnest money depositabsolutely.

Yours Faithfully,

(Signature of the Bidder, with Official Seal)