



**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  
Empanelment of Multi – Media Creatives  
For  
NATIONAL INSTITUTE OF FOOD TECHNOLOGY ENTREPRENEURSHIP AND  
MANAGEMENT  
For One Year

**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 CPPP  
[www.eprocure.gov.in/eprocure/app](http://www.eprocure.gov.in/eprocure/app) as per the schedule given CRITICAL DATA SHEET

CRITICAL DATA  
SHEET

Tender No	N/PM/P/2021/31/06
Name of Organization	NATIONAL INSTITUTE OF FOOD TECHNOLOGY ENTREPRENEURSHIP AND MANAGEMENT Ministry of Food Processing Industries
Date and Time of Issue/ Publishing	27.05.2022 at 06.00 PM
Document Download/ Sale Start Date and Time	27.05.2022 at 06.00 PM
Pre- Bid Meeting date and time	03.06.2022 at 11.00 PM
Bid submission start Date and Time	08.06.2022 at 04.00 PM
Bid submission end Date and Time	16.06.2022 at 02.00 PM
Technical Bid opening Date and Time	17.06.2022 at 03.00 PM
Address for communication	Sector-56, HSIIDC, Industrial Estate, Kundli, Sonapat.

## 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 empanelling to develop Course Content – Power Point Presentation on processing, packaging and FSSAI guidelines, Audio Visuals, Manuals, Hand books, Detailed Project Reports in English and other regional languages in the following 9 domain of food processing sector mentioned as below.

The course content to be submitted according to the guidelines of MoFPI:

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

Some relevant material of these products is available at <http://NIFTEMK.ac.in/newsite/pmfme/> under the Training Material section.

Out of the 90 products, some products can be clubbed together in terms of processing like bread and muffins, paneer and chenna, considering which the modules will be reduced to 2/3<sup>rd</sup> of the 90 products, which will be 60 products on which the modules will be developed.

1. The tenderer will be required to develop 60 product-based courses (approx., likely to be exceeded), taken from 9 different domains of ODOP under the scheme along with 1 module on Entrepreneurship development (EDP+) under PMFME. This EDP+ will be an integral part of each of the courses. The average duration of each of the course is would be 150 +/-10 minute eLearning courses.

In this regard, tenderer would be free to refer to authentic resources along with the already existing contents available at <http://NIFTEMK.ac.in/newsite/pmfme/>. This content was made for master trainers and would also be transferred to the new LMS/LMP to be developed through this RFP.

2. Online training content will cover

- A PDF booklet needs to be developed along with model detailed project report for each module as per the SOP of NIFTEMK.
  - After the creation PDF booklet, it needs to be freezed and approved by NIFTEMK.
  - The learning video will be based on PDF booklets approved.
3. The tenderer would apply instructional design expertise to convert the source content into concise, accessible and memorable eLearning materials.
  4. Courses should be developed in line with NIFTEMK's brand guidelines, making use of appropriate colour schemes and featuring the NIFTEMK, PMFME and other logos as required.
  5. Courses should be mobile responsive for access across arrange of devices, including smart phones, tablets, and desktops. If needed, the tenderers should be capable to offer a learning app in due course within 25 days of awarding the work related to the app.
  6. Courses should include a Mascott/ Anchor and range of interactivity to engage the learner, including appropriate use of realistic and relevant scenarios, information/recalling of the key points, the interaction between the course by asking questions in between the course and formal assessment after each module, also include a mock test page for giving the idea to the beneficiary of the formal assessment.
  7. The tenderer will be required to develop audio-visual resources for use in the courses. It is anticipated that each chapter/unit will include video content and animated content, or a combination. However, the total video/animation length together can be limited to 18-20 minutes.
  8. Each course should include a consistent professional audio voiceover. The courses have to be in Hindi & English, in the beginning, and later would be converted into regional languages. In this regard NIFTEM will approve Hindi as the original version of the content and other languages (including English) versions will come as the translated versions.
  9. Training material should also direct the learners to the links for additional reading resources.
  10. There should be enough interaction to ensure continued participation and questions to check-for-understanding needs to be embedded in each module. Suggestive design in this regard could be a pop-up with an interactive mascot for asking a question about the key point that may be MCQ or True/False manner and the pop-up may disappear after the answering of learner or with a timer of 120 seconds of inactivity the session should log off (this timer limit should not affect the overall video length).
  11. After each chapter an online assessment will be carried with at least 10 questions - multiple choice/match the following/one-word substitution etc. An appropriately sized question bank will be prepared so the Question paper changes randomly every time.
  12. Bidders are entitled for revision in the courses prepared for 1 year from the date of Uploading as per the directions of NIFTEMK.

13. Bidders may please understand the varied nature of the audience
- i. All Applicants approved for availing credit linked grant under the Scheme (i.e. Beneficiaries Category 1) are required to undergo training.
  - ii. Existing entrepreneurs running food processing units not availing grants under the scheme and workers of food processing enterprises could avail training. These groups of trainees are as categorized as Beneficiaries Category 2.
  - iii. Trainee Beneficiaries (Category 1 and 2) could be individuals or Groups (SHG/FPO/ Cooperatives).
  - iv. Beneficiaries Category 2 includes applicant not able to avail credit linked grant under the Scheme. Such beneficiary's of category 2 are groups includes existing micro food processing entrepreneurs and workers of food processing enterprises only. They can avail training in case they so desire.
  - v. Trainee Beneficiaries (Category 1 and 2) could be individuals or Groups (SHG/FPO/ Cooperatives).

**2. ELIGIBILITY CRITERIA (Documentary Evidence to be attached):**

- a. Tender Fee of **Rs. 1,180/- (non-refundable)** is payable only in the form of Bank Draft from State bank of India, in favour of NIFTEM payable at Delhi. Cheque/Bank Guarantee are not accepted, if so in the tenders will not be acceptable.
- b. The bidders are required to submit "Bid Security Declaration" accepting that if they withdraw or modify their bids during of validity etc., they will be suspended for next 03 years as per Annexure-I.
- c. Capability to develop such course content, training and other learning material including multi-media teaching aids.
- d. A registered firm / Organization (under applicable act) with appropriate 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.
- e. The agency should have minimum 3 years of experience in similar kind of work. The average annual financial turnover of the bidder during the last 03 financial years should be at least Rs. 20 lakhs and above. Chartered Accountants signed statement for Annual Turnover of last 3 years will only be accepted as proof along with relevant tax returns as applicable, in this regards.
- f. The participant should have valid PAN/TAN/ GST / VAT Registration as applicable and should submit a copy of each of the documents.
- g. The participant should enclose the details of contact person with telephone number and Email IDs.
- h. Copy of contract / agreement / experience and satisfactory work completion certificate to be

enclosed for last 03 financial years.

- i. Please note that Bids should be submitted via online and offline both ways. As hardcopies to be sent offline along with the online submission.
- j. The participant is requested to mention their scope of regional languages into which the course content can be converted by them.
- k. An undertaking to declare that Bidder has not been black listed in India and abroad need to be submitted by the agency (Self declaration on Company Letterhead).
- l. 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.

S.No	Particulars
1.	Power Point Presentation on processing, packaging and FSSAI guidelines (minimum-25 slides each)
2.	One Product development (or) Processing video with audio (AV) in English Language (duration 5-10 minutes)
3.	Model Detailed Project Report
4.	Manual related to the training module (in English/ minimum pages 25 to 50)

### 3. BID EVALUATION CRITERIA:

S.No	Particulars	Marks
Stage I (40 Marks)		
1	Experience in providing services	Max 30
Stage II (60 Marks)		
2	Model Course Material	Max 70
	A. Power point presentation	
	1. Technical aspects on Subject	
	2. Quality of Presentation (PPT)	
	B. AV Presentation:	
	1. Video Resolution	
	2. Subtitles	
	3. Equipment live processing	
	4. Voice Over	
	C. Manual	
1. Subject Content		

	2. Flow diagrams/info graphs	
	3. FSSAI Regulation	
	Total	100
Bid Scoring >70 will be considered for successful empanelment.		

#### 4. EMPANELMENT/ AWARD OF WORK:

- a. NIFTEM shall empanel only those successful bidders who will qualify as per the evaluation criteria.
- b. The successful bidders will have to enter into an agreement with NIFTEM comprising of the clauses as per parameters mentioned in this RFP. Suitable and mandatory changes will also be added in the agreement for smooth execution of the contract.
- c. The successful empanelled bidder is required to execute a Bank Guarantee' of equivalent amount of Rs.25,000/- (Rupees Twenty Five Thousand only) before taking up any work and valid for the entire duration of empanelment (including extendable period) in favor of NIFTEM.
- d. Empanelment does not guarantee that any work will necessarily be provided to an empanelled agency.
- e. The entrusted work should be completed within 5 to 15 days of its allocation and may vary according to the need.
- f. The developed course content will be evaluated by technical experts and if any required corrections suggested should be carried out by the empanelled participant/agency and after concurrence of technical experts only the work will be approved.
- g. 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 liable for any IPR related issue subsequently.
- h. The bidder should 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.

#### 5. TERMS OF PAYMENT:

The payment will be made at the rates agreed and not more than the MoFPI Guidelines rates (as given in Table 1) on work to work/pro rata 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, Content & Translation

S.No	Content	Per unit cost capping (Rs.)
I	Entire module of EDP/ Product (Including Video (for 10 mins duration: Rs. 50,000), DPR (Rs.5000), Power Point presentation, packaging, food safety, (Min 25 slides of each: Rs.7000), audio voice over per language (Rs.5000) and reading manuals (Rs.5000); For conversion of reading material from English into other languages (Rs 1.50 to 1.75 per word; About 1700 to 2000 words: Rs. 3000)	75,000*/-
II	One video with English language (duration: 5-10 min, Rs.25,000/- for up to 5 mins and Rs. 50,000/- for up to 10 mins)	50,000/-
	For audio voice over per language for up to 5 mins (Rs.2500) and above 5 mins to 10 mins (Rs.5000)	5000 /-
	Reading manuals related to the training modules (in English/Hindi) (min pages 25 to 100)	5000 /-
	DPR for bankable project	5000 /-
	Powerpoint presentation on product development, packaging, and food safety (min 25 slides of each)	7,000/-
III	For conversion of reading material from English into other languages (Rs 1.50 to 1.75 per word; About 1700 to 2000 words: Rs.3000)	3000/-
<p>* For Entire Module in English, the applicable capping of total cost will be Rs.62, 000 (less voice over and conversion charges)                      ^ Additional amount on the account of GST as applicable</p>		
<p><i>Reference: MoFPI (No-M-16/14/2020-AS-Part (1) dt.19.11.2020)</i></p>		

<p><b>Place: Haryana</b> Date:</p>	<p>Sd/- <b>The Registrar</b> <b>NIFTEM</b> <b>Haryana</b></p>
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Designated Point of Contract:

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

NATIONAL INSTITUTE OF FOOD TECHNOLOGY  
 ENTREPRENEURSHIP AND MANAGEMENT  
 SECTOR-56, HSIIDC, INDUSTRIAL ESTATE, KUNDLI,  
 SONEPAT.



## INSTRUCTIONS FOR ONLINE BID SUBMISSION

1. 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.
2. 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.
3. Technical Bids will be opened on \_\_\_\_\_. Financial Bids will be opened later after finalizing the technical bids.
4. Pre-Bid for which a presentation by the authorized manufacturers/distributors/dealers can be done by their authorized representatives of the concerned RFP on 03.06.2022 by 11.00 AM at NIFTEM, Sonipat. Interested firms are requested to attend a pre-bid meeting with the institute committee at NIFTEM.
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 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, Sonipat. 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 Sonipat Jurisdiction only.
10. The firms are also required to upload copies of the following documents along with the Technical Bid are mandatory. If failed to attach with the tender will not be considered:-
  - Technical Bid:
    - a) Scanned copy of Proof for payment of Tender Fee of Rs. 1180/-.
    - b) Scanned copy of Firm's registration, PAN Card, GST No.
    - c) Scanned copy of User List / previous Orders similar to this work, Performance certificate after satisfactory completion from the organizations.
    - d) Scanned copy of supporting documents as per offered in the tender
    - e) Power point presentation on processing and packaging and FSSAI guidelines minimum- 25 slides each.
    - f) Product development or processing video with audio in English language duration 5- 10 minutes.
    - g) Model work of course content as specified under in any relevant topic mentioned in scope of work.

**Bid-Securing Declaration Form**

**Tender No.**

**Dated:**

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 to Bidders.

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/our Bid.

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) Dated on \_\_\_\_\_ day of \_\_\_\_\_(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 the bid)

Name of the Firm \_\_\_\_\_

Registered/Postal Address \_\_\_\_\_

With Phone number \_\_\_\_\_

**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).

Sl.No.	Documents uploaded	Status of uploading	Page No.
1.	MSME & NSIC Details	Yes /No	
2.	Name of Firm with address, mobile no./phone no. and email	Yes /No	
3.	Tender fee details (Amount DD no., Bank name, Amount date)	Yes /No	
4.	Bid Security Declaration		
5.	Type of the firm (Proprietor/Partnership/Pvt. Ltd./Public Ltd.)	Yes /No	
6.	Permanent Account Number (PAN) and GST Details	Yes /No	
7.	Tender Acceptance letter (with letter head) & Complete tender documents including all Annexure duly signed and stamped on each page.	Yes /No	
8.	Client List / Previous work order and performance certificate	Yes /No	
9.	Mentioned about scope of <b>Regional Language</b>	Yes /No	
10.	Model work of course content	Yes /No	
11.	PPT on processing, packaging & FSSAI guidelines	Yes /No	
12.	AV in English on any one of product development	Yes /No	
13.	Copies of contract/ agreement/ experience and satisfactory work completion certificate to be enclosed last three financial years.	Yes /No	
14.	The average annual financial turnover of the bidder during the last 3 financial years should be at least Rs. 20 lakhs and above. Chartered Accountants signed statement for Annual Turnover of the last 3 F.Y. will only be accepted as proof along with relevant tax returns as applicable, in this regards.	Yes /No	
15.	Copies of Income Tax Returns and Copies of the audited balance sheet and Profit & Loss Account for the last 03 F.Y.	Yes /No	
16.	Incorporation details	Yes /No	
17.	Bank account details	Yes /No	
18.	An Authorization letter from bidder in favour of person signing tender.	Yes /No	

The above documents must be enclosed with proper pagination.

Signature:.....

Name:.....

Address:.....

Mobile:.....

Seal of firm:.....

Date:

Place: Stamp &Signature

Name of the Authorized Signatory

**TENDER ACCEPTANCE LETTER**

**(To be given on Company Letter Head)**

**Date:**

To

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Sub: Acceptance of Terms & Conditions of Tender. No. \_\_\_\_\_

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: \_\_\_\_\_ 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 Page No. 1 to12 (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 contained therein.
- The corrigendum(s) issued from time to time by your department/organization too have also been taken into consideration, while submitting this acceptance letter.
- I/we hereby unconditionally accept the tender conditions of above mentioned tender documents/corrigendum(s) in its totality/entirely.
- I/we do hereby declare that our Firm has not been black-listed/debarred by any Govt. Department/Public sector undertaking.
- 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 deposit absolutely.

Yours Faithfully,  
(Signature of the Bidder, with Official Seal)

