

National Institute of Food Technology Entrepreneurship and Management, Kundli
An Institution of National Importance, Established by the Ministry of Food Processing Industries, GOI
Plot No 97, Sector-56, HSIIDC Industrial Estate, Kundli-131028, District- Sonapat, Haryana
Phone No.: 130-2281020, 1057, 1085 & Fax No. 0130-2219772

Ref. No.: N/Me/M/2023/1/17

Date: 08.02.2023

ONLINE EXPRESSION OF INTEREST

Subject: Empanelment of Media Agencies 2023-25

National Institute of Food Technology Entrepreneurship and Management, Kundli (NIFTEM-K) is an Institution of National Importance (INI) established in 2012 by the Ministry of Food Processing Industries (MoFPI), Government of India as a Centre of Excellence in the field of Food Science and Technology. NIFTEM-K has been conferred the Institute of National Importance (INI) status by NIFTEM Act 2021. The mandate of NIFTEM-K is to offer high quality education, research and management programmes specific to the food industry, disseminate knowledge to the food sector, provide referral advice on food standards and provide business incubation facilities.

On behalf of NIFTEM-K:

Online Expressions of Interest (EoI) are invited from experienced and reputed media agencies for empanelment in the **National Institute of Food Technology Entrepreneurship and Management, Kundli (NIFTEM-K)** Campus, Kundli-131028, District - Sonapat, Haryana.

Important Date & Time

S.N.	Particulars	Important Dates	Time	EMD	Tender processing Fees
1.	Issue of Tender documents	08.02.2023	06.00 PM	1,00,000/-	₹ 5,000/- + GST@ 18%
2.	Pre-bid Meeting	14.02.2023	11.00 AM		
3.	Bid submission start date and time	17.02.2023	04.00 PM		
4.	Last date & time for submission of tender	28.02.2023	02.00 PM		
5.	Date & time of opening of Technical Bids	01.03.2023	03.00 PM		
6.	Date & time of opening of Financial Bids	Will be intimated separately to the successful bidders			

1. Mandate of NIFTEM-K:

NIFTEM-K has a mandate to work as Sector Promotion Organisation/Business Promotion Organisation of the Food Processing Sector. The major objectives of NIFTEM-K are:

- State of art infrastructure put in place in consultation with eminent experts of the food sector, both from India and abroad.
- To work as “One Stop Solution Provider” to all the problems of the sector.
- To work for “Skill Development and Entrepreneurship Development” for the sector.
- To facilitate “Business Incubation Services”.
- To conduct Frontier Area Research and foster Innovation for development of the sector.

- To develop World Class Managerial Talent coupled with advanced knowledge in Food Science and Technology.
- To function as a Knowledge Repository.
- To working for up-gradation of SME food processing clusters
- To provide intellectual backing for regulations, governing Food Quality and Safety
- To promote cooperation and networking among existing institutions within India and Abroad.

2. Scope of Work:

2.1 Introduction

Prepare complete strategy; develop creative ideas and production for all communication channels, including but not limited to:

- **Broadcast media:** Newspaper advertisement, Television, Radio, Print, Internet, Mobile phone communication etc.
- **Information sources:** Pamphlets, Brochures, Souvenir, Compendium, Invitation cards, etc.
- **Outdoors:** Posters, Hand-outs, Banners, Hoarding, Display panels etc.
- **Entertainment:** Cinema, Sports, Endorsements
- **Inter-personal:** Audio, Video, Telecom
- **Outreach programs:** Street plays direct mailer etc.
- **Social media:** Facebook, Twitter, Google etc.

2.1.1 The campaign will be carried out in Hindi, English and any other local languages for various media as per the requirements of NIFTEM-K.

2.1.2 The agency should have local language experts proficient in regional languages and dialects.

2.2 Detailed Scope of Work

Branding, Promotions, Information, Education and Communications for NIFTEM-K including but not limited to following activities:

2.2.1 Conceptualization, Designing, Scripting and Production of materials:

- TV commercial/radio jingles/SMS alerts
- Print advertisement of different sizes and languages in different newspapers
- Short films/documentaries
- Training materials/ Brochures/Annual Report/ Student Handbook/ Souvenirs etc.
- Interactive shows
- Internet advertising (Website, banners, e-mailers etc.)/ Social Networking related advertisements
- Other mass media at regional level

2.2.2 Developing and production of creative works for print media advertisements (design, layout, copy writing and colour scheme)

- Digital media
- Gazette notification
- Recruitment and empanelment
- Announcement advertising
- Adaptation of creative in regional languages according to regional cultural background
- Translation of printed creative works in regional languages.

2.2.3 Developing and production of other regional print materials for Outdoor publicity like Billboards/

hoardings, Brochures, Booklets, Folders, Leaflets, Posters, Calendars, Advertisements in stationary etc.

- Cover design and text layout for printed publicity
- Adaptation of the creative works as per local requirements e.g. hoardings, posters, banners etc.

2.2.4 Conceptualize, design and production of outdoor material for activities like bus/train panels, bus shelters, mobile van, illuminated signage, wall paintings, display panels, hoardings and other exhibition materials etc.

- Adaptation of creative works for outdoor publicity and exhibition.
- Posters, leaflets, banners, bus panels, hoardings, railways stands
- And other media (SMS, electricity bills, direct mailers, danglers etc.)

2.2.5 Conceptualize and design materials for dissemination of information through innovative mediums like web pages, internet, mobile, telephone and for interpersonal communication.

2.2.6 Creation of backdrops and other publicity materials for events, press briefings/ conferences, interviews etc.

2.2.7 Designing communication materials for NIFTEM-K events, conferences and exhibitions.

2.2.8 Any other marketing communication related work assigned by NIFTEM-K.

3. Bidding Procedure:

Bids shall be submitted online at CPPP website: <https://eprocure.gov.in/eprocure/app>. Tenderer(s) are advised to follow the instructions “Instructions to Bidder for Online Bid Submission”.

Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

Bidding application must be accompanied by the following:-

Technical Bid (Attached signed and stamped copy of each document)

The following documents are to be furnished by the bidders along with technical bid as per the tender document (scan copies):

1. **Proof for payment of tender document cost (tender fee)/ Earnest Money Deposit** and permanent address of the Firm/Agency/Person. Exemption for Micro, Small & Medium Enterprises (MSME) organization/firms subject to submission of certificate issued by the Govt. of India.
2. A complete list of clients including clients from Govt./ Semi Govt./ Autonomous bodies/ PSUs Institutions served during last three years (2019-20, 2020-21 & 2021-22) with Name, Telephone No, etc. along with copies of supply order.
3. Details of bank account of bidder i.e. Account No., IFSC Code, MICR No., Bank Name and Address, PAN/ GST Registration Number, EPF & ESI Registration, Contract Labour Registration, if any.
4. Copies of Income Tax Return of last 3 financial years (2019-20, 2020-21 & 2021-22).
5. Copies of audited balance sheet for the 3 financial years (2019-20, 2020-21 & 2021-22).
6. An authorization letter from the firm in favour of the person signing the tender documents.
7. An attested copy of the certificate of registration/incorporation pertaining to the legal status of the Bidder/ Firm/ Agency, Annexure I, II.

Caution: All the bidders are specifically informed that while submitting tender, must ensure that signed documents as indicated in the tender documents are mandatory, otherwise tender will be similarly rejected and no second opportunity will be given to submit shortfall documents. In case of less bids, Institute has liberty to invite shortfall documents.

The agencies (registered with MSME /NSIC registration) willing to claim any relaxation/exemption in tender fee, Turnover and Experience, etc, must submit claim for the same alongwith support document for consideration, otherwise, the same will not be extended. The relaxation/exemption will only be given, if you are registered for **applied category** of item(s)/services, etc. Upload proper Udyog Adhar Certificate from both sides with specified validity and relevant service category. The bidders who are claiming relaxation/exemption are required to submit undertaking as per **Annexure-III**.

4. Pre-qualification criteria:

The tenders must fulfil the following efficiency criteria:-

- i. The agencies should have **at least 10 years of experience after obtaining INS accreditation**.
- ii. The Annual Turnover should not be less than Rs 3.00 Crore for the financial year 2019-20, 2020-21 & 2021-22 or Rs. 10.00 Crore in totality during last 3 years.
- iii. The agency is required to submit copies of work order(s) along-with completion certificate issued by any Ministry, Govt. Departments, Autonomous bodies, PSUs, Govt. Educational and Research Institutes etc. during last 3 years. In case agency unable to enclose completion certificate for work orders, can submit an undertaking to this effect besides any certificates/appreciation letters etc. issued by the above Govt. offices.
- iv. During the last 3 years (2019-20, 2020-21 & 2021-22), the agency must have completed at least two work orders of Rs 25.00 Lakh or more, issued by any Ministry, Govt. Departments, PSUs, Govt. Educational and Research Institutes.
- v. The agency should have at least 2 single work order of any International publication or event for any Ministry, Govt. Departments, PSUs, Govt. Educational and Research Institutes during the last 3 years. The agencies should enclose work order and completion certificate or any other certificate confirming the work.
- vi. The agencies should have produced high quality communication materials in the form of advertisements, booklets, newsletters, posters, brochures etc. for PSUs/ Govt. Departments, Educational and Research Institutes.
- vii. The firm should be willing to provide their services on 24x7x365 basis and the firm should be able to publish the advertisement within 24 hours.
- viii. The firm should have a full-fledged registered office at Delhi or any other location.

5. Evaluation Procedure:

The EOI/bids will be evaluated as per following:

Pre-qualification: Under pre-qualification, eligibility criteria as laid down in the EOI documents as well as documents/ certificates required will be checked. If the agency is found eligible in pre-qualification round, then the agency will be called for **Audio-Visual Presentation** before the duly constituted Technical Evaluation Committee. Marking parameters as under:

Sr. No.	Particulars	Marks
01	Infrastructure:- 1. Regd. office at Delhi/ Network of own offices at PAN India basis (2+2 Marks)	

	2. Technical manpower (2 Marks) 3. Own printing press/ studio/ recording unit (2 Marks) 4. Other infrastructure support facilities (2 Marks)	10
02	Full accreditation with INS	05
03	Work Experience in area in terms of years in advertising field (1 Mark each completed year but maximum 10 marks)	10
04	Food processing related advertisement/printing experience during last 3 years (Expenditure more than five lakh for advertisement & two lakh for other works) (For each works, 1 marks but maximum 5 marks)	05
05	Program/ Campaign/ Drive for the Govt. Deptt./ Ministry/ PSUs during last 3 years under branding exercise was conceptualized and implemented at International level. For each works, 1 marks but maximum 5 marks)	05
06	Program/ Campaign/ Drive for the Govt. Deptt./ Ministry/ PSUs during the last 3 years under branding exercise was conceptualized and implemented at National level (more than one State) For each works, 2 marks but maximum 10 marks)	10
07	Experience in organization Curtain Raiser/Press Meet/ Coverage of Programs during last 3 years. (For each 1 mark but maximum 5 marks)	05
08	Radio/TV/FM jingles/programs during last 3 years. (For each program of minimum 10 second, 1 mark but maximum 10 marks)	10
09	Billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage for Govt. Deptt./ PSUs during last 3 years (For each completed work of Rs. 5 Lakh, 2 marks but maximum 10 marks)	10
10	Any Govt. Deptt./PSUs Success Story/ tale-film prepared and telecasted on TV Channels (3 minute or more) (For each film, 1 mark and maximum 5 marks)	05
11	Media plan for the branding of NIFTEM-K (Presentation - maximum 10 minutes)	25

Which agency scores more than 60% marks during the whole process, will be empanelled with NIFTEM-K. Since, NIFTEM-K has decided to empanel only 06-07 Media agencies, therefore, only those agencies will be considered for empanelment, which will get maximum marks and found in first six-seven in order.

6. Volume of Work

NIFTEM-K will issue advertisements for publicity/ tender/ recruitment issue related jobs at DAVP rates in leading newspapers and magazines all over India from time to time throughout the year. The advertisement may also be issued in different regional languages. The translation work may also be accomplished by the media agency.

Procedure to award the work

Designs will be invited from all the empanelled media agencies and will be seen by the Media Committee. While assessment, 80 marks will be for design part and 20 marks for past performance. The work will be awarded at DAVP rates to the agency whose design is found most appropriate and overall scores obtained are the highest.

7. General Conditions

- Tenderers are to submit technical bid in the prescribed form given at Annexure-I and their profile in separate envelopes.
- The empanelment of agencies will be valid initially for a period of two years and may be extended by the NIFTEM, if required for another year(s).
- The Expression of Interest quoted by tenderers shall be valid and binding on them for acceptance by

NIFTEM-K within 180 days from the date of opening of tenders specified in the tender document.

- iv. Reputed and experienced tenderers who fulfil the eligibility criteria will only be considered for empanelment. Tenderers who have vast experience with Govt. Departments/ Educational Institutes will be the major criteria for awarding contract for the work.
- v. Earnest Money Deposit (refundable) amounting to Rs. 1,00,000/- only (Rs. One lakh only/-) in the form of demand draft, drawn in favour of NIFTEM-K, is to be enclosed with the tender application, failing which the tender will be summarily rejected.

8. Payment

- i. The payment will be made on submission of bills, complete in all respects along with proof of advertisement and DAVP rate card.
- ii. No advance will be given for executing the work.
- iii. Counter conditions by the tenderers in matters concerning payment of bills shall not be acceptable.

9. Penalty Clause

The Time schedule and placement in the newspaper for release of advertisement should be strictly adhered to by the agency. If advertisement is not made on stipulated dates, penalty will be applied as mentioned below.

- i. A penalty of Rs. 1,000/- per newspaper per day will be charged if the advertisements are delayed beyond stipulated time.
- ii. In case of any abnormal irregularity noticed in release of advertisement, size, rates etc., the penalty levied by an independent committee constituted by the Director, NIFTEM-K will be final and binding.
- iii. Earnest Money Deposit / security deposit will be liable to be forfeited, if the tenderer fails to execute the work allotted to them on time/complete the work satisfactorily.
- iv. NIFTEM-K reserves the right to terminate the contract at any time without prior notice.
- v. In case the successful tenderer fails to complete the order in part or in whole, as the case may be, the order shall be cancelled and will be given to the next empanelled agency and a penalty as deemed fit by the Competent Authority shall be imposed on the tenderer who fails to execute the work order.
- vi. The tenderer are also to deposit Rs.5,000/- + 18% GST (non-refundable) as processing fee charges in the form of demand draft in favour of NIFTEM.

10. The NIFTEM-K reserves the right to accept or reject any/all tenders without assigning any reason(s), whatsoever. Tenders not submitted on the prescribed Performa (attached), without requisite details, without EMD and processing fees received after the closing date/ time of tenders or tenders accompanied by any condition will summarily be rejected.

11. The complete EOI document is also available on the NIFTEM-K website at www.niftem.ac.in for the purpose of downloading. The tender document made on such forms shall be considered valid for participating in the tendering process. Such downloaded tender documents received without requisite fee and due date shall summarily be rejected.

12. EOI without Tender Fee and EMD will be summarily rejected.

13. Canvassing in any form will be viewed seriously and if any tenderer is found to be resorting to such practices, the tender of such firm will be rejected.

14. In additions to clauses above, other terms & conditions given below will also be applicable.

15. Arbitration Clause

That in case of any dispute between party of first part and the party of other part arising out of or in relation to the agreement, the dispute shall be referred to arbitration of a sole arbitration to be appointed by the Director, NIFTEM-K. The award of the said arbitrator shall be binding on both parties. The seat of the arbitration shall be at Kundli.

16. Other Terms & Conditions

1. Infrastructure

National Institute of Food Technology Entrepreneurship and Management, Kundli will make available the approved matrix for publicity. The same will be got printed in newspapers as per work order given by of NIFTEM-K at DAVP rates. The content of advertisement and size will remain unchanged, until instructions are issued by NIFTEM-K otherwise.

2. Operational Working

The firm will be responsible:-

- i. To ensure complete transparency in the release of advertisements in newspapers at DAVP rates.
 - ii. Translation work of advertisements in Hindi or regional languages may be carried out by agency through experienced hands only and for that no charge will be paid.
 - iii. The advertisement may be issued on the same day of getting the instructions from NIFTEM-K or is to be released on the stipulated date at a prominent place in the approved newspapers.
 - iv. The agency may submit their bill in duplicate duly pre-receipted along with the valid rate cards of DAVP and original paper cutting of newspapers. Only applicable rates will be claimed by the agencies.
 - v. The firm should be well equipped to provide all kinds of information readily as and when asked by the NIFTEM-K on day to day basis.
3. The work has to be started immediately on receipt of instruction from NIFTEM-K and to be completed in a stipulated time as directed by NIFTEM-K from time to time. Time schedule is to be strictly adhered to by the agencies.
4. EMD of unsuccessful bidders will be returned without interest. However the EMD of successful bidder will be retained till the validity period of the empanelment as **Performance Security**.

5. Tender application must be accompanied by the following:-

- a) Technical bid on the EOI document appearing at Annexure- I duly filled in, signed and stamped along with following documents.
 - i. Earnest Money Deposit (EMD) and processing fee as specified above in the form of Bank Drafts (**cheques are not accepted**) in favour of National Institute of Food Technology Entrepreneurship and Management, Kundli (NIFTEM-K), payable at Kundli.
 - ii. Proof of permanent address.
 - iii. A complete list of clients in Govt./ Semi Govt./ Autonomous Bodies/ PSUs, Educational and Research

Institutions served during last three years with Name, address, contact persons, Telephone No. etc.

- iv. Latest income tax clearance certificate.
- v. An authority letter in favour of the person signing the tender.
- vi. A list of the Regional offices and service centres of the tenderer.
- vii. An attested copy of the certificate of Registration/Incorporation pertaining to the company.
- viii. An attested copy of the INS Accreditation certificate.
- ix. Valid Service Tax Registration Number.
- x. Undertaking of willingness to release advertisement of DAVP rates.
- xi. Tender document with Annexure-I signed and stamped on each page as acceptance of the terms and conditions laid down by NIFTEM-K Authority.
- xii. Undertaking stating that the firm has not been blacklisted by any Govt/Semi Govt during last 5 years.

17. Modification and withdrawal of bids

Bidder can modify his bid any number of times before bid submission closing date and time. Bidder can also withdraw his bid before bid submission closing date and time. Withdrawn is allowed only once in a tender. If a bidder withdraws his bid, he cannot participate in the particular tender again.

18. Clarification on bid documents

Bidder requiring any clarification to this RFP shall notify to Buyer in writing who will respond (in writing) to the clarifications sought not later than 14 days prior to the date of opening of the tenders. The address and contact number for seeking clarification regarding this RFP are given below:-

Instructions for online bid submission:

18. The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal. More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>.

19. Registration

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link “**Online bidder Enrollment**” on the CPP Portal which is free of charge. As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 2) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 3) Upon enrolment, the bidders will be required to register their valid Digital Signature
- 4) Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC’s to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

20. Searching for Tender Documents

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective „My Tenders“ folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

21. Preparation of bids

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF/ XLS/ RAR/ DWF/ JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- 4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use “My Space” or „Other Important Documents“ area available to them to upload such documents. These documents may be directly submitted from the “My Space” area while submitting a bid, and need not be uploaded again and again.

This will lead to a reduction in the time required for bid submission process.

22. Submission of Bids

- 1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidder has to select the payment option as “offline” to pay the tender fee / EMD as applicable and enter details of the instrument.
- 4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- 5) Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BoQ format with the tender

document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BoQ file, open it and complete the white coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BoQ file is found to be modified by the bidder, the bid will be rejected.

- 6) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 8) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 9) Upon the successful and timely submission of bids (i.e. after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- 10) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

23. Assistance to Bidders

- 1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.
- 2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk.

Queries to be addressed to:

For any query regarding to the tender, please contact to Sh. S. K. S. Chandel, Assistant Registrar, Personnel at 0130-2281057, 1085 or email purchase.niftem@gmail.com / skchandel@niftem.ac.in.

24. Besides online submission of tender, sealed envelopes, containing technical bid sealed cover super scribed as Technical Bid should be super scribed in block letters as shown below/ Tender fee/ EMD/ all tender related documents etc. **"ONLINE EOI FOR EMPANELMENT OF MEDIA AGENCIES 2023-25"** addressed to the Registrar, National Institute of Food Technology Entrepreneurship and Management, Kundli, Plot No.- 97, Sector-56, HSIIDC Industrial Estate, Kundli-131028, District-Sonepat, Haryana, should be submitted at the above address. All outstation tenders should be sent by Registered Post/ By Hand. Only one tender should be included in one cover. Incomplete application shall not be entertained and summarily rejected.

Sd/-
(Registrar)

ACCEPTANCE OF THE TENDERERS

All the clauses of tender document and terms and conditions enumerated have been read by me/ us and are acceptable to me/ us.

Dated:

Signature of Witness Signature

(Name in Block letters) _____ Name of Tenderer _____

Address _____ Address with stamp _____

EOI form (Technical Bid) for Empanelment of Media Agencies

(To be submitted by the tenderer on their letter head. All Columns should be filled. **Documents prescribed at Sr. No. 4 (a) of term & conditions should also be enclosed**)

Sr. No.	Particulars	Status (to be filled by the tenderer)
PART A		
1.	Year of Incorporation of the company (copy to be enclosed) along with the latest registered address of corporate office.	
2.	Length of experience in advertising field in years	
3.	No. of Regional offices (List to be enclosed)	
4.	No. of service centres in India (List to be enclosed)	
5.	Registration Number /Accreditation with INS (Copy to be enclosed)	
6.	No. of employees working with the firm	
7.	No. of Govt./ Semi Govt. Institutions/PSUs/Autonomous Bodies served during last three years (Work order along with list with names, designation & Telephone numbers of the authority to be enclosed)	
8.	Value of advertisements done per year/per Govt. Department may be mentioned for the last three years.	
9.	G.S.T. No. (Copy to be enclosed) Briefly explain how the firm will carry out the work assigned by NIFTEM-K (use separate sheet)	
10.	Annual Turnover of the company in crores of Rupees for the last three years (Copies of Audited B/S to be enclosed and mentioned below) a) 2019-20 b) 2020-21 c) 2021-22	
11.	Copy of PAN card	
12.	Copies of Acknowledgement of ITR filed during last three years (2019-20, 2020-21 & 2021-22).	

A demand draft bearing No..... dated drawn onis enclosed with Technical bid.

Signature.....
Name
Address

Date: - Seal of firm.

Tender form for empanelment of Media Agencies
(To be submitted by the tenderers on their letter head)

Letter No.:

Date:

To

The Registrar

National Institute of Food Technology Entrepreneurship and Management, Kundli

Plot No.97, Sector-56, HSIIDC Industrial Estate,

Kundli-131028, District - Sonapat, Haryana

Subject: Sealed EOI for Empanelment of Media Agencies-reg.

Sir,

After having gone through the clauses and terms and conditions of the tender on the subject cited above, we agree to abide by the terms and conditions, contained in the Tender document. Tender Fee of Rs. 5,000/- + 18% GST & EMD of Rs.1,00,000/- in the shape of Bank Draft bearing No..... dated.....drawn on (Bank) in favour of the “NIFTEM” payable at Kundli is enclosed.

Further, we agree to release your advertisement at DAVP rate cards at a prominent place and on stipulated dates.

Yours faithfully :

Signature :

Name :

Designation :

Seal of the firm :

Dated:

Undertaking to Claim Exemption/Relaxation under MSME/NSIC/Start up**(to be submitted on Company Letter head with stamp)**

I am (.....) is Owner/Director of M/s.....registered with MSME/NSIC/Start UpUnit under.....category.

- 1) Firm Name :
- 2) Udhyog Adhaar No :
- 3) NSIC No :
- 4) Year of Registration :
- 5) Category of Registration (Manufacture/Dealer/Supplier):
- 6) Turnover :

As per the benefits extended to MSEs registered with NSIC under single point registration scheme, we are entitled for:

1. Exemption in Tender Fee : ☐
2. Exemption in EMD : ☐
3. Relaxation in Turnover : ☐ How much Relaxation required (please specify)
4. Relaxation in Experience : ☐ How much Relaxation required (please specify)

(Kindly tick the box(es) for the same)

We are enclosing herewith relevant certificate and documents in support of our claim of exemption/relaxation of the same.

Signature of Authorized signatory

Name:

Designation:

Stamp:

(Note: Undertaking must be submitted on company's letterhead duly signed and stamped)