



## National Institute of Food Technology Entrepreneurship and Management (NIFTEM)

An Institute of National Importance (INI) under Ministry of Food Processing Industries, GOI  
Plot No 97, Sector-56, HSIIDC Industrial Estate, Kundli-131028, District-Sonepat (Haryana)  
Phone No. 0130-2281057 Website: [www.niftem.ac.in](http://www.niftem.ac.in)

Ref. No.: N/INT/IT/2023/52/17

Dated: 09.01.2024

### EXPRESSION OF INTEREST (EOI)

#### **SUBJECT: EXPRESSION OF INTEREST FOR ENGAGEMENT OF AN MEDIA AGENCY FOR PUBLIC RELATIONS AND OUTREACH ACTIVITIES AT NIFTEM CAMPUS, KUNDLI SONEPAT, HARYANA.**

National Institute of Food technology entrepreneurship and management (NIFTEM) was conceptualized by the Government of India on persistent demand of the food industry to have an apex organization as a 'One-Stop Solution Provider' for various problems of the food sector. The Institute is an autonomous body under the Ministry of Food Processing Industries, Government of India and recently it has been declared as **National Institute of Importance (INI)** by the Govt. of India. The Institute is spreading over of 100 acres at a prime location in close proximity of North Delhi, Kundli at Delhi-Haryana border. The Institute aims to become an International Centre of Excellence which integrates technological, managerial and behavioral aspects of the Indian Food Processing Industry with a clear objective of catapulting the sector to the Numero Uno position in the world. NIFTEM strives to cater to the needs of various stakeholders such as entrepreneurs, industries, exporters, policy makers, government and other existing institutions. Primarily, it aims to produce world-class business leaders, develop competitive processes and technologies recognized globally, and initiate best practices in the area of food technology, entrepreneurship and management. The Institute has also been declared as National Institute of Importance by the Govt. of India.

**For and on behalf of NIFTEM online EOI (Two bid system) are invited on CPPP e-Procurement website <https://eprocure.gov.in/eprocure/app> from eligible Agencies/Firms at NIFTEM Campus, Kundli, Distt.-Sonepat, Haryana.**

#### Important Date & Time

S.N.	Particulars	Important Dates	Time	EMD	Tender processing Fees
1.	Issue of Tender documents	09.01.2024	05.00 PM	₹ 1,00,000/-	₹ 5,900/- (5,000/- + GST@18%)
2.	Pre-bid Meeting	16.01.2024	11.00 AM		
3.	Bid submission start date and time	19.01.2024	04.00 PM		
4.	Last date & time for submission of tender	29.01.2024	02.00 PM		
5.	Date & time of opening of Technical Bids	30.01.2024	03.00 PM		
6.	Date & time of opening of Financial Bids	Will be intimated separately to the successful bidders			

## 1) SCOPE OF WORK:

The proposed scope of work under this contract includes (but is not limited to) the following deliverables:

### ➤ PR and Outreach:

- i. Submit Monthly PR reports with precise data depicting stats of engagement across sectors.
- ii. Develop a comprehensive branding strategy for NIFTEM-K, including media campaigns in international, national and regional media outlets as may be required.
- iii. Suggest and facilitate the engagement of celebrities and influencers to promote the NIFTEM's Mission & vision to a broader audience.
- iv. Conduct sustained PR campaigns through conventional channels, such as news pieces, op-eds, leadership opinion sand bytes, facilitating the participation of NIFTEM-K in panel discussions, events, and news coverage, among others.
- v. Organize and conduct press conferences as needed, creating and disseminating press statements, press releases, and media kits and providing end-to-end support for such events.
- vi. Develop and execute strategies to create the perception of quality as a key factor in improving the quality of life and encouraging citizens to demand high-quality goods and services.
- vii. Engage with NIFTEM to gather bytes and comments and feature them prominently on leading TV channels and other modes of Media.
- viii. Submit monthly PR reports with precise data, highlighting engagement statistics across various sectors.

### ➤ Social Media

#### A) Digital Marketing Strategy and Execution Plan:

- i. Plan and strategies social media outreach.
- ii. Identify and recommend specific digital marketing goals.
- iii. Identify key target audiences.
- iv. Assist in establishing year-one benchmarks for digital performance that are substantially higher than current benchmarks.
- v. Identify key performance indicators (KPIs) to measure digital performance compared to baseline data.
- vi. Recommend specific tactics across channels.

#### B) Paid Marketing Management:

- i. Manage paid search marketing ,such as PP Can display ads, to increase web traffic.
- ii. Optimize paid search campaigns.
- iii. Manage search budget and bids.
- iv. Manage paid search competition among industry partners.
- v. Identify opportunities for paid search marketing.

#### C) Content Creation:

- i. Create engaging content across various social media channels, including, but not limited to,

videos, gifs, statics, stickers, and avatars.

- ii. Create a comprehensive content plan for social media channels.
- iii. Plan and implement quarterly campaigns highlighting various impact stories of NIFTEM-K and its boards.
- iv. Develop a video content strategy to leverage new-age content like reels and shorts.
- v. Create platform-based differentiated content to reach out to the right audience.
- vi. Implement paid social media outreach with various key performance indicators (KPIs) like reach, engagement, and leads, as may be required.
- vii. Conduct on line reputation management and social listening exercise with sentiment analysis.
- viii. Track NIFTEM mentions and engaging where relevant.
- ix. Conduct community engagement exercises to increase NIFTEM's visibility and connect with relevant stakeholders.
- x. Provide monthly social media reports with clear data depicting engagement stats across channels.

**D) Influencer Engagement:**

- i. Identify potential influencers across social media platforms and engage them to increase NIFTEM's visibility and boost organic conversations around quality.
- ii. Strategically incorporate NIFTEM mentions in influencer content to increase brand awareness and reach among target audiences

**E) Content Marketing:**

- i. Develop and execute a comprehensive digital PR strategy highlighting NIFTEM's impact and work across various digital channels.
- ii. Create and propagate blogs to showcase NIFTEM's thought leadership in quality and engage with audiences on relevant topics.
- iii. Plan and execute vlogs and podcasts to disseminate NIFTEM's message and engage with target audiences.
- iv. Develop and executed ripe-mail campaigns to nurture leads and drive conversions.
- v. Create and propagate newsletters and white papers to showcase NIFTEM's impact and work and establish thought leadership in the quality space.

**F) Event Support:**

- i. Ideate, execute and support various events throughout the year. The events could be national and regional.
- ii. The support may include but is not limited to strategizing themes, venues courting, arranging transport, caterers, local permissions, etc.
- iii. Ideate and Design various collateral like banners, backdrops, and standees, as may be needed for the event.
- iv. Provide media and technical support as may be required for the event.

**G) Branding:**

- i. Revise NIFTEM's branding language, including logos, as advised and approved by NIFTEM, to

ensure alignment with the organization's values and goals.

- ii. Develop creative visualization and brand imagery, including a brand manifesto, purpose, belief, and core communication as per the NIFTEM guidelines.
- iii. Define an overarching marketing communications strategy for NIFTEM and ensure the overall marketing communication, offline strategies, and brand positions are communicated to the media and interactive agencies of record.

➤ **Advertising on Electronic Media (Radio & Television), Print Media and Out of Home**

- i. Develop and execute a multimedia advertising plan for NIFTEM, including media buying and launch.
- ii. Track implementation and ensure compliance.
- iii. Optimize media and creative elements, manage all media spending and issue a monthly spending summary to NIFTEM.

**A) For TV:**

- i. Provide conceptual/ developmental work, revisions based on feedback, and internal presentations for approval by NIFTEM senior management.`
- ii. Plan TV spots according to media/property-wise target audience, provide maximum reach concerning budget spends.
- iii. Identify unique media properties for best exposure based on the final brand budget.

**B) For Radio:**

- i. Provide conceptual/ developmental work, revisions based on feedback, and internal presentations for approval by NIFTEM senior management.
- ii. Plan Radio spots according to media/property-wise target audience, provide maximum reach concerning budget spends.
- iii. Identify special media properties for best exposure based on the final brand budget.

**C) For Print:**

- i. Conceptualize and execute a robust advertising campaign, identifying national, regional, and vernacular newspapers, magazines, and other print media to publish ads.
- ii. Ideate and design print advertisements suitable to the messaging and occasion.

**D) For Out-of-Home Advertising,**

- i. Identify high-visibility OOH sites in relevant cities and locations.
- ii. Ideate, conceptualize and execute engaging OOH campaigns under the budget approved by NIFTEM and maintain and upkeep advertising collaterals.

➤ **Activation:**

- i. Create a comprehensive brand activation plan and a calendar that outlines the various mediums that can be utilized to enhance the reach and visibility of NIFTEM.
- ii. Design the activation plan to maximize the potential of various offline mediums to create a deeper connection between NIFTEM and its target audience.

- iii. Conceptualize and execute various campaigns tailored to meet the specific requirements of NIFTEM and capitalize on the key festival and tent pole events to amplify the impact of these campaigns.
- iv. Identify touch points such as retail spaces, malls, corporate, van campaigns, and other hotspots relevant to NIFTEM's target audience to ensure maximum reach and penetration.
- v. Particular emphasis shall be placed on educational institutions such as schools and colleges, as these institutions serve as a critical platform to engage and educate future decision-makers about the concept of Quality.
- vi. Take ownership of the end-to-end planning and execution of all campaigns, ensuring that all aspects of the campaign are well-coordinated and aligned with NIFTEM's overall communication strategy.

➤ **Miscellaneous**

- i. Coordinate with other agencies to ensure an integrated marketing approach and strategy for NIFTEM.
- ii. Study and analyze the markets and audiences for the organization, as well as the key stakeholders.

➤ **Caution**

- I. The approval of the NIFTEM SPOC shall be obtained before any content is released to any media platforms or formats. This approval is necessary to ensure that the content is aligned with the guidelines and policies of the NIFTEM and is appropriate for dissemination to the public.

- **Contract Period:** Initially for one year from the date of Letter of Award. The period of contract can be extended further upto two more years depending upon satisfactory performance & mutual consent on same terms & conditions and same rates.

**2) ELIGIBILITY CRITERIA:**

1. The agency should be one of the following for atleast five years proceedings of the bid submission date:

A company registered in India under the Companies Act 2013 or any other previous Companies Act  
or  
A Limited Liability Partnership registered under the LLP Act, 2008  
or,  
A registered Partnership under the Indian Partnership Act, 1932

The copy of Certificate of Registration / Incorporation under the respective Acts in India and the respective Memorandum of Association/ Certificate of Incorporation of LLP/ Partnership Deed must be attached.

2. The bidder should have 05 years relevant experience on the date of closing of EOI in the similar assignments of providing professional services in the area of public relations and outreach activities in India with Central/ State Govt. Departments/ PSUs/ Autonomous Bodies/ Universities/ Private Sector, etc. during 2018-19, 2019-20, 2020-21, 2021-22 & 2022-23. The agency is required to submit atleast 05 Work Order

out of which 02 should be with Central/ State Govt. Departments. Copy of work order/Contract/ Letter of Award/ Completion certificate/ Self-Certification from Managing Director or equivalent authorized signatory for each of the mentioned assignments should be submitted.

3. The Annual Average Financial Turnover of the bidder should not be less than **₹ 15.00 Crore** during last 03 financial years, ending 31<sup>st</sup> March, 2023 (F.Y. 2020-21, 2021-22 & 2022-23). Attach documentary evidence (Audited Balance Sheets/ ITRs for last 03 financial years).
4. Undertaking that firm has not been blacklisted by Central or State Govt. during last 03 years.
5. The bidder should have valid PAN/GST Registration, etc.
6. The bidder should have sufficient work force and infrastructure resources to carry out such work.
7. No subletting of entire work will be allowed at any stage.

The agencies (registered with MSME /NSIC registration) willing to claim any relaxation/exemption in EOI 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 Udyam 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**.

### **3) BIDDING PROCEDURE**

**Bids shall be submitted online only at CPPP website: <https://eprocure.gov.in/eprocure/app>.**

**Tenderer/Contractor is 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 Contractor along with Technical Bid as per the tender document (Scan Copies):

- i. **Proof for payment of Tender document Cost (T.Fee)/ Earnest Money Deposit** and permanent address of the Firm/Agency/Person.
- ii. Application Processing Fee **of ₹ 590/- (including GST) and EMD ₹ 50,000/-** in the form of Demand Draft, drawn separately in favour of NIFTEM payable at Delhi from SBI are to be enclosed with the technical bid, failing which the tender will summarily rejected. The Application Process Fee is non refundable.
- iii. Chartered Accountant's signed statement for Annual Turnover of the F.Y. 2020-21, 2021-22 & 2022-23.

- iv. Copies of Audited Balance Sheet and Profit & Loss Account for the F.Y. 2020-21, 2021-22 & 2022-23.
- v. Income Tax Returns for the previous years, 2020-21, 2021-22 & 2022-23.
- vi. Copies of Work Orders and Completion Certificates for last 05 financial years (2018-19, 2019-20, 2020-21, 2021-22 & 2022-23).
- vii. Incorporation details
- viii. PAN & GST details
- ix. Bank account details
- x. An Authorization Letter from bidder in favour of person signing tender documents.
- xi. Annexure No-I, Tender Form (Technical Bid) to be submitted on Letter Head, must be filled in completely. Page No is must to mention in the Annexure.
- xii. The Annexure No-IV, an undertaking to declare that Bidder has not been black listed in India and abroad must be submitted on Non-judicial Stamp Paper of Rs. 100.
- xiii. Complete Tender documents including Annexure (I, II, III & IV) and Annexure – V, if required, duly signed and stamped on each page.
- xiv. A complete list of clients including clients from Govt./Semi Govt./Autonomous Bodies/PSUs Institutions/MNC's served during last three years with Name, Telephone No, etc along with copies of supply order.

S.N.	Service Provided	Name of Govt. Org/PSU/MNC's	Since When
01.			
02.			
03.			
04.			

#### **Financial Bid**

#### **Price bid format in the form of BOQ\_XXXXX.xls.**

Opening of tenders (Technical bids only) will take place as mentioned in critical date sheet online at <https://eprocure.gov.in/eprocure/app> in the **"Meeting Hall, National Institute of Food Technology Entrepreneurship and Management, Plot No.-97, Sector-56, HSIIDC Industrial Estate, Kundli-131008, District-Sonepat (Haryana)"** in the presence of the representatives of the Firms/Tenderers, who may wish to be present at that time. At the time of tender opening Firms/Tenderers have to come with bid acknowledgement slip, that is generated by the system after successfully bid submission. Firms/Tenderers can view their live bid opening at their remote end also. No separate intimation will be sent to the firms/Tenderers in this regard

The tender not submitted in the prescribed formats or incomplete in detail is liable for rejection. NIFTEM is not responsible for non-receipt of tender within the specified date and time due to any reasons, including postal holidays or delays.

#### **4) EVALUATION PROCEDURE:**

- i. The evaluation of EOI shall be based on **Quality-cum-Cost Based Selection (QCBS)**, where 30% weightage will be given for technical part & 70% for financial quotes.

The parameters of marks are as under:

S.N.	Evaluation Criteria	Supporting documents	Maximum Marks
1	<b>Profile &amp; Experience of the Applicant Firm</b>		<b>25 Marks</b>
	Number of years of experience in Public Relations and Media in India as of last date of EOI. (01 marks for each completed year but not maximum 05 marks)	Copy of Completion Certificate/ Work Order/ Contract/ Letter of Award/ Self- Certification from Authorized Signatory	05
	Number of Government Clients (Govt. Departments/ Central, State PSUs/ Autonomous Bodies) in the last five years from the due date of EOI. (02 marks for each project but not maximum 10 marks)		10
	Submit details of atleast three Large Scale completed Projects executed at National/ State Level (02 marks for each project but not maximum 10 marks)		10
2	Annual Average Turnover of the Bidder during last three financial years (2020-21, 2021-22 & 2022-23). i. INR 15.00 Cr. = 05 Marks ii. INR 16.00 – 30.00 Cr. = 10 Marks iii. INR 31.00 – 45.00 Cr. = 15 Marks iv. INR 46.00 – 60.00 Cr. = 20 Marks v. INR 1.01 and above = 25 Marks	Certificate from the statutory auditor /audited financial statements for the three previous financial years.	<b>25 Marks</b>
3	Feedback from present and past clients	Marks will be given by the Committee based on feedback obtained through Email/ Letter/ Telephone/ Visit, etc.	<b>20 Marks</b>
4	<b>Interaction-cum-PPT Presentation on past and proposed project with agency's credential, finances, manpower, infrastructure etc.</b> The EMA must prepare the technical presentation alongwith Conceptual Plan for the event considering the requirement of NIFTEM-K: Overall layout of the Event – particularly optimal utilization of space (without compromising with norms of quality & Safety).	The date and time of the interaction-cum-PPT presentation shall be communicated to the eligible agencies through mail/phone.	<b>30 Marks</b>
<b>Total</b>			<b>100 Marks (30%)</b>

- ii. Those agencies, who will qualify in the pre-qualifying eligibility criteria, shall be called for interaction-cum-PPT presentations round on above parameters.

- iii. The financial bids shall be opened of those agencies, which will score minimum 75 marks (22.5%) out of above 100 marks (30%) in technical parameters. In case, no agency or only one agency has scored 75 marks out of 100 technical marks, the criteria can be further relaxed to ensure sufficient competition between the parties (minimum 3, in order of merit) and marks obtained up to 60 (18%) marks out of 100 marks, will also be considered as technically qualified for the opening of financial bid.
- iv. The Tender Evaluation Committee (TEC) can propose further criteria or filter for selection of a suitable agency for the work.
- v. The scope can be increased/decreased based on Interaction-cum-PPT Presentation, hence, agencies are advised to be in touch for corrigendum/addendum/clarification.
- vi. The Financial Proposal shall be evaluated on following manner:  
  
L1 = 70 marks  
L2 = 70 x L1 and similarly L3, L4.... (Depending on numbers of parties)
- vii. The combined final score (H-1) shall be considered for award of the assignment. The assignment shall be awarded to the Agency scoring the highest final weighted score in both the parameters (Technical + Financial).
- viii. The agency has to submit their consent within 24 hours otherwise it would be treated that the H-1 agency is not interested and work can be awarded to next agency (H-2) on their rates.
- ix. The combined final score (H-1) shall be considered for award of the assignment. The assignment shall be awarded to the Agency scoring the highest final weighted score in both the parameters (Technical + Financial).
- x. The work award shall be done by GeM Portal and the agency has to submit their consent within 24 hours otherwise it would be treated that the H-1 agency is not interested and work can be awarded to next agency (H-2) on their rates.

**5) GENERAL TERM & CONDITIONS:**

- i. **In case, after Pre-bid meeting (wherever applicable) any modification(s)/addition(s)/ deletion(s) or any alternation in the requirement(s)/ specification(s) etc is required, the same will be appended on the NIFTEM website- [www.niftem.ac.in](http://www.niftem.ac.in), therefore, all the bidders are advised to visit our website before filling/submitted their tenders. No separate advertisement/information will be published in this regard in the Newspapers.**
- ii. Acceptance of tender will be intimated to the successful tenderer through a letter of intent (LOI) duly signed by the authorized signatory of the institution.
- iii. Performance Security of successful bidder may be forfeited, if the bidder withdraws or amends or derogates from the tender in any respect.
- iv. **Validity of bids should be 180 days from the date of closing of tender.**

- v. NIFTEM will not compromise with the quality/sub-standard material. At any stage, it is found that supplier has supplied inferior quality or different Payment shall be made for such items after reasonable deduction(s)/ rejection of the lot and forfeiting of Performance Security, as deemed fit, in the circumstances & decided by Institute.
- vi. **The EMD of ₹ 1,00,000/-** will be kept as Performance Security and will be refunded/ returned to the agency after satisfactory performance, without any interest after the expiry of contract period. The performance security should also remain valid for a period of sixty days beyond the date of completion of all contract obligation of the supply including guarantee obligation.
- vii. In any case, if tenders are not opened due to any reason, the Tender documents, processing Fee and EMD shall be returned to all bidders.
- viii. **Conditional Tender will not be accepted.**
- ix. The EMD of the unsuccessful bidder will be returned to them after completion of Technical Evaluation.
- x. Tender without EMD & Tender Fee will be summarily rejected.
- xi. The Institute can ask any clarifications & documents at any stage of the procurement depending upon the circumstances to ascertain quality of material used in manufacturing of items.
- xii. All the documents attached with the technical bid should be properly tagged, numbered, signed and stamped by the competent authority.
- xiii. The EMD/performance security shall be forfeited in case:-
  - a. If the Bidder withdraws or amends, impairs or derogates from the tender in any respect within the period of validity of this tender.
  - b. If the bidder having been notified of the acceptance of his tender by the Buyer during the period of its validity,
  - c. If the Bidder fails to furnish the Performance Security for the due performance of the contract.
  - d. If the Bidder fails to sign the agreement.
  - e. Fails or refuse to execute the contract.
  - f. Fails to respond to queries by the NIFTEM.
- xiv. **The successful Bidder has to enter into an agreement with NIFTEM incorporating all clauses of the Tender document and any other as may be agreed to by both the parties on a Non-Judicial Stamp Paper of Rs.200/-.**

#### **6) Ownership of Intellectual Property Rights:**

NIFTEM will own all the intellectual property resulting from services performed under this contract. All the rights relating to the Trade Marks and Copy Rights in respect of work generated by the selected service provider on behalf of NIFTEM and paid for by NIFTEM shall vest with NIFTEM. All documents, reports, information, data etc., collected and prepared by the service provider in connection with the scope of work submitted to NIFTEM will be the property of NIFTEM. The service provider shall not be titled, either directly or indirectly, to use the documents and reports given by NIFTEM for carrying out any services with any third parties. Without the prior written consent of NIFTEM, the service provider shall not be entitled to publish studies or descriptive articles, with or without illustrations or data, in respect of or in connection with the performance of services. The pre-existing intellectual property of the service provider used in deliverables shall remain vested with the service provider. NIFTEM shall own anything developed during the course of the project. The Service provider will submit all source codes, training material, and process SOPs to NIFTEM upon completion of the development or termination of this contract, whichever is earlier.

**SUBCONTRACTING:** There must be no further subcontracting without the prior written consent of NIFTEM; all human resources deployed by the Service provider shall be on-roll employees of the Service provider or must have a direct employment contract with the Service provider.

**SAFETY AND INSURANCE:** Ensuring the safety of the professionals shall be the service provider's responsibility. NIFTEM has no obligation or responsibility towards any individual in such cases or situations. The service provider must have and maintain valid and enforcement insurance policies for public liability, professional indemnity, and worker's compensations required by law.

**Ethics:** NIFTEM requires that the applicants participating in the selection process adhere to the highest ethical standards, both during and throughout the duration of the empanelment. In pursuance of this policy, NIFTEM defines, for the purpose of this paragraph, the terms set forth as applicable to both parties:

"corrupt practice" means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value (whether in cash or kind) to influence the action of a public official in the selection process or Contract execution.

"fraudulent practice" means a misrepresentation or omission of facts to influence a selection process or the execution of a Contract.

"collusive practices" means a scheme or arrangement between two or more applicants with or without the knowledge of NIFTEM, designed to establish prices at artificial, non-competitive levels.

"coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process or affect the execution of a Contract. QCI will reject a proposal for award if it comes to know that the applicant recommended for the award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the contract in question; and

NIFTEM will terminate the contract, if already awarded and will declare the applicant ineligible, either indefinitely or for a stipulated time, to be awarded a Contract if at any time it determines that the applicant has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing a Contract.

**CONFLICT OF INTEREST:** The interested applicants shall furnish an affirmative statement as to the existence of, absence of, or potential for conflict of interest on the part of the applicant or any prospective subcontractor due to prior, current, or proposed contracts, engagements, or affiliations with NIFTEM. Additionally, such disclosure shall address any and all potential elements (time frame for service delivery, resource, financial or other) that would adversely impact the ability of the applicant to complete the requirements as given in the EOI.

NIFTEM requires that the service provider provides professional, objective, and impartial advice and always holds the NIFTEM's interest paramount, avoids conflicts with other assignments or its interests, and acts without any consideration for future work. The service provider shall not accept or engage in any assignment that would conflict with its prior or current obligations to other clients or that may place it in a

position of not being able to carry out the assignment in the best interests of the NIFTEM.

Without limiting the generality of the above, the applicant shall be deemed to have a Conflict of Interest affecting the Selection Process if there is a conflict between this and other assignments (prospective assignments which may arise by nature of an existing arrangement/agreement/empanelment with) of the applicant and any subsidiaries or entities controlled by such applicant or having common controlling shareholders. While providing services to NIFTEM for this particular assignment, the service provider shall not take up any assignment that, by its nature, will conflict with the present assignment.

If an applicant identifies a potential conflict of interest, they shall disclose to NIFTEM as soon as any potential conflict comes to their notice but in no case later than 7 (seven) days from the receipt of such proposals and any breach of this obligation of disclosure shall be construed as Conflict of Interest. NIFTEM shall, upon being notified by the service provider under this Clause, decide whether it wishes to terminate this service or otherwise and convey its decision to the service provider within a period not exceeding 15 (fifteen) days.

**7) PAYMENT:**

1. The payment will be made on monthly basis on submission of bills after satisfactory completion of work and further submission of documentary proof of each work and verified by the Concerned Official/Committee.

**8) WITHHOLDING OF PAYMENT:** This clause authorizes Institute to withhold payment till end when the agency fails in its contractual obligation. The standard text of this clause is as under:-

"In the event of the agency's failure to submit the Bonds, Guarantees and Documents, supply the deliverables etc. as specified in the Contract, the Institute may at his discretion, withhold any payment until the completion of the Contract".

**9) PERFORMANCE SECURITY:**

The **EMD of ₹ 1,00,000/- (Rupees Fifty Thousand) of successful bidder shall be kept as Performance Security** and will be refunded/ returned to the agency after completion of satisfactory work without any interest. The performance security should also remain valid for a period of sixty days beyond the date of completion of all contract obligation of the supply including guarantee obligation.

In case, the successful bidder has not submitted EMD being MSME, they have to submit Performance Security of ₹ 1,00,000/- within 15 days from the date of award letter. The Performance Security will be retained during the entire period of contract and including the period of extended on site Guarantee as Security Deposit and will be returned after the satisfactory completion of the Guarantee period without any interest.

**10) RIGHT OF ACCEPTANCE OF OFFER:**

The Institute reserves the right to accept partly or reject any offer without assigning any reason thereof. The Institute does not pledge itself to accept the lowest or any other Bid and reserves to itself the right of acceptance

of the whole or any part of the Bid or portion of the quality offered and the agency shall supply the same at the rate quoted.

**11) FORCE MAJEURE:**

Timely arrangement of various activities is very essential otherwise suitable penalty shall be imposed, which could be maximum 10% of total value/item value.

Should any force majeure circumstances arise, each of the contracting party shall be excused for the non-fulfillment or for the delayed fulfillment of any of its contractual obligations, if the affected party within 14 days of its occurrence informs in a written form the other party. Force majeure shall mean fires, floods, natural disasters or other acts such as war, turmoil, strikes, sabotage, explosions, and quarantine restriction beyond the control of either party.

**12) PENALTY FOR USE OF UNDUE INFLUENCE:**

The Seller undertakes that he has not given, offered or promised to give, directly or indirectly any gift, consideration, reward, commission, fees brokerage or inducement to any person in service of the Buyer or otherwise in procuring the Contracts or forbearing to do or for having done or for borne to do any act in relation to the obtaining or execution of the Contract or any other Contract with the Government for showing or forbearing to show favour or disfavour to any person in relation to the Contract or any other Contract with the Government. Any breach of the aforesaid undertaking by the seller or any one employed by him or acting on his behalf (whether with or without the knowledge of the seller) or the commission of any offers by the seller or anyone employed by him or acting on his behalf, as defined in Chapter IX of the Indian Penal Code, 1860 or the Prevention of Corruption Act, 1988 or any other Act enacted for the prevention of corruption shall entitle the Buyer to cancel the contract and all or any other contracts with the seller and recover from the seller the amount of any loss arising from such cancellation. A decision of the buyer or his nominee to the effect that a breach of the undertaking had been committed shall be final and binding on the Seller.

Giving or offering of any gift, bribe or inducement or any attempt at any such act on behalf of the seller towards any officer/employee of the buyer or to any other person in a position to influence any officer/employee of the Buyer for showing any favour in relation to this or any other contract, shall render the Seller to such liability/penalty as the Buyer may deem proper, including but not limited to termination of the contract, imposition of penal damages, forfeiture of the Bank Guarantee and refund of the amounts paid by the Buyer.

**13) RIGHT TO VARIATION CLAUSE:**

To take care of any change in the requirement during the period between issue of RFP and conclusion of contract, Buyer reserves the right to increase or decrease the quantity of the required deliverables by 50% without any change in the terms & conditions and prices quoted by the Seller. While concluding the contract, the quantity can be accordingly increased or decreased at the same terms of conditions.

**14) CONFIDENTIALITY:**

The applicant(s) must not divulge any confidential information and assure that reasonable steps are taken to provide for the safe custody of any confidential information in its possession and to prevent unauthorized access

thereto or use thereof. The shortlisted applicant(s) must not, without the prior written consent of NIFTEM, disclose any confidential information of NIFTEM or any government department or relating to any ministry or any other party. In giving written consent to the disclosure of confidential information, NIFTEM may impose such conditions as it thinks fit, and the applicant must comply with these conditions. The confidentiality clause shall survive for a more extended period of one year after the termination of the contract or contract expiry period. The selected applicant(s) must sign a mutually agreed Non-Disclosure Agreement (NDA) with NIFTEM.

**15) NOTICE OF INSTITUTE:**

Subject to as otherwise provided in this Bid, all notices to be given on behalf of the Institute and all other actions to be taken on its behalf may be given or taken by the Registrar or any other official authorized by the Institute.

**16) LIQUIDATED DAMAGES (LD):**

In the event of the seller's failure to submit the Bonds/Guarantees/ Documents or/and supply/perform the items/services as per Delivery schedule specified in the contract, the Buyer may, at his discretion, withhold any payment until the completion of the contract. The buyer may also deduct LD @ 10% of the contract value/item value for delayed services/supply.

**17) TERMINATION OF CONTRACT:**

**Termination for Insolvency**

NIFTEM may at any time terminate the contract by giving written notice without compensation to the service provider if the service provider becomes bankrupt or otherwise insolvent, provided that such termination will not prejudice or affect any right of insolvent, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to NIFTEM.

**Termination for Convenience**

NIFTEM may, by written notice sent to the service provider, terminate the contract, in whole or part, at any time for its convenience, by giving 15 days' notice. However, the payment shall be released to the extent to which the performance of work executed as determined by the service provider till the date upon which such termination becomes effective.

The service provider may terminate this contract, or any particular Services, by giving 15 days' written notice to NIFTEM if the service provider reasonably determines that the service provider can no longer provide the Services under applicable law or professional obligations.

**Registrar, NIFTEM**

**EOI Form (Technical Bid)**

(To be submitted by the tenderer on their letter head. All Columns should be filled in documents prescribed at S. N. 2 (a) of other term & conditions should be enclosed).

S. N.	Particulars	Details (must be filled by bidder)	Page No.
1	Name of Firm with address, mobile/phone no. & e-mail.		
2	EMD (Amount, Date, Bank Name, etc.)		
3	The agency should be a registered entity. Copy of Incorporation/ Registration Certificate must be attached.		
4	The bidder should have 05 years relevant experience on the date of closing of EOI in the similar assignments of providing professional services in the area of public relations and outreach activities in India with Central/ State Govt. Departments/ PSUs/ Autonomous Bodies/ Universities/ Private Sector, etc. during 2018-19, 2019-20, 2020-21, 2021-22 & 2022-23. The agency is required to submit atleast 05 Work Order out of which 02 should be with Central/ State Govt. Departments. Copy of work order/Contract/ Letter of Award/ Completion certificate/ Self-Certification from Managing Director or equivalent authorized signatory for each of the mentioned assignments should be submitted.		
5	The Annual average Financial Turnover of the bidder should not be less than ₹ 15.00 Lakh during last 03 financial years, ending 31 <sup>st</sup> March, 2023 (F.Y. 2020-21, 2021-22 & 2022-23). Attach documentary evidence (Audited Balance Sheets for last 03 financial years).		
6	Copy of Income Tax Returns for the F.Y. 2020-21, 2021-22 & 2022-23		
7	PAN & GST details		
8	Bank account details		
9	The Annexure No.-IV, an undertaking to declare that Bidder has not been black listed in India and abroad must be submitted on Non-judicial Stamp Paper of ₹ 100.		
10	Complete EOI documents including all Annexure duly signed and stamped on each page.		
11	Annexure-IV, if required.		

The above documents must be enclosed with proper pagination.

Signature .....

Name .....

Address .....

Mobile .....

Seal of firm .....

Dated:

**UNDERTAKING ON ₹ 100/- STAMP PAPER**

To,

**Registrar,  
National Institute Of Food Technology Entrepreneurship and Management  
Plot no 97, sector-56, HSIIDC Industrial Estate,  
Kundli-131008,  
District-Sonepat (Haryana)**

Sir,

- 1 I/we the undersigned, certify that I/we have gone through the terms and conditions mentioned in the EOI documents and undertake to comply with them.
2. It is further certified that our firm has not been blacklisted by any agency in India or abroad.

**Dated:**

**SIGNATURE OF THE BIDDER WITH SEAL**

**NAME OF THE BIDDER WITH ADDRESS**

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 Up Unit under ..... category.

- 1) Firm Name :
- 2) Udhog 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 EOI 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)**

**FINANCIAL BID FORMAT**

S.N.	Description	Qty.	Annual Rates (₹)	GST (₹)	Annual Total inclusive all taxes (₹)
1.	<b>PR and Outreach</b>	01 No.			
2.	<b>Social Media</b>				
2.01	Digital Marketing Strategy and Execution Plan	01 No.			
2.02	Paid Marketing Management	01 No.			
2.03	Content Creation	01 No.			
2.04	Influencer Engagement	01 No.			
2.05	Content Marketing	01 No.			
2.06	Event Support	01 No.			
2.07	Branding	01 No.			
3.00	<b>Advertising on Electronic Media (Radio &amp; Television), Print Media and Out of Home</b>				
3.01	For TV	01 No.			
3.02	For Radio	01 No.			
3.03	For Print	01 No.			
3.04	For Out-of-Home Advertising	01 No.			
4.00	<b>Activation</b>	01 No.			
5.00	<b>Miscellaneous</b>	01 No.			
<b>Grand Total</b>					

**Note:**

1. The interested bidders are required to quote their prices on annual basis.
2. Please quote item wise rate inclusive of all taxes, freight, cartage, installation etc.
3. Same is provided along with the tender document in .xls format. Bidder have to advised to download the price bid in that format, quote their rates and upload it along with the bid on to the CPP Portal.

**Date:****Signature of Bidder with Stamp**