



TENDER FOR SELECTION
OF PUBLIC RELATIONS AGENCY

Reference No: PUB-PRI/0002/2020-PUBLICITY

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MSTCL Tender Reference : SPICEB/20-21/ET/7

SPICES BOARD

(Ministry of Commerce and Industry, Govt. of India)

Sugandha Bhavan

N. H. By Pass, Palarivattom P.O.

Cochin – 682025, Kerala, India

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1. INTRODUCTION

Spices Board (Ministry of Commerce and Industry, Government of India) is the flagship organization for the development and worldwide promotion of Indian spices. The Board is an international link between the Indian exporters and the importers abroad. The Board has been spearheading activities for excellence of Indian spices, involving every segment of the industry.

Spices Board, the regulatory and export promotion agency for Indian spices, is headquartered in Cochin. Constituted in 1987 under the Spices Board Act, 1986, Spices Board is vested with the responsibility of production and development of small and large cardamom and export promotion of 52 scheduled spices.

The Board has made quality and hygiene the corner stones for its development and promotional strategies. The Board has been strategically planning and implementing various measures to ensure the quality of spices produced in the country such as common processing centers called as 'spices parks' for scientific post harvest management in the major production centers and state-of-the-art quality evaluation laboratories at the major trading centers. The Board has a pan India presence through its development, marketing, and research wings for development of premium quality spices and its export promotion. Flavourit Spices Trading Limited, an initiative of the Board to take quality spices to the consumers and to facilitate forward integration of spice growers/ societies, has introduced premium spices procured directly from the farmers under the brand 'Flavourit' which is sold through signature stalls named as 'Spices India'.

The multifaceted activities of Spices Board include research, development, and regulation of domestic marketing of Small & Large Cardamom, post-harvest improvement of all spices, promotion of organic production, processing and certification of spices, development of spices in the North East and provision of quality evaluation services. Export promotion of all spices is a key function of the Board, which is carried out through various schemes, programs & interventions. The Board's responsibilities related to export promotion of spices include quality certification and control, registration of exporters, collection & documentation of trade information, provision of inputs to the Central Government on policy matters relating to import & export of spices.

The Board also caters to development and implementation of better production methods, through scientific, technological and economic research, guidance to farmers on getting higher and better quality yields through scientific agricultural practices, financial and

material support to growers, encouraging organic production and export of spices, facilitating infrastructure for processing and value addition, registration and licensing of all spice exporters, assistance for studies and research on better processing practices, fool proof quality management systems, improved grading methods, effective packaging techniques, conducting Buyer Seller Meets for providing a platform for establishing direct linkages between spice exporters and growers.

Production of promotional and educative materials in a variety of media/ channels for the benefit of exporters and importers are crucial to the services of Spices Board and it helps exporters and importers in establishing mutual contact. The Board also identifies competent supply sources for specific requirements of importers, forwards foreign trade enquiries to exporters and organizes a common platform for interaction between Indian exporters and international buyers through participation in major international exhibitions, meetings etc.

2. TENDER FOR SELECTION OF PUBLIC RELATIONS AGENCY

Spices Board India is inviting Tenders from reputed, well established, experienced, professional, and financially sound Public Relations agencies for providing PR Media Services. The tender document with details of technical requirements and terms & conditions is available in Spices Board's Website (www.indianspices.com), Government e-procurement portal (<https://etenders.gov.in/e procure/app>) and MSTCL e-procurement portal (<https://www.mstcecommerce.com/>). The tenders must be submitted online via MSTCL e-procurement portal.

Last date for submission of the bids online via MSTCL website is 05:00 PM on 05.04.2021. All bids must be submitted online along with all necessary documents uploaded as PDF, as detailed in the specifications and terms & conditions outlined in the tender document.

The bids are required to be submitted online in two separate parts, i.e. technical bid and financial bid. The Technical bid will be opened at 11.00 AM on 12. 04.2021 at the Spices Board Head Office. The financial bids of bidders whose technical bids get qualified would be opened at a later date.

SECRETARY
SPICES BOARD, COCHIN

3. SCOPE OF WORK

- Conceptualization and implementation of a thorough PR plan and strategy for enhancing the awareness, visibility and reach of Spices Board & Indian Spices among its various stakeholders. The agency should build, protect and enhance the reputation, goodwill and media presence of Spices Board.
- Development and dissemination of information regarding the major initiatives, achievements, events and programmes of Spices Board across various national/regional media vehicles such as print, electronic, digital and other modes of communication. The agency is expected to bring in novel ideas, programmes and strategies in the PR activities of the Board.
- To find the positive messages from the spice industry and translate those messages into positive media stories.
- Track news related to spice industry to understand the trends and developments.
- To maintain a rapport with the Press, Electronic, Digital and Social media and to organize events such as press meets, briefings, open house, interviews, talk shows, bloggers trips etc. as and when asked by the Board. The PR agency is expected to act as the link between the media and the Board in all its publicity and public relations activities.
- Media management of various seminars, exhibitions, and other events organized by the Board and tracking of online, print and electronic coverage for submission of compiled media tracking reports with cost analysis.
- Capacity for Crisis Management – The PR Agency shall help to cope up with any adverse publicity, affecting Spices Board/Indian spices/stakeholders.
- To develop and implement an effective advertising strategy, advertorial strategy and social media strategy for the Board. The agency shall raise the visibility and awareness of the Board through unpaid means of communication.
- To conduct research on the media presence of Spices Board/ Indian spices and take steps to improve its corporate image/ recall among the public.
- Content and data development - preparation of press releases, speeches for the top officials, translation of approved content from English to other languages and vice versa and preparation of articles on Indian Spices and the Spice Industry for pitching in various national and international platforms.
- Organizing interviews of higher officials with top newspaper/ magazines/TV

Channels.

- The agency shall develop content related to the various activities / meetings/ seminars/ symposium/ buyer seller meets etc. organized by Spices Board for publication in 'Spice India', the monthly magazine of Spices Board and for release in the media
- To provide suitable training programmes for PR officials and identified officials of the Board.
- Effective Social Media Management-
 - ✓ To handle Spices Board's official page/ handle on facebook (*spicesboardindia*), Twitter - (*@Spices_Board*), YouTube and Instagram- (*@spicesboardi*). Identify target audience preferences, create, and handle content accordingly to achieve more followers and subscribers.
 - ✓ To ensure reach of the messages and other schemes of Spices Board on various social media platforms through non-paid means so that the content would reach to the last mile on internet domain on real time basis.
 - ✓ Agency would be responsible in creating and handling content related to Spices Board's schemes, events, fairs etc and taking it to the public, so as to make it go viral on the Internet and other social media sites.
 - ✓ Agency needs to come up with innovative plans and strategies to multiply the reach of content and promote content organically on various social media platforms.
 - ✓ To implement online advertisements strategy on online websites, Google Ad words and other important sites where business community (international/ national) visits.
 - ✓ Comments/Feedback handling is an important part of the scope of work. Comments (positive/negative) should be carefully handled on online and prompt reply either by mail, phone, etc. has to be provided instantly in consultation with officials of Spices Board.
 - ✓ Promotion of trade fairs, buyer seller meets , webinars etc. organized by Spices Board ensuring maximum reach and increased participation of stakeholders
- Spices Board shall have the ownership/ rights over the content created by the agency during the contract period/ at any time or as per the requirement. The agency shall submit the soft copies of the content developed by them to Spices Board every month.

3.1 Minimum Deliverables Expected from the Bidder as per the Scope of Work

| SL NO | Deliverables | Minimum No./Quantity |
|-------|--|---|
| 1 | Conceptualization of PR Plan and Strategy. It should also cover advertising, advertorial and social media strategies | One detailed plan report at the beginning, which needs to be revised periodically throughout the contract period |
| 2 | Coverage and 360 degree promotion of Spices Board & Indian spices in media (Print /Electronic/Digital/ Social Media/ other media) for enhancing public awareness on Spices Board and Indian spices | Minimum of 4 releases in leading national/ regional newspapers & other articles/ features /special interest stories per month |
| 3 | Monitoring Print, Electronic and Social Media on news related to Spices Board and Indian Spices, report submission, preparation of rejoinders/ responses, whenever required and release with the approval of the Board | Daily |
| 4 | Specific Campaigns/ messages in connection with the days / events of national/international prominence (E.g.: Promoting immune-boosting properties of spices during world cancer day etc.) | 10 campaigns per year |
| 5 | Media management of events and programmes organized by Spices Board | As and when required |
| 6 | Crisis Management and timely information dissemination | As and when required |

| | | |
|----|--|--|
| 7 | Research on the public image and media presence of Spices Board and Indian Spices, submission of report, formulating & carrying out necessary activities, campaigns and activities | Monthly |
| 8 | Preparation of Press Releases, Development of content and data for speeches / presentations etc., for the officials of Spices Board and translation into various languages | As and when required |
| 9 | Enhancing the public reach of Spices Board through participation of its officials in talk shows, interviews, etc. | 2 per month |
| 10 | Reports on various spices related events, facts, scientific developments, success stories, articles of general interest on spices etc. for 'Spice India' magazine | Minimum 3 per month |
| 11 | Training Programmes for Spices Board Officials on Public Relations and Publicity Management | 2 trainings during the contract period |
| 12 | *Social Media deliverables including online advertisements | |
| | Social Media Vehicle | No. of new updates |
| | Facebook | 5 posts per day |
| | Twitter | 5 tweets per day |
| | You tube | 2 videos of minimum 5 minutes duration per month |

| | | |
|--|-----------------------------------|-------------------|
| | Instagram | 5 stories per day |
| | Google ads for search and display | One per day |

*Social Media posts/ stories should be of soft news (infotainment) and interactive based on the content/ situation.

Note:

1. The bidder has to keep in mind that the minimum deliverables listed and the quantity mentioned are not exhaustive and may include any other public relations and publicity activity as per the requirements of Spices Board. The successful bidder is liable to attend to such requirements of the Board.
2. Additional expenses involved in implementing additional public relations and publicity activity (over and above the minimum deliverables), as specified by the Board, should be communicated well in advance and necessary approval should be obtained in writing.
3. The bidder can offer any other related service, without any additional financial liabilities on the Board. Such services shall be considered based on its usefulness and quality.

4. PERIOD OF ASSIGNMENT

The initial assignment will be for a period of one year which might be extended to one more year on satisfactory performance of the agency.

5. MINIMUM ELIGIBILITY CRITERIA

The prospective PR agency/consultants must conform to the minimum eligibility criteria. Bids submitted by agencies that do not fulfil the minimum eligibility criteria will not be considered.

- a. The agency should have been in the business of providing Public Relations services in India for at least 3 years.
- a. The firm should have recorded a minimum turnover of **Rs. 50 lakhs** in each of the immediate preceding three assessment years (AY 2017-18, 2018-19, and 2019-20). In support of eligibility under this criterion, firms should furnish certificate from the Chartered

Accountant of the Organization and Audited Balance Sheets and P&L Statements for the years mentioned and IT Returns

- b. The firm should have previous experience in PR consultancy/ Media coordination/ PR related solutions for Government Departments / Central PSUs /State PSUs /State Governments /Statutory Corporations. In support of their eligibility under this criterion, firms should furnish copies of contracts/agreements/ self-attested copies of the work order and copies of certificates issued by clients if any.
- c. The agency should have an office in Cochin, Kerala.
- d. The bidder shall submit copy of GST registration and PAN Card with the technical bid.
- e. The bidder should not have been blacklisted by any government organizations in India. A declaration in this regard should be submitted along with the technical bid (Annexure 3)

Checklist for Minimum Eligibility Criteria

| Sl No | Eligibility Criteria | Supporting Document Required |
|-------|--|--|
| 1 | The agency should have been in the business of providing Public Relations services in India for at least 3 years. | Company Incorporation Certificate or Registration Certificate from ROC |
| 2. | The firm should have recorded a minimum turnover of Rs. 50 lakhs in each of the immediate preceding three assessment years (AY 2017-18, 2018-19, and 2019-20) in similar area of operation. | Certificate from the Chartered Accountant of the Organization and Audited Balance Sheets and P&L Statements for the years mentioned and IT Returns |
| 3. | The firm should have previous experience in PR consultancy/ Media coordination/ PR related solutions for Government Departments / Central PSUs / State PSUs /State Governments / Statutory Corporations. | Copies of contracts, agreements, self-attested copies of the work order, and copies of certificates issued by clients in similar area of operation |
| 4. | The agency should have an office in Cochin, Kerala. | Proof of address |

| | | |
|----|--|--|
| | | |
| 5. | The bidder shall submit a copy of GST registration and PAN Card with the technical bid. | Copy of GST certificate and PAN |
| 6. | The bidder should not be blacklisted by any government organization in India. | A declaration to this effect should be submitted (Annexure 3) |
| 7. | The bidder shall submit an EMD of Rs. 50,000/- in the form of DD from any nationalized bank, drawn in the favour of the 'Secretary, Spices Board, Cochin.' | DD drawn in the favour of the 'Secretary, Spices Board, Cochin.' |

5.1 General Conditions of the Tender

- a). The tenderer must go through the instructions in the tender notice (general instructions and the instructions stipulated in the technical specifications) and prepare the tender for submission.
- b). In the event of documentary proof as required being not enclosed, the tender will be liable to be rejected.
- c). All pages of the bid and associated supporting documents, except for unamendable digitally signed soft copies, shall be signed by the authorized person or persons signing the bid along with the stamp of the tenderer.
- d). The support documents needed for the tender are to be uploaded as PDF files only.
- e). Each part of the tender document should be clearly marked with headings and should have a short note explaining against which tender requirement the document is being submitted. All documents uploaded should be in English language. In case of copy of earlier work orders and the performance certificates supporting the claim of past performance of the tenderer, scanned copies of the same shall be included in the PDF document uploaded by the tenderer.
- f). Tenderer shall submit a declaration letter as per the format given in Annexure 3 and copy of amendments of the tender published, if any, duly signed by the tenderer or the authorized representative, as part of the technical bid, as a proof of having read and accepted the terms and conditions of the tender.
- g). If at any time any misrepresentation of facts / documents / supply of false information comes

to the notice, the contract is liable to be cancelled at the risk and cost of the bidder.

h). An offer submitted in vague /ambiguous financial terms and the like, will be termed as non-responsive and shall be summarily rejected.

i). Clarification to specific requests shall be responded through e-mail and general clarifications, affecting all the tenderers shall be published in the official website of the Spices Board (www.indianspices.com), CPP Portal and at the MSTCL e-commerce website where the e-tender is hosted. However, it shall be the duty of the prospective tenderer to ensure that the clarifications sought with regard to the tender has been properly received in time at Spices Board. Any clarification on the tender procedure shall be obtained from Spices Board, Cochin through email (publicity.sb-ker@gov.in) or at 0484 2333610 - 616 (extn: 226).

6. DOCUMENTS COMPRISING BID

The Bid proposal prepared and submitted by the PR agency/service provider shall comprise the following;

1. Bid Consent letter in letterhead of the agency/ service provider with duly signed copy of tender
2. Bid submission form
3. Agency profile
4. Declaration in the prescribed format
5. Documentary Proof meeting Minimum Qualification Criteria
6. Copy of Registration/ Certificate of Incorporation
7. List of offices
8. List of clients
9. Copy of PAN
10. Copy of GST Registration
11. Copy of Annual Report/ Balance Sheet/Profit & Loss Account of the last 3 assessment years
12. Copy of IT returns for the last 3 assessment years and certificate from the chartered accountant of the firm
13. Earnest Money Deposit as specified in point 7.4

7. SUBMISSION OF BIDS

The tender shall be submitted online in two cover system duly scanned and digitally signed by the authorized representative of the bidder as follows:

7.1. Technical Bid (Cover-1)

- a. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- b. The Technical bid cover should include the details sought in the minimum eligibility criteria and statement at Annexure 1 , along with copies of all supporting documents mentioned therein.
- c. The bidder or his authorized representative shall sign and upload all the documents, owning responsibility for their correctness/ authenticity and submit declaration in respect of acceptance of terms and conditions of tender document.
- d. Hard copies of documents submitted as part of cover-1, with signature and seal of the authorized representative , shall be sent to the address mentioned in 7.4.6 so as to reach the addressee on or before the closing date and time of the tender.
- e. The bidders are cautioned that divulging any financial information in cover-1(Technical Bid) will result in rejection of their tender.

7.2 Financial Bid (Cover -2)

- a. The respective Cover– 2, i.e. financial bid, of only the technically qualified offers will be opened. The financial bid shall be submitted in the enclosed format in Annexure II, only online through MSTCL ecommerce website. No financial information should be submitted at any time in print during the tender process. Any such instance will make the bid unresponsive.
- b. The bidders who do not submit the technical bid (cover 1) within the stipulated date and time will be treated unresponsive.
- c. If the bids are not submitted as per the requirements prescribed by the Board, the bid will

be summarily rejected

7.3. Amendment of Tender Documents

1. At any time prior to the dead line for submission of Tender, Spices Board may, for any reason, modify the tender document by corrigendum /addendum.
2. The corrigendum /addendum shall be published in e-procurement website (<http://mstcecommerce.com>) and Spices Board website (www.indianspices.com) and Government e-procurement portal (<https://www.mstcecommerce.com>)
3. The bidder shall submit copy of corrigendum /addendum published if any signed by the tenderer or the authorized representative as part of the technical bid as a proof of having read and accepted the terms and conditions of the tender document.
4. Spices Board reserves the right to accept a tender in full or in part or to reject without assigning any reasons at any stage

7.4. EMD (Earnest Money Deposit)

1. Each technical Bid must be accompanied by an EMD of Rs. 50,000/- in the form of DD from any nationalized bank, drawn in the favour of 'Secretary, Spices Board, Cochin.'
2. The technical bid without EMD will be rejected unless specifically exempted by the Government from payment of EMD for which reasons and proof have to be enclosed.
3. EMD of the unsuccessful bidders will be refunded (without any interest)
4. EMD amount of the successful bidder will be refunded (without any interest) within 45 days after acceptance of work order and submission of the performance guarantee, if applicable, as mentioned in the relevant section.
5. EMD will be forfeited if the bidder withdraws or amends its tender or derogates from the tender in any respect within the period of validity of its tender. (
6. EMD shall be submitted in sealed envelope, superscribing the words "Tender for Selection of Public Relations Agency, Spices Board" through Speed Post/Registered Post/by Hand to reach the following address on or before closing time of the tender,

The Deputy Director (Publicity)

Spices Board

Ministry of Commerce and Industry, GoI

Sugandha Bhavan

NH Bye Pass, Palarivattom P.O.

Cochin-682025

7.5. A bidder can submit only one proposal. If the bidder submits more than one proposal, such proposals shall be disqualified. Bids received after the closing date and time mentioned above will be rejected without any further communication on the matter.

8. EVALUATION OF BIDS

A Tender Evaluation Committee (TEC), constituted by Spices Board, will carry out a detailed evaluation of the Technical Bids in order to determine if the same are substantially responsive to the requirements set forth in the scope of work prescribed.

8.1. Technical Evaluation

The bidding process shall be a two-stage process. Prior to the detailed evaluation of the Technical Bids, Spices Board shall determine whether each bid is complete in all respect, accompanied by the required information and documents and substantially responsive to the requirements set forth in the tender document.

1. Tenders received by the designated date and time will be examined by SPICES BOARD to determine if they meet the eligibility criteria and the terms and conditions mentioned in this document including its subsequent amendment(s), if any, and if the tenders are complete in all respects.

2. On scrutiny, the tenders found illegible/not in desired format/incomplete/not containing clear information, will not be considered for further evaluation process.

3. If deemed necessary, Spices Board may seek clarifications on any aspect of tender from the bidder. If a written response is requested, it must be provided within 3 days. Response received beyond 3 days, if any, will not be considered. However, that would not entitle the applicant to change or cause any change in the substances of their tender document already submitted. Spices Board will also make enquiries to establish the past performance of the applicants in respect of similar projects. All information submitted in the application or obtained

subsequently will be treated as confidential.

4. All the bids received will be evaluated against the minimum eligibility criteria detailed above. Bids which fulfil these criteria, will be subjected to detailed technical evaluation.

8.1.a Technical Evaluation Stage -1

Technical evaluation stage -1 will be the of scrutiny of the documents submitted and marks will be awarded as per the bid evaluation criteria enumerated below.

| Sl. No | Criteria | Weightage | |
|----------|--|----------------|--------------|
| | Sub- criteria | Criteria total | Sub-criteria |
| 1 | Experience of the Bidder (Track Record) | 50 | |
| A | Number of year's relevant experience of bidder in providing PR and management of Social Media handles to Government organizations More than 5 years: 10 marks 3-5 years: 05 marks Less than 3 years: 0 marks* | | 10 |
| B | Work Experience with Government/ Ministries/PSUs No. of projects 5 or more projects: 10 marks 1 - 4 projects: 5 marks | | 10 |
| C | Company profile Experience of key persons in media and PR Management More than 10 yrs: 10 marks 05-10 Years: 5 marks 3-5 years : 02 marks | | 10 |
| D | Domain experience in spices and other agri commodities, FMCG & food and beverages. 5 or more clients from the sector -10 marks | | 10 |

| | | | |
|---|--|----|----|
| | Less than 5 clients from the sector -5 marks | | |
| E | Domain experience in handling social media handles and content generation in the form of designs, audio and video creatives, animations etc. No. of clients during past 3 years- 5 or more clients :10 marks Less than 5 clients: 5 marks | | 10 |
| 2 | Overall financial strength of the Bidder in terms of turnover, Average of Annual Turnover during last 3 assessment years If turnover is Rs.1 crore & above:10 marks If turnover is between Rs.500000-1crore: 5 marks | 10 | 10 |
| | Total | 60 | 60 |

* One of the minimum eligibility criteria prescribed for participation in the bidding process is that ‘the agency should have been in the business of providing Public Relations services in India for at least 3 years’.

The maximum marks that can be scored in Technical Evaluation Stage- 1 is 60. The Bidders will be ranked based on their scores. Not more than five bidders will be considered for Technical Evaluation Part – 2.

8.1.b Technical Evaluation Part – 2.

1. Eligible Bidders may be called for an online/offline presentation before the duly constituted committee/ authorized/concerned official(s) of SPICES BOARD for shortlisting. During the

presentation, bidders have to detail their proposed PR strategy for the Board and demonstrate their domain knowledge, relevant staff strength, experience in the field etc.

Weightage for the Technical presentation (100 Marks).

| SI No. | Areas | Weightage |
|--------|---|------------|
| 1 | Overall Strategy and media/ PR plan presented | 15 |
| 2 | Deliverables offered in respect of items specified in Para 3.1. Coverage & 360 degree promotion Media Monitoring, MIS and Crisis Management Specific Campaigns Media management of Board's events and programmes Content Development Services (releases, PPTs, Speeches, messages etc.) Enhancing the reach and goodwill of Indian spices & Spices Board through PR activities Social Media Management | 35 |
| | Additional deliverables | 15 |
| 3 | Professional capability and dedicated manpower that can be assigned exclusively for handling Spices Board account | 15 |
| 4 | Content Development strategies/plans for 'Spice India' monthly magazine of Spices Board and for a new digital newsletter, to publicize various key aspects/developments of the spices sector, Board's achievements/activities/schemes/ meetings/ seminars /symposium buyer seller meets, etc. organized by Spices Board. | 15 |
| 5 | Innovative services offered to enhance impact | 5 |
| | Total | 100 |

8.2. The maximum marks that can be scored in the Technical Bids (Part 1 & Part 2) would be 160.

8.3. The technical and commercial bids will carry a weightage of 70 and 30 respectively. The Quality and Cost Based Selection (QCBS) shall be followed to evaluate the bids.

Technical Weightage (St): The total marks scored by the bidder in technical evaluation will be brought down to a scale of 70 marks. For e.g.: a firm scoring the maximum applicable marks of 160 in the technical evaluation, will be awarded 70 marks and the other firms will be awarded marks proportionately.

$St = T / 160 * 70$ where T is the Technical score awarded to the bidder as per Technical Evaluation Criteria.

9. OPENING OF FINANCIAL BIDS & FINAL SELECTION

1. The marking would be done on all the presentations. The bidders who secure minimum 60% marks out of the the maximum marks that can be obtained for the technical evaluation (96 out of 160 marks) will be shortlisted and only their financial bids will be opened.

2. Financial Score (Sf): The firm quoting the lowest fee will be awarded 30 marks. The other firms will be allocated marks based on the formula, $Sf = "30 \times PL/P"$, where P is the fee quoted by the firm and PL the lowest fee quoted.

3. Technical Score (St): The total marks scored by the bidder in technical evaluation will be brought down to a scale of 70 marks. For e.g., a firm scoring the maximum applicable marks of 160 in the technical evaluation, will be awarded 70 marks and the other firms will be awarded marks proportionately, as given below:

$St = T / 160 * 70$ where T is the Technical score awarded to the bidder as per Technical Evaluation Criteria.

4. Final Selection: The combined technical and financial scores shall be calculated as

$S = St + Sf$. Proposals will be ranked according to the combined scores. The firm achieving the highest combined technical and financial score (S) will be invited for negotiations.

5. There should be no mention of prices in any part of the bid other than the financial bids online.

6. In the financial bid, if there is any discrepancy between the prices mentioned in figures and in words, the prices mentioned in words will prevail.

7. Substantially Responsive Bids: A substantially responsive bid is one, which conforms to all the requirements, terms, conditions and specifications of the tender

8. Any attempt by a bidder to influence the bidding evaluation process or the Tender Evaluation Committee's processing of bids or award of decisions will result in the rejection of the bid.

9. If deemed necessary, Spices Board in its sole discretion may make required variations in the cut off points for technical evaluation including criteria for technical evaluation.

10. The Tender Evaluation Committee may choose to conduct technical negotiation or discussion with any or all the Bidders. The decision of the Evaluation Committee in the evaluation of the Technical and financial bids shall be final and binding on all the parties.

11. Failure of the bidder to comply with the Terms and Conditions of the Tender/Contract shall constitute sufficient grounds for the annulment of the award of contract, in which event the contract may be awarded to the next most responsive bidder.

10. FEE & OTHER CHARGES

The selected agency will be paid a monthly retainer fee and GST as applicable as professional charges.

| | |
|--|---|
| Mode of Tender | e-Procurement System (Online Part1- Technical Bid and Part-II Financial Bid through https://www.mstcecommerce.com/eprochome/spiceb of MSTC Ltd.) |
| Transaction Fee Note: Please note that bidders will have the access to online e-tender only after remitting the transaction fee in favour of MSTC Limited, Kolkata | Rs.1180/- (Including @ 18% GST) Payment of Transaction fee in favour of MSTC LIMITED. (Transaction fee and related bank charges are to be paid by bidder) |

11. TERMS AND CONDITIONS

1.Spices Board India reserves the right to call for any further information. Any information furnished by the bidder found to be incorrect at any stage would make them ineligible.

2. The Board shall not be responsible for any postal delay. Incomplete application may summarily lead to rejection of the application. The Board shall have the right to reject any or all the bid without assigning any reasons thereof. Spices Board reserves the right to withhold or withdraw the process at any stage with intimation to all who have submitted the bids.

3. Spices Board reserves the right to change/ modify/ amend/ cancel any or all provisions of this document. Such revisions to the tender document/ amended tender will be made available on the website of Spices Board, MSTCL e-procurement portal and CPPP portal.

4.Dispute Resolution: If any dispute or difference of any kind whatsoever arises between the parties in connection with or arising out of or relating to or under this bid, the parties shall

promptly and in good faith negotiate with a view to its amicable resolution and settlement. In the event no amicable resolution or settlement is reached within a period of thirty (30) days from the date on which the above-mentioned dispute or difference arose, such dispute or difference shall be finally settled by Secretary, Spices Board whose decision shall be final and binding on the parties.

5. The successful bidder has to enter into a written agreement with the Board, incorporating all the terms and conditions under which the Board accepted the offer.

6. Submission of a TENDER is evidence of a Bidder's consent to comply with the terms and conditions of request for TENDER process and subsequent bidding process. If a Bidder fails to comply with any of the terms, their bid may be summarily rejected.

7. Wilful misrepresentation of any fact in the tender will lead to the disqualification of the bidder without prejudice to other actions that Spices Board may take. The tender and the accompanying documents will become property of Spices Board. The bidders shall be deemed to license, and grant all rights to Spices Board, to reproduce the whole or any portion of their service/solution for the purpose of evaluation, to disclose the contents of submission to other Bidders and to disclose and/ or use the contents of submission as the basis for tender process.

8. Spices Board reserves the right to accept or reject any or all tenders received without assigning any reason therefore whatsoever and Spices Board's decision in this regard will be final.

9. The bidder is required to submit its full profile giving details about organization, experience, technical personnel in the organization, competence and adequate evidence of its financial standing etc. in the enclosed form which will be kept confidential.

10. No contractual obligation whatsoever shall arise from mere participation in the tender process.

11. Any effort on the part of bidder to influence evaluation process may result in rejection of the tender.

12. Spices Board is not responsible for non-receipt of tenders within the specified date and time due to any reason including postal delays or holidays in between.

13. Spices Board reserves the right to verify the validity of information provided in the tenders and to reject any bid where the contents appear to be incorrect, inaccurate, or inappropriate at any time during the process of tender or even after empanelment or after award of work.

14. Bidders are deemed to have:

a) examined the tender document and its subsequent changes/corrigendum, if any for

the purpose of responding to it.

b) examined all circumstances and contingencies having an effect on their tender application and which is obtainable by the making of reasonable enquiries and have satisfied themselves as to the correctness and sufficiency of their tender applications and if any discrepancy, error or omission is noticed in the tender, the Bidder shall notify Spices Board in writing on or before the end date/time.

15. The bidder shall bear all costs associated with submission of tender/ presentation desired by Spices Board etc. Spices Board will not be responsible or liable for any cost thereof, regardless of the conduct or outcome of the process.
16. Bidders must advise Spices Board immediately in writing of any material change to the information contained in the tender application, including any substantial change in their ownership or their financial or technical capacity. Copies of relevant documents must also be submitted
17. Bidders shortlisted must not advertise/publicize in any form (without prior written permission from Spices Board) about their firm having been shortlisted / selected by Spices Board.
18. Evaluation of the submitted bids will be based on existing information and documents provided. Technically qualified bidders will be selected under QCBS system. Financial bid will be evaluated only for the technically qualified bidders.
19. The bidder should be agreeable to provide to Spices Board all necessary functional and technical documentation.
20. Spices Board may re-visit any of the conditions of this tender.
21. Spices Board shall have the right to cancel the tendering process at any time, without thereby incurring any liabilities to the affected bidders. Reasons for cancellation, as determined by Spices Board in its sole discretion, may include, but are not limited to, the following:
 - a. Services contemplated are no longer required
 - b. Scope of work not adequately or clearly defined due to unforeseen circumstances and/or factors and/or new developments
 - c. The project is not in the best interest of Spices Board
 - d. Any other reason

12. DISCLAIMER

Spices Board is not committed either contractually or in any other way to the bidders whose applications are accepted. The issue of this tender does not commit or otherwise oblige Spices Board to proceed with any part or steps of the process. Subject to any law to the contrary, and to the maximum extent permitted by law, Spices Board and its employees disclaim all liabilities (including liability by reason of negligence) from any loss or damage, cost or expense incurred or arising by reasons of any person using the information and whether caused by reasons of any error, omission or misrepresentation in the information contained in this document or suffered by any person acting or refraining from acting because of any information contained in this request for tender document or conduct ancillary to it whether or not the loss or damage arises in connection with any omission, default, lack of care or misrepresentation on the part of Spices Board or any of its officers.

13. IMPORTANT DATES OF TENDER

| SI No | Particulars | Date | Time |
|--------------|---|-------------|-------------|
| 1 | Date of Online Publication/ download of Tender document | 15.03.2021 | 03:30 pm |
| 2 | Bid submission start date | 15.03.2021 | 04:00 pm |
| 3 | Bid submission close date | 05.04.2021 | 05:00 pm |
| 4 | Closing date and time for submission of original EMD | 09.04.2021 | 05:00 pm |
| 5 | Opening of Technical Bids | 12.04.2021 | 11:00 am |

TECHNICAL BID

| | | Details |
|----|--|----------------|
| 1 | Name | |
| 2 | Year of Establishment | |
| 3 | Place of Incorporation | |
| 4 | Address of Registered Office | |
| 5 | Address of Office in Kerala | |
| 6 | Details of branches/associates outside Kerala (if any) | |
| 7 | Company profile : (include brief profiles of team members/ full time employees) : (Attach detailed profile) | |
| 8 | Legal status of Bidder : (proprietor/partnership/private Ltd/public Ltd) | |
| 9 | GST Registration (enclose copy) : | |
| 10 | PAN no (enclose copy) : | |
| 11 | Contact details of CEO/head of the agency : (name, address, phone, email, mobile) | |
| 12 | Work Experience (provide details of Government /Ministries/PSUs clients) | |
| 13 | Domain Experience : (Provide details of experience in handling clients in food industry) | |
| 14 | Turnover : (attach supporting documents) | |

SIGNATURE & NAME (along with seal)

FINANCIAL BID

To

Spices Board
Sugandha Bhavan
P.B No :2277
Palarivattom P O
Ernakulam 682025

Dear Sir,

I hereby submit the Financial Bid for the Selection of Media & PR Consultancy Agency and related activities as envisaged in the bid document. I have thoroughly examined and understood all the terms and conditions as contained in the bid document and agree to abide by them.

I hereby offer to fulfil the deliverables as per the scope of work outlined in the bid document for a monthly retainer fee of Rs. plus GST as applicable.

Yours faithfully,

(Signature of the authorized
representative)

Full Name:

Designation:

Name and Address of the

Agency:

Seal:

Date:

Place:

DECLARATION

I/We (Name)_____ (designation)
_____ of (Firm) _____ do hereby solemnly affirm and declare that the individual/firm/company is not black listed by any Government Department / Autonomous body / Private Organization. Further, no litigation/ enquiry is pending and / or initiated by any Government Department /Autonomous body / Private Organization or Court of Law.

I / We (Name)
(Designation of (Name of the Agency / Firm / Company) have read and understood and hereby accept the terms and conditions of the tender for selection of Public Relations agency for rendering PR and Media services for Spices Board, Ministry of Commerce and Industry, Govt. of India.

(Signature of the authorized representative)

Full Name:

Designation:

Name and Address of the Agency:

Seal:

Place:

Date:

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| <p style="text-align: center;">1</p> | <p>Process of E-tender</p> <p>A). Registration: The process involves vendor’s registration with MSTC e-procurement portal which is free of cost. Only after registration, the vendor(s) can submit his/their bids electronically. Electronic Bidding for submission of techno-commercial Bid as well as Price Bid over the internet will be done. The Vendor should possess Class III signing type digital certificate. Vendors are to make their own arrangement for bidding from a P.C. connected with Internet. MSTC/Spices Board is not responsible for making such arrangement. (Bids will not be recorded without Digital Signature).</p> <p>SPECIAL NOTE: THE PRICE BID AND THE COMMERCIAL BID HAS TO BE SUBMITTED ON-LINE AT http://www.mstcecommerce.com/eprochome/spiceb/buyer_login.jsp</p> <p>Contact person (MSTC):</p> <p>1. Arnab Sarkar – Mob- 9986036012 asarkar@mstcindia.co.in 2 Mr. Ravindranath Mob-7676456095 ravindranathkb@mstcindia.co.in</p> <p>B) System Requirement:</p> <p>Windows 98 /XP-SP3 & above/Windows 7 Operating System</p> <p>a.i.1.a.i.1.a.i. Vendors are required to register themselves online with www.mstcecommerce.com→ e-Procurement→ PSU/Govt depts. →Spices Board→Register as Vendor Filling up details and creating own user id and password→ Submit.</p> <p>a.i.1.a.i.1.a.ii. Vendors will receive a system generated mail confirming their registration in their email which has been provided during filling the registration form. In case of any clarification, please contact MSTC/Spices Board, (before the scheduled time of the e- tender).</p> |
| <p style="text-align: center;">2</p> | <p>(A) Part I techno-commercial bid will be opened electronically on specified date and time as given in the NIT. Bidder(s) can witness electronic opening of bid.</p> <p>(B) Part II Price bid will be opened electronically of only those bidder(s) whose Part I Techno-Commercial Bid is found to be Techno-Commercially acceptable by Spices Board. Such bidder(s) will be intimated date of opening of Part II Price bid, through valid email confirmed by them.</p> <p>Note:</p> <p>The tenderers are advised to offer their best possible rates. There would generally be no negotiations hence please submit your most competitive prices while submitting the price bid. However in case the lowest rate appears to be reasonable taking into account the prevailing market conditions, the order may be awarded to the lowest bidder and if the rate is still considered high, action as per prevailing instruction/guideline shall be taken.</p> |
| <p style="text-align: center;">3</p> | <p>All entries in the tender should be entered in online Technical & Commercial Formats without any ambiguity</p> |

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| 4 | <p><u>Special Note towards Transaction fee</u> The vendors shall pay the transaction fee using “Transaction Fee Payment” Link under “My Menu” in the vendor login. The vendors have to select the particular tender from the event dropdown box. The vendor shall have the facility of making the payment either through NEFT or Online Payment. On selecting NEFT, the vendor shall generate a challan by filling up a form. The vendor shall remit the transaction fee amount as per the details printed on the challan without making change in the same. On selecting Online Payment, the vendor shall have the provision of making payment using its Credit/ Debit Card/ Net Banking. Once the payment gets credited to MSTC’s designated bank account, the transaction fee shall be auto authorized and the vendor shall be receiving a system generated mail.</p> <p><u>Transaction fee is non-refundable.</u></p> <p>A vendor will not have the access to online e-tender without making the payment towards transaction fee.</p> <p>NOTE : The bidders should submit the transaction fee well in advance before the last date of submission of tender as they will be activated for bid submission only after receipt of transaction fee by MSTC.</p> <p>Contact Details: Fax No. : 033- 22831002</p> <p>Email ids: rpradhan@mstcindia.co.in</p> <p>Bidders may please note that the transaction fee should be deposited by debiting the account of the bidder only; transaction fee deposited from or by debiting any other party’s account will not be accepted. Transaction fee is non-refundable.</p> <p>In case of failure to make payment towards Transaction fee for any reason, the vendor, in term, will not have the access to online e-tender.</p> |
| 5 | <p>Vendors are instructed to use <i>Upload Documents</i> link in My menu to upload documents in document library. Multiple documents can be uploaded. Maximum size of single document for upload is 4 MB.</p> <p>Once documents are uploaded in the library, vendors need to attach documents through <i>Attach Document</i> link against the particular tender. For further assistance please follow instructions of vendor guide.</p> |
| 6 | <p>All notices and correspondence to the bidder(s) shall be sent by email only during the process till finalization of tender by Spices Board as well as by MSTC (e-procurement service provider). Hence the bidders are required to ensure that their corporate email I.D. provided is valid and updated at the stage of registration of vendor with MSTC (i.e. Service Provider). Bidders are also requested to ensure validity of their DSC (Digital Signature Certificate).</p> |
| 7 | <p>a.i.1.a.i.1.a.i. Please note that there is no provision to take out the list of parties downloading the tender document from the web site mentioned in NIT. As such, bidders are requested to see the web site once again before the due date of tender opening to ensure that they have not missed any corrigendum uploaded against the said tender after downloading the tender document. The responsibility of</p> |

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| | <p>downloading the related corrigenda, if any, will be that of the downloading parties.</p> <p>a.i.1.a.i.1.a.ii. No separate intimation in respect of corrigendum to this NIT (if any) will be sent to tenderer (s) who have downloaded the documents from web site. Please see website http://www.mstcecommerce.com/eprochome/spiceb of MSTC Ltd.</p> |
| 8 | E-tender cannot be accessed after the due date and time mentioned in NIT. |
| 9 | <p>Bidding in e-tender & Reverse auction:</p> <p>a) Bidder(s) need to submit necessary EMD, Tender fees (If ANY) and Transaction fees to be eligible to bid online in the e-tender. Tender fees and Transaction fees are non refundable. No interest will be paid on EMD. EMD of the unsuccessful bidder(s) will be refunded by Spices Board. EMD should be sent in physical to Spices Board Kochi before the last date of submission of bid.</p> <p>b) The process involves Electronic Bidding for submission of techno-commercial Bid as well as Price Bid.</p> <p>c) The bidder(s) who have submitted the above fees can only submit their techno-commercial Bids and Price Bid through internet in MSTC website www.mstcecommerce.com → e-procurement → PSU/Govt Depts → Spices board Login → My menu → Auction Floor Manager → live event → Selection of the live event →</p> <p>d) The bidder should allow to run an application namely enApple by accepting the risk and clicking on run. This exercise has to be done twice immediately after clicking on the Techno-Commercial bid. If this application is not run then the bidder will not be able to save/submit his bid.</p> <p>e) After filling the Techno-Commercial Bid, bidder should click “save” for recording their Techno-Commercial bid. Once the same is done, the Price Bid link becomes active and the same has to be filled up and then bidder should click on “save” to record their price bid. Then once both the Techno-Commercial bid & price bid has been saved, the bidder can click on the “Submit” button to register their bid</p> <p>f) In all cases, bidder should use their own ID and Password along with Digital Signature at the time of submission of their bid.</p> <p>g) During the entire e-tender process, the bidders will remain completely anonymous to one another and also to everybody else.</p> <p>h) The e-tender floor shall remain open from the pre-announced date & time and for as much duration as mentioned above.</p> <p>i) All electronic bids submitted during the e-tender process shall be legally binding on the bidder. Any bid will be considered as the valid bid offered by that bidder and acceptance of the same by the Buyer will form a binding contract between Buyer and the Bidder for execution of supply. Such successful tenderer shall be called hereafter SUPPLIER.</p> <p>j) It is mandatory that all the bids are submitted with digital signature certificate otherwise the same will not be accepted by the system.</p> |

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| | <p>k) Buyer reserves the right to cancel or reject or accept or withdraw or extend the tender in full or part as the case may be without assigning any reason thereof.</p> <p>l) No deviation of the terms and conditions of the tender document is acceptable. Submission of bid in the e-tender floor by any bidder confirms his acceptance of terms & conditions for the tender.</p> <p>m) Unit of Measure (UOM) is indicated in the e-tender Floor. Rate to be quoted should be in Indian Rupee as per UOM indicated in the e-tender floor/tender document.</p> |
| 10 | Any order resulting from this open e-tender shall be governed by the terms and conditions mentioned therein. |
| 11 | No deviation to the technical and commercial terms & conditions are allowed. |
| 12 | After submitting online bid, the bidder cannot access the tender, once it has been submitted with digital signature |
| 13 | Spices Board, Kochi has the right to cancel this e-tender or extend the due date of receipt of bid(s) without assigning any reason thereof. |
| 14 | The online tender should be submitted strictly as per the terms and conditions and procedures laid down in the website http://www.mstcecommerce.com/eprochome/spiceb of MSTC Ltd. |
| 15 | The bidders must upload and attach all the documents required as per terms of NIT. Any other document uploaded which is not required as per the terms of the NIT shall not be considered. |
| 16 | The bid will be evaluated based on the filled-in technical & commercial formats. |
| 17 | The documents uploaded and attached by bidder(s) will be scrutinized. In case any of the information furnished by the bidder is found to be false during scrutiny, EMD of defaulting bidder(s) will be forfeited. Punitive action including suspension and banning of business can also be taken against defaulting bidders. |
| 18 | Vendors can refer to the pdf document in the below link for MSTC's e-Procurement Portal Guidelines |