



THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY

KOCHI -682 036

TENDER NOTICE

Ref: JDQC-GJCM/QUIZ/1/2021

11/02/2023

“TENDER DOCUMENT TO FACILITATE TELECASTING OF 5 EPISODES OF MPEDA GOLDEN JUBILEE MARINE QUEST -2022 IN DD NATIONAL TV.”

Bids are invited from reputed firms for facilitating Telecasting of 5 Episodes of MPEDA Golden Jubilee Marine Quest -2022 organized by The Marine Products Export Development Authority (Ministry of Commerce & Industry, Government of India).

The bid must be submitted on or before **24-02-2023 at 5 PM** in the following address, superscribing **“TENDER DOCUMENT TO FACILITATE TELECASTING OF 5 EPISODES OF MPEDA GOLDEN JUBILEE MARINE QUEST -2022 IN DD NATIONAL TV.”**

The Joint Director (Quality Control)
The Marine Products Export Development Authority
Ministry of Commerce & Industry, Govt. of India
MPEDA House,
P.B.No.4272,
Panampilly Avenue,
Panampilly Nagar P.O,
Kochi – 682 036,
KERALA – INDIA
Phone: 0484 2311901/803 (Extn. 205)

The bid can also be submitted/Uploaded through the **e-procurement system of Government of India on Central Public Procurement Portal website <https://eprocure.gov.in/eprocure/app> on or before 17.00 hrs on 24th of February 2023 “TENDER DOCUMENT TO ‘FACILITATE TELECASTING OF 5 EPISODES OF MPEDA GOLDEN JUBILEE MARINE QUEST -2022 IN DD NATIONAL TV.”.**

'TENDER DOCUMENT TO FACILITATE TELECASTING OF 5 EPISODES OF MPEDA GOLDEN JUBILEE MARINE QUEST -2022 IN DD NATIONAL TV.'

TENDER FORM

**THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY
(Ministry of Commerce & Industry, Government of India)
P. B. No. 4272, MPEDA House, Panampilly Nagar, Kochi – 682 036.
Phone: + 91-484- 2311901, 2311803
Fax: + + 91-484-2312812 / 2313361
E-mail: rmohan@mpeda.gov.in
Web Site: <http://www.mpeda.gov.in>**

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THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY

(Ministry of Commerce & Industry, Government of India)

P. B. No. 4272, MPEDA House, Panampilly Nagar, Kochi – 682 036.

Name of the work	1. TENDER DOCUMENT TO FACILITATE TELECASTING OF 5 EPISODES OF MPEDA GOLDEN JUBILEE MARINE QUEST -2022 IN DD NATIONAL TV.
Bid Security (Earnest Money Deposit)	₹ 16,000 (Rs. Sixteen Thousand only) in the form of Account payee DD from any of the nationalized banks, in favour of The Secretary, MPEDA payable at Ernakulam
Pre bid meeting	20.02.2023 03.00 PM
Last Date and Time for receipt of Bids	24.02.2023 05.00 PM
Time and Date of Opening of technical Bid	27.02.2023 11.00 AM
Time and Date of Opening of Financial Bid	28.02.2023 11.00 AM
Place of Opening Bid	O/o The Joint Director (Quality Control) The Marine Products Export Development Authority Ministry of Commerce & Industry, Govt. of India MPEDA House, P.B.No.4272, Panampilly Avenue, Panampilly Nagar P.O, Kochi – 682 036, Phone: 0484 2311901/803 (Extn. 205) E-mail: rmohan@mpeda.gov.in

TENDER DOCUMENT
THE MARINE PRODUCTS EXPORT DEVELOPEMNT AUTHORITY
HEAD OFFICE, KOCHI -36

TENDER DOCUMENT TO FACILITATE TELECASTING OF 5 EPISODES OF MPEDA GOLDEN JUBILEE MARINE QUEST -2022 IN DD NATIONAL TV.

A. Introduction

The Marine Products Exports Development Authority (MPEDA), a statutory body under the Ministry of Commerce and Industry, Government of India conducted a national level quiz competition for the students of class 8-12 on a pan Indian Scale which attracted much interest from the schools and more than 2000 students participated in the online preliminary levels. 8 cluster level winning teams participated in the semi-final and final round which was held at Kochi during which was produced as a TV show by professionals. 5 episodes of 30 minutes duration each (with approximately 5-6 minutes of promotional/corporate videos of the sponsors are ready and the intention is to telecast the same in DD national channel.

B. Job Description

Tenders in prescribed format are invited from reputed firms **TENDER DOCUMENT TO FACILITATE TELECASTING OF 5 EPISODES OF MPEDA GOLDEN JUBILEE MARINE QUEST -2022 IN DD NATIONAL TV.**

Tender document can be downloaded from our website **www.mpeda.gov.in**. The last date for submission of tenders is **24.02.2023 at 17.00 hours. The bids shall be opened on 27.02.2023 & 28.02.2023 at 11.00 hours respectively** in the presence of the bidder's representative who choose to be present at the office of MPEDA Head Office during the evaluation process. **The Sealed Technical bid and Financial bid should be submitted separately.** The Financial bid shall be opened only for those bidders who satisfy the eligibility criteria mentioned in the tender document.

The bid can also be submitted/Uploaded through the **e-procurement system of Government of India on Central Public Procurement Portal website <https://eprocure.gov.in/eprocure/app>** or before **17.00 hrs on 24th of February 2023 “TENDER DOCUMENT TO ‘FACILITATE TELECASTING OF 5 EPISODES OF MPEDA GOLDEN JUBILEE MARINE QUEST -2022 IN DD NATIONAL TV.”.**

Those who are meeting the eligibility criteria to “ Facilitate the Telecasting of 5 episodes of MPEDA Golden Jubilee Marine quest -2022 in DD National TV” subject to the terms and conditions may furnish their quotes in the prescribed form enclosed herewith and with copies of other required documents indicated in the tender document.

C. Eligibility Criteria

(i) Essential

1. The bidder shall be a registered firm / organization (herein after referred as “Vendor”) with reputation/exposure in producing, telecasting or consulting Production/Telecasting related services of TV shows in mainstream TV channels.
2. Start ups, MSMEs with Make in India Status will be preferred.
3. The vendor should have audited financial statements (for previous 3 years ending at 31/03/2022).
4. The vendor should have GST registration.
5. Minimum 3 years experience in producing, telecasting or consulting Production/ Telecasting related services of TV shows in mainstream TV channels.
6. The vendor shall have Average Annual Turnover of atleast ₹ 5 lakh during the last three years ending 31st March 2022 for related services.

(ii) Desirable

1. Recognition / appreciations received for providing similar services (Such as producing, telecasting or consulting Production/Telecasting related services of TV shows in mainstream TV channels), if any.

D. Terms and conditions

1. The vendors will have to submit an interest free, refundable earnest money deposit (E.M.D) of ₹ 16,000 (Rupees Sixteen thousand only) in the form of a Bank Draft / Pay Order of Scheduled Commercial Bank drawn in favour of **The Secretary MPEDA**, payable at **Ernakulam**. The DD should be kept along with Technical bid envelope.
2. The bidders who are currently registered with MSME/NSIC for providing services as mentioned in this tender or Startup as recognized by the Department of Promotion of Industry and Internal Trade (DPIIT) Shall be eligible for exemption from EMD and Financial turnover declaration. Eligible bidders shall submit MSME/NSIC/Start-up certificates to be considered for the above exemption.
3. The vendor shall not sublet whole or part of the work to any other agency, in case of award of contract.
4. In case of default on the part of the Vendor in carrying out any order, apart from the legal remedy, the MPEDA shall be entitled to get the work done by any other persons and all expenses consequent thereon or incidental thereto shall be borne by the vendor and will be deducted by the MPEDA from any money due or it may become due to the vendor.

5. The decision of the MPEDA in the matter arising out of this contract shall be final and binding in regard to all matters relating to the contract.
6. Canvassing in any form by the Vendor directly or by any other agency / person on their behalf may lead to disqualification of their bid .
7. Please note that falsification/suppression of information shall lead to the disqualification of the vendor besides forfeiture of EMD.
8. All cases/proceedings relating to any dispute or claim arising out of or any case of performance of this contract shall be falling in appropriate court having jurisdiction in Ernakulam, Kerala.
9. In the event of the vendor committing breach of any of the above terms and conditions or the services of the vendor being found to be unsatisfactory, the contract can be terminated by the MPEDA even before the expiry of the period of agreement by giving 5 day's notice to the vendor. Even otherwise, the MPEDA will have the right to terminate the engagement of vendor by giving 10 days notice.
10. **PAYMENT TERMS:** The Payment towards the said work as per the conditions as described below.

*Scrutiny charge for the episodes by DD, if any, shall be borne by the bidder. Once the episodes are scrutinized and approved by DD National in writing, the successful bidder may claim reimbursement of the payment made to DD on scrutiny expenses along with necessary invoices.

*Once the episodes are vetted by DD National and communication in this regard is received in writing, an advance payment upto 30% of the bid amount will be made to the successful bidder against the production of Bank Guarantee for an equivalent amount or Demand Draft or Fixed Deposit receipt favouring Secretary, MPEDA. The advanced amount need to be settled within fifteen days of telecasting of first 2 episodes of the programme alongwith a written report, invoice and adequate proof on the telecast of episodes.

*The Bank Guarantee submitted initially by the successful bidder will be retained till the settlement of final bill. Applicable deductions, if any, will be made from the Bank Guarantee in case of any shortcomings from the part of the successful bidder in fulfilling the performance as awarded in the work order issued to the successful bidder, and as per the decision of the Competent Authority. The Bank Guarantee will be released 10 days after the settlement of the final bill.

*Another advance payment upto 20% of the bid amount will be transferred to the successful bidder after the telecast of first two episodes of the quiz programme, and against the settlement of 30% initial advance. The advanced amount need to be settled

within fifteen days of telecasting of episodes 3 and 4 of the quiz programme alongwith a written report, invoice and adequate proof on the telecast of the respective episodes.

*The balance payment of 50% of the bid amount will be settled within fifteen days of the submission of written report, invoice and adequate proof on the telecasting of 5th and final episode of the quiz programme.

12. The MPEDA shall have right to issue addendum to tendered documents to clarify, amend, modify supplement or delete any of the condition, clause or items stated therein. Each addendum shall form a part of the original invitation to tender.
13. The MPEDA reserves the right to accept or reject tender without assigning any reason thereof. No claim or complaint in this regard will be entertained by the MPEDA.
14. The MPEDA is under no obligation to accept the lowest or any tender received in response to this tender notice.
15. Tender document should be signed on all the pages by the Authorised signatory along with seal of the Vendor.
16. Resolution of the Company (if the vendor is a Company) authorizing the person signing the Tender, to sign the Tender on behalf of the Company is to be provided.
17. In the event of the vendor committing a breach of the contract, the MPEDA is entitled to forfeit EMD & receive from the vendor any other compensation to the extent of loss incurred as determined by the MPEDA for any loss or damage caused to the MPEDA.

E. Selection Method & Criteria

The Bidding process shall be a two-stage process. Prior to the detailed evaluation of the Technical Bids, MPEDA shall determine whether each bid is

- a) Complete
- b) Is accompanied by the required information and documents towards Eligibility Criteria and
- c) Is substantially responsive to the requirements set forth in the tender document.

The evaluation shall be based on the technical and financial parameters. The weightage for the technical parameters shall be 70% and the financial parameters shall be 30%.

1. Technical Weightage (St): The marks scored by the bidder in technical evaluation shall be calculated to 70 points as below:

$St = T \times 0.70$ where T is the Technical score awarded to the bidder as per Technical Evaluation Criteria

2. Financial Weightage (Sf): The marks scored by the bidder in financial evaluation shall be calculated to 30 points as below:

The Commercial scores of all the other proposals will be determined by $S_f = 30 * F_m/F$ (F_m = Lowest evaluated tender cost, F = value of Commercial proposal under consideration).

c) Final Selection: Proposals will be ranked according to their combined technical (S_t) and Commercial (S_f) scores. The combined technical and Commercial score shall be calculated as $S = S_t + S_f$.

F. BRIEF DESCRIPTION OF THE SELECTION PROCESS

Two Bid selection process based on Quality and Cost Based Selection (QCBS) for evaluating the Bids has been adopted for selection of reputed firms for facilitating **Telecasting of 5 Episodes of MPEDA Golden Jubilee Marine Quest -2022 organized by The Marine Products Export Development Authority (Ministry of Commerce& Industry, Government of India)**.

a). Pre Bid meeting: An online pre bid meeting will be conducted on **20-02-2023 at 03.00 PM** for the prospective bidders. Link will be shared on the website of MPEDA.

b) The Technical Bid and (C) The Financial Bid. Bids are required to be uploaded as follows: -1: Technical Bid: -2: Financial Bid

In the first stage, “-1: “Technical Bid will be opened and evaluated by the committee as per the evaluation criteria,

In the second stage, “-2: Financial Bid will be opened at a time and date to be informed later **only of those bidders** who are found to be technically qualified as per the mentioned technical qualification criteria.

The technical evaluation criteria are broadly defined as under. Bidder has to provide documentary proof against each criteria as a part of technical proposal.

Evaluation Criteria of Technical Bid for calculation of Technical Score (St)

No.	CRITERIA FOR EVALUATION	Max Marks (St)	Documents needed
1	EXPERIENCE IN PROVIDING SIMILAR SERVICES	20 MARKS	1. Company incorporation certificate
a	Up to 3 Years	10	2. Copies of work order completion certificate
b	More than 3 years up to 5 Years	15	
c	Above 5 years	20	
2	AVERAGE TURNOVER FOR LAST THREE YEARS	20 MARKS	1. Certified financial statements
a	Upto 5 Lakh	10	2. IT returns

b	5-10 Lakh	15	
c	Above 10 lakh	20	
3	SIMILAR PROGRAMMES [as mentioned in point C-(i) 5] COVERED IN LAST 3 YEARS	40 MARKS	1. Copies of work order completion certificate
a	3 programmes in last three years	10	
b	Above 3 programmes upto 6 programmes	20	
c	More than 6 programmes	40	
4	Qualified Personnel & Quality of work	20 MARKS	1. Qualification Certificates of personnel
a	Availability of Experienced hands in TV show related services.	2 mark for each person & max 10 marks	
b	Quality of work based on evaluation any of the programme submitted for reference.	Max 5 marks	1. Extracts from the album of previous work
c	Office/ branch in Cochin City	5	1. Address Proof
	TOTAL	100	

G. How to apply

Application of agencies/ bidder that fulfill the above criteria only would be considered by MPEDA. Mere accepting the application by MPEDA would not guarantee the award of contract.

The sealed bids must be submitted in on or before **24.02.2023 at 17.00 hrs** in the following address, super-scribing “ **Facilitate the Telecasting of 5 episodes of MPEDA Golden Jubilee Marine quest -2022 in DD National TV**”

The Joint Director (Quality Control)
The Marine Products Export Development Authority
Ministry of Commerce & Industry, Govt. of India
MPEDA House,
P.B.No.4272,
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The bid can also be submitted/Uploaded through the **e-procurement system of Government of India on Central Public Procurement Portal website <https://eprocure.gov.in/eprocure/app>** on or before **17.00 hrs on 24th of February 2023** “**TENDER DOCUMENT TO ‘FACILITATE TELECASTING OF 5 EPISODES OF MPEDA GOLDEN JUBILEE MARINE QUEST -2022 IN DD NATIONAL TV.’**”

H. SCHEDULE OF TENDERING PROCESS

The Schedule for the process for selection of event manager is as follows:

Sl. No.	Milestone	Date
1	Issuance of Tender notice	11/02/2023
2	Pre Bid meeting	20/02/2023 3 PM
3	Last Date for Online Submission of Bid	24/02/ 2023 5 PM
4	Date for Opening of Technical Bid (-1)	27/02/2023 11 AM
5	Opening of Financial Bid (-2)	28/02/2023 11 AM

I. SCHEDULE – 1

1	RELEASE OF THE FINAL OUTPUT OF THE SHOW TO THE PARTY The links of the Five Episodes (30 minutes each) already uploaded in the link will be shared to the party.	02-03-2023
2	Telecasting The party must provide the show to DD National channel for vetting (bearing the applicable charges) and receive a tentative telecasting date on prime time	04-03-2023
3	Telecasting of the show	Shall be completed by 31-03-2023

Technical Bid

Last date for receipt of application is upto 24.02.2023 at 5:00 PM

From

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To

The Joint Director (Quality Control)
The Marine Products Export Development Authority
Ministry of Commerce & Industry, Govt. of India
MPEDA House,
P.B.No.4272,
Panampilly Avenue,
Panampilly Nagar P.O,
Kochi – 682 036,
Phone: 0484 2311901/803 (Extn. 205)
E-mail: rmohan@mpeda.gov.in

No.	Particulars	Details to be filled in by the Vendor
1.	NAME	
	REGISTERED OFFICE	
	NEAREST OFFICE BRANCH IF ANY IN KOCHI	
	CONTACT PERSON	
	ADDRESS	
	PHONE	
	MOBILE	
	EMAIL	
9.	YEAR OF INCORPORATION	
10.	PAN CARD (Copy to be attached)	Yes / No
11.	INCOME TAX RETURNS (Copies to be attached)	Yes / No

12.	SERVICE TAX REGN (Copies to be attached)	Yes / No
13.	TIN REGISTRATION (Copy to be attached)	Yes / No
	TURN OVER 2019-20	
	TURN OVER 2020-21	
	TURN OVER 2021-22	
	Audited financial statements for the last 3 years (Copies to be attached)	Yes / No
	COMPANY REGISTRATION CERTIFICATE (Copy to be attached)	Yes / No
	PROGRAMS DONE BEFORE (NOS) (Copies of work order completion certificate to be attached)	Yes / No
	EXPERIENCE WITH GOVT/ PSU/ MPEDA PRIVATE((Work order completion certificate copies to be attached)	
	NO OF BRANCHES IN INDIA	
	AWARDS/ CERTIFICATIONS (Copies to be attached)	Yes / No
	CLIENTELLE (give the list)	Yes / No
	Any other relevant information	
<p>Verification - The application for engagement should be signed by the authorized signatory verifying that all the details furnished in the application are true and correct to the best of his/her knowledge and that in case of furnishing any false information or suppression of any material information would lead to rejection of application besides initiation of penal proceedings by the MPEDA</p>		

Name & Signature of authorized signatory

Date:

Name & Seal of Vendor

Financial Bid (May be filled if submitting physical quotation)

(If bidding done through E procurement site amount may not be mentioned in this form, instead online BoQ may be filled)

Last date for receipt of application is upto 24.02.2023 at 5:00 pm

From

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.....
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To

The Joint Director (Quality Control)
The Marine Products Export Development Authority
Ministry of Commerce & Industry, Govt. of India
MPEDA House,
P.B.No.4272,
Panampilly Avenue,
Panampilly Nagar P.O,
Kochi – 682 036,
Phone: 0484 2311901/803 (Extn. 205)
E-mail: rmohan@mpeda.gov.in

I/We have read and examined the documents relating to the **“TENDER DOCUMENT TO ‘FACILITATE TELECASTING OF 5 EPISODES OF MPEDA GOLDEN JUBILEE MARINE QUEST -2022 IN DD NATIONAL TV.”**

No	Particulars	Dates	Rate	Amount
1	Charges for Facilitating TELECASTING OF 5 EPISODES OF MPEDA GOLDEN JUBILEE MARINE QUEST -2022 IN DD NATIONAL TV.”.	(Dates prior to 31st March 2023 may be referred)		

1. Price to be quoted in Indian Rupees only.
2. Taxes (if any) has to be mentioned
3. All inclusive prices have to be quoted. The applicable TDS shall be deducted from the payments made by Authority.
4. In case of a mis-match in the amount mentioned in Figures and Words, the amount mentioned in words shall be considered as final.
5. The Vendor agrees that the above price have been quoted after reading and understanding the complete tender documents

SUB TOTAL : Rs. _____ (In words) _____

6. Taxes if any. _____

GRAND TOTAL : Rs. _____ (In words) _____

If the Tender is accepted, I/We agree to keep the Tender valid till the completion of the event. I/We shall not withdraw the Tender during the validity period and the Organisers shall be at liberty to forfeit the EMD and make alternate arrangements at my/our risk and cost in case of withdrawal of Tender during the validity period.

Signatures of authorized signatory:

SIGNATURE OF THE VENDOR:

NAME AND ADDRESS OF THE SIGNATORY.....

Place:

Date: (SEAL)