

**THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY**  
(Ministry of Commerce & Industry, Government of India)

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## **TENDER**

**TENDER DOCUMENT FOR EVALUATION & IMPACT ASSESSMENT OF THE CENTRAL SECTOR SCHEME OF THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY (MPEDA)”.**

**COORD-GEN/2/2023-COORD**

**13.06.2023**

### **TENDER NOTICE**

Bids are invited from List of Empanelled survey institutions for monitoring and evaluation of government schemes’, from category ‘A’ and ‘B’ issued by **NITI Ayog** vide OM dated 21st January 2022 (Annexure I for “**EVALUATION & IMPACT ASSESSMENT OF THE CENTRAL SECTOR SCHEME OF THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY (MPEDA)**” (Ministry of Commerce & Industry, Government of India),

The bid must 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 **20<sup>th</sup> June 2023 at 17.00 hrs.**

**Secretary,  
MPEDA**

**THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY**  
(Ministry of Commerce & Industry, Government of India)  
**P. B. No. 4272, MPEDA House, Panampilly Nagar, Kochi – 682 036.**

**BID DATA SHEET**

<b>Sl. No.</b>	<b>Reference</b>	<b>Description</b>
1.	Name of Organization	Marine Products Export Development Authority
2.	Name of the work	Evaluation & Impact assessment of the Schemes of Marine Products Export Development Authority (MPEDA).
3.	Reference No:	Ref: <u>COORD-GEN/2/2023-COORD</u>
4.	Bid Security (Earnest Money Deposit)	Rs.75,000/- (Rupees Seventy five thousand only) in the form of Account payee DD from any of the nationalized banks, in favour of The Secretary, MPEDA, payable at Ernakulam
5.	Last Date and Time for Online Submission of Bid	20 <sup>th</sup> June 2023 at 17.00 hrs
6.	Time and Date of Opening of Bid	10.00 AM on 21 <sup>th</sup> June 2023
7.	Place of Opening Bid	Office of the Secretary, The Marine Products Export Development Authority, MPEDA House, Panampilly Avenue, Kochi – 682 036, Kerala
8.	Opening of Technical Bid	10.00 AM on 21 <sup>th</sup> June 2023
9.	Pre Bid Meeting	11.30 am 16 <sup>th</sup> June 2023
10	Opening of Financial Bid	4.00 pm 21 <sup>th</sup> June 2023
11	Amount of EMD	Rs. 75,000/- (Rupees Seventy Five Thousand)

12	Performance Security Deposit	The successful bidder should pay 10% of the contract value to be paid to MPEDA in the form of DD, Bank guaranty towards the security deposit.
13	Bid Validity	120 Days
14	Declaration of Technically Qualified Bidders	To be notified online in CPP Portal <a href="https://eprocure.gov.in">https://eprocure.gov.in</a>
15	Contact Person	Name: Vinu P. K  Designation: Deputy Director (Admn)
16	Method of Selection	Quality and Cost Based Selection (QCBS)
17	Weightage Criteria for QCBS	Technical Score : 70 %,  Financial Score : 30 %
18	Type of Financial Bidding	Based on the scope of work
19	Language of Bid	English
20	Currency of the Bid	Indian Rupees (INR)

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## **TENDER DOCUMENT**

### **THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY HEAD OFFICE, KOCHI -36**

#### **TENDER DOCUMENT FOR EVALUATION & IMPACT ASSESSMENT OF THE CENTRAL SECTOR SCHEME OF THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY (MPEDA)”.**

### **1. INTRODUCTION**

The Marine Products Export Development Authority (MPEDA) is the nodal agency to promote the export of marine products from India. The scheme components implemented by MPEDA cover Market Promotion, Support for high-end/innovative value addition for exports, Certification for export traceability of wild-caught & farmed products, Export oriented aquaculture technology incubation & Quality Assurance. These components are implemented by MPEDA to strengthen the production, processing, quality and to promote marine products export. The component covers market promotion through international fair participation, financial assistance for infrastructure development for value addition, issue of certificates for traceability & quality assurance. In addition training and capacity building of stakeholders is also being undertaken. To understand the effectiveness and impact of the scheme, Department of Commerce wishes to engage mystery shoppers to evaluate the scheme components by contacting the scheme beneficiaries and collecting feedback on their experiences with the scheme.

### **2. JOB DESCRIPTION**

Tenders in prescribed format are invited from List of Empanelled survey institutions for monitoring and evaluation of government schemes', from category 'A' and 'B' issued by **NITI Ayog** vide OM dated 21st January 2022 (Annexure I) for “**EVALUATION & IMPACT ASSESSMENT OF THE CENTRAL SECTOR SCHEME OF THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY (MPEDA)**” (hereafter referred as 'ASSESSMENT STUDY').

The last date for submission of tender is 20/06/2023 at 5.00 PM. The bids will be opened on 21/06/2023 at 10.00 AM in the presence of the bidder's representatives who choose to be present at the office of the undersigned during the evaluation process. The Technical bid and financial bid should be uploaded through the e- procurement **<https://eprocure.gov.in>** as per the prescribed format. The Financial bid shall be opened only for those bidders

who satisfy the eligibility criteria mentioned in the tender document, and selected in technical bid. The Pre-Bid meeting will be held online on 16<sup>th</sup> June 2023 at 11.30 am to clarify any doubts on the proposal (Link Attached).

Those who are meeting the eligibility criteria and are interested to organize the assessment study may furnish their quotes in the prescribed form enclosed herewith and with copies of other required documents indicated in the tender document.

**2.1.1 Objective:** The study's objective is to understand the effectiveness and impact of the scheme. This covers:-

- Identification of the problems/hurdles in the implementation of scheme.
- Assessing the effectiveness of the scheme.
- Identify the area of difficulty in the implementation of scheme through the beneficiary's perspective.
- Analyse the outcomes of the international fair participation through participant feedback.
- Assessing the ease of applying for the scheme by the beneficiary, time period from submission of the application and release of assistance/certificate, efficiency of the online portal, and ease of providing documents and the beneficiary satisfaction.
- Evaluate the need and effectiveness of trainings & capacity building.
- Evaluate the impact of the assistance on the promotion of marine products export.
- Providing recommendations for improvement of the scheme.

Overall, the study will identify the strength and weaknesses of the MPEDA schemes and help to ensure that the scheme is functioning as intended to promote marine products exports from India.

- a. Table on SFC components and sub-components are provided as **Appendix A.**
- b. The list of beneficiaries under the schemes will be provided by MPEDA.
- c. A sample list of questions that may be asked by the mystery shoppers for evaluating scheme is enclosed as **Appendix B.**

### **Schedule of execution of Targeted Deliverables:**

<b>Sl.No</b>	<b>Descriptions of Deliverables</b>	<b>Tentative Timeline</b>
1	Finalization of Methodology and Survey plan	30/06/2023
2	Commencement of Data Collection	01/07/2023
3	Completion of Data Collection	11/07/2023
4	Data Processing and Table Generation	15/07/2023
5	Submission of Draft Final Report	21/07/2023
6	Submission and Acceptance of the Final Report	26/07/2023

#### **2.1.2 Deliverables:**

The following deliverables are anticipated from the study

- a. A report summarizing the feedback received from beneficiaries under MPEDA scheme, including quantitative and qualitative data.
- b. An analysis of the challenges identified in the feedback and an assessment of their impact on the effectiveness of the scheme.
- c. A list of recommendations for improving the scheme's implementation and communication with beneficiaries, based on the feedback received.
- d. A review of the online portal for schemes, including an assessment of its ease of use and effectiveness in facilitating the application process based on the responses recorded.
- e. A summary of technical issues or errors encountered by beneficiaries when using the online portal of MPEDA, along with recommendations for addressing these issues.
- f. A report on the clarity of the application forms and required documentation, including any areas that could be improved to make the process more user-friendly.
- g. An assessment of the timeliness and effectiveness of communication including feedback on the responsiveness and helpfulness of the support team at MPEDA.
- h. A review of the scheme's terms and conditions, including an assessment of their clarity and accessibility for beneficiaries.
- i. A summary of the beneficiaries' overall satisfaction with the assistance provided by the scheme, including any suggestions for improvement.

- j. A list of trends in beneficiary feedback, including any areas of consensus or disagreement among beneficiaries, and an assessment of their implications for the scheme's effectiveness and accessibility.
- k. The assessment of MPEDA scheme shall bring out specific recommendations to improve marine product exports.
- l. A probable SOP (Standard Operating Procedure) may also be submitted in respect of the schemes.

The above deliverables should be presented in a comprehensive report that provides a detailed analysis of the feedback received from the beneficiaries, along with recommendations for improving the scheme's implementation and improving exports. Additionally, a presentation of the study findings to MPEDA officials should be included as a deliverable. The report shall also include the list of beneficiaries contacted and a summary of their feedback.

- **Location:** Maritime states & Union Territories in the coastal region
- **Project Duration:** 35 days from the date of award of work.
- **Date of commencement:** 22/06/2023
- **Date of completion:** 25/07/2023
- **Date of submission of the final report:** 26/07/2023
- **Total outlay:** Rs.25.00 lakh

## 2.2 Special Terms & Conditions

- A. Regular progress reports to be provided to MPEDA.
- B. The organization will complete the activity within the prescribed time and submit report to MPEDA in the mutually agreed format.
- C. The Draft Final report shall be submitted to MPEDA on or before 21<sup>st</sup> July 2023 and the payment will be effected as per the payment terms in the tender document.

C. The Final Report shall be submitted to MPEDA on or before 26<sup>th</sup> July 2023 and final installment of payment will be effected as per the payment terms in the tender document.

D. The selected organization shall not assign or sublet, in whole or in part, its obligations to perform under the Terms of Reference document.

E. Force Majeure: Neither party shall be deemed to have defaulted in the performance of its contractual obligations whilst the performance thereof is prevented by force majeure factors including acts of God, strike, lock-outs, war, legislative changes or any other circumstances beyond the anticipation or control of the parties, provided that the party effected gives notice in writing of such occurrence to the other party within 15 days of such occurrence.

F. The agreement would constitute the entire understanding between the parties with regard to the subject matter hereof and there have not been and there are no understanding, agreements, representation or warranties between the parties other than those specifically set forth herein. The selected organization shall not be entitled to cede or assign any rights in terms of this to any third party without prior written consent of the Department.

G. No variation or modification of this ToR document shall be of any force or effect unless the same shall be confirmed in writing by way of an addendum and signed by all the parties and then such variation or modification shall be effective only for the purpose and to the extent for which it was made and given.

H. Secrecy of data or any other information shared by MPEDA will be maintained by the organization/institute.

I. Intellectual Property Rights: The organization/institute will be accountable for collection, compilation and evaluation of data. No data will be public unless approved by the MPEDA. All documents and other information provided by the Authority or submitted by an Applicant to the Authority shall remain or become the property of the Authority. Applicants and the Survey Institution, as the case may be, are to treat all information as strictly confidential. The ownership of all such data shall remain with the Authority. No data collected in context of the study may be destroyed or otherwise disposed of or given to any other organization/individual, unless so approved by the Authority.

### 3. ESSENTIAL ELIGIBILITY CRITERIA

- a) The bidder shall be an **empanelled survey institution as per list of empanelment of survey institutions for monitoring and evaluation of government schemes and comes under category 'A' and 'B' issued by NITI Ayog vide OM dated 21st January 2022 (Annexure-I)** and shall engage mystery shoppers to evaluate the scheme components by contacting the scheme beneficiaries and collecting feedback on their experiences with the scheme.
- b) Start ups, MSMEs with Make in India Status will be preferred.
- c) The bidder should have audited financial statements (for previous 3 years ending at 31/03/2023).
- d) The vendor should have valid registration for GST & PAN.
- e) Minimum 3 years experience in the similar field and completed minimum of 3 studies/assessments during last 3 financial years ending 31st March 2023.
- f) The bidder shall have Average Annual Turnover of at least Rs. 13 Lakh during the last three years ending 31st March 2023 for related services.

#### **Desirable**

- i. Recognition / appreciations received for providing similar services with central/state governments, autonomous bodies, government undertakings etc.,
- ii. Awards / certificates of excellence received, if any.

### 3.1 ESSENTIAL DOCUMENTS FOR ELIGIBILITY

Bidders intending to respond should submit the following essential documents to be eligible to submit bid. Technical bids of those bidders who do not submit these necessary documents shall not be evaluated.

- 1. Power of Attorney
- 2. Company Registration Certificate with year of incorporation, if applicable.
- 3. ESI Registration Certificate
- 4. EPF Registration Certificate
- 5. GST registration Certificate
- 6. Copy of PAN Card
- 7. Solvency certificate from Bank.
- 8. Undertaking of not been black listed by any Government Department / PSU during last 3Years.

9. Income Tax Returns (ITR) acknowledgement of last 3 financial years.
10. Audited Financial Statements (Balance Sheets, Profit & Loss and Cash flow) of last 3 financial years
11. Micro and Small Scale Enterprises (MSME) Registration Certificate, if applicable.

Supporting documents in respect of all above mentioned Eligibility Criteria should be provided.

### **3.2 DUE DILIGENCE BY THE APPLICANT**

Bidders are required to familiarize themselves with the local conditions, and take this aspect into account while preparing the bid.

The Employer shall provide at no cost to the selected bidder the inputs and facilities specified in the Bid Data Sheet.

Bidders shall bear all costs associated with the preparation and submission of their bids and contract negotiation.

### **4. TERMS AND CONDITIONS**

**4.1 EMD:** The vendors will have to submit an interest free, refundable earnest money deposit (E.M.D) of **Rs. 75,000 (Rupees Seventy five thousand only)** in the form of a Bank Draft / Pay Order of Scheduled Commercial Bank drawn in favor of The secretary MPEDA, payable at **Ernakulam**. The DD should reach the below mentioned address on or before the closing date & time for online tender submission super scribed as “EMD for **EVALUATION & IMPACT ASSESSMENT OF THE CENTRAL SECTOR SCHEME**”.

Office of the Secretary,  
Marine Products Export Development Authority, MPEDA  
House, Panampilly Avenue,  
Kochi – 682 036. Kerala.

**4.2** The Agency shall not sublet whole or part of the work to any other agency in case of award of contract.

**4.3** The Agency shall execute the assessment study in accordance with the contract to the complete satisfaction of the MPEDA.

**4.4** In case of default on the part of the agency in carrying out any order, 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 MPEDA and will be deducted from any money due or it may become due to the agency.

**4.5** 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.

**4.6** All cases/proceedings relating to any dispute or claim arising out of or any case of performance of this contract shall be falling in proper court having jurisdiction in Ernakulam, Kerala.

**4.7** In the event of the Agency committing breach of any of the above terms and conditions or the services of the Agency being found to be unsatisfactory, the contract can be terminated by the MPEDA even before the expiry of the period of agreement by giving 10 days notice to the Agency. Even otherwise the MPEDA will have the right to terminate the engagement of Agency by giving one month's notice.

**4.8** 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.

**4.9** The successful bidder/ contractor/ agency will have to sign a contract agreement with the authorized official of the MPEDA on a Rs. 300/- non-judicial stamp paper. All the terms and conditions, scope of work etc. contained in the tender documents shall form part of and shall be taken as if they were included in contract agreement to be executed with the agency.

**4.10** 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 Authority.

**4.11** Tender document should be signed on all the pages by the Authorized signatory along with seal of the agency.

**4.12** Resolution of the Company (if the Tenderer is a Company) authorizing the person signing the Tender, to sign the Tender on behalf of the Company is to be provided.

**4.13** In the event of the Agency committing a breach of the contract, the MPEDA is entitled to receive from the Agency compensation to the extent of

loss incurred as determined by the MPEDA for any loss or damage caused to the Authority.

**4.14** Agencies are advised to fully understand the magnitude of the job involved before submitting the bids.

**4.15** Falsification/Suppression of information shall lead to the disqualification and blacklisting of the agency from bidding for the tenders floated by MPEDA, in future, besides forfeiting the EMD.

**4.16** Details of personnel involved in the project shall be intimated in the Technical Bid and the same personnel shall be retained till the completion of the project. In case of change in personnel, the substitute shall have equivalent profile.

**4.17** The Survey Institution shall, subject to the provisions of the Agreement, indemnify the Authority for any direct loss or damage that is caused due to any deficiency in services/personnel deployed.

**4.18** Commencement of Project: The Survey Institution shall commence the Services for the respective Project on the specified date mentioned in the Tender document on issue of the work order for. If the Survey Institution fails to commence the assignment as specified herein, the Authority may invite the second ranked Applicant for negotiations. In such an event, the Authority reserves the right to take necessary action including forfeiting the EMD.

**4.19** Structure of the Reports: The report shall include inter alia Executive Summary, Introduction, Background to the Project including Scope and Objectives of the Survey, Approach and Methodology, Survey Data Analysis, Survey Findings, Recommendations, Conclusions and Report Limitations. The References and other supporting documents should be provided in the Appendices.

**4.19.1.** All reports must be coherent, polished, professionally edited, well laid out and clearly organized narratives with appropriate and relevant supporting graphics (wherever necessary), comprehensive endnotes and annexures.

**4.19.2.** Mere cutting, copy-pasting charts and other information from a presentation into a word document does not constitute a report, and will be rejected.

**4.20** Reporting: the Selected Survey Institution will work closely with the Authority. The Authority shall establish a Working Group (the “WG”) to enable conduct of this assignment. A designated Project Officer of the Authority will be responsible for the overall coordination and project development. S/He will play a coordinating role in dissemination of the Survey Institution’s outputs,

facilitating discussions, and ensuring required reactions and responses to the Survey Institution.

**4.20.1.** The Survey Institution will make a presentation at different stages (Inception report, Mid-term report, Draft Final report, Final report, etc.) for discussion with the WG at a meeting. This will be a working document. The Survey Institution is required to prepare and submit a weekly update that includes and describes, inter alia, general progress to date; data and reports obtained and reviewed, conclusions to date, if any; concerns about availability of, or access to, data, analyses, reports; questions regarding the TOR or any other matters regarding work scope and related issues; and so on.

**4.20.2.** Regular communication with the WG and the Project Director is required in addition to all key communications. This may take the form of telephone/ teleconferencing, emails, faxes, and occasional meetings.

**4.20.3.** The Survey Institution shall make available a dashboard for availability of captured data and survey status on real-time basis.

**5. Payment terms.** The Payment towards the said work as per the conditions as described below:-

<b>Sl.No</b>	<b>Descriptions of Deliverables</b>	<b>Payment</b>
1	Finalization of Methodology and Survey plan	20%
2	Completion of Data Collection	20%
3	Data Processing and Table Generation	10%
4	Submission of Draft Final Report	25%
5	Submission and Acceptance of the Final Report	25%

## **6 . PERFORMANCE SECURITY DEPOSIT (PSD)**

Within ten (10) working days of the date of notice of award of the contract, the successful bidder shall deposit with an unconditional and irrevocable Performance Security Deposit (PSD) of 10% of the total contract value from a nationalized or scheduled bank acceptable to MPEDA, payable on demand, for the due performance and fulfillment of the contract by the bidder. If the bidder delays the submission of Performance Security Deposit (PSD) beyond 10 working days, MPEDA will penalize the bidder by charging 1% of the quoted value per week of delay. PSD shall be in the form of bank Guarantee favouring The secretary MPEDA.

All charges and expenses whatsoever such as premium, commission etc. with respect to the performance security deposit shall be borne by the successful bidder. The performance security deposit shall be kept valid till completion and acceptance of the submission of final Proceedings Report of **EVALUATION & IMPACT ASSESSMENT OF THE CENTRAL SECTOR SCHEME**” or till 26/09/2023, whichever is later. The performance security deposit may be discharged/returned by MPEDA upon being satisfied that there has been due performance of the obligations of the bidder under the contract. However, no interest shall be payable on the performance security deposit.

In the event of the bidder being unable to service the contract for whatever reason, MPEDA shall revoke the PSD. Notwithstanding and without prejudice to any rights whatsoever of MPEDA under the contract in the matter, the proceeds of the PSD shall be payable to MPEDA as compensation for the pre-estimated, pre-determined and pre-agreed loss resulting from the bidder's failure to perform/comply its obligations under the contract. MPEDA shall also be entitled to make deductions from the bidder's bills, performance security deposit, or from any other amount due to it, an equivalent value of any payment made to it due to inadvertence, error, collusion, misconstruction or misstatement.

## **7. INSTRUCTIONS TO BIDDERS**

Bidders are advised to study the Bid document carefully. Online submission of bids shall be done after careful study and examination of the bid document with full understanding of its implications.

Bidders are requested to submit their bids as per the terms and conditions specified herein. Only application of those agencies that fulfill the criteria would be considered by the Authority.

## **8. TAXES**

The Bidder shall fully familiarize themselves about the applicable domestic duties and taxes on amounts payable by the Employer under the contract. All such duties and taxes must be included by the Bidder in the financial bid indicated as a distinct item.

## **9. HOW TO APPLY**

The bidders must upload their bids in two bid system through the **e-procurement system of Government of India on Central Public Procurement Portal (eprocure.gov.in)**.

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

## **9.1 SUBMISSION/ UPLOADING OF BID**

The bidders are required to submit soft copies of their bids electronically on the CPP portal **<https://eprocure.gov.in>** in Two Bid System not later than the time and date indicated in the Bid Data Sheet, or any extension to this date in accordance with the corrigendum, if issued. Any bid received by the Employer other than through CPP portal or any incomplete Bid document received within the stipulated deadline as per Bid Data Sheet in CPP Portal shall be rejected.

**Bid shall be prepared as per the prescribed formats provided as attachments.**

**All the files mentioned should be in PDF format, except for the BOQ which should be in .xls format.**

The details of Form/s to be uploaded online using CPP Portal under Two Bid System are described as below:

### **1: Technical Bid**

- i. Scanned copies of EMD shall be uploaded on CPP portal.
- ii. Technical Bid including all the desired documents, forms and formats should be scanned and uploaded.

### **2: Financial Bid**

- i. Lump-sum cost as per forms and formats prescribed in this document.

## **9.2 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 comprising:

**a. Pre Bid meeting:** An online pre bid meeting will be conducted on 16/06/2023 at 11:30 am for the prospective bidders. Link will be shared.

**Link:** <https://us02web.zoom.us/j/87453648799?pwd=UGRLQnVxa2hPdkgYSW5lMHpuL0tIU09>

**Meeting ID:** [874 5364 8799](#)

Passcode: 232771

**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 **of those bidders** who are found to be technically qualified as per the mentioned technical qualification criteria will be opened at the time and date mentioned in the Tender document.

**9.3 Evaluation of Technical Bid**

The Technical Bid of the eligible bidders shall be evaluated based on their past experience, understanding of the proposed methodology, work plan for execution, BOQ prepared by the bidder in commensurate with magnitude of the event and methodology proposed by them and qualification and experience of proposed key experts of the bidder.

The Evaluation committee shall evaluate each Technical Bid by awarding marks as per the following criteria:-

**10. Evaluation Criteria of Technical Bid for calculation of Technical Score (TS)**

<b>Sl. No.</b>	<b>Criteria for Evaluation</b>	<b>Max. Marks (TS)</b>
<b>1.</b>	<b>Past Experience of the Bidder</b>	<b>45 Marks</b>
<b>a.</b>	Experience of Successfully executing 3 (three) similar assignments in India within last Three (03) financial years. (12mark for 3 events and 1 mark each for additional study with max 15 marks)	<b>15</b>
<b>b.</b>	Studies/Assessments pertaining to third party/external evaluation of schemes/programmes/projects implemented by Central Government Ministries/Departments/Organizations and/or State Governments/State Government Organizations and Central Autonomous Organizations/UN agencies/World Bank and similar Organisation within last three (03) financial years. (15 mark for 3 events and 2 mark each for additional events with max 20 marks)	<b>20</b>
<b>c.</b>	Number of studies having worth (awarded/completed cost) Rs.30.00 lakh and above within last three (03) financial years - one study – 2 mark, 4 mark each for additional studies subject to a maximum of 10 marks)	<b>10</b>
<b>2</b>	<b>Experience of key personnel: marks will be awarded based on the qualification/experience.</b>	<b>40 Marks</b>
<b>a.</b>	Project Head with 10 years' experience in heading the similar projects.- Postgraduate Degree in management, public policy, public administration, or related fields. PhD is preferable. Should have leaded the team for 2 general assignments and 1 specific assignment and must have 5 yrs experience in government sector scheme evaluation.	<b>15</b>
<b>b.</b>	Deputy Team Leader - 5 years' experience in heading the similar projects. - MBA or Postgraduate diploma in Management or equivalent.- Participation in 2 general assignments and Dy. Leader in 1 specific assignment.	<b>10</b>
<b>c.</b>	Monitoring & Evaluation Expert:3 years' experience in heading the similar projects. - Degree in Economics, Econometrics, Statistics or related fields- Advisors and Analysis for at least 1 general assignments and 2 specific assignments.	<b>8</b>

<b>d.</b>	Statistician: 3years' experience and Postgraduate degree in Statistics, Economics, Econometrics, Mathematics or related fields – Undertaken statistical analysis and advisory for 2 general assignments and 1 specific assignments	<b>7</b>
<b>3.</b>	<b>Turnover (Rs)</b>	<b>15 Marks</b>
<b>a</b>	13 lakh	<b>5</b>
<b>b</b>	Above 13 lakhand up to 2 Crores	<b>10</b>
<b>c</b>	Above 2 Crores	<b>15</b>
	<b>TOTAL MARKS</b>	<b>100</b>

***Note: CVs of the respective personnel shall be enclosed.***

### **10.1 Qualifying Technical Marks:**

A bidder must get minimum technical marks of 70 to get qualified for opening of financial bid. If any bidder gets marks less than 70, then that particular bidder will not be eligible for further selection process and its financial bid will not be opened.

### **10.2 OPENING OF FINANCIAL BID**

Financial bid of only technically qualified bidders shall be opened on the day and time to be informed to the bidders through Electronic media. The financial bid will be opened in the presence of the authorized representatives of such successful bidders, who choose to attend the bid opening.

### **10.3 COMPUTATION OF COMPOSITE SCORE (CS) as per QCBS**

Composite Score (CS) of the technically qualified bidders will be calculated as the sum of weightage assigned to 70% of Technical Score (TS) and 30% of Financial Score (FS), which is as follows,

$$\mathbf{CS} = (70\% * \mathbf{TS}) + (30\% * \mathbf{FS})$$

Where,

CS= Composite Score of  
Bidder, TS = Technical Score  
of Bidder; **FS** = Financial  
Score of Bidder

### **10.4 TS and FS shall be calculated as follows:**

**TS** =  $100 \times (\text{Technical marks of Bidder} / \text{Highest Technical mark})$  and,

**FS** =  $100 \times (\text{Lowest Financial Bid value} / \text{Financial Bid value of the Bidder})$

## **10.5 RANKING OF BIDDERS, FINALISATION AND AWARD OF CONTRACT**

**10.5.1** The Bidders will be ranked according to the composite score obtained by them. Bidder obtaining the highest **Composite Score (CS)** will be selected as the **Successful Bidder**. In case of a tie, event manager with higher Technical Score (**TS**) shall be declared the **Successful Bidder**.

**10.5.2** The bid of **Successful Bidder** shall be recommended for award of contract.

The successful bidder/contractor/agency will have to sign a contract agreement with the authorized official of the Authority on a Rs. 300/- non-judicial stamp paper. All the terms and conditions, scope of work etc. contained in the tender documents shall form part of and shall be taken as if they were included in contract agreement to be executed with the agency.

## **11 SCHEDULE OF TENDERING PROCESS**

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

<b>Sl. No.</b>	<b>Milestone</b>	<b>Date</b>
1	Issuance of Tender notice	13/06/2023
2	Pre Bid meeting	16/06/2023
3	Last Date for Online Submission of Bid	20/06/ 2023
4	Date for Opening of Technical Bid (1)	21/06/ 2023
5	Opening of Financial Bid (2)	21/06/2023

### **Technical Bid**

**Last date for receipt of application is up to 20<sup>th</sup> June 2023 at 5.00 pm**

**From**

.....

.....

.....

**To**

THE SECRETARY

The Marine Products Export Development Authority  
P. B. No. 4272, MPEDA House,  
Panampilly Avenue, Kochi – 682  
036.

Sl. No.	Particulars	Details to be filled in by the Agency
1	Name of the Firm/Agency	
2	Registered office/business address of the agency with telephone, cell, Website, E-mail and fax number	
3	Name of Contact Person(s)	
4	Address with telephone, Fax numbers, Email and name(s) of the contact person (s)	
5	Year of Incorporation & Constitution	
6	Income Tax – PAN No. (Attach copy of PAN)	

7	GST No. (Attach copy of GST registration)	
8	TIN No. (Attach copy)	
9	Turnover during last three years (copy of audited Balance sheet to be enclosed)	
	Year	Turnover in Rupees lakh (in words and figures)
	2020-21	
	2021-22	
	2022-23	
10	Whether registered with Registrar of Companies? If yes, Date of Registration (Attach copy of Registration)	
11	Customer Profile (Attach copy of work orders/proof & Work completion certificate)	
12	<u>Infrastructure details</u>  Details of network/branches of agencies in India.  Whether the agency is providing services to Financial institutions, banks/private sector companies, etc. in past three years.	
13	Details of Previous experience as per format below.(Copies of experience certificates, work orders, Work completion certificate and proof of Work order value to be attached)	
14	Whether the agency is an income tax assessee with valid PAN number and having filed its Income tax return for the last three assessment years i.e. 2021, 2022 and 2023. <b>(Attach copy of Income</b>	

	<b>Tax returns for all the above mentioned years).</b>	
15	Details of EMD/EMD Exception attached	
16	Any other relevant information	
17	<b>Verification</b> - 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 Authority.	

18. Format for giving details of key personnel of the agency					
Sl. No.	Name of key personnel	Designation	Years with the Agency	Contact number	Any other information
1					
2					
3					

**Name & Signature of authorized signatory**

**Date:**

**Name & Seal of Agency**

### **Past Experience of the Bidder**

Experience of successfully organizing studies/Assessments/Evaluation of Schemes within last 3 financial years:

<b>Sl. No.</b>	<b>Name of Evaluation</b>	<b>Period of Events (From-To )</b>	<b>Name of Client</b>	<b>Value of Work</b>	<b>Venue of Event</b>	<b>Year of Completion</b>	<b>Number of personnel Participated in the evaluation</b>
1							
2							
3							
4							
5							

(On letter head of the Organization)

**Financial Bid**

**Last date for receipt of application is up to 20<sup>th</sup> June 2023 at 5.00 pm**

**From**

.....

.....

**To**

THE SECRETARY

The Marine Products Export Development Authority

P. B No. 4272, MPEDA House,

Panampilly Avenue, Kochi –682 036.

**Subject: ‘Financial Bid’ for Assessment of MPEDA Schemes,**

Ref: (i) Tender dated-----issued by MPEDA

(ii) Technical Bid submitted by us for the said Tender.

Sir,

With reference to the Tender dated .....issued by MPEDA and technical bid submitted by us for the said Tender, we hereby submit our Financial Bid for the said Tender.

<b>1</b>	<b>Total cost of Assessment (Lump sum amount for all schemes covered under the scope of this Assessment)</b>	<b>Rs.....(in figures)  (Rupees.....( in words )</b>
----------	--	--

**Note:** Total cost of assessment quoted should be all inclusive lump sum cost for complete assessment of all the schemes covered under the scope of the work, including all expenses, by whatever name called, like travelling expenses, out of pocket expenses etc., including all duties, taxes, levies, GST etc., costs pertaining to collection, compilation, and analysis, translations, printing, secretarial expenses and so on.

**Name & Signature of authorized signatory**

**Date:**

**Name & Seal of Agency**

**Appendix : A****CENTRAL SECTOR SCHEME OF THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY (MPEDA) – SFC component (2017-2020)**

<b>Component</b>	<b>Outline</b>
<b>Market Promotion</b>	The objectives of this component are promotion of Indian seafood in overseas markets through various promotional campaigns utilizing trade promotion offices, and digital media, including advertisements, participation in trade fairs, trade delegations, market studies, buyer-seller meets etc.
<b>Support for high end/ innovative value addition for exports</b>	Assisting export processing units on expenses related to certification, infrastructure upgradation/ modifications and encourage value addition in the sector.
<b>Certification for export traceability of wild caught &amp; farmed products</b>	The objective of the component is to carry out sector-specific export promotion activities viz. providing export facilitation certificates to comply with the concerned import market regulations. Forming clusters of small-scale and marginal farmers for sustainable and quality shrimp production.
<b>Export oriented aquaculture technology incubation</b>	The objective of the component is to develop incubation centers for aquaculture such as farming through cage culture, pen culture etc
<b>Quality Assurance</b>	The objective of the component is to improve the quality of marine products exported, through the creation of infrastructure testing infrastructure and providing testing services to the sector.
In addition training and capacity building of stakeholders are also being undertaken.	

**Sample questions that the mystery shoppers could ask beneficiaries of MPEDA scheme components**

**A. Market Promotion**

1. Have you attended any international fairs supported by MPEDA? If yes, then how many?
2. Whether the fair participation helped you to get market leads /orders for your exports? If so give details?
3. Are the fairs being participated through MPEDA adequate?
4. Do you have any recommendations for participation in fairs in other markets?
5. Suggestions for improvement, if any.

**B. Support for high end / innovative value addition for exports**

1. What is your experience in applying for MPEDA's financial assistance scheme?
2. How did you know about the scheme?
3. Did you understand the details requested in the application form?
4. Was the online application submission user friendly?
5. How long did it take to collect the documents required to submit the online application?
6. What was the time taken for getting the approval for your application?
7. How much assistance was received by you?
8. How the assisted infrastructure has helped you in product diversification and increasing export earnings?
9. Was the officer dealing with your application helpful and understanding?

**C. Certification for export traceability of wild caught & farmed products**

1. Was there any difficulty in applying online for the export facilitation certificates?
2. How much time it takes for you to get the certificate after applying?
3. Was the officer dealing with your application helpful and understanding?
4. Do you think the online system requires any modifications? If yes, please mention the same.

**D. Forming clusters of farmers for sustainable and quality shrimp production.**

1. Is your aquaculture farm a part of cluster facilitated by NaCSA?
2. What were the assistances received from NaCSA in improving your farming activities?
3. How frequently the NaCSA officials visit your farm?
4. How did the scheme benefit your society/cluster?
5. Whether the formation of cluster helped in better market access and price realisation?
6. What kind of improvement/further assistance you envisage from NaCSA?

**E. Export oriented aquaculture technology incubation**

1. What type of technology you received from RGCA?
2. Whether the technology transfer helped you to diversify your aquaculture practice?
3. Whether you received timely technical assistance from RGCA?
4. Whether the officials were responsive to your technical requirements?
5. Whether the species promoted/technology transferred by RGCA is as per the need of the sector?
6. Whether the projects operated by RGCA needs any revisions?
7. Whether do you have any suggestions to improve the technical consultancy services of RGCA?

**F. Quality Assurance**

**I. Mini lab assistance scheme**

1. What is your experience in applying for MPEDA's financial assistance scheme for establishment of mini lab in your unit?
2. Was the application simple and comprehensive?
3. Were you satisfied with the amount of financial assistance given?
4. Was there any time delay in grant of assistance by MPEDA?
5. How was your experience with online portal of MPEDA in applying for assistance under the scheme?
6. Were you able to track the progress of your application in the portal?
7. Are the components assisted under the scheme are sufficient?

8. Do you have any suggestions to improve the scheme further?

## **II. Services by MPEDA QC & ELISA labs**

### **a. *Quality Control labs***

1. How do you rate the services of MPEDA QC labs in terms of promptness and reliability?
2. Is the staff cordial and responsive to your queries?
3. Do they maintain integrity in sampling and analysis?
4. Do they inform the readiness of results promptly?
5. Do they provide information on non-compliant samples?
6. Do you find the services of MPEDA labs are at par with other accredited laboratories?
7. How do you feel the services of MPEDA QC labs can be improved further? Any suggestions?

### **b. *ELISA labs***

1. How was your experience in placing your sampling request for ELISA testing of your crop?
2. Was the application simple and comprehensive?
3. How is the response of the lab or sampler to your sampling request?
4. Do the samplers maintain integrity in sampling activity?
5. How do you rate the services of MPEDA ELISA labs in terms of promptness and reliability in giving test results?
6. Were the officials at the lab helpful and responsive to your queries on the test progress of your sample?
7. Was there any time delay in issue of test results by MPEDA ELISA labs?
8. How do you feel the services of MPEDA QC labs can be improved further? Any suggestions?

## **G. Training and capacity building**

### **a. *Value addition***

1. Did you get any training on value addition in seafood from MPEDA?
2. How do you rate the quality of training and the training material used?
3. What is your opinion about the arrangements for the training?
4. What is your opinion about the knowledge level of trainer?
5. Was the training useful for you to initiate production and export of value added products?
6. Did you get an updated knowledge on the regulatory requirements of major markets?

7. How do you feel the training can be improved further? Any suggestions?
8. What level of training you expect to meet the importer requirement?
9. What kind of trainer you are looking for? Do you prefer foreign experts or trained Indian experts?
10. What are the new value added products in which you would like to train your workforce?

b. ***Seafood HACCP training programme***

1. How do you rate the quality of training and the training material used?
2. What is your opinion about the arrangements for the workshop, including A-V tools used, venue, working lunch & refreshments served?
3. What is your opinion about the knowledge level of faculty?
4. Was the training useful for you to develop a HACCP plan for your unit?
5. Did you get an updated knowledge on the regulatory requirements of major markets?
6. How do you feel the training can be improved further? Any suggestions?

c. ***Capacity building for traceability sustainability and skill development***

1. How do you rate the quality of training and the training material used?
2. What is your opinion about the arrangements for the training?
3. What is your opinion about the knowledge level of trainer?
4. Was the training useful for you to improve your farming practices and quality of produce?
5. How do you feel the training can be improved further? Any suggestions?

F. No. I-34013/02/2021-DMEO  
Government of India  
NITI Aayog  
Development Monitoring and Evaluation Office

NITI Bhawan,  
Sansad Marg, New Delhi – 110001  
Dated: 21<sup>st</sup> January, 2022

**OFFICE MEMORANDUM**

**Subject: List of 'Empaneled Survey Institutions' for Monitoring and Evaluation of Government Schemes and Programs**

The Development and Monitoring Evaluation Office (DMEO), NITI Aayog has recently concluded the exercise of the '**Empanelment of Survey Institutions for Monitoring and Evaluation of Government Schemes and Programs**'. The list of the selected Survey Institutions for Empanelment is enclosed for information and necessary action (Refer Annexure-1). The list of these institutions is also accompanied with their empanelment grade category, their size, the type of surveys conducted earlier, the Sectors and States/UTs of previous experience, along with the contact details of these institutions (Refer Annexure-2).

As per the OM No. F.1/11/2021-PPD dated Dec 17, 2021 from Ministry of Finance with regards to '**Special Provisions for NITI Aayog in GFR 2017**' read with Rule 183 (i) of **GFR 2017** and Clause 5.1.5 of the **Manual for Procurement of Consultancy and Other Services 2017**, this list may be used by NITI Aayog and its subordinate/attached offices for procurement of survey services through Limited Tender Enquiry (LTE) process, where the estimated cost of the project is upto Rs. 50 (fifty) lakhs. Similarly, this list may also be used by other Central Government Ministries / Departments / Organizations for conducting studies of similar nature under the Limited Tender Enquiry (LTE) process for survey projects of upto Rs 25 (twenty-five) lakhs.

A copy of the RFP is also enclosed herewith (Refer Annexure-3) which includes *inter alia* the scope of services, the terms and conditions of Empanelment, procurement process for award of project under Limited Tender and format for Work Order of the Project. The period of validity of empanelment shall be 3 (three) years from the Effective Date of Empanelment i.e., January 5, 2022. After the expiry of 3 (three) years period, the Authority may choose to renew the empanelment for additional 2 (two) years (subject to renewal for one year at a time, with maximum of two years.)

This issues with the approval of competent authority in NITI Aayog.

*Ruhani*  
21/1/2022  
(Ruhani)

Research Officer, DMEO  
Tel: 23096799

To,  
DDG/JS/Director, DMEO, NITI Aayog

Copy for information to:

1. PS to Vice Chairman, NITI Aayog
2. Sr. PS/PPS to Member (VKS/RC/VKP)
3. PS to CEO, NITI Aayog
4. DG, DMEO, NITI Aayog
5. Adviser(G&R), NITI Aayog
6. Director (Finance), NITI Aayog
7. Website, DMEO/NITI Aayog
8. Through Standard Distribution: niti@ismgr.nic.in

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Development Monitoring and Evaluation Office  
नीति आयोग/NITI Aayog  
भारत सरकार/Government of India  
नई दिल्ली-110001/New Delhi-110001