

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-

2321722, 2312812, 2311979

Fax: + 91-484-2312812 / 2313361

E-mail: pub@mpeda.gov.in

Web Site: www.mpeda.com

**TENDER FOR
EMPANELING OF MEDIA
MANAGEMENT AGENCY FOR MPEDA**

TENDER NOTICE

TENDER FOR EMPANELING OF MEDIA MANAGEMENT AGENCY FOR MPEDA

E-Tender is invited from reputed firms for Empanelment as Media Management Agencies for PR, media mangement and Publicity for The Marine Products Export Development Authority (Ministry of Commerce & Industry, Government of India as per the requirements indicated in the Tender document.

The details of requirements and terms & conditions are available in the GeM portal and MPEDA Website: <https://mpeda.gov.in>. Dead line for submission of bid: **1200 noon** on **29/09/2023**. All bids must be accompanied with a scanned copy of bid security (in PDF format), as mentioned. The bids are required to be uploaded in two separate parts i.e. Technical bid & financial bid.

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

Sl. No.	Reference	Description
1.	Name of organization	MPEDA
2.	Name of the work	Media Management, PR activities and Publicity of The Marine Products Export Development Authority (Ministry of Commerce & Industry, Government of India)
3.	Pre-bid Meeting Date & Time	14.09.2023 15.00.
4.	Place of Pre-bid Meeting	The Marine Products Export Development Authority, MPEDA House, Panampilly Avenue, Kochi – 682 036, Kerala
5.	Last Date and Time for Online Submission of Bid	29.09.2023, 12 Noon.
6.	Time and Date of Opening of Bid	09:30 AM on 30.09.2023
7.	Place of Opening Bid	Office of the Secretary, The Marine Products Export Development Authority, MPEDA House, Panampilly Avenue, Kochi – 682 036, Kerala
8.	Bid Validity	90 Days
9.	Declaration of Qualified Bidders	Technically To be notified online in GeM Portal https://gem.gov.in/
10.	Contact Person	Name: Mr. S. Asok Kumar Designation: Deputy Director (MP)
11.	Bid Submission (online)	15.09.2023 onward
18.	Method of Selection	Quality Based Selection (QBS)
21.	Language of Bid	English

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

TENDER DOCUMENT FOR EMPANELLING OF MEDIA MANAGEMENT AGENCY
FOR MPEDA

1. INTRODUCTION

The Marine Products Export Development Authority (MPEDA) (hereinafter referred as "Authority") is a statutory body under the Ministry of Commerce and Industry, Government of India. MPEDA with its Head office at Panampilly Nagar, Kochi is entrusted with the primary task of promotion of export of marine products from India.

2. JOB DESCRIPTION

Tenders in prescribed format are invited from reputed firms for empanelment of Media Management Agencies for PR activities, media management and Publicity works for The Marine Products Export Development Authority (MPEDA) including its associated organizations.

The last date for submission of tenders is **29/09/2023 at 12.00 hrs**. The bids shall be opened on **30.09.2023 at 9.30 hrs** 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 and financial bid should be uploaded through the Government E- Market Portal - <https://gem.gov.in/> as per the prescribed format.

Those who are meeting the eligibility criteria and are interested to function as the official Media Management Agency of MPEDA subject to the terms and conditions may furnish their Technical bids and financial bid in the prescribed form enclosed herewith and with the copies of other required documents indicated in the tender document.

3. SCOPE OF WORK

1. Preparing a communication strategy for raising the profile and media presence of MPEDA (including its associated organizations).
2. Planning and organizing press conferences for regional, national & international media.
3. Preparing and disseminating press releases/ briefs on major initiatives/ achievements/ programmes/ events as per requirement.
4. Media management of various seminars, exhibitions, press conferences and events organized by the Authority.

5. To create plan, strategies and activities for promotion of Indian seafood in 25 major international markets by the use of digital media in the respective region .
6. To create plan, strategies and programmes to improve the corporate image.
7. Preparation of print and electronic material in the form of kits to the media as required.
8. Organizing interviews of higher officials with top newspapers / magazines /TV channels.
9. Crisis management on negative press - It is expected that the Media Management Agency will help to counter any adverse publicity related to the Authority.
10. Media tracking – tracking of online, print and electronic coverage. Submission of compiled reports every month with cost analysis.
11. To render advice and implement all programmes connected with publicity and public relations activities of MPEDA.
12. To establish and maintain positive impact among the stakeholders in general and local public in particular.
13. To arrange media events, arrange printing of special articles, regular press releases through international media, national media, regional media, magazines and online portals to ensure that a positive opinion/image of the authority is created among the targeted audiences.
14. To prepare speeches of the top management for special events
15. To translate English to any other Indian language and vice-versa to English of any news, articles, press releases, speeches to suit the appropriate media.
16. Arranging articles for advertorials in magazines & newspapers through print publications & travel writers.
17. Raise visibility and awareness through unpaid means of communication.
18. Organizing Press trips / bloggers trips for promotion of Indian Seafood in over seas markets.
19. To bring in 5-10 journalists from outside the State to cover any event organized by the authority in any state.
20. To publish 2 National Stories on a monthly basis.
21. Providing widespread coverage for all events of MPEDA in local and national print/electronic media.
21. Publicity & branding work
22. Translation of the international print/ outdoor/online creatives, into Indian languages as well as foreign language as required.
23. Suggestions for Innovative means to lift up the brand value of Indian Seafood in over seas markets, through electronic media. Minimum of two blogg post on MPEDA blogg [mpeda.gov.in/Indian seafood](http://mpeda.gov.in/Indian%20seafood) every month and promote it in India and overseas markets.

4. PERIOD OF ASSIGNMENT

The initial assignment will be for a period of 2 years which will be extended to 1 more year on satisfactory performance of the agency.

The successful empaneled bidders shall submit to MPEDA a Media Management and PR plan for a period of 12 months, within 15 days of empanelment.

5. ESSENTIAL ELIGIBILITY CRITERIA

- a. Experience with proof of providing Media management / PR related solutions for Union/ State government / PSUs/ Private Enterprises/ FMCGs, etc.
- b. Agency should have experienced content writers to cover and draft press releases as per requirement within specified turnaround time (TAT)
- c. Awards / certificates of excellence received, if any.
- d. Local Presence – Agency should have a full fledged office in Kerala with adequate manpower and infrastructure facilities.
- e. The bidder shall be a Media Managing Agency having minimum financial turnover of **Rs. 1 Crore** and above in a single year, during the last three years commencing from 2020-21.
- f. The Agency should have Minimum experience of **five years** in the field Media communication / Management and PR services. Preferably past experience of handling similar works for Government Departments/Boards/Corporations or reputed private companies.
- g. The bidding company should have experience in running similar campaigns for at least 2 internationally reputed organizations.
- h. Experience in creating “out of the box” digital campaign concepts using web analysis and extensive research that suits the customer requirements.
- i. The agency /firm must be registered as a Media Management Agency.

6. 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. Profile of Company
2. Company Registration Certificate/Certificate of Incorporation
3. Clientele, Experience & Address Proof.
4. Documentary proof of meeting Essential Eligibility Criteria mentioned above .

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 3 Years
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. Average Turnover should be more than Rs. 1 Crore and need to possess positive Net worth.

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

7. DUE DILIGENCE BY THE BIDDER

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

8. TERMS AND CONDITIONS

8.1 EMD

A) The bidder shall have to submit an interest free, refundable earnest money deposit (E.M.D) of **Rs. 1,00,000 (Rupees One Lakh only)** in the form of Demand Draft only (with 3 months validity from the bid due date) from a scheduled commercial bank drawn in favour of **SECRETARY, MPEDA** payable at **Ernakulam. A scanned copy of the EMD should be attached along with the Technical Bid and the original demand draft for the EMD should reach** the below mentioned address on or before the closing date & time for online tender submission superscribed as "EMD for PR Agency for MPEDA".

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

- B. Bids received without EMD shall be summarily rejected, treated as non-responsive and shall be returned without technical evaluation.
- C. EMD is not required to be submitted by those Bidders who are registered with the Central Purchase Organization (DGS&D), National Small Industries Corporation (NSIC), MSME, **for similar type of services**. Valid documentary evidence in this regard should be attached in the Technical Bid.
- D. The EMD will be forfeited if the Bidder withdraws from the tender in any respect within the validity period of their bid. The EMD shall also be forfeited if the successful bidder fails within the specified time limit –

1. To sign the Letter of Award;
2. To furnish the Performance Security within the period prescribed thereof in the Contract
3. Sign the Contract.

- E. The EMD of unsuccessful Bidders will be returned without interest after finalization and execution of the Contract with the successful Bidder.
- F. The EMD of the successful Bidder will be returned without any interest upon the receipt of Performance Security.
- G. The request of the Bidder to withdraw his bid offer after the bid due date will not be entertained and result in the forfeiture of the EMD. Such Bidder will be black listed and will be debarred from participating in future tenders floated by MPEDA.
- H. In case of cancellation of this tender, the EMD of all the bidders shall be returned to the respective bidders promptly by the Authority.

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

8.3 The Agency shall execute, comply and organize the media management works, in accordance with the contract and the complete satisfaction of the Authority.

8.4 In case of default on the part of the agency in carrying out any order, Authority 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 Authority and the same will be deducted by the Authority from any money due or it may become due to the agency.

8.5 The decision of the Authority in the matter arising out of this contract shall be final and binding in regard to all matters relating to the contract.

8.6 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.

8.7 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 Authority even before the expiry of the period of agreement by giving 10 days notice to the Agency. Even otherwise the Authority will have the right to terminate the engagement of Agency by giving one month's notice.

8.8 The Authority 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.

8.9 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.

8.10 The Authority 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.

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

8.12 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.

8.13 In the event of the Agency committing a breach of the contract, the Authority is entitled to receive from the Agency compensation to the extent of loss incurred as determined by the Authority for any loss or damage caused to the Authority.

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

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

8.16 The agency is liable to provide the services / items over and above the items mentioned in the tender by the Authority at unit rate quoted in the tender.

8.17 If there is requirement of Advance payment on the quoted bid amount, the schedule of advance payment may please be mentioned explicitly in the financial bid.

8.19 The Authority is under no obligation to accept the lowest or any tender received in response to this tender notice.

8.20 **Indemnity clause** - The agency shall indemnify MPEDA against any loss, claim or damage on account of the actions of the personnel engaged by them in execution of the work awarded

9. 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. Bid document not in compliance as per the instructions shall be treated as non responsive and liable to be rejected.

10. HOW TO APPLY

The bidders must upload their bids through the **Government E – Market portal <https://gem.gov.in/>**.

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

10.1 SUBMISSION/ UPLOADING OF BID

The bidders are required to submit soft copies of their bids electronically through the **Government E – Market portal <https://gem.gov.in/>**. 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 send other than through GeM portal or any incomplete Bid

document received even within the stipulated deadline as per Bid Data Sheet in GeM 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.

The details of Form/s to be uploaded online using GeM portal are described as below:

- i. Scanned copies of EMD shall be uploaded on GeM portal.
- ii. Technical Bid including all the desired documents, forms and formats should be scanned and uploaded. A copy of scanned EMD may also form part of the document.

10.2 BRIEF DESCRIPTION OF THE SELECTION PROCESS

The selection process is solely based on Quality for empanelling of Media Management Agency.

10.2. a. EVALUATION OF TECHNICAL BID

Technical Bid of the eligible bidders shall be evaluated as per following criteria.

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 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 bidders shall make a **power point presentation** of their technical bid. The date and time of bid presentation will be intimated by standard electronic means to the respective bidders by MPEDA. **Bid presentation by all the responsive Bidders is mandatory.**

The Evaluation committee shall evaluate each Technical Bid by awarding marks as per the following criteria and also after listening to the Bidders during Bid-Presentation.

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

S. No	Criteria	Max Score	Guidelines for Scoring	Proof to be submitted
1	Annual Turnover (Avg. per year for past 3 consecutive years)	20	Minimum Rs 1 Crore – 10 marks and one mark for each additional 10 lakhs above 1 Crore.	Audited balance sheet of the company (past 3 years)
2	Experience of key personnel:	30 Marks		Brief profiles of key persons; including period of experience with

				the agency Profile of the company.
a	Project Head	15	Post Graduation Degree in Mass communication / Journalism or related field, with 5 years' experience in heading Media management , conceptualization, creation, content writing, outreach boosting. 9 Marks for 5 years of experience and 2 marks each for additional years of experience. (Maximum marks 15)	Self-declaration certified by Bidder's MD/CEO
b	Content writer / Journalist	15	Bachelor's degree in communications, marketing, English, journalism, or related field. 3 years experience in content writing or copywriting etc. 9 Marks for 3 years of experience and 2 marks each for additional years of experience. (Maximum marks 15)	Self-declaration certified by Bidder's MD/CEO
3	Office in Kerala and local presence in Kochi	5		Address proof
4	Work experience with Government /Ministries/ PSUs	25	5 marks for each client's work (Maximum marks 25)	Copies of Work orders / performance certificates/ letters
5	Presentation	20	Based on the strength of the media plan, strategies, deliverables,	Copy of the media plan/ presentation/ Story board.
	Total	100		

Qualifying Technical Marks: A bidder must get minimum technical marks of 70 to get qualified for empanelment.

Details of KEY PERSONNEL - The tenderer shall additionally attach separate CVs with the following details of Key Personnel:-

- 1) Position in the proposed team
- 2) Name
- 3) Current home location (town only)
- 4) Educational Qualifications
- 5) Speak/write/read English language (yes/no to each)
- 6) Present position in the tenderer's Company
- 7) Last 10 years employment history (role. employer, duties, responsibilities, project details etc.,)
- 8) Time allocation to project (if not full time - number of hours/days per week)

In the event of key personnel becoming unavailable for any reason, the Contractor agrees to provide a replacement of equal standard and status within 48 hrs of original key personnel becoming ill or giving notice of resignation.

RANKING OF BIDDERS AND FINALISATION OF EMPANELMENT

Bidder obtaining **Score** more than 70% will be empanelled as PR Agencies of MPEDA.

11. FEES & OTHER CHARGES

Any work assigned to the selected agency that has not covered under the scope of work will be paid on a case to case basis based on mutual consensus.

12. SCHEDULE OF TENDERING PROCESS

The Schedule for the process for selection of PR Agency is as follows:

Sl. No.	Milestone	Date
1	Issuance of Tender notice	08/09/2023
2	Last Date for Online Submission of Bid	29/09/2023
3	Date for Opening of Technical Bid (-1)	30/09/2023
4	Presentation by the Bidders	03/10/2023
5	Opening of Financial Bid (-2)	04/10/2023

Technical Bid

Last date for receipt of application is up to 29.09.2023 at 12.00 hrs

From

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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	EMD Details	
10	Turnover during last three years (copy of audited Balance sheet to be enclosed)	
	Year	Turnover in Rupees lakhs (in words and figures)
	2020-21	
	2021-22	
	2022-23	

11	Whether registered with Registrar of Companies? If yes, Date of Registration (Attach copy of Registration)				
12	Customer Profile (Attach copy of work orders/proof & Work completion certificate)				
13	<u>Infrastructure details</u> 1. Details of network/branches of agency in Kerala and other states in India. 2. Whether the agency have adequate professionally trained manpower. 3. Whether the agency is providing services to Union Govt. / Public sector undertakings, Financial institutions, banks/private sector companies, etc. in past three years.				
14	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)				
15	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. (Attach copy of Income Tax returns for all the above mentioned years).				
16	Any other relevant information				
17	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 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

Name & Signature of authorized signatory

Date:

Name & Seal of Agency

Past Experience of the Bidder

1. *Experience of successfully arranging PR Services to Government/private bodies.*
2. *PR for events such as Workshop/ Conference/ Congress/ Convention/ Symposia within last 5 years:*

(Give best 5 clients and Events among that at least two event should be international event)

Sl. No.	Name of Events/clients	Period of Events (From - To)	Name of Client	Value of Work	Venue of Event
1					
2					
3					
4					
5					