

TENDER NOTICE

Ref: MS-MKST/EPS/1/2022-MKTG-PART (1)

29.09.2023

TENDER FOR DESIGN & ART WORK OF MARINE PRODUCTS EXPORT STRATEGY

Bids are invited from reputed firms for Design & Art work of marine products export strategy as per the requirements in the tender document, available on the web sites - <https://gem.gov.in> & www.mpeda.gov.in

The bid must be submitted online through GeM portal **on or before 09.10.2023 at 12:00 PM.**

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- 2321722, 2312812, 2311901

E-mail: mktg@mpeda.gov.in

Web Site: <http://www.mpeda.gov.in>

INDEX

Sl. No.	Item	Page No.
1.	TENDER NOTICE	04
	a. Introduction	05
	b. Job description	05
	c. Eligibility Criteria	06
	d. Terms & conditions	06-10
	e. Scoring pattern	11
	f. How to apply	12
2.	Technical Bid Format	13-14
3.	Financial Bid Format	15-16

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	Design & Art work for marine products export strategy
Bid Security (Earnest Money Deposit)	Rs. 20,000 (Rs. Twenty thousand only) in the form of Account payee DD from any of the nationalized banks, in favour of " Secretary - MPEDA ", payable at Ernakulam
Last Date and Time for receipt of Bids	09.10.2023 , 12.00 PM
Time and Date of Opening of Technical Bid	09.10.2023, 01.00 PM
Place of Opening Bid	Marketing Services Section MPEDA Head Office P. B. No. 4272, MPEDA House, Panampilly Nagar, Kochi – 682 036. Tel: +91 0484 2311901 E-mail: mktg@mpeda.gov.in

TENDER DOCUMENT
THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY
HEAD OFFICE, KOCHI – 682 036

TENDER DOCUMENT FOR DESIGN & ART WORK OF MARINE PRODUCTS EXPORT STRATEGY

A. Introduction

The Marine Products Exports 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.

B. Job Description

Tenders in prescribed format are invited from reputed firms for design & art work of marine products export strategy.

Tender document can be downloaded from websites - <https://gem.gov.in> and www.mpeda.gov.in. The last date for submission of tenders is **09.10.2023 at 12.00 PM** . The bids shall be opened on **09.10.2023 at 12.00 PM** in the presence of the bidder's representative who choose to be present at the MPEDA Head Office during the evaluation process. **The Technical bid and financial bid should be uploaded in separate files. The bidder will be disqualified if the technical bid and financial bid are uploaded in single file.** Bids can be submitted /uploaded through the **GeM Portal - <https://gem.gov.in> on or before 09.10.2023 at 12.00 PM**

The financial bid shall be opened only for those bidders who satisfy the eligibility criteria mentioned in the tender document and scores minimum mark mentioned in the technical bid evaluation. After the technical evaluation and presentation, the financial bids of the bidders who score marks above **70** & above will be opened.

Those who are meeting the eligibility criteria and are interested for design & artwork of marine products export strategy subject to the terms and conditions may submit the quotes through the **GeM Portal - <https://gem.gov.in>**. Also to be submitted the hard copies of quotes in the format specified below, along with any additional documents that are specified as necessary in the tender document.

C. Eligibility Criteria

(i) Essential

1. The bidder shall be a reputed design & artwork firm for the publication (herein after referred as "Vendor") having an average financial turnover of **Rs. 15,00,000 (Rupees fifteen lakhs)** and above during the last five years ending on 31.03.2022
2. The vendor should have minimum 5 years experience in design & artwork of publications.
3. The vendor should have received atleast 5 work orders in design & artwork of publications for last five years ending on 31.03.2022
4. The vendor should have audited financial statement (Balance Sheet & Profit & Loss Account) for last five years ending on 31.03.2022
5. Vendor should have GST registration
6. Experience with proof for design & art work in the field of fisheries publication to Union/State government / PSUs/Private Enterprises etc.
7. **The bidder should have a fully functional office at Kochi.**

(ii) Desirable

1. Awards / certificates of excellence received, if any.

D. Terms and conditions

1. The vendors will have to submit an interest free, refundable Earnest Money Deposit (E.M.D) of Rs. 20,000 (Rupees Twenty thousand only) in the form of a Bank Draft / Pay Order of Scheduled Commercial Bank drawn in favour of **Secretary, MPEDA** payable at **Ernakulam**. The scanned copy of Bank draft should be kept along with Technical bid and the original Bank Draft to be submitted to Deputy Director, MS, MPEDA HO, Panampilly Nagar, Kochi.
2. **The work order will be issued to the successful bidder and successful bidder shall submit a copy of the work order duly signed as the acceptance of work order.**
3. **The successful bidder shall submit a performance security deposit equivalent to 10% in the form of performance bank guarantee of the quoted value along with the acceptance of work order. The**

performance bank guarantee may be retained for a period of one month after completion of work.

4. The vendor shall not sublet whole or part of the work to any other agency, in case of award of contract.
5. The content for design & art work will be provided to successful bidder after the acceptance of Work Order.
6. The vendor shall design the marine products export strategy for 25 countries in accordance with the contract to the complete satisfaction of the Authority.
7. The articles supplied should be strictly in conformation to the format and style as prescribed by MPEDA Kochi
8. Make necessary arrangements for proof reading/comparison of the first proof only along with the original manuscript supplied by MPEDA, Kochi.
9. Final design and artwork of marine products export strategy for 25 countries may be handed over to Deputy Director, MS, MPEDA Kochi as word/ PDF documents on pen drive with individual country folders and its linked files.
10. One colour printout for each country market strategy may be provided in the form of actual size as finished dummy.
11. **The work should be completed and delivered to Deputy Director (MS), MPEDA Head office Kochi on or before 20.10.2023.**
12. Vendors are advised to understand the magnitude of the job involved before submitting the bids.
13. 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 will be deducted by the Authority from any money due or it may become due to the agency.
14. 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.
15. Canvassing in any form by the agency directly or by any other agency / person on their behalf may lead to disqualification of their bid.
16. Please note that falsification/suppression of information shall lead to the disqualification, forfeiting of EMD and blacklisting of the vendor.

17. 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.
18. 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 Authority even before the expiry of the period of agreement by giving 5 day's notice to the vendor. Even otherwise the Authority will have the right to terminate the engagement of vendor by giving 10 day's notice.
19. 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.
20. 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.
21. The Authority is under no obligation to accept the lowest or any tender received in response to this tender notice.
22. Tender document should be signed on all the pages by the Authorized signatory along with seal of the vendor.
23. 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.
24. In the event of the vendor committing a breach of the contract the Authority is entitled to receive from the vendor compensation to the extent of loss incurred as determined by the Authority for any loss or damage caused to the Authority besides forfeiture of the EMD.
25. Details of specification & requirements:

Sl. No.	Requirement;
1	Design & Art work for marine products export strategy for 25 countries Specification: Design & artwork for marine products exports strategy for 25 countries (approx. 16-20 pages catalogues per country) Catalogues Size: A4 Portrait (Work Includes Page design, layout, colour correction of images,

superimposing, illustrations, charts, info graphics, graphic abstracts etc. whatever required as part of design)

26. Payment terms: On completion of work to the satisfaction of Authority.

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%.

a) Pre-bid meeting will be conducted as online mode on **04.10.2023, 11.00am**. Link will be given in the website. (https://mpeda.gov.in/?page_id=1162)

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

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

c) 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 $Sf = 30 * Fm/F$ (Fm = Lowest evaluated tender cost, F = value of Commercial proposal under consideration).

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

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

Scoring pattern

No.	CRITERIA FOR EVALUATION	Max Marks (St)	Documents needed
1	EXPERIENCE IN DESIGNING BOOKS/ PUBLICATIONS ETC	20 MARKS	1. Work order copies of respective years.
a.	5 years to 7 Years	10	
b.	More than 7 years up to 10 Years	15	
c.	Above 10 years	20	
2	AVERAGE TURNOVER FOR LAST FIVE YEARS ENDING ON 31.03.2022	20 MARKS	1. Certified balance sheets 2. IT returns
a.	15 to 50 Lakh	10	
b.	50-100 Lakh	15	
c.	Above 100 lakh	20	
3	SIMILAR WORK ORDERS IN LAST FIVE YEARS (Assessment will be based on quality of the submitted work orders)	40 MARKS	1. Work order copies
a	5 work orders in last five years ending on 31.03.2022.	20	
b	5-10 work orders in last five years ending on 31.03.2022.	30	
c	More than 10 work orders in last five years ending on 31.03.2022.	40	
6	Other Scoring Parameters	20 MARKS	1. Work order copies
a.	Work experience in fisheries publication for design and art work with Govt/ PSU/ICAR institutes (3 marks for each work order with max 15 marks)	15	
b.	Awards/ Certifications	5	1. Copy of Awards/ Certifications

TOTAL	100
--------------	------------

1. **SCHEDULE OF TENDERING PROCESS**

The Schedule for the process for selection of bidder for design & art work of marine products export strategy is as follows:

<u>Sl. No.</u>	<u>Milestone</u>	<u>Date</u>
1	Issuance of Tender notice	29/09/2023
2	Pre Bid meeting	04/10/2023
3	Last Date for Online Submission of Bid	09/10/2023, 12.00 pm
4	Date for Opening of Technical Bid (-1)	09/10/2023, 01.00 pm
5	Opening of Financial Bid (-2)	11/10/2023, 12.00 PM

How to apply

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

Bids can be submitted /uploaded through the **GeM Portal - <https://gem.gov.in> on or before 09.10.2023 at 12.00 PM**

Technical Bid

Last date for online submission of application is upto 09.10.2023 at 12.00 PM

From

.....
.....
.....

To

The Deputy Director
Marketing Services Section
The Marine Products Export Development Authority
(Ministry of Commerce and Industry, Govt. of India)
P. B. No. 4272, MPEDA House,
Panampilly Nagar,
Kochi – 682 036.
Tel: 0484 2311 901
E-mail : mktg@mpeda.gov.in

No.	Particulars	Details to be filled in by the Agency
1.	NAME	
2.	REGISTERED OFFICE	
3.	NEAREST OFFICE BRANCH IF ANY IN KOCHI	
4.	CONTACT PERSON	
5.	ADDRESS	
6.	PHONE	
7.	MOBILE	
8.	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
14.	TURN OVER 2017-18	
15.	TURN OVER 2018-19	
16.	TURN OVER 2019-20	
17	TURN OVER 2020-21	
18	TURN OVER 2021-22	
19	AUDITED BALANCE SHEET LAST 5 YEARS ending on 31.03.2022 (Copies to be attached)	Yes / No
20	COMPANY REGISTRATION CERTIFICATE (Copy to be attached)	Yes / No
21	WORK ORDERS & COMPLETION CERTIFICATES FOR THE DESIGNING & ART WORK (Minimum 5 Work order and completion certificate. (copies to be attached)	Yes / No
22	WORK EXPERIENCE IN FISHERIES PUBLICATION WITH GOVT/ PSU/ PRIVATE/ICAR/MPEDA (Work order copies to be attached)	Yes / No
23	NO OF BRANCHES IN INDIA	
24	AWARDS/ QC CERTIFICATIONS (Copies to be attached)	Yes / No
25	CLIENTELLE (give the list)	Yes / No
26	Any other relevant information	
27	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.

Name & Signature of authorized signatory

Date:

Name & Seal of Agency

Financial Bid (May be uploaded separately in GeM Portal)

Last date for uploading the application is upto 09.10.2023 at 12.00 PM

From

.....
.....
.....

To

The Deputy Director
Marketing Services Section
The Marine Products Export Development Authority
(Ministry of Commerce and Industry, Govt. of India)
P. B. No. 4272, MPEDA House,
Panampilly Nagar, Kochi – 682 036.
Tel: 0484 2311 901
E-mail : pub@mpeda.gov.in

I/We have read and examined the documents relating to the for Design & Art work for marine products export strategy for 25 countries.

Sl No	Description	Rate (Rs) /Page	Total Rate (Rs) /Page including GST
-------	-------------	-----------------	-------------------------------------

1	Book Design & artwork charge for front cover (Catalogue size A4 Portrait)		
2	Book Design & artwork charge for back cover (Catalogue size A4 Portrait)		
3	Book Design & artwork charge for inside pages (Catalogue size A4 Portrait) (no of inside pages maximum of 20 Pages per country)		
	Total		

Price has to be quoted in Indian Rupees only.

1. Taxes (if any) has to be mentioned
2. All inclusive prices have to be quoted. The applicable TDS shall be deducted from the payments made by Authority.
3. In case of a mis-match in the amount mentioned in Figures and Words, the amount mentioned in words shall be considered as final.
4. The vendor agree 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 Organizers 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

.....

STATUS OF THE

SIGNATORY.....

Place:

Date:

(SEAL)