

**Tender for the Development of
Dynamic Online Platforms (Website and Mobile App) for
MPEDA for participation/organization of International Seafood Trade
Fairs in India and Abroad**

THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY
(MINISTRY OF COMMERCE & INDUSTRY, GOVERNMENT OF INDIA)

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INDIA)**

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

1. TENDER SUMMARY

Name of the work	Development of Dynamic Online Platforms (Website and Mobile App) for MPEDA for Participation/organisation of International Seafood Trade Fairs in India and Abroad.
Bid Security (Earnest Money Deposit)	₹25,000/- (Rupees Twenty-Five thousand only) in the form of Account payee DD from any of the scheduled banks in favour of “THE SECRETARY, MPEDA” payable at Ernakulam
Bid publishing date	15.03.2025
Pre-Bid Meeting Date & Time	19/03/2025 at 03.00 PM in virtual mode.
Last Date and Time for receipt of Bids	24/03/2025 at 04.00 PM
Time and Date of Opening of Technical Bid	25/03/2025 at 10.00 AM
Place of Opening the Bid	The Marine Products Export Development Authority, MPEDA House, 27/1162, P.B. No: 4272, Panampilly Avenue, Panampilly Nagar, Kochi- 682 036, Kerala.

THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY (MPEDA)
Ministry of Commerce & Industry, Govt. of India, Panampilly Nagar, KOCHI - 36

TENDER NOTICE

The Marine Products Export Development Authority (MPEDA) invites a tender for the development of dynamic online platforms (website and mobile app) for MPEDA to participate/organise international seafood trade fairs in India and abroad.

For details, please see Notification—Tender on the MPEDA website, www.mpeda.gov.in & CPP portal <https://eprocure.gov.in>. The last date for tender submission is 24/03/2025 at 4:00 PM.

Place: Kochi
Date:15/03/2025

Secretary MPEDA

1. TENDER DOCUMENT

THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY PANAMPILLY AVENUE, KOCHI -36

We are inviting tenders from software development companies to develop dynamic online platforms (website and mobile app) for MPEDA to participate in and organise international seafood trade fairs in India and abroad.

3.1. INTRODUCTION:

- a. The Marine Products Export Development Authority ("MPEDA" or "Authority") , a statutory organization under the Government of India, Ministry of Commerce & Industry with Head Office at Panampilly Nagar, Kochi, hereby floats this tender for inviting bids from reputed and experienced software companies ("Bidders") for Development of an Online Platform for Stall Booking and Delegate Registration for Seafood Expo Bharat, and Stall Booking for International Seafood Fairs (the "Project").
- b. MPEDA has adopted CPP Portal online procurement process using the Quality cum Cost Based Selection (QCBS) method for identification of the successful Bidder for undertaking the Project. All the bidders shall submit their relevant qualification details to meet the qualification and eligibility criteria stipulated in Clause 3.4 (both for technical capacity and financial capacity) as per terms herein (collectively the "Technical Bid"). The Bidders shall also be required to submit their financial bid concerning the contract fee ("Financial Bid") sought by the Bidder for undertaking the Project, as payable by MPEDA under terms hereof and more particularly the Contract (as defined hereafter).
- c. In the first stage MPEDA shall evaluate the Technical Bid to ascertain whether the Technical Bid is responsive as per Clause 3.6.2 and whether the Technical Bid fulfils the eligibility and qualification criteria stipulated in Clause 3.3 &3.4. If the Technical Bid is considered responsive and the Bidder has fulfilled the eligibility and qualification criteria stipulated in Clause 3.3 &3.4, the Technical Bid shall be allocated marks as per the scoring criteria stipulated in Clause 3.6.2. The Technical Bid shall be evaluated by 100 marks on the parameters described and as per the mechanism stipulated in Clause 3.6. Only the Bidders whose Technical Bids are responsive and fulfill the eligibility and qualification criteria specified in Clause 3.3 &3.4 and who have scored a minimum of 70 marks during the evaluation of the Technical Bid, shall be eligible to have their Financial Bids opened and evaluated. The Financial Bid shall be allocated 100 marks and the Bidder quoting the lowest Contract Fee shall be assigned full marks, and other

quotes shall be allocated marks on an inversely proportionate basis in the manner illustrated in Clause 3.6.2.

- d. Based on the respective assigned weightages of [70%: Technical Bid] and [30%: Financial Bid], and the QCBS computation of the score to be made to each Bidder, the Bidder scoring highest marks by terms hereof shall be the successful Bidder for the award of the Project. The detailed procedure for identification of the successful Bidder has been provided in Clause 3.6.
- e. Upon identification of the successful Bidder under this tender document, MPEDA and the successful Bidder shall enter a contract ("Contract") with a tenure of 1 (one) year from the date of issuing of work order, which shall be further extendable by 1 (one) more year twice (total 3 years) as per the terms and conditions stipulated in the Contract. The extension of the Contract tenure will be based on their performance evaluation.
- f. The services to be provided by the successful Bidder have been described below in Clause 3.2 ("Services"). For clarification, the successful Bidder shall be called the "Agency" upon signing and executing the Contract/Agreement.

3.2. DESCRIPTION OF SERVICES:

The successful bidder shall be required to design and develop a web and mobile application for MPEDA to participate in/organise International Seafood Trade Fairs in India and abroad, book Stalls, register Delegates, hold Buyer-Seller Meetings, and maintain it for two years (after the first year, extended for one more year based on satisfactory performance).

3.2.1. The website for Seafood Expo Bharat shall meet the following requirements:

1. Provision to block and book stalls for National and International exhibitors through a dynamic interactive layout and make online payments.
2. Provision to register National and International delegates through SMS/WhatsApp/ e-mail-based verification.
3. Provision to take offline registration of Stall through the MPEDA Head office/field offices, as per the general terms and conditions of registration.
4. Integration with payment gateway services to facilitate payment through Internet banking/credit card/ debit card/ UPI payment system, etc., on the website and mobile application for delegates' registration and stall booking.
5. Linking with the account's MPEDA software through API.
6. Issuing dynamic online receipts and GST invoices to the exhibitors and delegates.
7. Showcasing stall layout with detailed descriptions and pricing information for domestic and international exhibitors/delegates.
8. Generate and send registration acknowledgements to delegates and exhibitors through email and mobile SMS/WhatsApp.
9. Create a user ID and password provision for each exhibitor to manage the requirements for their stall.

10. Option to take various reports, viz., on transaction details such as the amount paid, date of payment and UTR No; list of stalls and delegates details, etc., under download for MPEDA / exhibitor/ delegates in their login.
11. Options to generate a report on payment, list of companies, list of delegates for each company, face name of the company, etc.
12. Option for making stall/panel dimensions for exhibitors to provide graphics.
13. Option to upload/download required documents by the exhibitors for exhibitor guide / directory viz. description of the company, product details, product photos, and company logo in JPEG / High-resolution format / sharing the link for their graphics / videos etc.
14. Capture the details of representatives participating in the fair and upload their documents as required.
15. Any other requirements related to stall/delegate registration as requested by MPEDA.
16. Registration and event details will be broadcast via SMS / WhatsApp and e-mail to all registered exhibitors and delegates as and when required.
17. Daily website update during the Show days indicating the activities and milestones.
18. Spot registration of delegates at the venue for one day before the event and during event days.
19. Printing of a QR code on each badge to count the daily footfalls.
20. Each exhibitor will be provided with 25 visitor passes, which need to be digitalized. Exhibitors can share these digital visitor passes by entering mobile numbers or emails for their clients.
21. An on-ground technical support team at the venue from 2 days before the event till the event's completion (a total of 5 days).
22. Online forms to get feedback from the delegates and exhibitors.
23. Additional facilities required, such as the number of chairs and tables, sofas, plug point for installing a freezer & cooking equipment and the requirement of electricity, including uploading / link for types of freezers, TV, Chiller etc.
24. Requirement of a language translator/stall attendant.
25. Generation of one-time visitors passes.
26. Incorporate day-wise event details, including technical sessions, Buyer-Seller meetings, Business sessions, an Exhibitor directory, etc.
27. Include venue information and nearby hotels, airports, metro stations, railway stations, online taxi services, tourist attractions, etc.
28. The website shall support post-show follow-ups (Please refer to the websites of SENA Boston, SEG Barcelona, etc.)
29. Post-event support is a compilation of requirements for the upcoming expo for business development.
30. Maintenance and timely modifications / updating of the website as desired by MPEDA.

31. MIS report generation includes but is not limited to the Registration of Delegates/ Stalls, Domestic/ International, Region-wise (State) registration status, Country-wise registration of overseas delegates and stalls, B2B meetings, business leads obtained, etc.
32. The Software Requirement Specification (SRS) must be submitted within 3 days of the work order's issue.
33. Provision to apply for various types of sponsorship (Silver/Gold/Platinum), branding and advertisements, and upload the required inputs from the sponsors/advertisers.
34. Sponsors/advertisers must be given a separate user ID and password to manage their accounts/inputs/designs for execution, as well as their delegate/visitor coupons, etc.
35. Any other requirements MPEDA desires, including AI-based features/applications.

3.2.2 The mobile application for the Seafood Expo Bharat should have the following features.

1. The mobile application shall support both Android and iOS.
2. Exhibitor management (For exhibitors to log in, update their profiles, place orders for additional furniture, etc.)
3. Buyer / Exporter meeting management (For delegates to have AI-based Matching for planning meetings with other delegates and exhibitors, access to presentations and chat).
4. Allotment / managing code/table number for each buyer.
5. Buyer / Exporter profile management.
6. Fetching delegate details from the exhibitor registration.
7. Arrangement to filter exporters from the delegates to admit booking the meetings.
8. Provision for exporters to book networking dinners with buyers.
9. Rescheduling and shifting of meetings; full meeting control by admin.
10. Technical session management (Technical Session Program schedule with drill-down information, Push Notification, bulk email to participants, Quiz module, Opinion Poll, Awards module, Provision for Delegates to ask questions)
11. Badge automation & Differential Access Control (Electronic badge with QR code, provision to generate badges for all approved delegates & exhibitors as per approved badge design, provision to upload a photo of the delegate, his details, QR Code or Barcode for access control, provision for auto emailing of the badge to delegates & exhibitors, provision for access Control with differential access to various sessions, lunch/dinner venues and also for the issuing of delegate kits)
12. Spot Registration automation (QR code at registration areas for delegates and visitors to scan) provides a form for filling online & online payment integration. Generates a QR code, which can be shown to the counter for badge printout)

13. Admin portal and reports (where administrator/ organiser can see the live status of all activities)
14. Event Feedback module (for collecting comments from all exhibitors & delegates/ visitors)
15. Advertisement module (provision for putting advertisements on the digital platform)
16. E-book module (for online viewing/ downloading of all publications related to SEB such as Souvenir, fair Catalogue, MPEDA Newsletter, presentations, etc.)
17. Role and responsibility mapping of Organisers.
18. The Software Requirement Specification (SRS) must be submitted within 2 weeks of the work order's issue.
19. MPEDA requires that the service be extended to independent buyer-seller meetings other than international trade fairs.
20. Any other requirements MPEDA desires, including AI-based features/applications.

3.2.3 The stall booking feature for International Seafood Fairs shall meet the following requirements:

1. Need to fetch registered exporters from the MPEDA registration database.
2. It is compatible with the same user ID and password for the MPEDA registration site.
3. Option to categorise international fairs as Major and Minor, where MPEDA participates with exporters as co-exhibitors. Ideally, the number of overseas fairs participated in by MPEDA is 8, which may vary to 12.
4. Option for making/ revising pavilion / stall/ panel dimensions.
5. A bidding system for booking stalls/table space.
6. Integration of Online Auction Platform in the application.
7. Auction Integration: Implementing a platform for real-time bidding of stalls/ Table booking in international shows.
8. Real-time Bidding: Enabling secure bidding functionality with transparent transaction processes.
9. Supporting efficient and secure transactions between MPEDA and MPEDA-registered exporters.
10. Stall layout Showcase: Showcasing stall layout with detailed descriptions and pricing information.
11. Facilitating informed bidding decisions.
12. Facilitating post-auction transactions and logistics coordination for successful booking closures.
13. Option for Booking of table space in addition to stall.
14. Option to indicate/edit the name of the exporter in the stall.

15. Option to give alert SMS / WhatsApp / emails to the exhibitors on deadlines/messages.
16. Booking of desired stall/table space in the stall layout
17. Option for placing/editing stall layout/table space number and dimensions.
18. Option for payment of an advance of ₹ 2 lakhs for major fair and ₹ 1 lakh for minor fair as well as subsequent stage-wise payments through the payment gateway.
19. Option to issue online instant receipt and GST invoice for all payments by the exhibitor.
20. There should be an option to take various reports, viz., on transaction details such as the amount paid, date of payment, and UTR No, a list of stalls and delegates with passport details, etc.
21. Options to generate a report on advance / final settlement payment, list of companies, list of delegates for each company and their passport/visa application details, and facia name of the company.
22. The option to upload/download documents viz. a description of the seafood company, product details, product photos, and company logo in JPEG / High-Resolution Format / Sharing the link for their graphics, etc.
23. Create a user ID and password provision for each exhibitor to manage the requirements for their stall.
24. Details of representatives participating in the fair and to upload their passport copy.
25. Facility to declare one point contact for each exhibitor, both mobile and email.
26. Any other requirements related to stall/delegate registration as requested by MPEDA.
27. Details of the visa application, such as the reference number and the consulate details in which the visa is applied.
28. Additional facilities required, such as no: of chairs and tables, sofas, plug point for installing a freezer & cooking equipment and the electricity, including uploading / link for types of freezers, TV, Chiller etc.
29. Requirement of a language translator/stall attendant.
30. Provision to indicate that sample lifting support/sample display support is required on a payment basis.
31. The online portal shall provide a provision to indicate anticipated expenditure per stall based on last year's fair calculation.
32. Option to include the Specified category Small/ Medium and Large and to calculate the specified amount.
33. Option to book Multiple stalls by a single exporter.
34. Option to add default corner stall charges.
35. Option for booking stalls in multiple fairs simultaneously. For example, JISTE, SEA, and SER are scheduled at short intervals.
36. Option to modify or resize the stall and pavilion sizes as required.
37. Provision for scrolling display notice to the user.

38. Provision to drop messages to all registered exporters' email / WhatsApp and mobile SMS.
39. Bookings done after the 60th day must pay 50% of the anticipated specified stall rental.
40. Those who have booked the stall by paying only in advance for stall booking need to pay 50% of the anticipated specified stall rental as calculated based on the previous year's participation on or before the 120th day of the announcement.
41. Provision of Cancellation of stalls on or before 90 days of the show date with an applicable cancellation fee of 10 % of stall rent. Thereafter that at full stall rent payment. Auto invoice generation for refund with 10% of stall rent.
42. Indicate the payment progress on the 60th and 120th day with colour coding.
43. A waiting list of bidders may be kept to fill the vacancy arising from the cancellation of the stall.
44. Booking for specified stalls will be closed 90 days from the announcement date.
45. No specified stall booking will be entertained from the 91st day of the announcement, and all bookings from the 91st day will be at full cost, irrespective of the exporter category.
46. The stall booking will be closed on the 121st day from the announcement online.
47. The portal should have provisions to generate final bills and invoices based on the expenses and applicable GST incurred during respective fairs.
48. Provision for online and offline payment should be incorporated. The provision to upload offline bank transfer details should be provided and an option for verifying and approving the offline payment should also be incorporated.
49. Alert mail / SMS / WhatsApp to all registered exporters at various stages of booking the stall for each trade fair.
50. Options for informing the booking of the trade fair, BSM for buyers etc need to be published in the MPEDA website.
51. Enhancing user interface and navigation for better accessibility, especially using advanced technologies like AI.
52. Evaluating existing content to ensure relevance and effective communication of shows' information.
53. Implementing a contemporary and user-friendly interface for enhanced visual appeal.
54. Mobile Optimization: Ensuring full responsiveness across mobile devices for a seamless browsing experience.
55. Presenting information in a logical and easily accessible manner.
56. Providing clear pathways for exploring different aspects of the seafood shows.
57. Provisions may be made to integrate with the website of the organiser of the international fairs.
58. Interactive Features: Incorporating event calendars, exhibitor directories, and registration portals for enhanced user interaction.
59. Provision to book meetings online. Visitors/delegates/buyers visiting the show can book appointments on mutual interest by scanning QR Codes or clicking on

the stall number. The application needs to be available to importers also for fixing meetings with co-exhibitors.

60. The co-exhibitor shall be able to display his products' photos/videos, promotional materials, profile, etc., to attract buyers.
61. The possibility of linking to the show exhibitor's / another website through an arrangement or a link in the advertisement shall also be ensured.
62. The facility to read the exporter profile, product catalogue, etc., in multiple languages.
63. Software Requirement Specification (SRS) shall be submitted within 4 weeks of issue of work order.
64. Any other requirements as desired by MPEDA including AI based features / applications.

3.2.4. Other Conditions for all the Dynamic Online Platforms:

1. All these dynamic online platforms need to be user-friendly and require regular updations/revisions as requested by the user and as endorsed by MPEDA.
2. Need to generate report as MPEDA requires from all the platforms.
3. Need to have a user manual / short video to familiarise the exhibitors / delegates / buyers / sellers as well as for the admin.
4. The Developer shall provide adequate server space for seamless functioning of the software and the applications developed and for adequate backup and maintenance of the database.
5. The website / App should support 1000 concurrent visits.
6. The Developer shall address all bugs and software issues within a short period of time (1 hour in case of major complaints and up to 48 hours for minor complaints). In case of any delay, MPEDA has the right to impose a penalty.
7. In case there is a delay either in the delivery of the software or delivery of defective software or delay in attending the complaints within the prescribed time limits, the firm will be liable to pay liquidated damages to MPEDA at the rate of 0.5% of the total invoice value per week or part of the week of the delayed period, not exceeding 5% of the invoice value of the work assigned and the same shall be deducted from the performance security deposit at the end of the contract period.
8. The decision of the MPEDA in any matter arising out of this contract shall be final and binding with regard to all matters relating to the contract.
9. All the material / details of the exhibitor / delegates / buyer / sellers are the property of MPEDA. All these data bases should be stored and kept confidential and should not be reused/replicated/transferred to anyone else without written permission of MPEDA.
10. The defect liability period of the software developed will be 12 months from the date of commissioning.

11. The bidders may also quote separately the rates for maintenance of all these dynamic portals for the second year and third year to perform the functions as prescribed in 3.2.1, 3.2.2 & 3.2.3 above seamlessly and efficiently.
12. Separate work orders will be issued to the successful bidder before the beginning of the year.
13. Performance security deposit submitted by the successful bidder will be released only 2 months after the date of expiry of the contract.
14. Need to provide Admin dashboard for all the website / mobile app software as per the requirements of MPEDA.
15. Platform should have provisions to export the complete database in excel format so that the same may be downloaded by MPEDA as and when required / automatic transfer to backup server specified by MPEDA.

3.3. ESSENTIAL ELIGIBILITY CRITERIA

1. The bidder shall be an agency with a minimum average annual financial turnover of ₹Ten lakhs and above in a single year during the last three years commencing from 2021-22. A Chartered Accountant Certificate needs to be submitted as documentary proof.
2. The bidder should have a minimum of 3 years of experience in software development. (Incorporation certificate)
3. Preference will be given for those having experience in mobile app development for expo/conference with online booking management software development.
4. The bidder shall submit work completion certificates / invoices / work orders as proof of the development of mobile application with BSM features / event website with dynamic registration (Minimum 5 such projects). Need to provide link / screenshot for these projects as evidence.
5. The bidder should have audited the balance sheet for the last 3 years (2021-22 to 2023-24).
6. Experience with proof of software development works done for Union/ State government / PSUs/ Private Enterprises etc.
7. Any entity which has been barred by the Central/ State Government/Public Sector Undertaking, or any other government institution in India, for any reason, from participating in any project, and the bar subsists as on the Bid Due Date, would not be eligible to submit the bid. Self-declaration in this regard, certified by Bidder's MD/CEO/Chairman & Chartered Accountant shall be submitted.
8. A Bidder should, in the last three (3) years, have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor should have been expelled from any project or contract by any public entity nor have had any contract terminated by any public entity for breach by such Bidder. Self-declaration in this regard, certified by Bidder's MD/CEO/Chairman & Chartered Accountant shall be submitted.

9. Further, a Bidder shall not have a conflict of interest (the “**Conflict of Interest**”) that affects the Bidding Process. Any Bidder found to have a Conflict of Interest shall be disqualified.

3.4 To be considered a qualified Bidder and for its bid to be evaluated for further consideration in accordance with the terms herein, a Bidder shall be required to, inter alia, fulfil the following minimum eligibility criteria in terms of Technical Capacity and Financial Capacity as set out hereunder:

3.4 (a) Technical Capacity – Essential conditions

Sl No.	Criteria	Documentary Evidence
1	The Bidder must have at least 3 (three) years of experience in software development for Government organizations / public sector undertakings / internationally reputed private organizations.	Incorporation certificate & Copy of work orders and Client Completion Certificate
2	The Bidder must have experience in software/app development of at least 5 (Five) Government organizations/ public sector undertakings / internationally reputed private organizations in the last 3 (three) years, in similar projects.	Copies of work orders, invoices and Client Completion Certificate as a proof.
3	The Bidder must have experienced professionals in developing web-based / mobile application	Self-declaration certified by Bidder's MD/CEO/Chairman Credentials and Profiles of the proposed Project Team.

3.4(b) Financial Capacity – Essential conditions

Sl No.	Criteria	Documentary Evidence
1	The average annual financial turnover of related services during the last 3 (three) financial years, preceding the bid due date should be at least ₹10,00,000/- (Rupees Tenlakh) *	Audited balance sheet, annual report, and profit and loss statement for the last three financial years before the bid due date, counter-signed by the statutory auditor/ chartered accountant.

* MSME firms and startups are exempted from turnover criteria subject to submission of proof of documents towards exemption.

3.5 TERMS AND CONDITIONS

- a. Earnest Money Deposit (EMD) Amount: ₹25,000/- (Rupees Twenty Five Thousand Only). Bids received without EMD shall be summarily rejected and treated as non-responsive and shall be returned without technical evaluation. The EMD may be submitted in the form of a Demand Draft only (with 3 months' validity from the bid due date) from a scheduled commercial bank. **A scanned copy of the EMD should be attached along with the Technical Bid and the original demand draft for the EMD should reach MPEDA before the bid due date.**
- b. Bidders are required to furnish Bid Security (also known as Earnest Money Deposit) in the form of Demand Draft in favour of 'MPEDA' payable at Ernakulam, Kerala except Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) and start-ups recognized by the Department for Promotion of Industry and Internal Trade (DPIIT). The bid security shall remain valid for a period of ninetydays beyond the final bid.
- c. Bids received without EMD will not be considered and summarily rejected. The EMD of the unsuccessful bidder will be refunded in due course without accrual of any interest after expiry of bid validity and latest on or before 30th day after the award of the contract.
- d. Document required for availing Exemption of EMD amount for NSIC/MSEs:

(1) MSMEs which are specified by the Ministry of Micro, Small and Medium Enterprises under MSMED Act 2006 and Public Procurement Policy, 2012 as Manufacturing/Service Enterprises should have registered with NSIC under its Single Point Registration Scheme (SPRS).

(2) The certificate with monetary limit indicated should be valid on the scheduled date/Extended date of submission of tender. Incomplete or Certificates without monetary limit will not be considered.

(3)The items of Product/Services mentioned under NSIC certificate should be the same or similar to the tendered items (Schedule of items of Tender).

(4) The monetary limit stipulated in the certificate of MSMEs/NSIC should be equal or more than the value of work in hand awarded under MSME benefits during the financial year plus estimated cost of this tender for availing EMD exemptions.

(5) If monetary limit is less than the value of work in hand awarded under MSME/NSIC benefits during the financial year plus estimated cost of this E-Tender, they should obtain "Competency certificate" from NSIC for participating in this E-Tender as well as to avail MSME benefits.

e. EMD of the unsuccessful bidders will be returned to them at the earliest after expiry of the final bid validity and latest on or before the 30thday after the award of the contract.

f. 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 limit to sign the letter of award and sign the contract. The bidder

is liable to furnish all the supplementary information sought by the Authority for evaluation of the bid.

- g. 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 –
To sign the Letter of Award; Sign the Contract.
- h. The EMD of unsuccessful Bidders will be returned without interest after the finalization and execution of the Contract with the successful Bidder.
- i. The EMD of the successful Bidder will be returned without any interest upon the receipt of Performance Security.
 - 1. At any time, a material misrepresentation is made or uncovered; or
 - 2. the Bidder does not provide, within the time specified by the Authority, the supplementary information sought by the Authority for evaluation of the bid.
- j. The Authority reserves the right to verify all statements, information, and documents submitted by the Bidder in response to this tender document and the Bidder shall, when so required by the Authority, make available all such information, as may be necessary for such verification.
- k. The Authority reserves the right to reject any bid if:

Such misrepresentation/ improper response shall lead to the disqualification of the Bidder.

- l. To facilitate the evaluation of the Bids, the Authority may, at its sole discretion, seek clarifications from any Bidder regarding its bid. Such clarification(s) may without prejudice include clarifications concerning minor deviations found in the bid and shall be provided within the time specified by the Authority for this purpose
- m. The Authority encourages vendors under the MSME category if they have prior experience in Creative campaign projects for internationally reputed organizations. (This has reference to OM No. F. 20/2/2014-PPD(Pt) dated 20.09.2016 issued by DoE).
- n. **Price matching facility for MSMEs** - In this tender, participating MSMEs quoting price within the band of L1+15% shall also be allowed to render the required services by bringing down their price to L1 price, in a situation where L1 price is from someone other than an MSME. (With reference to O.M. 1(3)/2018-MA Part III, dated 27.01.2022 n FAQ)
- O. As regards the Authority, if the Agency, (i) commits a breach of its representations and warranties, (ii) fails to commence Services at the agreed timelines except to the extent deferred by the Authority on account of a Force Majeure Event (iii) becomes insolvent or bankrupt or enters into any agreement with its creditors for relief of debt or takes advantage of any law for the benefit of debtors or goes into liquidation or receivership whether compulsory or voluntary, (iv) fails to comply with any final decision reached as a result of arbitration proceedings pursuant to this Contract, (v) submits to the Authority a statement which has a material effect on the rights, obligations or interests of the Authority and which the Agency knows to be false, (vi) engages in prohibited practices, (vii) any document, information, data or statement submitted by the Agency in its Proposals, based on which the Agency was considered eligible or successful, is found to be false, incorrect or misleading, then the contract will be terminated.

3.5.1. MPEDA shall have the right to issue addendum/corrigendum to the tender documents to clarify, amend, modify, supplement or delete any of the conditions, clauses or items stated therein. Each addendum, if any, will be published in the CPP Portal and the MPEDA website and shall form a part of the original invitation to the tender. To afford the Bidders a reasonable time for taking an addendum into account, or for any other reason, MPEDA may, in its sole discretion, extend the bid due date.

(a) The Bidder shall provide all the information sought under this tender document. The Authority will evaluate only those bids that are uploaded on the CPP Portal in the required formats and complete in all respects.

(b) The Bidder shall submit its bid along with all necessary documents as prescribed under this tender document, on the CPP Portal. Each page of the bid shall be signed digitally by the Bidder.

(c) Notwithstanding anything contained in this tender document, the Authority reserves the right to reject any bid and to annul the bidding process and reject all bids at any time without any liability or any obligation for such rejection or annulment, and without assigning any reasons thereof. In the event that the Authority rejects or annuls all the bids, it may, in its discretion, invite all eligible Bidders to submit fresh bids hereunder.

(d) The Authority reserves the right not to proceed with the bidding process at any time, without notice or liability, and to reject any bid without assigning any reasons.

3.5.2. The Agency shall have to submit a Performance Security in the form of Bank Guarantee equivalent to 10% of the value of the Financial Bid quoted ("**Performance Security**"). The Performance Security shall be valid for a period of 27 (twenty-seven) months from the date of execution of the Contract. On successful completion of the Contract period, if the Contract is extended for another year, the Agency shall ensure that the Performance Security is extended for another 13 months.

3.5.3. The Courts at Ernakulam, Kerala, shall have exclusive jurisdiction over all cases/proceedings relating to any dispute or claim arising out of or any case of performance related to this tender document.

3.5.4. The Agency should ensure confidentiality of the information relating to work or to any aspect of MPEDA's activities that comes into its possession because of or in connection with its work under this Project.

3.5.5. Payment will be released based on the payment schedule set out in the Contract.

3.5.6. MPEDA reserves the right to terminate the Contract or incomplete execution/poor performance by the Agency by giving 1 (one) months' notice.

3.5.7. The Bidder should not have been blacklisted by any Central/State Government/Public Sector Undertaking, Govt. of India as on the Bid Due Date.

3.5.8. Notwithstanding anything contained in this tender document, MPEDA reserves the right to reject any Bid, annul the Bidding Process, and reject all bids at any time without any liability or obligation for such rejection or annulment and without assigning any reasons thereof.

3.5.9. The Bids shall be valid for not less than one hundred and twenty (120) days from the Bid Due Date. The validity of Bids may be extended by mutual consent of the respective Bidders and the Authority.

3.5.10. Pre-Bid Conference

The bidders' pre-bid conferences will be held in virtual mode, hosted from MPEDA HO, on 19/03/2025, at 03.00 PM. During the conference, the Bidder will be free to seek clarifications and make suggestions for consideration by the Authority.

Virtual meeting link:

<https://zoom.us/j/91410204009?pwd=x0UjkYFnyVRaQTTZKDALmnn155rIxb.1>

3.6 Technical Weightage and Financial Weightage

Technical Weightage (St): Once the Technical Bid has fulfilled the minimum eligibility criteria in terms of Technical Capacity and Financial Capacity, the same shall be marked as per the scoring criteria specified in Clause 3.6.4. 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 the technical evaluation criteria)

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

$Sf =$

$30 \times (Fm/F)$ (Fm= lowest bid offer; F = bid value quoted by individual Bidder)

3.6.1. Final Selection:

The combined technical and commercial score shall be calculated as **$S = St + Sf$** .

The Bidder who achieves the highest score shall be declared as the successful bidder and shall be awarded the project. In case two or more Bidders score the same marks, then the Bidder with the higher technical score shall be declared as the successful bidder.

3.6.2. TECHNICAL EVALUATION & SCORING PATTERN (Technical Bid & Presentation)

The technical evaluation and scoring criteria have been broadly defined hereunder. As part of the technical evaluation, the bidder must provide documentary proof against each criterion.

Sl No.	Criteria	Marks	Documentary Evidence
1	Experience of the Bidder	50	
a	Software Experience: Experience in software development projects 1. 03 years' experience- 4 marks 2. For each additional year of experience- 2 marks 3. Start-up/MSME: 4 marks irrespective of experience, and 4. 2 marks for each additional year of experience. 5. For Example, a Start-up/MSME with 3 years of experience will get 10 marks (4+2+2+2).	10	Copy of the work orders /invoices/ work completion certificate from the client.
b	Similar Project Experience: Number of similar web-based or mobile application software /mobile app developed for exhibitions, stall booking and organizing meetings for State / Central Government bodies, PSUs, and private organisations during the last 3 financial years.	30	Copy of the work orders /invoices/ work completion certificate from the client. Supported with URL / screenshot of the software of the mobile app.
	1. Five projects – 9 Marks 2. Project with State / Central Government bodies, PSUs – 5 Marks for each project. 3. Project with the private sector – 3 Marks for each project. 4. Start-up/MSME: 9 marks will be awarded without 5 project experience, 5 marks for each State / central government bodies, PSUs projects, and 3 marks for each private project. 5. For example a Start-up/MSME with 3 govt. Projects and 2private project will get 30 marks (9+15+6)		
c	Average annual financial turnover during the last 3 (three) consecutive financial years, ending 31st March 2024 1. 6 Marks for a turnover of ₹. 10	10	Audited the balance sheet, the annual report and profit and loss statement, counter-signed by the Chartered Accountant.

	Lakhs;		
	2. 2 marks each for an additional ₹ 10 Lakhs turnover		
	3. Start-up/MSME: 6 marks and		
	4. For each additional ₹10 Lakhs turnover - 2 marks.		
	5. For example, a start-up/MSME with ₹20 Lakhs turnover will get 10 marks (6+2+2)		
2	Experience of key personnel:	30	
a	Project Head with B-Tech / Master's Degree in Computer Science / Information Technology or software development-related field, with 3years' experience in heading similar web-based or mobile application software /mobile app for exhibitions, stall booking, organising meetings, etc. (5 marks for 3 years of experience and 2for each additional year of experience with a maximum of 10 marks).	15	Self-declaration certified by Bidder's MD/CEO, Copy of Educational qualification and CV (Self-certified)
b	Software developer with B.E /B.Tech / Master's degree in computer science / information technology or software development-related field, with 3 years experience in similar web-based or mobile application software /mobile app for exhibitions, stall booking, organising meetings, etc. (5 marks for employing one developer, 8 marks for two developers and 15 marks for three developers employed in the firm.)	15	Self-declaration certified by Bidder's MD/CEO/Chairman. Copy of Educational qualification, CV certified by the authorized signatory should be submitted.
3	Concept Presentation	20	
A	Demonstration of Similar Works	5	1. The presentation shall cover only the four components of the proposed work and demonstrate similar works. 2. At least two key personnel whose CVs were submitted in Sl. No. 2 above shall attend the presentation.
B	Concept, Methodology and Software Development Strategy	5	
C	Understanding the scope of works and services	5	
D	Proposed work plan & milestones	5	
	Total	100	

The Financial Bids of Bidders **who score above 70 marks** in the evaluation of the Technical Bid **will be opened.**

3.6.3 SCHEDULE OF TENDERING PROCESS

The Schedule for the process for selection of the bidder is as follows:

<u>Sl. No.</u>	<u>Milestone</u>	<u>Date</u>
1	Issuance of Tender notice	15/03/2025
2	Pre Bid meeting	19/03/2025, 3.00 am
3	Last Date for Online Submission of Bid	24/03/2025, 4.00 pm
4	Date for Opening of Technical Bid (-1)	25/03/2025, 4.00 pm
5	Presentation by bidders who meets eligibility criteria.	26/03/2025, 10.00am
6	Opening of Financial Bid (-2)	27/03/2025, 3.00 pm

3.6.4. INSTRUCTIONS FOR SUBMISSION OF TENDER ON CPP PORTAL

Bidders are advised to study the tender document carefully. The bid along with the necessary documents should be submitted online through CPP portal in two bid systems i.e. (i) technical bid and (ii) financial bid, not later than the date and time specified in the tender document. Prospective Bidders are advised to follow the instructions provided in the “General Instructions to Bidders” for e-submission of the bids online through CPP portal. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document. Tender sent by any other mode will not be accepted. All bids must be accompanied with a scanned copy of bid security (EMD).

The bid security (Demand Draft drawn in the name of “Secretary MPEDA”, payable at Ernakulam) shall reach MPEDA Headquarters in “ORIGINAL” in a sealed envelope before the bid due date.

3.6.5. Technical Bid documents shall include the following:

3.6.5.1. Agency Profile along with details of Organization Structure and Employee Strength. Letter Comprising the Technical Bid

3.6.5.2. Copy of PAN Card and GST Registration.

3.6.5.3. Copies of Chartered Accountant certified audited balance sheet for the 3 (three) consecutive financial years starting from 2020-21 to 2022-23 along with the turnover details filled and certified by Chartered Accountant.

3.6.5.4. Supporting documents of 5 (five) years’ experience working in the field of Software development. Work order/client completion certificate of projects undertaken with Government/PSUs (proof of minimum two projects) or international level Private organizations.

3.6.5.5. All supporting documents listed against eligibility criteria and technical evaluation criteria.

3.6.6. Financial Bid documents should comply with the following:

The Bidder should quote a bid to provide all the deliverables given in the scope of work. The quoted bid should not be a qualified or conditional one.

3.6.7 PAYMENT SCHEDULE

The following are the payment terms & schedules against the completion of the various activities

Schedule of payment	Description
10 % of contract value	Upon Signing the Agreement & against furnishing PSD
20% of contract value	GO Live SEB Website or 30% of contract value if 10% of the contract value is not availed upon signing the agreement.
20 % of contract value	GO-Live Mobile App
30% of the contract value	GO-Live International Stall Booking Provisions
Balance 20 % of contract value.	Payment at the end of the contract period.

- Payment will be against submission of invoice and performance report.
- Payment during the AMC period will be on a completed half-yearly basis against submission of invoice and performance report.

3.7 Execution of agreement and Timeline for deliverables

3.7.1. The successful bidder must execute an agreement covering all the terms and conditions mentioned in this bid document.

3.7.2. The work mentioned in the table should be completed from the date of accepting the work order or execution of the contract/agreement, whichever is earlier.

Software Development	SRS from the date of signing	GO Live Implementation of a dynamic stall booking system with a payment gateway
The web portal with all the services mentioned above in 3.2.1	3 days	2 weeks
The mobile app with all the services mentioned above in 3.2.2	2 weeks	4 weeks
The web portal with all the services mentioned above in 3.2.3	4 weeks	8 weeks
Dynamic Updation and Maintenance	One year	
AMC	One year (Twice based on satisfactory performance)	

Note: All the pages of the supporting documents submitted should be duly signed and sealed by the Bidder.

4. APPLICATION FORM

(ANNEXURE - I)

The last date for receipt of tender is on or before 4.00 PM on 24/03/2025

From

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To

THE SECRETARY

The Marine Products Export Development Authority

Post Box No. 4272, MPEDA House,

Panampilly Avenue, Kochi – 682 036.

Sl. No.	Particulars	Details to be filled in by the Bidder
1	Name of the Firm/ Agency	
2	Registered office/business address of the Agency with telephone, cell, Website, Email 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 GSTIN registration)	
8	Turnover during the last three years (copy of audited Balance sheet to be enclosed)	
	Year	Turnover in Rupees lakhs (in words and figures)
	2021-22	
	2022-23	

	2023-24	
9	Whether registered with Registrar of Firms / Companies? If yes, Date of Registration (Attach copy of Registration)	
10	Customer Profiles (Attach copy of work orders/proof)	
11	<u>Infrastructure details</u> 1. Details of network/branches of the Agency in India and abroad. 2. Whether the Agency has adequate professionally trained manpower. 3. Whether the Agency is providing services to Union Govt. / Public sector undertakings, any reputed International organizations, financial institutions, banks/private sector companies, etc. in past three years.	
12	Details of Previous experience (Copies of experience certificates, work orders and proof of Work order value to be attached)	
	Details of Contracted Organization, its address and contact numbers	Period of contract From To
		Work order value
13	Income Tax paid (Attach copy of Income Tax returns filed for last three financial years)	
14	Other relevant information, if any	
15	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.	
16. 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 Bidder

ANNEXURE - II FINANCIAL BID

May not be attached along with technical bid document while uploading in CPP portal Rates may be mentioned in the BoQ while submitting through CPP website.

Last date for receipt of tender is upto 4 PM on 24/03/2025

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.

I/We have read and examined the documents relating to the invitation to tender for the Development of an Online Platform for Stall Booking and Delegate Registration for Seafood Expo Bharat and Stall Booking for International Seafood Fairs in India and Abroad.

The successful Bidder shall be finalised based on QCBS method.

Details of Activities	Base Amount ₹	Tax (%) ₹	TOTAL ₹
As mentioned in the description of the service (3.2) (for developing and maintenance of software applications for one year)			
AMC (Year 1) (as per 3.2.4.11)			
AMC (Year 2) (as per 3.2.4.11)			
TOTAL (3 years)			

The price must be quoted in Indian rupees only.

Validity of the Tender: 4 (four) months from the bid due date, i.e. 24/03/2025