

TENDER NOTICE

PMP-IISS/GENL/14/2022-DD (IISS CELL)

20.12.2022

TENDER FOR PRINT / DIGITAL ADVERTISING IN INTERNATIONAL FISHERIES MEDIA AND NATIONAL / LOCAL DAILIES - IISS 2023.

Sealed bids are invited from reputed advertising agencies for Print / digital advertising international fisheries media and National / Local dailies for INDIA INTERNATIONAL SEAFOOD SHOW 2023 (IISS 2023) jointly organized by The Marine Products Export Development Authority (Ministry of Commerce & Industry, Government of India) and Seafood Exporters Association of India (SEAI) to be held at Biswa Bangla Mela Prangan, Kolkata, West Bengal from 15th - 17th February 2023 as per the requirements in the tender document, available on the web site www.mpeda.gov.in / www.indianseafoodexpo.com

The bid must be submitted in sealed cover on or before 27.12.2022 at 12:00 PM in the following address super-scribing '**Bid for print / digital advertising in international fisheries media and National / Local dailies - India International Seafood Show IISS-2023**'

The Deputy Director (MP & Stat)
The Marine Products Export Development Authority
(Ministry of Commerce and Industry, Govt. of India)
Head office
Panampilly nagar
Kochi - 682036

INTERNATIONAL SEAFOOD SHOW (IISS) 2023

15th – 17th February 2023

Biswa Bangla Mela Prangan, Kolkata, West Bengal

**'Print / Digital advertising in International fisheries media and
National / Local dailies - India International Seafood Show IISS-
2023'**

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

E-mail: iiss@mpeda.gov.in

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

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THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY

(Ministry of Commerce & Industry, Government of India)

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

Name of the work	'Print / digital advertising in international fisheries media and National / Local dailies - India International Seafood Show IISS-2023'
Bid Security (Earnest Money Deposit)	Rs. 1,00,000 (Rs. One lakh only) in the form of Account payee DD from any of the nationalized banks, in favour of " India International Seafood Show ", payable at Ernakulam
Pre bid meeting	23/12/2023 11.30.00 AM
Last Date and Time for receipt of Bids	27/12/2023 10.00AM
Time and Date of Opening of Technical Bid	28/12/2023 10.00AM
Place of Opening Bid	Office of the Deputy Director (P&MP) The Marine Products Export Development Authority (Ministry of Commerce and Industry, Govt. of India) MPEDA HOUSE, Panampilly Avenue, Kochi – 682036 Ph- 0484 2321722, FAX- 0484 2313361 Email - iiss@mpeda.gov.in Website : www.mpeda.gov.in

'Print / digital advertising in international fisheries media and National / Local dailies - India International Seafood Show IISS-2023'

THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY

HEAD OFFICE, KOCHI – 682 036

'Print / digital advertising in international fisheries media and National / Local dailies - India International Seafood Show IISS-2023'

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.

MPEDA in association with Seafood Exporters Association of India (SEAI) is organising the 23rd edition of IISS (India International Seafood Show) from 15-17 February at Biswa Bangla Mela Prangan at Kolkata, West Bengal. The biennial exhibition will showcase the entire gambit of the seafood industry having seafood exporters with a range of high quality seafood, manufacturers of processing/packaging/ equipment and other vendor suppliers to this industry. The theme for the 23rd edition of IISS is "The World's Seafood Basket".

The event comprises of following components;

1. An exhibition with around 200 exhibitors in 364 stalls, more than 2500 delegates and more than 5000 visitors for three days.
2. Technical sessions
3. International Buyer Seller Meet (IBSM)
4. G20 Technical session exclusively for G20 countries.

In order to give wide publicity of the event (IISS 2023) competent authority wishes to do digital advertisement about the IISS 2023 in international fisheries media like Products Delmer, Intra Fish, Under Current News, Seafood Source & Info Fish and national dailies such as Times of India & The Hindu and in local dailies such as The Telegraph & Ananda Bazar Patrika through print media.

B. Process Description

Sealed Expression of Interests (EoI) in prescribed format are invited from reputed firms for **“Print / digital advertising in international fisheries media and National / Local dailies - India International Seafood Show IISS-2023’**

“Print / digital advertising in international fisheries media and National / Local dailies - India International Seafood Show IISS-2023’. The tender document can only be downloaded from our website **www.mpeda.gov.in or www.indianseafoodexpo.com**. The last date for submission of responses is 27/12/2022 at 12.00 PM hours. A pre-bid meeting with interested participants will be conducted on 23/12/2023 at 11:30 AM in virtual mode. The interested participants may submit their interest to participate in the pre-bid meeting to the email id given in. The responses received shall be opened on 28/12/2023 10.00 AM hrs hours in the presence of the bidder’s representative who choose to be present at the MPEDA Head Office at Panampilly Nagar, Kochi, Kerala during the evaluation process. **The EoI with Technical & financial bid need to be submitted for evaluation.** Bidders Qualified in the technical evaluation will be called for an offline presentation either at MPEDA Head Office or through online platform. After the technical evaluation and presentation, the financial bids of the bidders who score marks above 70 only will be opened.

C. Eligibility Criteria

(i) Essential

1. The company should have minimum 3 years experience in advertising and marketing.

2. The agency shall be reputed firm having Average annual financial turn over of at least Rs. 1 Crore and above during the last 3 financial years commencing from 2019-20.
3. The vendor should have audited financial statements (balance sheet & profit and loss account) for the last 3 years ending 31st March 2022.
4. Vendor should have GST registration
5. Work order / Completion certificates of 3 international advertising campaign during the last three years.
6. Declaration from the bidder to the effect that the bidder is not under ineligibility by any authority shall be submitted.

(ii) Desirable

1. Awards / certificates of excellence received, if any.
2. Previous successful work completion with MPEDA.

D. Terms and conditions

1. The vendors will have to submit an interest free, refundable earnest money deposit (EMD) of Rs. 1,00,000 (Rupees One lakh only) in the form of a Bank Draft / Pay Order of Scheduled Commercial Bank drawn in favour of **India International Seafood Show** payable at **Ernakulam**. The DD should be kept along with the bid (technical & financial) envelope.
2. The selected Vendor shall submit a Performance Security Deposit of 3% of the tender value in the form of bank Guarantee within 10 days of award of work order.
3. The vendor shall deliver their services, in accordance with the contract to the complete satisfaction of the Authority.
4. Vendors are advised to understand the magnitude of the job involved before submitting the bids.
5. 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 may become due to the agency.

6. 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.
7. Canvassing in any form by the agency directly or by any other agency / person on their behalf may lead to disqualification of their bid.
8. Please note that falsification/suppression of information shall lead to the disqualification of the vendor and forfeiture of EMD.
9. 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.
10. 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.
11. 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 EOI.
12. The Authority reserves the right to accept or reject the EOI response without assigning any reason thereof. No claim or complaint in this regard will be entertained by the Authority.
13. The Authority is under no obligation to accept the lowest or any EOI received in response to this EOI notice.
14. The response should be signed on all the pages by the Authorised signatory along with seal of the vendor.
15. Resolution of the Company (if the vendor is a Company) authorizing the person signing the EOI, to sign the EOI on behalf of the Company is to be provided.
16. 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.

17. 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.
18. If there is a requirement of Advance Payment, the schedule of advance payment may please be mentioned explicitly in the Financial bid.
19. Work order will be issued to the successful bidder and within 10 days of issue, the successful bidder shall submit
 - a. Acceptance of work order (by submitting signed copy of work order).
 - b. Submit of Performance Security Deposit equivalent to 3% of contract value in the form of Bank guarantee.
20. EMD amount of successful bidder will be retained as security deposit and will be adjusted during the final settlement.
21. EMD of unsuccessful bidders will be returned after the show.
22. MSME certificates may be attached, if applicable.
23. **Successful bidder shall conceptualize and design advertisement matter for IISS 2023 within one week after work order confirmation.**

E. Payment milestones and deliverables

Deliverables	Time period	Payment
a. Submission of 1st draft of advertisement matter	Within one week after work order confirmation	25%
b. Successful Release of advertisement in digital media	Within one week after approval of designs	25%

C. Completion of digital media campaign in international media and print campaign in newspapers	Within 1 month along with media visibility reports.	50%
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F. Selection Method & Criteria

BRIEF DESCRIPTION OF THE SELECTION PROCESS

Two Bid selection process based on Quality and Cost Based Selection (QCBS) for evaluating the Bids has been adopted for selection of Event manger comprising

a. Pre Bid meeting: An online pre bid meeting will be conducted on 23/12/2023 11.30 AM for the prospective bidders. Link will be shared on the website of MPEDA & IISS.

b) The Technical Bid and

(c) the Financial Bid.

Bids are required to be uploaded as follows: **-1: Technical Bid: - 2:Financial Bid**

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 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 EoI 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) 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

b) 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 EoI 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.

G. Scoring pattern

S. No.	Criteria for Evaluation	Max. Marks (TS)	Documents needed
1.	Experience in Print and Digital media marketing	25 Marks	<ul style="list-style-type: none"> • Incorporation certificate • Work order copies
a.	3 years	10	
b.	Above 3 and up to 6 years	15	
c.	Above 6 years	25	
2.	Number of international ad campaigns last 3 years	25 Marks	<ul style="list-style-type: none"> • Work order copies • Work completion certificates
a.	3 campaigns	10	
b.	Above 3 and up to 6	15	
c.	Above 6	25	
4.	Personnel involved in the project	25 Marks	<ul style="list-style-type: none"> • CVs of personnel
a.	Project Head with 5 years experience in conceptualisation, development advertising content.	10	
b.	Content Developer with 3 years'	10	

	experience in design, development		
c.	Marketing manager with 3 years' experience in marketing and advertisement	5	
5.	Turn over (Rs)	25 Marks	<ul style="list-style-type: none"> • Certified balance sheets • IT returns
a	1 crore	10	
b	Above 1 crore and up to 2 crore	15	
c	Above 2 crore	25	
Total Marks (TS)		100 Marks	

H. SCHEDULE OF TENDERING PROCESS

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

Sl. No.	Milestone	Date
1	Issuance of Tender notice	20/12/2022
2	Pre Bid meeting	23/12/2022 11.30am
3	Last Date for Submission of Bid	27/12/ 2022 12 pm
4	Date for Opening of Technical Bid (-1)	28/12/ 2022 10 am
5	Presentation	28/12/2022 3 pm
6	Opening of Financial Bid (-2)	28/12/2022 5 pm

I. 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.

The application in sealed envelope superscribed "**Print / Digital advertising in International fisheries media and National / Local dailies - India International Seafood Show IISS-2023'**". along with the copies of the relevant certificates and other specified documents may please be forwarded to the following address on or before 12 PM on 27.12.2022.

The Deputy Director (MP&Stat)

The Marine Products Export Development Authority
(Ministry of Commerce and Industry, Govt. of India)

MPEDA HOUSE, Panampilly Avenue, Kochi – 682036

Ph- 0484 2321722,

Email - iiss@mpeda.gov.in

Website: www.mpeda.gov.in

Technical Bid

Last date for receipt of application is up to 12.00 pm on 27.12.2022

From

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To

The Deputy Director (MP&Stat)
The Marine Products Export Development Authority
(Ministry of Commerce and Industry, Govt. of India)
MPEDA HOUSE, Panampilly Avenue, Kochi – 682036

No.	Particulars	Details to be filled in by the Agency
1.	NAME	
2.	REGISTERED OFFICE	
3.	NEAREST OFFICE BRANCH IF ANY IN KOLKOTA	
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.	GST REGN (Copies to be attached)	Yes / No
13.	TURN OVER (Year.....)	
14.	TURN OVER (Year.....)	
15.	TURN OVER (Year.....)	
16.	AUDITED BALANCE SHEET LAST 3 YEARS (Copies to be attached)	Yes / No
17.	COMPANY REGISTRATION CERTIFICATE (Copy to be attached)	Yes / No
18.	WORK ORDERS FOR DIGITAL PLATFORMS (Work order copies to be attached)	Yes / No
19.	EXPERIENCE WITH GOVT/ PSU/ PRIVATE/ MPEDA (Work order copies to be attached)	
20.	NO OF BRANCHES IN INDIA	
21.	AWARDS/ QC CERTIFICATIONS (Copies to be attached)	Yes / No
22.	CLIENTELE (give the list)	Yes / No
23.	Any other relevant information	
24.	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:
Agency

Name & Seal of

Financial Bid (May be filled if submitting physical quotation)

Last date for receipt of application is up to 12.00 PM on 27.12.2022

From

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To

The Deputy Director (P&MP)
The Marine Products Export Development Authority
(Ministry of Commerce and Industry, Govt. of India)
MPEDA HOUSE, Panampilly Avenue, Kochi – 682036

I/We have read and examined the documents relating to the Digital Platform in connection with the IISS 2023, Biswa Bangla Mela Prangan, Kolkata, West Bengal from 15th – 17th February 2023, being organized by the Marine Products Export Development Authority (MPEDA) & SEAI.

Proposal for doing digital advertising in following international fisheries media

No	Title / Publication	Advt Options	Advt Unit	Period	Freq	Amount (In USD)	Amount (In INR)
1	Produits de la Mer	Only Digital	Leaderboard	Jan 15 to Feb 15, 2023	1 month		
2	Intra Fish	Only Digital	Banner SLB	Jan 15 to Feb 15, 2023	1 month		
3	Under Current News	Only Digital	Banner on Newsletter	Jan 15 to Feb 15, 2023	1 month		
			Larger Leaderboard	Jan 15 to Feb 15, 2023	1 month		

4	Seafood Source	Only Digital	Leaderboard	Jan 15 to Feb 15, 2023	1 month		
			Pop-up	Jan 15 to Feb 15, 2023	1 month		
5	Info Fish	Only Digital	Banner(Headline)	Jan 15 to Feb 15, 2023	1 month		
						Net to Media	
						Agency Fee	
						DIGITAL TAX	
						Bank Charges	
						Total Payable in USD	
						Artwork Adaptation Charges	
						Total Payable	

Proposal for advertising in National and Local dailies

No	Publication	Edition	Language	Insertions	Size	W cm	H cm	DAVP Rate Rs.	Agency Commission	GS T	Total Amount INR
1	Times of India	All India	English	1	Full page	~32.9	52				
					Half page	~32.9	25				
					Quarter page	16	25				
2	The Hindu	All India	English	1	Full page	~32.9	52				
					Half page	~32.9	25				
					Quarter page	16	25				
3	The Telegraph	Kolkata	English	1	Full page	~32.9	52				
					Half page	~32.9	25				
					Quarter page	16	25				
4	Ananda Bazar Patrika	Kolkata	Bengali	1	Full page	~32.9	52				
					Half page	~32.9	25				
					Quarter page	16	25				

1. Price has to be quoted in Indian Rupees only.
2. Taxes (if any) has to be mentioned
3. All inclusive prices have to be quoted. The applicable TDS shall be deducted from the payments made by Authority.
4. In case of a mismatch in the amount mentioned in Figures and Words, the amount mentioned in words shall be considered as final.
5. The vendor agree that the above price have been quoted after reading and understanding the complete EoI documents
6. SUB TOTAL : Rs. _____ (In words)

7. Taxes if any. _____

GRAND TOTAL: Rs. _____ (In words)

If the EoI is accepted, I/We agree to keep the EoI valid till the completion of the event. I/We shall not withdraw the EoI 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 EoI during the validity period.

Signatures of authorized signatory:

SIGNATURE OF THE VENDOR:

NAME
.....ADDRESS.....

AND.....

STATUS OF THE
SIGNATORY.....

Place:

Date:

(SEAL)