

No.F.25(20)-AGRI/SARS/MOVCD/2018-19/2791-93
Government of Tripura
Department of Agriculture
State Agriculture Research Station

Dated, Agartala, 26th June, 2018

**EXPRESSION OF INTEREST FOR ENGAGING CONSULTANT FOR
DEVELOPMENT OF BRANDING ,LABELLING ,PACKAGING AND PUBLICITY
OF ORGANIC AGRICULTURAL /HORTICULTURAL PRODUCES/PRODUCTS
IN TRIPURA UNDER MISSION ORGANIC FOR VALUE CHAIN
DEVELOPMENT FOR NORTH EASTERN REGION(MOVCDNER)**

1. **Introduction:** The office of the Joint Director of Agriculture(Research), Department of Agriculture, Tripura (State Lead agency of MOVCDNER) invites "Expressions of Interest" (EOI) for engaging Consultant from eligible Companies/Institutions/legal entities to design branding, labelling, packaging and publicity of organic agricultural/horticultural produces /products of 4 (four) Farmer Producer Companies(FPCs)/FIGs /clusters in Tripura under Mission Organic for Value Chain Development in North Easter Region(MOVCDNER) during 2018-19.

2. Scope of work:

2.1 Consultant will develop/design branding, labelling & packaging with appropriate symbol/logo for organic produces/products in various Organic FPCs/FIGs/ Clusters as per NPOP (National Programme of Organic Production) & Jaivic India guidelines under Tripura Organic Brand as per accepted norms and guidelines of countries like Europe, America and Asia.

2.2. The selected agency shall be expected to design any minor related work as and when required without additional cost.

2.3. The selected agency is required to give expert advice on specifications to plan / design /develop labelling, packaging and publicity and supervise the quality of all the artworks as per specification.

2.4. The selected agency is required to deploy one Client Relationship Manager with 3 years of experience at Agartala for liasoning and understanding the requirement of the client. (CV of the resource to be submitted as per the format prescribed in Annexure- E).

2.5. Team Leader of the selected agency is required to travel to Department for develop strategy/review in each quarter or as per the requirement during the assignment.

2.6 Consultant will develop publicity plan for promotion of these brands in the domestic as well as international markets. However, media creative for this work are not the part of the work. Media creative will be provided for the promotion of the brands.

2.7 Consultant will establish necessary links with the FPCs in various Organic FIGs/ Clusters in the State to guide and assist them in their production processes by paying visits to the clusters from time to time so that their produces /products are branded.

2.8 Consultant will actualise branding, labelling, packaging and its communication planning of these products in coordination with various related agencies of this purpose.

2.9 Consultant will coordinate the day to day implementation of the brand, labelling, packaging and publicity strategy.

2.10 Consultant will coordinate with the office of Department of Agriculture and various FPCs and other related FIGs for branding of these Organic produces/ products within the time frame of the works.

3. **Duration for engagement of Consultant:** Initially, it will be for 6 months but may be extended for another 6 more months based on the performance.

4. **Location of work:** Agartala and Organic clusters in different districts of the Tripura State if so required.

5. **Submission of EOIs:**

EOIs may be submitted by experienced Companies/Institutions/legal entities in two separate envelopes clearly marked 'Technical Bid' and 'Financial Bid'. Both the envelopes should be kept in a single cover super—scribed with the following words: "EOI for branding, labelling & packaging of Agriculture/horticulture produces/ products" to the office of the Joint Director of Agriculture ,Research, A.D.Nagar, Agartala-799003. State Agriculture Research Station, A.D.Nagar, Agartala.

The 'Technical bid' shall include the following:

- a) Detailed profile of the organization.
- b) Qualifications of professionals in team.

- c) Details of past experiences of similar projects.
- d) Proof of annual turnover and annual audited accounts for last 2 years.
- e) Links of relevant projects.
- f) Hard copy of samples of past work with other supporting documents.

'Financial Bid' shall quote for consolidated cost/fee per annum excluding travel cost Expenditure towards travel cost of the Consultant to organic clusters (if necessary) as approved will be borne by the office as per government rules.

The two-part Expression of Interest should be submitted on the applicant's letter head to the Joint Director of Agriculture (Research), Department of Agriculture, Tripura, Agartala (State Lead agency of MOVCDNER) within 15 days from the date of advertisement in newspapers.

6. Release of Funds: Fund would be released @ 10% every month and 40% on launch of the brands in March 2019.

7. Eligibility Criteria:

7.1. The applicant should be experienced Companies/Institutions/legal entities in India.

7.2. The applicant should have at least 5 years experience with proven track record in the field of branding activities for Govt./PSU/Private companies/NGO'S/ Institutions in the past.

7.3. The preference would be given for earlier experience branding ,labelling & packaging on Agriculture /horticulture produces/products of organic /non-organic

7.4. The applicant should have a) Tax registration number/PAN number b] Minimum turnover of at least Rs. 20 Lakh in each of the last 2 years.

7.5. Bidder should have at least 4 creative professional consisting of Art Director/Visualizer. Graphic/Web Designer and Copy writers working with them.

7.6. Bidder should not have been debarred/ blacklisted by any State Government or Central Government or their instrumentalities. There should not be any criminal case pending before any court of competent jurisdiction.

8.Terms And Conditions Under EOI:

8.1 This EOI is not an offer and is issued with no commitment. Department reserves the right to withdraw the EOI and change or vary any part thereof at any stage and also reserves the right to disqualify any bidder at any stage.

8.2 Department reserves the right to withdraw this EOI if it determines that such action is in the best interest of the organisation.

8.3 Timing and sequence of events resulting from this EOI shall ultimately be determined by the Department.

8.4 No oral conversations or agreements with any official, agent, or employee of Department shall affect or modify any terms of this EOI and any alleged oral agreement or arrangement made by a bidder with any department, agency, official or employee of the Department shall be superseded by the definitive agreement that results from this EOI process.

8.5 Neither the bidder nor any of the bidder's representatives shall have any claims whatsoever against Department or any of their respective officials, agents, or employees arising out of, or relating to this EOI or these procedures (other than those arising under a definitive service agreement with the bidder in accordance with the terms thereof).

8.6 Applicants, those are found to canvass, influence or attempt to influence in any manner the qualification or selection process, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.

8.7 Each applicant shall have to submit only one EOI as per the prescribed format.

9. Acknowledgment of Understanding of Terms:

By submitting a proposal, each bidder shall be deemed to acknowledge that it has carefully read all sections of this EOI, including all forms, schedules and annexure hereto, and has fully informed and agreed itself as to all existing terms, conditions and limitations.

10. Language of Proposal: The proposal and all correspondence and documents should be written in English.

11. Validity of EOI: EOI shall remain valid for a period of 60 (Sixty Days) days from the date of opening of the EOI. The client will make its best efforts regarding finalization of the short-listing process within this period.

12. Response Requirements:

a. The response to the Pre-qualification requirements shall be prepared in accordance with the eligibility criteria as specified in the EOI.

b. Application must be direct, concise and complete in all respect. All information not directly relevant to this EOI should be omitted.

c. The response should contain the required forms filled in appropriately along with other supportive documents as specified in the EOI. It is mandatory that all pages of supportive documents must have to be signed by the authorized signatory.

d. EOI delivered in through other mode shall be treated as defective, invalid and out rightly rejected.

13. Submission of Technical bid: The EOI should be submitted in the sealed envelope with the following details.

Part – I: (Covering Letter) a. Covering Letter from the Bidder as per the prescribed format (Annexure-I)

Part – II: (Details of the Organisation)

a. This part must include a general background of the bidder's organisation (limited to 400 Words) along with other details as per the format provided at (Annexure – II). Enclose the self-attested documents in support of the information provided.

b. The bidder must also provide the financial details of their organisation as per format provided at (Annexure –III). Enclose documentary evidence in support of the information provided.

Part – III: (Relevant Project Experience and CV of Full time Staff)

a. The bidder must provide details of the (Client Organisation, nature and Scope of the Assignment, Project Cost and Status) as per the format provided at (Annexure – IV). Enclose documentary evidence in support of the information provided. Bidder must provide pictures, videos and radio advertisement created by them in CD for evaluation.

b. The bidder must also provide the relevant information of the Full time Staff member of the organisation. (Annexure –V)

14. Selection Procedure: 'Expression of Interest' will be evaluated as per the eligibility criteria specified in the EOI. The bidders are required to submit all necessary documents in support of their eligibility to participate under this selection process. Only shortlisted candidates based on the documentary evidence submitted along with EOI will be shortlisted. OSDA shall evaluate the EOI for short listing taking into consideration of past experiences, Key professional staff qualification & experience and the financial strength of the bidder

EOIs of only eligible consultant will be short-listed for consideration by the Evaluation Committee appointed by the Department by opening the technical bid. Short-listed candidates will be informed of a suitable date for presentation. EOI's of short listed consultant will be further marked for their technical competence (70%

weightage) and for financial bid (30% weightage). Short-listed candidates will be informed of a suitable date when the financial bids will be opened and they may choose to be present for the same. The candidate with highest marks shall be selected and called for further Power point Presentation if necessary and award of the job.

Department of Agriculture reserves all the rights to reject or accept any/all EOI applications, without assigning any reason, whatsoever. Department of Agriculture takes no responsibility for the delay, loss or non receipt of any submission or letter sent by post, within the prescribed time period. For any further clarification about the work, contact at 0381-2370249. Any dispute in this respect shall be subject to the exclusive jurisdiction of courts at Agartala.

The detail break up for the criteria for evaluation for EOI will be as follows:

Sl.	Technical Evaluation Criteria	Marks
1	Experience in designing of communication strategy, execution, creative work for Govt. / PSU / Private clients during last 5 financial years. (Proof to be enclosed) (Minimum value of each contract should be Rs. 10 lakhs)	40
	i. At least 5 engagements	20
	ii. Each additional engagements will carry 4 marks	20
2	Quality of creative designs/ collaterals etc. prepared in previous assignments (As per information submitted in CD)	30
3	No. of creative professionals (CV of each resource to be submitted as per the format in Annexure- E)	30
	i. At least 8 creative professionals consisting of Art Director/Visualizer. Graphic/Web Designer and Copy writers. Each professional should have been involved in brand campaigns for at least 3 clients of Govt. / PUS / Corporate.	15

	ii. Addition of 3 creative professional of the above categories will get 2 additional marks subject to a maximum of 10 marks	15
	Total	100

15. The successful Bidder need to deposit 10% security on the contract value in the form of Bank guarantee.

ANNEXURE- I (COVERING LETTER) (IN BIDDER'S LETTER HEAD)

From

To
The
Joint Director of Agriculture(Research)
State Agriculture Research Station
A.D.Nagar,Agartala-799003

Sub: Expression of Interest for Selection of Consultant for engaging Consultant from eligible Companies/Institutions/legal entities to design branding ,labelling, packaging and publicity of organic agricultural/horticultural produces /products

Sir,

I submit herewith the Expression of Interest for engaging Consultant from eligible Companies/Institutions/legal entities to design branding ,labelling, packaging and publicity of organic agricultural/horticultural produces /products in accordance with your EOI dated as advertised on

We attach hereto the response as required by the EOI, which constitutes our proposal.

The details of the Contact Person on behalf of the applicant are given below:

Name	
Designation	
Name of the Organisation and Address	
Contact Details	
Email	

This is to declare that all the information and statements made in the proposal are true and correct. It is understood that any misrepresentation of facts or figures contained in the proposal may lead to disqualification of the agency for consideration for the said proposal.

Signature_____ (In the capacity of:

_____Authorized signature for and on behalf of the agency

ANNEXURE- II (DETAILS OF THE APPLICANT ORGANISATION)

(IN BIDDER'S LETTER HEAD)

No	Information Required	To be filled in by the Agency
1	Name of organization	
2	Nature of the legal status in India	
3	3 Legal status reference details	
4	Nature of business in India	
5	Date of Incorporation	
6	Date of Commencement of Business	
7	Address of the Registered Office in India	
8	Type of Organisation (Govt. / Private)	
9	Number of years for which the organization has done similar work	
10	Number of Employees on rolls of the organization as on 01.04.2018 Full Time Part Time	
11	PAN Number	
12	GST Registration	

Number Mandatory Supporting Documents:

- a) Certificate of Incorporation of the Bidder
- b) Copy of PAN Number
- c) Copy of Service Tax Registration Certification (if applicable)
- d) Copy of up to date IT Clearance Certificate for last two years
- e) Undertaking for not have been blacklisted by any Central / State Govt. Organisations during the recent past

Sign and Seal of the Authorised Representative

Date:

Place:

ANNEXURE – III

(To be furnished in a Separate Sheet)

FINANCIAL INFORMATION			
Financial Year	2015-16	2016-17	2017-18
Financial Turn Over (in INR Lakh)			
Mandatory Supporting Documents: a. Auditor Certified financial statements for the Last three financial years; 2015-16, 2016-17, and 2017-18 (Please include only the duly sections on P&L, Revenue and the Assets, not the entire balance sheet.)			

Sign and Seal of the Authorised Representative

Date:

Place:

ANNEXURE – IV
PROJECT EXPERIENCE: (To be furnished in a separate sheet)

(Please provide information only for a project for which your firm was legally contracted by the client as a corporate entity) In case of multiple assignment use separate sheets

Sl No	Items	Description
1	Project Name	
2	Project Location	
3	Project Cost	
4	Name of Client	
5	Start Date (Month/Year):	
6	Completion Date: (Month/Year)	
7	Name of Associated Firm(s), if any	
8	Narrative Description of Project:	
9	Description of Actual Services Provided by the firm	
10	Sample copies of creative works prepared during the assignment	
11	Approx. Value of Services (INR):	

Notes: Supporting documents (Work Orders or agreements) should necessarily be submitted by the bidders without which the submission shall not be considered for evaluation. A certificate from Auditor certifying that the assignments are completed should be submitted.

Sign and Seal of the Authorised Representative

Date:

Place:

ANNEXURE –V
FORMAT FOR CV KEY PERSONNEL: (To be furnished in a separate sheet)
CURRICULUM VITAE (CV) FOR KEY PROFESSIONAL STAFF

SI No	Items	Description		
1	Position			
2	Name of Firm			
3	Name of Expert	First] [Middle] [Surname]		
4	Date of Birth	DD/MM/YYYY		
5	Nationality			
6	Education	[Indicate college/university and other specialized education of the resource ,giving names of institutions, degrees obtained, and year of obtainment starting from the latest degree]		
7	Employment record Employment record [Starting with present position, list in reverse order every employment held by staff member since graduation]	Name of Organization	Position Held	Duration
8	Details of tasks assigned			
9	Relevant Projects Undertaken	[Among the assignments in which the Staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks assigned] Name of assignment or project: Year: Location: Client: Project Cost: Main project features: Positions Held: Activities Performed:		
10		I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any wilful misstatements described herein may lead to my disqualification or dismissal, if engaged.		
11		Signature		
12		Date: [dd/mm/yyyy]		
13		Name of Expert:		

