

**NATIONAL INSTITUTE OF FOOD TECHNOLOGY ENTREPRENEURSHIP AND MANAGEMENT**  
(MINISTRY OF FOOD PROCESSING INDUSTRIES)  
3<sup>rd</sup> Floor, AMDA Building,  
7/6, Siri Institutional Area, August Kranti Marg,  
New Delhi-110 049

Call for Expressions of Interest for **“Designing and Implementation of Media Plan for Brand Building of National Institute of Food Technology Entrepreneurship and Management (NIFTEM)”**

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**National Institute for Food Technology Entrepreneurship & Management**

(Ministry of Food Processing Industries)

3<sup>rd</sup> Floor, AMDA Building,  
7/6, Siri Institutional Area, August Kranti Marg,  
New Delhi-110 049

**“Call for Expressions of Interest for Designing and Implementation of Media Plan for National Institute of Food Technology Entrepreneurship and Management”**

National Institute of Food Technology Entrepreneurship and Management (NIFTEM) is being established at Kundli, District Sonapat, Haryana on a 100 acre land area, as an international center of excellence to cater to the needs of various stakeholders such as entrepreneurs, industry, exporters, policy makers, government and existing institutions. The Institute will be an apex institute in the field of Food Science and Technology that will integrate all facets of food technology, entrepreneurship, research and management and be recognized as the focal point for catalyzing the growth of the food processing industries in India vis-à-vis global scenario.

NIFTEM intends to prepare a holistic marketing strategy for brand building to a wider target audience in India and Abroad. For this purpose, NIFTEM invites application for designing and implementation of Media Plan from Media agencies who have undertaken projects (involving technical institutions imparting Graduate and Post graduate degrees) and would be able to meet the requirements as per the scope of work. The applicant may be a single entity or a Consortium and must have extensive experience in designing and implementation of marketing plan for various public and private sector organizations.

The detailed CEI document indicating the scope of work, qualifying requirements, bidding forms and procedure for submission of proposal for CEI can be obtained by **17.05.2010** by **4.00 P.M.** from **Sh. S.K Mohanty, Under Secretary, NIFTEM, 3<sup>rd</sup> Floor, AMDA Building, 7/6 , Siri Institutional Area, August Kranti Marg, New Delhi-49 (Contact No. 011-26497131)** on payment of Rs. 5,000/- (non- refundable) by DD/ Pay Order payable at New Delhi in favour of **“National Institute of Food Technology Entrepreneurship and Management”**. The CEI document is also available at the website of Ministry of Food Processing Industries at <http://mofpi.nic.in>. A pre-bid meeting of all those prospective bidders who would have purchased/ downloaded the bid document from the website will be held on **19.05.2010 at 11.00 A.M.** in Room No.120, Panchsheel Bhawan, August Kranti Marg, New Delhi-110049. In case the document has been downloaded, the document fee of Rs. 5000/- (non- refundable) will have to be deposited by 17.05.2010. The Technical Bid and Financial Bid may be submitted separately to NIFTEM, 3<sup>rd</sup> Floor, AMDA Building, 7/6, Siri Institutional Area, August Kranti Marg, New Delhi-49 **on or before 24.05.2010 by 4.00 P.M. A Drop Box earmarked for the purpose is kept at Reception of NIFTEM office.** The Technical Bids received by 4.00 PM would be opened on the same day (24.05.2010) at 5.00 PM. The Technical Evaluation Committee will shortlist the bidders on the basis of evaluation selection procedure and call qualified bidder for presentation before the selection committee at 11.00 AM on 26.05.2010. NIFTEM reserves the right to accept or reject any or all the offers at any stage of the process without assigning any reasons thereof and no claim/dispute on this aspect shall be entertained.

Sudhir Kumar  
(Officer on Special Duty)  
Director, MFPI  
Tel No.26492248

## INSTRUCTIONS TO THE APPLICANT

### Background

National Institute of Food Technology Entrepreneurship and Management (NIFTEM) being set up at Kundli in the State of Haryana is a 'Not-for-Profit' company under Section 25 of the Companies Act 1956. The registered office of the Institute is at **3rd floor, AMDA Building, 7/6, Sirifort Institutional Area, August Kranti Marg, New Delhi 110049**. The Institute intends to start its activities from the academic year 2010-11.

2. The proposed mandate of the institute is as under:
  - (a) promote cooperation and networking amongst existing institutions, create a complete data base on resources and bring in international best practices for improving the food processing sector,
  - (b) undertake frontier and inter disciplinary research in areas of relevance to the sector,
  - (c) cooperate in setting standards, protocols for testing of food products, provide industry friendly short-term courses, regular degree and management courses, & Ph.D programmes, for developing HRD resources for the food processing sector,
  - (d) to interact and work with all stakeholders, namely, industry, Government and consumers and guide the growth of the food processing sector.
  
3. NIFTEM intends to design and implement its Media Plan for brand building through a communication strategy for its target audience on national and international basis. NIFTEM invites proposals from established media agencies who have undertaken similar projects (for technical institutions imparting Graduate and Post Graduate Degrees) and would be able to meet the designing and implementing requirements as per the scope of work.

### 4. Scope of work

The broad Scope of work for design and development of NIFTEM Media plan is at **Annexure I**.

### 5. Applicant Status

The applicant may be a single entity or a multiple entity/consortium coming together to execute such projects. Consortium as a whole must have extensive experience in similar work, able to meet global standards and meet the qualifying requirements as stipulated below. The Principal applicant should qualify the eligibility criteria.

- The agency should have a minimum **seven** years experience in preparation of Media plan of Technical Institutions imparting Graduate and Post Graduate Degrees and its implementation on national and international basis.
- The agency should have executed at least **two** similar projects for technical institutions imparting graduate and PG degrees and its implementation on national and international basis. The agencies having executed similar projects for reputed institutions part of Government of India/ State Government/any other similar organization would be given preference.
- Should have a minimum annual turnover of **Rs.25.00 crore** (Rupees twenty five crore) during the last three years to be supported by audited Balance Sheets, P/L A /c, Receipt and Payment A/c.
- Should have adequate technically and managerially qualified and well-experienced in-house resource base and a strong creative team for designing and implementing the plan.
- The agency should have the ability to collect relevant data/information required for the purpose without imposing any responsibility on NIFTEM.
- Should be willing and capable of staying with NIFTEM at least for a period of 1 year for implementation of the strategy and do the necessary changes in plan as per the requirement.
- The applicant must have service tax registration and should be income tax assessee.
- The applicant should furnish an undertaking to the effect that the firm has not been black listed in India or abroad.

## 6. Authorized Signatory

The 'Applicant' mentioned in the CEI document shall mean the one who has signed the CEI document forms. The applicant should be the duly Authorized Representative, for which a certificate of authority will be submitted. All certificates and documents (including any clarifications sought and any subsequent correspondence) received hereby, shall, as far as possible, be furnished and signed by the Authorized Representative.

## 7. Bid processing fee & Availability of CEI

The CEI document can be obtained by 17.05.2010 by 4.00 P.M. from **Sh. S.K Mohanty, Under Secretary, NIFTEM, 3<sup>rd</sup> Floor, AMDA Building, 7/6 , Siri Institutional Area , August Kranti Marg, New Delhi-49** with a non-refundable payment of Rs. 5,000/- by DD/ Pay Order payable at New Delhi in favour of "**National Institute of Food Technology Entrepreneurship and Management**". Alternatively, the document may be directly downloaded from the website of Ministry of Food Processing Industries at <http://mofpi.nic.in>. In the event the document is downloaded from the website, the prospective applicant shall furnish a Demand Draft/ Banker's cheque for Rs.

10,000/- only drawn in favour of “**National Institute of Food Technology Entrepreneurship and Management**” by **17.05.2010**. The Pre-bid meeting of all those prospective bidders who would have purchased/downloaded the bid documents after depositing the non- refundable processing fee of Rs. 5,000/- through Bank draft/ Pay order shall be held on **19.05.2010** at 11.00 A.M. in Room No. 120, Panchsheel Bhawan, August Kranti Marg, New Delhi-10049 to discuss the scope of assignment, responsibilities of either parties or any other detail so that there is no ambiguity later on at the time of submission of technical/financial bids.. The Sealed Technical Bid and Financial Bid may be submitted in separate sealed envelopes to NIFTEM, 3<sup>rd</sup> Floor, AMDA Building, 7/6, Siri Institutional Area, August Kranti Marg, New Delhi-49, **on or before 24.05.2010 by 4.00 P.M. in the dedicated Box earmarked for the purpose.**

The Technical bids received upto 24.05.2010 at 4.00 PM would be **opened** in the presence of bidders on **24.05.2010 at 5.00 PM**. Thereafter, the Technical bids shall be evaluated by a Technical Evaluation Committee constituted for the purpose. After evaluation of the bids based on the procedure given at Annexure II, all the bidders shortlisted on the basis of their technical bids would be requested to make a **detailed presentation** regarding their qualifications, experience and the proposed Concept and Plan before the Selection Committee on **26.05.2010 at 11.00 AM**.

## **8. EMD & Submission of Bids**

8.1 The applicant selected should submit Performance Bank Guarantee equal to 20% of the bid amount from a Nationalized Bank. The bids shall be submitted in two sealed envelopes. The envelopes may be superscribed as “**Designing and Implementing of Communication Strategy for NIFTEM - Technical Bid**” and “**Designing and Implementing of Communication Strategy for NIFTEM - Financial Bid**” respectively. The Technical Bid shall contain all relevant papers/details. The financial bid should be inclusive of all expenses, excluding taxes and should clearly state the amount and taxes, etc.

8.2 The terms of payment would be as under:-

⇒ 10% as advance on award of work.

⇒ 20% after submission and acceptance of Draft Communication Plan.

⇒ 30% after successful implementation of the Plan for three months.

⇒ 20% after six months of satisfactory running of the Plan and the responses received.

⇒ 20% after twelve months of satisfactory running of the Plan and the responses received.

## **9. Documents to accompany CEI**

9.1 The applications shall be complete with the following documents:

- Expression of Interest in Form –I.
- Details of experience in Designing and Implementation of Communication Plan in Form-II
- Details of Financial status of the applicant in Form –III.
- Details of educational qualification and experience of the team to be deputed for project - Form- IV.
- Any other information sought in the scope of work.

9.2 The applicant, in addition to furnishing complete information in the Forms appended with the documents, shall furnish a detailed document on proposed approach, methodology & work plan for rendering the services asked for. The work plan shall include full justification for procedures to be adopted. A time schedule for carrying out the each component of the assignment is also to be indicated.

9.3 Every sheet and all forms complete in all respects shall be signed by the person/ persons duly authorized to sign on behalf of the applicant(s) with affixing the applicant's rubber stamp. The Power(s) of Attorney supporting/authorizing the signatory shall be enclosed with the offer. Any / all corrections made in the offer shall be duly authenticated by the signature of the Authorized Signatory.

## **10. Amendment to CEI**

At any time prior to the last date for receipt of bids, NIFTEM, may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the CEI Document by an amendment. In order to provide prospective applicants reasonable time in which to take the amendment into account in preparing their bids, NIFTEM may, at its discretion, extend the last date for the receipt of Bids and/or make other changes in the requirements set out in the CEI.

## **11. Evaluation**

The procedure of evaluation of the applications is indicated at **Annexure-II**.

## **12. Time Period**

The entire work for communication planning should be completed within two weeks from the date of assigning the work. A penalty of 1% will be imposed on each week's delay in work. Afterwards the applicant has to implement the whole plan in the next one year which may be further extended at the sole discretion of NIFTEM.

### **13. Technical Presentation**

Once the bids are evaluated, the shortlisted agencies may be required to make a presentation before a committee so constituted for the purpose. Brief intimation will be made to the selected agencies.

### **14. Rejection of CEI**

The application is liable to be rejected if:

- a)The application is not covered in proper sealed cover with superscription as indicated in para 8.
- b)Not in prescribed form and not containing all required details.
- c)Not properly signed.
- d)Received after the expiry of due date and time.
- e)Offer is received by telex, fax, telegram or e-mail.
- f)Bid received without cost of CEI document if downloaded from website.

**Further, applicant is required to furnish a declaration regarding exclusion criteria strictly in the format as given at Annexure-III**

### **15. EMD**

The successful bidder shall submit a Performance Bank Guarantee from a Nationalized Bank valid for a period of one year and three months or any extended period, if any from the date of signing of the MOU/Agreement for an amount equivalent to 20%of the contract value and deposit the same with NIFTEM prior to signing of MOU/Agreement. The successful bidder is required to finalize the payment terms with the NIFTEM and sign an MOU for the proposed work.

### **16. Disclaimer**

16.1 NIFTEM shall not be responsible for any late receipt for any reasons whatsoever. The applications received late will not be considered and returned unopened to the applicant.

16.2 NIFTEM reserves the right

- To reject any / all applications without assigning any reasons thereof.
- To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of NIFTEM without assigning any reasons thereof.
- To include any other item in the Scope of work at any time after consultation in the pre-bid meeting or otherwise.

## PRE-QUALIFICATION CRITERIA

### 1. Preliminary examination of the applications

1.1 NIFTEM shall examine the applications to determine whether they are complete, whether the documents have been signed as indicated in this document, whether all Forms as asked for have been filled in properly, whether applications are generally in order and all information as indicated under various clauses have been furnished.

1.2 NIFTEM reserves the right to waive minor deviations in the Bid application if they do not materially affect the capability of the bidder to perform the contract.

1.3 Prior to detailed evaluation formalities, NIFTEM shall determine the substantial responsiveness of each application to the Invitation documents. A substantially responsive bid is one which conforms to all the terms and conditions of the Invitation document without any material deviation. A material deviation is one which limits in any way responsibilities and liabilities of the bidder or any right of the employer as required in this document. NIFTEM may waive any minor infirmity or non-conformity in an application which does not constitute material deviation. Non-responsiveness shall run the risk of rejection.

1.4 The evaluation shall be carried out on the basis of data available in the application documents received from the consultant in the first instance. No account will be taken of any further documents or clarifications or any such additional information furnished subsequently by the consultant. However, NIFTEM reserves the right to call for such clarifications confined in scope to the contents of the application, should such a clarification become necessary for proper judgment in evaluation.

### 2. Eligibility

The technical bids will be screened on the basis of the following essential eligibility criteria: -

- The agency should have a **minimum Seven years** experience in preparation of Media plan of Technical Institution imparting Graduate and Post Graduate degrees and its implementation on national and international basis.
- The agency should have executed at least two similar projects for technical institutions imparting graduate and PG degrees and its implementation on national and international basis. The agency who has executed similar projects for reputed institutions set up by Central/State Governments/any other similar organizations would be given preference. **Copies of completion certificates to be enclosed.**

- A minimum annual turnover of **Rs.25.00 Crore** (Rupees twenty five crore) during the last three years. The bidder should not be a loss making in any of the proceeding three years. Last three year's balance sheet/Audited Statements of Account shall need to be submitted.
- Should have adequate technically and managerially qualified and well-experienced in-house resource base and a creative team for designing, implementing the plan.
- The agency shall have the ability to collect relevant data/information required for the purpose without imposing any responsibility on NIFTEM.
- Should be willing and capable of staying with NIFTEM at least for a period of 1 year for implementation of the strategy and do the necessary changes in plan as per the requirement.
- The applicant must have service tax registration and should be income tax assessee.
- Should submit Performance Bank Guarantee for an amount equivalent to 20% of the contract value prior to signing of the MOU/Agreement.
- The agency should be a company registered either under Indian Companies Act or Societies Act.
- The bidder should not be black listed by any Ministry / Dept. of GOI / State Govts. / Organizations.
- The applicant should furnish an undertaking to the effect that the firm has not been blacklisted in India or abroad.

## **Annexure-I**

### **SCOPE OF WORK**

NIFTEM invites experienced communication and marketing consultancy organizations of repute to submit the technical and financial bids to provide turnkey services for designing and implementation of a Vibrant and effective Brand Building Strategy and communication plan in one year from the date of assigning the task. It should be complete 360° solution.

2. The targeted audience would be

**i) External stakeholders like** Prospective students and their parents/ Scientific community; Industry association /Donors: Institutions (domestic and global): Government etc. and

**ii) Internal Stakeholders like** Students, Faculty, staff etc.

3. The agency would be required to provide the services as indicated below:

- Develop a Concept, Strategy and Communication Plan for Brand Building of NIFTEM through Print Media, Audio Visual media, Electronic Media, arranging Road shows/ workshops/Seminars in important cities within the country.
- Communication through Website.

- Database Marketing (for food companies, exporters, SME etc)
- News Coverage ( Press Release and Interviews)
- Advertising
- Participation in Seminars/ Conferences
- Designing and Arranging of minimum two Seminars/ workshops per month in Class –A cities of India for Brand building of NIFTEM.
- Promotional Material for NIFTEM
- Develop Internal Processes adapting to the changing requirement of industry.

The agency has to devise the whole marketing plan for NIFTEM. The marketing plan should include the following:

Target Audience	<p><i>Strategies for prospective students</i></p> <ul style="list-style-type: none"> <li>• Develop strategies for projecting NIFTEM for the students of class 11th and 12th aspiring for an professional degree.</li> <li>• Develop strategies to focus on final year undergraduate students of food technology/ engineering graduates working in industry towards NIFTEM's Postgraduate program.</li> </ul> <p><i>Strategies for prospective faculty</i></p> <ul style="list-style-type: none"> <li>• Agency should suggest strategies to tap the faculty resources from all over the world both National and International (like research personal in industry, existing faculties in top institutions etc).</li> <li>• Agency should suggest the strategies to tap the entrepreneurs/ exporters/ SME's etc as a faculty resource.</li> <li>• Strategies for attracting resources from International research and teaching institutes like Cornell, UC Davis and other organizations like IFT.</li> </ul> <p><i>Strategies for prospective parents</i></p> <ul style="list-style-type: none"> <li>• Agency should suggest strategies to tap the prospective parents. The plan should include the details where NIFTEM has to launch its campaign and the reach required.</li> </ul>
Key message for Communication	<p><i>Agency has to communicate with all the general public about NIFTEM.</i></p> <p>They have to design their communication plan on the following points:</p> <ul style="list-style-type: none"> <li>• Teaching and Research facility with unique course designs.</li> <li>• World class infrastructure ( facilities including library, building and other services)</li> </ul>

- Apex state of the art laboratories with specialized equipments
- A new approach for support to Industry through Business Incubation Center
- Capacity enhancement through Continuing Education Center
- Extension, Communication and Industry Outreach through NIFTEM outreach activities
- Wi-Fi Campus with best of the IT facilities.

Agency has to communicate its target audience with the following points:

For Prospective Students

- To tap outstanding faculty to build In house faculty with strong industry links.
- Visiting and permanent faculties from best of the leading global Institutes
- Best placement opportunities with attractive packages in leading multinationals in food sector.
- Develop support through indigenous/ external aided programs for students to gain performance based scholarships and part of training modules of reputed Institutions across the country and abroad.

For Prospective Faculty

- Identify opportunities for contract research on revenue sharing model.
- Promotion of Business Incubation Center for scientific community to become part of the industry sponsored research projects to enable adequate opportunities for faculty to bond with Industry in research and training prospect.
- A stimulating research environment with all the sophisticated instruments required for hi-tech research.

For Industry

- Entrepreneurship development programs with short term courses on food regulations, food safety and product development.
- Superior knowledge pool for recruitment (including UG, PG and Ph D students)
- Support for various programs including summer training for students, workshops, for employees, industry sponsored conferences etc.
- Industry sponsored research projects for faculty.

For Indian and Global Institutions

	<ul style="list-style-type: none"> <li>• Institutes can have the access of world class facilities in terms of Infrastructure, management facilities, as a visiting faculty resource in reputed institution.</li> <li>• NIFTEM can have faculty exchange program/ student exchange programs with leading institutions across the world.</li> <li>• NIFTEM will offer joint research projects for faculties in and outside India.</li> </ul>
Means of Communication	<p><i>Agency has to design the plan as a 360° solution in detail explaining how it will communicate with general public and prospective audience. The agency has to elaborate in detail as to what media it will use to communicate with the audience.</i></p> <ul style="list-style-type: none"> <li>• Agency has to give news coverage related to launch of Institute, press release announcing the new courses, workshops, interviews with faculty etc.</li> <li>• Agency has to design and develop strategy for dissemination of promotional material suitable for Print Media, Audio, Video, internet including catalogs, leaflets etc at specific places to be incorporated in the plan exhaustively (for example schools, colleges).</li> <li>• Arranging workshops, conferences, seminars to develop brand building at the right places to meet prospective requirement of target audience.</li> <li>• Agency will decide the proper IMC (Integrated Marketing Communication) mix for NIFTEM and implement it with reference to building Data base marketing..</li> <li>• Advertisements in Print media (newspapers, magazines, journals etc), ads in FM channels and in television media have to be decided by the agency.</li> </ul>

**Updating and Implementing the Communication plans:**

The agency would be required to carry out regular updating the plans and implementing it phase by phase. The planning and implementation phase initially will be for a period of 1 year subject to further extension at the sole discretion of NIFTEM.

The details mentioned in the above table are indicative only. Any other item not specifically indicated above, but required for planning of communication plan shall be deemed to have been incorporated within the scope of the study. Omission of specific reference to any of the activities in the scope of work shall not relieve the agency of his responsibility.

## Annexure - II

### EVALUATION PROCEDURE

70% of weightage shall be given to the technical bid (planning and implementation process) and 30% to financial bid. The technical bid will carry maximum marks of 100. The maximum mark for each activity of technical bid is as under:

(1) The technical bids will be scrutinized on the basis of the eligibility criteria. Thereafter, the short listed bidders would be required to make presentations and /or written submissions to a technical committee of officers. The presentation will broadly cover the following: -

	Max. Marks
a) The background of the organization.	5
b) Details of such major previous work during the last 3 years and past experience in carrying out similar work in related sectors.	10
c). Total Concept, Strategy and Implementation plan i.e 360° solution.	40
d). Methodology to be adopted for completion of the work including time schedule / Process to be followed for effective communication.	25
e). Technical and managerial capability of the organization and the Project team.	15
f). Turn over for last three years.	5

(2) The financial bids of only those Consulting agencies will be opened who score minimum of 50 marks in the technical bids. The cost evaluation will be done under Combined Quality cum Cost Based Systems and the bidder who scores highest marks will be selected.

### Annexure-III

#### APPLICANT'S DECLARATION REGARDING THE EXCLUSION CRITERIA

To be completed and signed by the applicant and to be included in the CEI application

#### **National Institute for Food Technology Entrepreneurship & Management**

(Ministry of Food Processing Industries)

3<sup>rd</sup> Floor, AMDA Building,

7/6, Siri Institutional Area, August Kranti Marg,

Ref: Call for expressions of interest for Designing and Implementing of Media Plan for NIFTEM

Candidates shall be excluded from participation in a procurement procedure if:

1. They are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matter, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
2. They have been convicted of an offence concerning their professional conduct by judgment which has the force of res judicata;
3. They have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
4. They have not fulfilled obligations in respect of payment of social security contribution or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is performed;
5. They have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization or any other illegal activity detrimental to the communities' financial interests;
6. Following another procurement procedure or grant award procedure financed by the community budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

In response to your call for expression of interest, I/We hereby declare that I/we:

- Am/are not in any of the situations excluding me/us from participation contracts (and will produce the corresponding certificates if so requested)
- Agree to abide by the highest ethical standards in the profession and, in particular, have no potential conflict of interest;
- Will inform the Authority immediately if there is any change in the above circumstances at any stage during the tender procedure or during the implementation of the project;
- Fully recognize and accept that any inaccurate or incomplete information deliberately provided in this tender may result in my/our exclusion from this or other contracts funded by the Authority

(Signature of the applicant or of authorized representative)

**CEI Letter Proforma**

To

**National Institute for Food Technology Entrepreneurship & Management**

(Ministry of Food Processing Industries)

3<sup>rd</sup> Floor, AMDA Building,

7/6, Siri Institutional Area, August Kranti Marg,

New Delhi-110 049

Sub: Hiring of an agency for Designing and Implementation of 360° Media Plan for Brand Building of NIFTEM.

Sir,

The undersigned having read and examined in detail all the CEI documents pertaining to the proposals for Designing and Implementation of Communication Strategy for NIFTEM, do hereby express the interest to do the work as specified in the scope of work.

2. Correspondence details:

1.	Name of the applicant/ applicant Company	
2.	Address	
3.	Name, designation & address of the person to whom all references shall be made in case of applicant is a Company	
4.	Telephone (with STD code)	
5.	Mobile No. of the contact person	
6.	E-mail of the contact person	
7.	Fax No. (with STD code)	

3. Documents forming part of CEI

We have enclosed the followings:

- Expression of Interest in Form –I.
- Details of experience in media designing and communication plans in Form-II
- Details of Financial status of the applicant in Form –III.
- Details of educational qualification and experience of the team to be deputed for project - Form- IV.
- Any other information sought in the scope of work.

4. I/ We hereby declare that my/ our CEI is made in good faith and the information contained is true and correct to the best of my/ our knowledge and belief.

Thanking you,

Yours faithfully,

(Signature of the Applicant)

Name:

Designation:

Seal:

Date:

Place:

Witness:

Signature \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_

**DETAILS OF EXPERIENCE IN DESIGNING AND IMPLEMENTATION OF MEDIA PLAN**

Companies for which the applicant has worked in designing and implementation of Media Plan of Projects (Technical Institutions imparting Under Graduate and Postgraduate Degrees) during the **last 3 year**

Sl.No.	Name & address of the client	Date of start of the work	Date of completion	Website Address	Any other information
1					
2					
3					
4					

B. Companies in which the applicant is performing the work of designing, development and maintenance of website: -

Sl.No	Name & Address of the Client	Date of starting the work	Period of work to be completed	Any other information
1				
2				
3				

Date: -

Place:-

(Signature of Applicant)

**FINANCIAL STATUS OF THE APPLICANT (in case of a Company)**

Fill in the blanks for each of the last three fiscal years, duly certified by Chartered or Public Account or Chamber of Commerce or Banks.

	2006-07	2007-08	2008-09
1. Share Capital (INR)			
2. Paid up Capital (INR)			
3. Free Reserve (Gross) (INR)			
4. Unallocated Balance Surplus (INR)			
5. Expenses not written-off (INR)			
6. Total assets (INR)			
7. Total liabilities (INR)			
8. Current credit resources (INR)			
9. Contingent Liability (INR) (give in details)			
10. Total profit before tax (INR)			
11. Total profit after tax (INR)			
12. Total loss (gross) (INR)			
13 Turnover from contracting during the financial year (INR)			
14. Bank References and address			

(Place & Date)

(Name & Signature)

**FORM-IV**

**DETAILS OF EDUCATIONAL QUALIFICATION OF THE TEAM**

Sl.No.	1	2	3	4
Name				
Date of Birth				
Profession				
Nationality				
No. of service Year with the applicant				
Key Qualification *				
Experience Record \$				
Any important information				

\* Under Key Qualification, outline the person's academic qualification and other special education, training etc.

\$ list all position held by the person since graduation, giving dates, name of employing organization, position held.

Date. . . . . Place . . . . . (Signature of Applicant)