

National Meat and Poultry Processing Board  
Government of India  
7/6, AMDA Building, Sirifort Institutional Area  
August Kranti Marg, New Delhi – 110049

**Notice for inviting Expression of Interest (EOI) for Empanelment of Media Agencies for National Meat and Poultry Processing Board (NMPPB).**

The National Meat & Poultry Processing Board (NMPPB) of the Ministry of Food Processing Industries (MFPI) invites proposals from interested agencies for empanelment of Media Agency.

The EOI should accompany a refundable bid security of Rs. 1.00 Lakh (Rupees One Lakh only) and a non-refundable earnest money of Rs. 20,000 (Rupees Twenty Thousands only) separately in the form of demand draft drawn in favour of "CEO, NMPPB", payable at New Delhi. The NMPPB reserves the right to reject any/all applications without assigning any reasons thereof.

The EOI document could be obtained from Shri B.L. Khadia, Admn. & Accounts Manager from 31.5.2010 to 10.6.2010 latest by 4.00 p.m. or can be downloaded from our websites: [nmppb.gov.in](http://nmppb.gov.in), [mofpi.nic.in](http://mofpi.nic.in) and deposit non-refundable earnest money of Rs. 20,000 (Rupees Twenty Thousands only) by demand draft drawn in favour of "CEO, NMPPB", payable at New Delhi. The Pre-bid Meeting will be held on 11.6.2010 at 11.00 a.m.

The proposals/EOIs addressed to Ms. Rupali Banerjee Singh, Deputy Secretary, Ministry of Food Processing Industries/CEO, NMPPB, 7/6, AMDA Building, Sirifort Institutional Area, August Kranti Marg, New Delhi-110049 should reach by 4.00 p.m. on or before 15.6.2010. Out of the bids received upto 4.00 p.m. on 15.6.2010, the technical bids would be opened the same day in the presence of bidders at 5.00 p.m.

(Ms. Rupali Banerjee Singh),  
Deputy Secretary, MFPI/CEO, NMPPB,  
Government of India  
Tel: 011-26499433, Fax: 011-26497641  
Email: [rupali.banerjee@nic.in](mailto:rupali.banerjee@nic.in)  
Dated 28.5.2010

## **Notice for inviting Expression of Interest (EOI) for Empanelment of Media Agencies for National Meat and Poultry Processing Board (NMPPB).**

### **1. Background**

The Government of India launched a National Meat and Poultry Processing Board (NMPPB) on 19<sup>th</sup> Feb 2009. The formation of the Board has been notified in the Gazette of India Extraordinary vide notification no 127 dated 20<sup>th</sup> January, 2009. The Board has been registered on 26<sup>th</sup> March, 2009 under Societies Registration Act, 1860. The Board started functioning from the leased accommodation at 7/6, Association of Municipalities & Development Authority, Sirifort Institutional Area, August Kranti Marg, New Delhi.

The Board is an autonomous body having 19 Members including CEO of the Board. This apex body is launched to work as a National hub for addressing all key issues related to Meat and Poultry processing sector for the systematic and proper development of this sector. The Board would serve as a single window service provider for producers/manufacturers and exporters of meat and meat products, for promoting & regulating the meat industry, as a whole and it would result in large number of employment opportunities. It would also help the rural farmers in increasing their income.

The Board will also help industry to utilize slaughterhouse waste materials, will set up quality control laboratories for meat and meat products, promote meat manufacturers to adopt Good Manufacturing Practices (GMP), Hazard Analysis and Critical Control Points (HACCP) systems, ISO-9001: 2000 standards, help industry to create and disseminate data, train workers and technicians and work as a central and National hub to address meat-related issues.

The Board will run a large scale Media Campaign and conduct large scale trainings, seminars, workshops throughout the year all over the country.

### **Objectives of the Board**

The mandate to set up a National Meat & Poultry Processing Board is to oversee the growth and further promotion of Meat and Poultry sector in the country. This has been considered necessary because of a felt need for a focused intervention in meat and poultry sector.

NMPPB will address issues related to production of hygienic, safe and wholesome meat and meat products, including:

- Lay down policies for healthy development of the meat and poultry sector
- Evolve standards of hygiene and quality
- Harmonization of domestic standards with international standards
- Address current environmental pollution issues
- Organize capacity building efforts
- Capacity-building to address human resource development issues

- Develop uniform and effective national meat quality testing systems and laboratories
- Provide help for setting up of training institutes to train workers, technicians, managers in meat and meat processing industries
- Provide thrust on research and development for production and marketing of innovative and new value-added meat products for domestic and international markets
- Serve as a 'one-stop' service for producers and manufacturers and exporters of meat and meat products
- To undertake market surveys and help the industries to create market intelligence, database and its dissemination on regular basis for improvement of the meat sector
- Promote meat manufacturers to adopt Good Manufacturing Practice (GMP), Hazard Analysis and Critical Control Points (HACCP) systems, ISO-9001: 2000 standards in meat production and processing
- Helping the industry in setting up/modernization of abattoirs by providing technical consultancy for production of hygienic meat and meat products and for utilization of slaughterhouse wastes to prepare animal by-products with value addition
- Promote and regulate the meat industry for increasing exports
- Help industry to establish sustainable and viable commercial projects

## **2. Scope of work**

NMPPB intends to engage the agencies for conducting the followings:

- (a) Conceptualizing, Planning & executing a Short Term and Long Term Strategic Media Action Plan.
- (b) Production of Video/Documentary films for 25 minutes to show NMPPB, Office premises, objectives, composition, plan of the board, short & long term action plans, training of meat sector workers, slaughter house modernization, testing laboratory, transportation of live animals, meat shops, etc. (Note: Details can be discussed with the empanelled media agencies).
- (c) E-brochure/E-newsletter
- (d) Printing of NMPPB brochures and other stationery.
- (e) Advertisement relating to NMPPB
- (f) Maintaining/Updating the website
- (g) Any other work related to NMPPB may be assigned from time to time

## **3. Eligibility of the Agency**

- (a) The agencies should be well experienced in their field.
- (b) The agency should have a minimum three years experience in conducting such work at various levels – national, state and district levels.
- (c) The agency should have executed at least one similar project for various Central/State Govt. departments/organizations. The agencies having executed similar project for Government of India/State Government/any other similar organization would be given preference.

- (d) Should have a minimum annual average turnover of Rs. 10.00 Crores (Rupees Ten Crores) during the last three years, to be supported by audited Balance Sheets, P/L A/c, Receipt and Payment A/c.
- (e) Should have adequate technically and managerially qualified and well-experienced in-house resource base and a strong creative team for designing and implementing the abovesaid work.
- (f) The agency should have the ability to collect relevant data/information required for the purpose without imposing any responsibility on NMPPB.
- (g) The applicant must have service tax registration and should be income tax assessee.
- (h) The applicant should furnish an undertaking to the effect that the firm has not been black listed in India or abroad by any Government department/agency.

#### **4. Bid processing fee & Availability of EOI**

The EOI document could be obtained from Shri B.L. Khadia, Admn. & Accounts Manager from 31.5.2010 to 10.6.2010 latest by 4.00 p.m. or can be downloaded from our websites: [nmppb.gov.in](http://nmppb.gov.in), [mofpi.nic.in](http://mofpi.nic.in) and deposit non-refundable earnest money of Rs. 20,000 (Rupees Twenty Thousands only) by demand draft drawn in favour of "CEO, NMPPB", payable at New Delhi. The Pre-bid Meeting will be held on 11.6.2010 at 11.00 a.m.

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

The applicants may submit their EOI with a Demand Draft of Rs. 1.00 Lakhs (Rupees One Lakh only) in favour of "CEO, NMPPB" payable at New Delhi as Earnest Money Deposit (EMD).

The Sealed Technical Bid in sealed envelope may be sent by Registered Post or Courier Service or handed over in the box kept at the reception addressed to **Ms. Rupali Banerjee Singh, Deputy Secretary, MFPI/CEO, NMPPB, 7/6, AMDA Building, Sirifort Institutional Area, August Kranti Marg, New Delhi-110049, which should reach by 4.00 pm on or before 15.6.2010.** The envelopes may be superscribed as "Expression of Interest for Empanelment of Media Agencies for National Meat and Poultry Processing Board (NMPPB)"

Out of the bids received upto 4.00 PM on 15.6.2010, the technical bids would be opened the same day in the presence of bidders at 5.00 PM. Thereafter, the Technical bids shall be evaluated by a Technical Evaluation Committee constituted for the purpose. After evaluation of the technical bids based on the procedure given in Para 7, 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 23.6.2010 at 11.00 AM in Ministry of Food Processing Industries, Panchsheel Bhawan, New Delhi-110049.

## 6. Documents to accompany tender documents.

The applications shall be sent with the following documents:-

- (i) Tender Bid Covering Letter (Form –I) along with EMD
- (ii) Technical bid, as per the format given in Form-II.
- (iii) Integrity Certificate, as per format given in Form-III
- (iv) Copy of Certified Balance Sheets for the last three financial years.
- (v) PAN/TAN Card photocopy
- (vi) Service Tax Registration photocopy
- (vii) Copy of experience certificates of having done similar work

## 7. Evaluation

The procedure of evaluation of the applications is given as under-

S.No	Parameters	Percentage
1	The background of the organization/Years of Existence in Business	10
2	Experience in conducting such work for Central Govt. Ministries, etc. in the Past	25
3	Turn over for last three years	10
4	Technical and managerial capability of the organization and the Project team.	25
5	Total Concept, Strategy and Implementation plan	30

## 8. Technical Presentation

Once the technical bids are evaluated, the shortlisted agencies may be required to make a presentation before the Committee on 23.6.2010 at 11.00 AM so constituted for the purpose of evaluation of the technical bids.

## 9. Amendment to EOI

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

**10. The schedule for opening & closure of Expression of Interest is as follows:**

Availability of EOI document from Shri B.L. Khadia, Admn. & Accounts Manager or from websites	From 31.5.2010 to on 10.6.2010 latest by 5.00 PM.
Pre-bid Meeting	11.6.2010 at 11.00 A.M.
Last date/time for submission of EOI bid	Latest by 4.00 P.M. on 15.6.2010
Opening of the technical bids	15.6.2010 at 5.00 P.M.
Presentation	23.6.2010 at 11.00 AM

If the last date for receipt & opening thereof happens to be a holiday, the offer will be received and opened on the next working day at the same time.

**11. Disclaimer**

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

**12. The NMPPB reserves the right**

- (a) To reject any/all application without assigning any reasons thereof
- (b) To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the NMPPB
- (c) To include any other items in the Scope of Work at any time as deemed necessary in the best interest of the NMPPB

**13. Rejection of EOI**

The application for conducting studies is liable to be rejected if:

- a) The application is not covered in proper sealed cover with superscription as indicated above.
- 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 EOI document if downloaded from NMPPB's website.

**14. Clarification**

Clarification, if any, may be sought from Ms. Rupali Banerjee Singh, Deputy Secretary, MFPI/CEO, NMPPB, Government of India, Panchsheel Bhawan, August Kranti Marg, New Delhi -110049 (Tel: 011-26499433, Email: [rupali.banerjee@nic.in](mailto:rupali.banerjee@nic.in)).

**TENDER BID – COVERING LETTER PROFORMA**

To

**National Meat and Poultry Processing Board**

7/6, AMDA Building, Sirifort Institutional Area  
August Kranti Marg, New Delhi – 110049

**Subject:- Notice for inviting Expression of Interest (EOI) for empanelment of Media Agency for National Meat and Poultry Processing Board (NMPPB).**

Sir,

The undersigned having read and examined in detail all the terms and conditions of documents pertaining to the proposals for empanelment of Media Agency for National Meat and Poultry Processing Board (NMPPB), 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, Telephone/Fax (with STD code), E-mail details, etc.	
3	Details of Income Tax Registration, Service Tax Registration, etc. (enclose evidence)	
4	Name, designation and address of the contact person to whom all references shall be made	
5	Telephone/Fax (with STD code), Mobile no., E-mail of the contact person	
6	Branches, if any, with details of addresses, telephone, etc	
7	Any other information	

3. Documents forming part of the bid process.

We have enclosed the followings:

- (i) Draft/Pay order for the EMD amount.
- (ii) Technical bid as per Form-II
- (iii) Integrity Certificate, as per format given in Form-III
- (iv) Copy of Certified Balance Sheets for the last three financial years

- (v) PAN/TAN Card photocopy
- (vi) Service Tax Registration photocopy
- (vii) Copy of experience certificates of having done similar work

4. I/ We hereby declare that my/ our bid 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 \_\_\_\_\_

**FORMAT FOR SUBMISSION OF TECHNICAL BID**

To

**National Meat and Poultry Processing Board**

7/6, AMDA Building, Sirifort Institutional Area  
August Kranti Marg, New Delhi – 110049

**Subject:- Notice for inviting Expression of Interest (EOI) for empanelment of Media Agency for National Meat and Poultry Processing Board (NMPPB).**

Sir,

The undersigned having read and examined in detail all the terms and conditions of documents pertaining to the proposals for empanelment of Media Agency for National Meat and Poultry Processing Board (NMPPB), do hereby submit the technical details as under –

**1. Profile of the Agency**

1. Name of the Agency
2. Name and Designation of Head of the Firm responsible for the project
3. Establishment Details
  - a. Year Established
  - b. Type of Organization (Tick One)  
Company/Registered Firm/NGO/Any Other
  - c. Regd. No.; Name and Place of Registering Authority  
(Attach attested photocopy of Registration Certificate)
  - d. No. of full time employees
  - e. No. of part time employees.

**II. Details of Key Professionals of the Agency proposed to be engaged for the Work.**

<b>S. No.</b>	<b>Name</b>	<b>Area of key expertise</b>	<b>Highest academic professional qualifications</b>	<b>Length of experience (years) in the area of key expertise</b>	<b>Position in the Firm</b>	<b>No. of man months proposed to be deployed for this Study</b>


III. Details of the office infrastructure setup of the Agency

S. No.	Details of Infrastructure	Quantity (Nos)

IV. Details of the experience in successfully conducting similar works in past 3 years.

S. No.	Type of Activity	Title of the Project/Job	Name & Address of the Client	Duration of Project (in months) & Year of Start & Completion	Details of Study

V. Details of the experience of conducting similar works for Central Government Ministries in past 3 years.

S. No.	Type of Activity	Title of the Project/Job	Name & Address of the Client	Duration of Project (in months) & Year of Start & Completion	Details of Study

**2. Financial status of the applicant**

Fill in the blanks for each of the last three fiscal years, duly certified by Chartered Accountant-

2006-07                      2007-08                      2008-09

1. Share Capital
2. Total assets
3. Total liabilities
4. Total profit/loss after tax
5. Total Turnover
6. Banker details:

**CERTIFICATE**

It is certified that:

1. The information given above is TRUE to the best of my knowledge. The organization shall stand liable for any information given above which is later found to be FALSE, including the forfeiture of any payment due to it.
2. The professionals, staff, equipment and all requisite infrastructural facilities mentioned in this bid shall be made available for this study in due time.
3. I am competent to sign this Certificate.

(Place & Date)

(Name & Signature)  
Official Seal of the agency

**INTEGRITY CERTIFICATE**

**National Meat and Poultry Processing Board**

7/6, AMDA Building, Sirifort Institutional Area  
August Kranti Marg, New Delhi – 110049

**Subject:- Notice for inviting Expression of Interest (EOI) for empanelment of Media Agency for National Meat and Poultry Processing Board (NMPPB).**

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

- are not bankrupt or being wound up, or are having our 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;
- have not been convicted of an offence concerning our professional conduct by judgment which has the force of res judicata;
- have never been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- have not 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;
- Will inform NMPPB 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 NMPPB

(Place & Date)

(Name & Signature)  
Official Seal of the agency