

**NATIONAL MEAT & POULTRY PROCESSING BOARD (NMPPB)**  
(MINISTRY OF FOOD PROCESSING INDUSTRIES)  
Basement, 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 Meat & Poultry Processing Board (NMPPB)**”

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**National Meat & Poultry Processing Board (NMPPB)**

(Ministry of Food Processing Industries)

Basement, 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 Meat & Poultry Processing Board (NMPPB), from Media agencies empanelled with NMPPB.”**

The Government of India launched a National Meat and Poultry Processing Board on 19<sup>th</sup> Feb 2009. The formation of this 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 the Indian Societies Registration Act, 1, 860. This industry driven institution has been 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 various stakeholders such as producers/manufacturers, entrepreneurs, industry, 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 for increasing their income

NMPPB intends to prepare a holistic marketing strategy for brand building to a wider target audience in India and Abroad. For this purpose, NMPPB invites application from its empanelled Media agencies for designing and implementation of Media Plan, who have undertaken projects 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 from **01-09-2010 to 10-09-2010** from **Dr. N. R. Khan, General Manager, NMPPB, Basement, AMDA Building, 7/6 , Siri Institutional Area, August Kranti Marg, New Delhi-49 (Contact No. 011-26495710)** on payment of Rs. 5,000/- (non- refundable) by DD/ Pay Order payable at New Delhi in favour of “**National Meat & Poultry Processing Board (NMPPB)**”. The CEI document is also available at the website of the NMPPB at <http://nmppb.gov.in/> and also 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 **15-09-2010 at 02:30 PM**, in Room No. 120, Panchsheel Bhawan, August Kranti Marg, New Delhi-110049. In the event the document is downloaded from the website, the prospective applicant shall furnish a Demand Draft/ Banker's cheque for Rs. 5,000/- only drawn in favour of “**National Meat & Poultry Processing Board (NMPPB)**” along with the bid document, on or before **20-09-2010 by 03:00 P.M.** The Technical Bid and Financial Bid may be submitted separately to NMPPB, Basement, AMDA Building, 7/6, Siri Institutional Area, August Kranti Marg, New Delhi-49 on or before **20-09-2010 by 03:00 P.M.** **A Drop Box earmarked for the purpose is kept at Reception of NMPPB office.** 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 **11:30 AM on 23-09-2010**. NMPPB 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.

Chief Executive Officer, NMPPB

Tel No.26495710

## INSTRUCTIONS TO THE APPLICANT

1. NMPPB intends to design and implement its Media Plan for brand building through a communication strategy for its target audience on national and international basis. NMPPB invites proposals from its empanelled media agencies who have undertaken similar projects and would be able to meet the designing and implementing requirements as per the scope of work.

### 2. Scope of work

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

### 3. Bid processing fee & Availability of CEI

The CEI document can be obtained from **01-09-2010 to 10-09-2010** from **Dr. N. R. Khan, General Manager, NMPPB, Basement, 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 Meat & Poultry Processing Board (NMPPB)”**. Alternatively, the document may be directly downloaded from the website of NMPPB at <http://nmppb.gov.in/> and also 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. 5,000/- only drawn in favour of **“National Meat & Poultry Processing Board (NMPPB)”** along with the bid document till **20-09-2010 by 03:00 P.M.** 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 **15-09-2010 at 02:30 PM**, 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 NMPPB, Basement, AMDA Building, 7/6, Siri Institutional Area, August Kranti Marg, New Delhi-49, **on or before 20-09-2010 by 03:00 P.M. in the dedicated Box earmarked for the purpose.**

The bids received up to **20-09-2010 by 03:00 P.M.** would be opened in the presence of bidders on **the same day i.e. 20-09-2010 at 05:00 P.M.** 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 at **11:30 AM on 23-09-2010 AM.**

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

The terms of payment would be as under:-

⇒ 10% after submission and acceptance of Draft Communication Plan.

⇒ 20% after successful implementation of the Plan for three months.

⇒ 30% after six months of satisfactory running of the Plan and the responses received.

⇒ 20% after nine 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.

#### **5. Documents to accompany CEI**

5.1 The applications shall be complete with the following documents:

- Expression of Interest in Form –I.
- Technical Bid in Form-II
- Financial Bid in Form-III

5.2 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.

5.3 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.

#### **6. Amendment to CEI**

At any time prior to the last date for receipt of bids, NMPPB, 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, NMPPB 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.

#### **7. Evaluation**

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

## **8. 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 NMPPB.

## **9. 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.

## **10. 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**

## **11. EMD**

Rs. 20,000/- EMD with submission of financial bid.

## **12. Performance Guarantee**

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 NMPPB prior to signing of MOU/Agreement. The successful bidder is required to finalize the payment terms with the NMPPB and sign an MOU for the proposed work.

## **13. Disclaimer**

13.1 NMPPB 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.

13.2 NMPPB 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 NMPPB 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.

## **Annexure-I**

### **SCOPE OF WORK**

NMPPB 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 the Stakeholders of Meat & Poultry sector such as, Prospective Entrepreneurs, Butchers, Exporters, Consumers & Masses, Livestock farmers, Veterinary Institutions and Authorities / Opinion Makers

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

- Develop a Concept, Strategy and Communication Plan for Brand Building of NMPPB 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 NMPPB.
- Promotional Material for NMPPB

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

<p><b><u>Target Audience</u></b></p>	<p><u>How to Target Butchers:</u></p> <ul style="list-style-type: none"> <li>• Electronic Media –Radio/TV</li> <li>• Newspapers-Hindi/Regional</li> <li>• Magazines of Their Liking</li> <li>• Workshops</li> <li>• Educative Booklets</li> <li>• Posters</li> <li>• Billboards/Tinplates Around Meat Markets</li> <li>• Toll Free Helpline No.</li> </ul> <p><u>How to Target Consumer</u></p> <ul style="list-style-type: none"> <li>• Print Media (Newspaper)</li> <li>• Electronic Media (TV, Radio)</li> <li>• Radio Advertisement</li> <li>• Internet</li> </ul> <p><u>How to Target Entrepreneurs/ Policy Makers</u></p> <ul style="list-style-type: none"> <li>• Seminar</li> <li>• Telecalling</li> <li>• E-Mails</li> <li>• Internet (advertisement, update all news on related site eg: indianpoultry.com,worldpoultry.net,meatmarketplace.com )</li> <li>• Leading Newspaper</li> <li>• Leading Journals</li> <li>• Toll Free Helpline No.</li> </ul>

<p><b>Key message for</b> <b>Communication</b></p>	<p><b><u>Agency has to communicate with all the Butchers about NMPPB.</u></b></p> <p><b><u>They have to design their communication plan on the following points:</u></b></p> <ul style="list-style-type: none"> <li>• We Are For You</li> <li>• Unhealthy Meat Will Spread Diseases</li> <li>• Business Won't Stop In spite Of Religious Restrictions (Frozen Products)</li> <li>• Hygienic Practices Will Get You <ul style="list-style-type: none"> <li>○ More Customers</li> <li>○ More Loyalty</li> </ul> </li> <li>• No Complaints From Customers</li> <li>• No Harassment From Civic Authorities</li> <li>• Can Turn Butchers Into Small Scale Entrepreneurs</li> </ul> <p><b><u>Agency has to communicate its target audience with the following points:</u></b></p> <p><b><u>For Mass/ Consumers:</u></b></p> <ul style="list-style-type: none"> <li>• Its Better &amp; Safe To Eat Frozen Food/Processed Food</li> <li>• Remove All The Myths Eg:</li> <li>• Fresh Meat May Be Carrying Diseases &amp; Germs</li> <li>• Fresh Cut Meat Is Better Than Frozen Meat</li> <li>• Demand Safe &amp; Hygienic Food</li> <li>• Say No To Unhygienic Food</li> <li>• Frozen Food/Processed Would Be Available</li> <li>• Throughout Year</li> </ul> <p><b><u>For Prospective Entrepreneurs/ Exporters/Policy Makers:</u></b></p> <ul style="list-style-type: none"> <li>• Upcoming Industry</li> <li>• High Export Potential 2% Only</li> <li>• Market Threatened By Foreign Players</li> <li>• Government Support</li> <li>• Board Would Provide All Technical Support</li> <li>• We Are Largest Producer Of Live Stock</li> </ul>

<p><b><u>Means of Communication</u></b></p>	<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 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.</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 NMPPB 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>
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**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 NMPPB.

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.

**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.

**EOI Covering Letter**

To

**National Meat & Poultry Processing Board (NMPPB)**

(Ministry of Food Processing Industries)

Basement, 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 NMPPB.

Sir,

The undersigned having read and examined in detail all the CEI documents pertaining to the proposals for Designing and Implementation of Media Plan of 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	
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.
- Technical Bid in Form-II
- Financial Bid in Form-III

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 \_\_\_\_\_

**Technical Bid Document**

- A)** 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				

- C)** 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.

**D) Detail methodology of Proposed Media Plan for NMPPB**

**Date: -**

**Place:-**

**(Signature of Applicant)**

**Financial Bid Document**

To  
National Meat & Poultry Processing Board  
Basement, AMDA Building,  
7/6, Sirifort Institutional Area,  
August Kranti Marg, New Delhi 110049

**Sub:** Financial quotation in support of our technical bid for Designing and Implementation of Media Plan of NMPPB.

**Sir,**

The undersigned having read and examined in detail all the terms and conditions of documents pertaining to the proposals for Designing and Implementation of Media Plan of NMPPB, do hereby quote the following **rates, inclusive of all taxes.**

- 1.
- 2.
- 3.
- 4.
- 5.

**TOTAL (INCLUSIVE OF ALL TAXES) .....**

**Date .....**  
**Place .....**

**(Signature of Applicant)**

**(Official Seal of the agency)**