

**F. No. E-19014/5/2016 O/o EA  
GOVERNMENT OF INDIA  
MINISTRY OF FOOD PROCESSING INDUSTRIES**

Panchsheel Bhawan, August Kranti Marg  
New Delhi-110049  
Dated: 21.12.2017

**NOTICE INVITING TENDER**

Ministry of Food Processing Industries, Government of India is inviting proposal to engage a professional agency as a “Social Network Management Agency” for managing the social media platform for dissemination of information and creating awareness about the Ministry of Food Processing Industries and services that are delivered under the schemes & programmes of the Ministry of Food Processing Industries.

The bidder is required to submit Rs. 2,00,000/- (Rupees two lakhs only) as Earnest Money Deposit (EMD) in Central Bank Of India Udyog Bhavan Maulana Azad Road New Delhi-110011 branch in A/c No. 1007658319, IFSC CBIN0282169 and non refundable processing fee of Rs 5000/- in Bharat Kosh. The UTR no. /details of transfer of above amount should be uploaded along with the Bid. The last date of submission of Technical & Financial bids, complete in all respects, is 10.01.2018.

The complete details regarding scope of work, eligibility conditions, evaluation process, format for submission of technical and financial bids etc is mentioned in the Request For Proposal(RFP) which can be downloaded from the Central Public Procurement Portal (<https://eprocure.gov.in>) and the bids/ proposals are to be submitted online on this portal only.

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**REQUEST FOR PROPOSAL (RFP) FOR ENGAGEMENT OF  
SOCIAL NETWORK MANAGEMENT AGENCY  
FOR MANAGING THE SOCIAL MEDIA PLATFORM FOR THE  
MINISTRY OF FOOD PROCESSING INDUSTRIES**

Ministry of Food Processing Industries

Panchsheel Bhawan, August Kranti Marg, Khelgaon,

New Delhi-110049

Website Address: <http://www.mofpi.nic.in>

## **Section I: General**

1. Schedule and critical dates
  - 1.1 Procedure, terms and conditions
  - 1.2 Eligibility conditions
  - 1.3 Commercial conditions
  - 1.4 Penalty clause
  - 1.5 Preparation of Bid
  - 1.6 Technical and Financial bid
  - 1.7 Signing of Bid
  - 1.8 Method of evaluation and award of contract
  - 1.9 Competent authority's right to vary items/activities at the time of award
  - 1.10 Arbitration
  - 1.11 Labour laws and safety measures
  - 1.12 Applicable Law and jurisdiction
  - 1.13 Insurance and medical
  - 1.14 Indemnification
  - 1.15 Force Majeure
  - 1.16 Failure and Termination clause
  - 1.17 Agency code of conduct and business ethics

## **Section II: Scope of Work / Deliverable**

- 1.1 Introduction
- 1.2 Scope of work

**Annexure I** : Covering Letter for Submission of Bids

**Annexure II** : Technical Bid Format

**Annexure III** : Financial Bid Format as per BoQ

**Annexure IV** : Evaluation Criteria (Technical)

**Annexure V** : Tender Acceptance Letter

**Annexure V** : Instructions for online bid submission

## **Section I: General**

Ministry of Food Processing Industries (MOFPI), Government of India desires to engage a credible professional agency as a “Social Network Management Agency” on lump sum payment basis to utilize the social media platforms for dissemination of information and creating awareness about the MOFPI and the services that are delivered under the schemes & programmes of MOFPI. In this context, RFP is invited from credible professional Agencies. For this purpose, scope of work to be taken care of by the agency has been broadly spelt out in Section II.

The agency must have in-house production facility. All other requirements such as manpower, tools, creative content, etc. will have to be met by the firm. Agency must have expertise in these works. The entire data will also be stored / archived and the firm has the responsibility to provide it to MOFPI, as and when required. The agency maintain the backup, storage and recovery mechanism.

## 1. SCHEDULE AND CRITICAL DATES

1.1.1 The tentative schedule and critical dates are shown below:

S. No.	Event	Date
1	Uploading of RFP in Central e-Procurement Portal	21.12.2017
2	Pre Bid Meeting by CEC	28.12.2017
3	Last date of submission	04:00 PM on 10.01.2018(21 days notice)
4	Opening of Technical Bids	04:00 PM on 11.01.2018
5	Presentation by Shortlisted bidders	17.01.2018

1.1.2 Bidders are required to upload their Technical and Financial Bids on Central Public Procurement Portal. Bidder shall be responsible for registering his company at Central Public Procurement Portal and seeking all necessary approvals required to upload the bid.

1.1.3 MOFPI reserves the right to amend the RFP, tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through Central Public Procurement Portal from time to time for any updated information.

### 1.1 PROCEDURE, TERMS AND CONDITIONS

1.1.1 The proposal has to be uploaded on two bid basis i.e. Technical Bid and Financial Bid.

1.1.2 It is the responsibility of the Bidder to ensure that the bids are up loaded in time on central public procurement portal [www.eprocure.gov.in](http://www.eprocure.gov.in) on or before the prescribed date & time for submission of bids. A scanned copy of the remittance details of Earnest Money Deposit needs to be uploaded at the Central Public Procurement Portal. Registered MSMEs are exempted from payment of EMD.

1.1.3 All bids must remain valid for 180 days from the last date of submission of bids.

1.1.4 MOFPI reserves the right to solicit additional information from Bidders.

Additional information may include, but is not limited to, past performance records, lists of available items of work etc.

- 1.1.5 MOFPI reserves the right to accept the whole, or part or reject any or all bids without assigning any reasons and to select the Bidder(s) which, in the sole opinion, best meets the interest of the MoFPI.
- 1.1.6 MOFPI also reserves the right to negotiate with the bidders placed as H1 bidder in the interest of the Government.
- 1.1.7 MOFPI reserves the right not to accept bid(s) from agency (ies) resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating Agency/Vigilance Cell.
- 1.1.8 All information contained in the proposal, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations/Agency.
- 1.1.9 The Agency selected is not supposed to use its name, logo or any other information/ publicity on content published on social media platforms of MOFPI.
- 1.1.10 The Agency must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and applications instantly.
- 1.1.11 All material, art work used in management of Social Media Network will be property of the MOFPI. Content shared online must be copyright protected.
- 1.1.12 All creative- physical as well as digital- will be property of MOFPI and its Intellectual Property Rights (IPR) will vest with MOFPI.
- 1.1.13 The timeline/schedule of deliverables will be decided as and when the requirement /task activities arise. Bidder should complete the job/activities as and when asked by MOFPI.

## 1.2 ELIGIBILITY CONDITIONS

The Bidders shall fulfill the following eligibility conditions for participating in the bidding process. The Bidders should enclose documentary evidence for fulfilling the eligibility conditions.

S. No.	SPECIFIC REQUIREMENT	EVIDENCE
1	The turnover of the agency for each financial year 2014 -15, 2015-16 and 2016-17 should be at least Rs. 1 crore.	Balance Sheets & documents certified by CA
2	The agency must have an experience of at least 2 years in Social Media network management and must have completed at least two projects worth Rs.25 lakhs each for government agency such as Centre/State Govt, PSUs, etc	Copies of the work orders of Social Media activities
3	Should have a local office in Delhi/NCR region	Documentary evidence

Proposals not complying the above eligibility conditions shall be summarily rejected.

## 1.3 COMMERCIAL CONDITIONS

Apart from the above, each bidder is required to fulfill the following terms and conditions:-

### a) Earnest Money Deposit and Processing Fee (Registered MSMEs Exempted)

- (i) Each bidder is required to submit processing fee of Rs 5000/- in Bharat Kosh a Non-Tax Receipt Portal of Government of India URL is <https://bharatkosh.gov.in/>. Processing fee is non-refundable. The UTR no. /details of transfer of above amount should be uploaded along with the Bid.
- (ii) Each bidder is required to submit Rs. 2,00,000/- (Rupees two lakhs only) as Earnest Money Deposit (EMD) in Central Bank Of India , Udyog Bhavan, Maulana Azad Road New Delhi-110011, branch in A/c No. 1007658319, IFSC code is CBIN0282169. The UTR no. /details of transfer of above amount should be uploaded along with the Bid.

- (iii) EMD should be submitted along with Technical Bid.
- (iv) Technical Bid not accompanied with EMD and processing fee shall be summarily rejected.
- (v) No interest shall be payable by MOFPI for the sum deposited as Earnest Money Deposit.
- (vi) The EMD of the unsuccessful bidders would be returned after finalization of the proposal received against this RFP. However, the EMD of the successful bidder shall be adjusted against performance security.

**b) PERFORMANCE SECURITY**

- (i) Selected bidder will have to submit a Performance Security equivalent to 10% of the total contract value in the form of the bank draft/demand draft or Bank Guarantee(BG) from a scheduled commercial bank in favor of "Pay & Accounts Office, MoFPI" New Delhi, within 10 days of issue of letter of acceptance of proposal. In case performance security is submitted through BG, the same shall remain valid for 60 days beyond the final date of the original contract.
- (ii) In case the contract being extended, the successful bidder will have to get the BG extended on same terms and conditions for the period of 60 days beyond the final date of the extended contract period, if any.
- (iii) Performance Security would be returned only after successful completion of work assigned and after adjusting/recovering any dues recoverable/payable from/by the Agency on any account under the contract.

**c) PERIOD OF CONTRACT**

The contract will be initially for a period of one (1) year subject to the satisfaction of MOFPI. If performance is considered satisfactory by MOFPI, it may extend the contract period for further one (1) year on the same terms & conditions.

**d) PRICES**

- i. The bidder is required to quote the total annual price for services as detailed in the scope of work/ deliverables under section II of the RFP document. The total price quoted shall be inclusive of all applicable charges.
- ii. The agency has to ensure that the total price quoted are all inclusive including the manpower support required for the project execution and continuous support during the entire contract period of one year.
- iii. No increase in the prices would be allowed during the contract period.



**(e) AMENDMENT OF TENDER DOCUMENT**

At any time before the submission of bids, MOFPI may amend the tender document by issuing an addendum/corrigendum in writing or by announcing it through its website. The addendum/corrigendum shall be binding on all the Agencies. To give the Agency reasonable time in which to take an amendment into account in their bids, the MOFPI may, if the amendment is substantial, extend the deadline for the submission of bid.

**(f) CONFLICT OF INTEREST**

- (i) The Agency is required to provide professional, objective and impartial advice and at all times hold the MOFPI's interests paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.
- (ii) Without limitation on the generality of the foregoing, agency and any of its affiliates, shall be considered to have a conflict of interest under any of the circumstances set forth below:
  - a) **Conflicting Activities:** An Agency or any of its affiliates, selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.
  - b) **Conflicting Assignment/job:** An Agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Agency to be executed for the same or for another Employer.
  - c) **Conflicting Relationships:** An Agency that has a business or family relationship with a member of the MOFPI staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the MOFPI throughout the selection process and the execution of the Contract.

The Agency has an obligation to disclose any situation of actual or potential conflict that impacts its capacity to serve the best interest of MOFPI, or that may reasonably be perceived as having this effect. Any such disclosure shall be made to MoFPI, immediately. If the Agency fails to disclose such situations and if the MOFPI comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its contract during execution of the assignment.

**g) PAYMENT**

1. The payment will be released to the agency on quarterly basis on receipt of invoice, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Section II of this document for assessment by the MOFPI. No advance payment will be made. All payments shall be made in Indian Rupees.
2. Payment will be released on quarterly basis on fulfillment of successful quarterly commitments. Agency should submit quarterly bills with clear indication of quarterly achievement.

#### **1.4 PENALTY CLAUSE**

- 1.4.1 The detailed Service Level Agreement (SLA) will be signed with successful bidder. Any breach in SLA will lead to penalty and later termination of the contract. All the documents/ code / application etc. prepared and developed by the bidder will be the property of the MoFPI. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the MoFPI, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the MoFPI, together with a detailed inventory thereof.
- 1.4.2 If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligations, the MOFPI may take a decision to cancel the contract with immediate effect. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.
- 1.4.3 In case of late services / no services on a specific activity, in which the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the firm shall be liable to pay a Liquidated Damages (LD). LD will be imposed @ 1% per week delay or part thereof, of the cost of contract value up to maximum of 10% of the contract value from the Agency. The timeline/schedule of deliverables will be decided as and when the requirement/ tasks /activities arise.
- 1.4.4 MOFPI will have the right to cancel the contract at any time without assigning any reason thereof.

#### **1.5 PREPARATION OF BID**

All the bidders are requested to follow the instructions given below while up loading the bids. Proposal should be up loaded on two bid basis – separate technical and financial bids on Central Public Procurement Portal i.e. on [www.eprocure.gov.in](http://www.eprocure.gov.in)

#### **1.4.1 Technical and Financial Bids**

- a) The technical bid should have the following:-
- i. Forwarding letter as per Annexure I on the bidding organization's printed letterhead.
  - ii. The bidder shall submit all documents as prescribed in Annexure II of the RFP document. All these documents should be properly referenced and numbered.
  - iii. The UTR details of submission of EMD and processing fee should also be submitted along with the bid.
  - iv. Compliance and documentary proof of eligibility condition have to be provided as spelt out in clause 1.2 of Section I. Documentary proof sought in other clauses of this Tender Document should also be enclosed.
  - v. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close as possible to the referencing text. Pages must be numbered consecutively within each section. The document which is not numbered and is not found in serial will be considered as "not found".
  - vi. A point to point compliance and self-declaration for acceptance of terms and conditions of tender document has to be submitted as per Annexure V of RFP.
  - vii. Undertaking (self-declaration on letter head) of total responsibility for the trouble free operation has to be provided.
  - viii. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of MOFPI has to be provided. In case the information submitted by the agency is found to be false and / or incorrect in any manner, the agency can be suspended and / or debarred.
  - ix. All pages of the document submitted should be signed.

**b) The Financial bid must contain the following:**

- a) Financial Bid is to be submitted in prescribed xls format i.e. the BoQ uploaded along with the RFP.
- b) While submitting the Financial Proposal, the firm shall ensure the following:
  - i. All the costs associated with the assignment shall be included in the Financial Proposal. These shall normally cover remuneration for all the Personnel, accommodation, travelling, printing of documents, taxes etc. The total

amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumption, and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered nonresponsive and liable to be rejected.

- ii. The Financial Proposal shall take into account all expenses and tax liabilities. For the avoidance of doubt, it is clarified that all taxes shall be deemed to be included in the price shown under different items of the Financial Proposal. Further, all payments shall be subject to deduction of taxes at source as per applicable laws.
- c) It is further clarified that in no case the agency so appointed, will be entitled to payment beyond the fee quoted in the financial bid.

#### **1.6 SIGNING OF BID**

The original and all documents of the bid shall be typed or written in legible hand and shall be signed by the Bidder or a person duly authorized to sign the Contract. The person or persons signing the bid shall initial all pages of the bid. The scanned copy of all such documents shall be uploaded with the proposal to be submitted online.

#### **1.7 METHOD OF EVALUATION AND AWARDS OF CONTRACT**

- 1.7.1 Prior to evaluation of Proposals, the MOFPI will determine whether each Proposal is responsive to the requirements of the RFP. A Proposal shall be considered responsive only if:

- a) it is received in the specified format;
- b) it is received by the due date including any extension thereof;
- c) it contains all the information (complete in all respects) as requested in the RFP;
- d) it does not contain any condition or qualification;
- e) it has deposited Rs. 2,00,000/- (Rupees Two Lakh Only) as Earnest Money Deposit (EMD) and processing charges of Rs. 5,000/- (Rupees Five Thousand Only)

The MOFPI reserves the right to reject any Proposal, which is non-responsive and no request for alteration, modification, substitution, or withdrawal shall be entertained by the MOFPI in respect of such Proposals.

##### **1.7.2 Evaluation of bids**

- a) Bidders are requested to submit all requisite documents as per the uploaded RFP along with their bids failing which the bids are liable to be rejected. A duly constituted Evaluation Committee will scrutinize and evaluate the bids for selection of an agency.
- b) From the time the bids are opened to the time the contract is awarded, the Agency should not contact the MOFPI on any matter related to its Technical and/ or Financial bid.
- c) Any effort by the Agency to influence the MOFPI in the examination, evaluation, ranking of bids and recommendation for award of contract may result in the rejection of the agency's bid.

### 1.7.3 Criteria for Evaluation of Technical bid:

The Evaluation Committee shall evaluate the Technical bids on the basis of their responsiveness to the eligibility conditions mentioned in para 1.2 of RFP. The eligible technical bids shall then be evaluated as per evaluation criteria defined in **Annexure IV** of the RFP.

Only Agency obtaining a total score of 60 (on a scale of maximum of 100) or more on the basis of criteria for evaluation given in Annexure IV, would be declared technically qualified. Every technical bid shall be awarded an absolute technical score of 'T' marks out of a total of 100 marks.

**Criteria for Evaluation of Financial bid:** The Financial Bids of the technically qualified bidders will be evaluated as per the evaluation criteria explained below.

- The lowest evaluated Financial bid (**Fm**) will be given the maximum financial score of 100 points. The financial scores(**F**) of the other Financial bids will be computed as per the formula for determining the financial scores given below:

$$F = 100 \times (Fm / Fb)$$

Where,

**Fb** =Evaluated amount of financial quote by the particular bidder.

**Fm** = Lowest evaluated amount of financial quote by the bidder.

Financial bids of only those Agencies which are declared technically qualified shall be opened on the specified date and time, in the presence of representatives of bidders who choose to attend. The name of the Agency, their technical score (if required), and their Financial bid shall be read aloud.

### 1.7.4 Method of Selection:

In deciding the final selection of the Agency, the technically qualified bid will be given a weightage of 70% on the basis of criteria for evaluation. The price bids of only those Agencies which qualify technically will be opened. The bid with the lowest cost will be

given a financial score of 100 and the other bid given financial scores that are inversely proportional to their prices. The financial bid shall be allocated a weightage of 30%. For working out the combined score, the MOFPI will use the following formula:

**Total points:  $(0.7 \times T(s)) + (0.3 \times 100 \times F_m/F_b)$**

The bids will be ranked in terms of total points scored. The bid with the highest total points (H-1) will be considered for award of contract.

Example: If in response to this tender, three bids, A, B & C were received and the Evaluation Committee awarded them 75, 80 and 90 marks on technical bid respectively, all the three bids would be technically suitable. Further, if the quoted price of bids A, B & C were Rs. 120, 100 & 110 respectively, then the following points for financial bids may be given:

A:  $100/120 \times 100 = 83$  points

B:  $100/100 \times 100 = 100$  points

C:  $100/110 \times 100 = 91$  points

For combined evaluated points, the process would be as follows:

Bid A:  $75 \times 0.7 + 83 \times 0.3 = 77.4$

Bid B:  $80 \times 0.7 + 100 \times 0.3 = 86$

Bid C:  $90 \times 0.7 + 91 \times 0.3 = 90.3$

Bid C, in this case would be considered as H1 (Highest total points).

The Evaluation Committee will correct any computation errors, in case of discrepancy.

#### **1.7.5 Negotiations:**

Normally there will be no post tender opening negotiations and it would be only on exceptional circumstances, if considered necessary. This shall be held only with the Agency which is evaluated as H-1 bidder after combined evaluation of the Technical and Financial bids, as indicated above. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by the Agency.

### **1.8 COMPETENT AUTHORITY'S RIGHT TO VARY ITEMS/ACTIVITIES AT THE TIME OF AWARD**

The Competent Authority shall have the right to make any alterations, omissions, additions or subtractions in items/services at the time of award of contract. The Competent Authority will give such intimation to the successful Bidder, and additional cost/deduction in the Bid prices, based on the price schedule submitted by him, will be

worked out with the Bidder. In case, the Bidder does not agree for such alterations, the Competent Authority will be free to award the contract to the next eligible Bidder.

## **1.9 LABOUR LAWS AND SAFETY MEASURES**

- a. Agency shall comply with all the provisions of labour law related legislation/acts as enacted by Government from time to time and in case of any prosecution / penalty, agency shall be liable for the same.
- b. Agency shall be liable for payments of duties viz. P.F., E.S.I. etc. including any compensation payable under Workmen Compensation Act. MOFPI shall have no responsibility, financial or other liabilities towards professionals employed by the Agency.
- c. Agency will take all safety measures / precautions during the work. For any accident due to negligence / any other reason during the period of contract period, it shall be sole responsibility of the agency and Ministry shall not be held responsible for the same.

## **1.10 APPLICABLE LAW AND JURISDICTION**

This RFP, including all matters connected with this RFP, shall be governed by the Indian laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Delhi Court, if required.

## **1.11 INSURANCE AND MEDICAL**

- a) It shall be the responsibility of the agency to insure their staff and equipment against any exigency that may occur at site. Agency will also take insurance cover for third party liability, which might occur due to damages caused to their manpower, equipment etc. MoFPI shall not be responsible for any such damages.
- b) Medical facilities (as per law) for professional including insurance of the professional on site will be provided by the Agency.

## **1.12 INDEMNIFICATION**

- 1.12.1 Agency shall at times indemnify and keep MOFPI indemnified against all claims/damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this contract.
- 1.12.2 Agency shall at all times indemnify and keep MOFPI indemnified against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (Agency) employees or caused by

any action, omission or operation conducted by or on behalf of Agencies.

1.12.3 Agency shall at all times indemnify and keep MOFPI indemnified against any and all claims by employees, workman, suppliers, agent(s) employed engaged or otherwise working for Agency, in respect of their wages, salaries, remuneration, compensation or the hike.

1.12.4 All claims regarding indemnity shall survive the termination or expiry of the contract.

### **1.13 FORCE MAJEURE**

- a) For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of the party.
- b) The terms "Force Majeure" as implied here in shall mean an act of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely the Organization and the contractor. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy two hours of the alleged beginning and ending thereof intimate the other party giving full particulars and satisfactory evidence in support of its claim.
- c) If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organization shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part. Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

### **1.14 FAILURE & TERMINATION CLAUSE**

Time and date of delivery and period of execution shall be essence of the contract. If the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract before the expiry of such periods, the MOFPI may without prejudice to any other right or remedy available to the agency recover damages for breach of the contract as under:-

- 1.14.1 Recover from the Agency as liquidated damages which will be charged by way of penalty, as specified in the Clause 1.4 (Penalty Clause).
- 1.14.2 Cancel the contract or a portion thereof by serving prior notice of one month to the Agency.



- 1.14.3 The MOFPI may take a decision to cancel the contract with immediate effect and / or debar / blacklist the bidder from bidding prospectively for a period of 3 years or as decided by the MOFPI or take any other action as deemed necessary.

## **1.15 AGENCY CODE OF CONDUCT AND BUSINESS ETHICS**

### **a. Bribery and corruption:**

Agency are strictly prohibited from directly or indirectly (through intermediates or subcontractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

### **b. Integrity, indemnity & limitation:**

Agency shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the MOFPI. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suppression of material facts, such contract shall be voidable at the sole option of the competent authority of the MOFPI. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and the MOFPI or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the MOFPI on account of such fraud, misrepresentation or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.

## **1.16 Disclaimer**

The Ministry shall not be responsible for any late receipt for any reason whatsoever.

## **1.17 General Instructions :**

- a) The instructions for online bid submission are at Annexure –VI. For any clarifications, Advt and Publicity Division of the Ministry may be contacted over telephone no. 011 26406534
- b) Bids once submitted cannot be amended.
- c) Any Bid which does not quote for all items will be considered to be non-responsive and shall be rejected.
- d) The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency, without written consent of the MOFPI.
- e) Technical bids and financial bids will be opened, in the presence of Bidders' representatives (One for each bidder), who wish to be present.

## **SECTION II**

## SCOPE OF WORK / DELIVERABLE

### 1.1 INTRODUCTION

The professional agency engaged for the work shall manage the social media platform for dissemination of information and creating awareness about MOFPI and the services that are delivered under the schemes & programmes of the Ministry.

### 1.2 SCOPE OF WORK

#### 1.2.1 Communications and Media Outreach Strategy

- i. Design a communications strategy plan that builds on the strategic priorities of MoFPI/ Hon'ble Minister FPI
- ii. Conceptualize and develop media and promotional strategy and suggest tools to execute the same
- iii. Strengthen profile of Ministry of Food Processing Industries/ Hon'ble Minister FPI
- iv. Create a strong voice with influencers to endorse the work undertaken by MoFPI/ Hon'ble Minister FPI
- v. Organize interviews for Union Minister / Minister of State and Secretary with leading publications and news channels nationally.
- vi. Manage media relations and networks and improving their interaction with the Ministry/ Hon'ble Minister FPI
- vii. Highlight key news on investment intents, announcements and approvals across all priority markets
- viii. Facilitate national media partnerships/ alliances and manage crisis situations in times of need
- ix. Popularize Nivesh Bandhu Portal

#### 1.2.2 Development of Strategy for Crisis Communication

In the event of unforeseen occurrences, which may have potential of creating negative perception about the ministry the Agency will have to take proactive steps to help the Ministry representatives communicate effectively using various media vehicles and channels as deemed fit

#### 1.2.3 Social Media

- (i) Creation and Maintenance of MoFPI's Accounts/Handles/Channels on Twitter, Facebook, YouTube, Instagram and Google Plus etc and at most 3 social media platforms which may emerge within the contract period.

- (ii) Creation of relevant blog spot and forums wherein the participation of targeted audience can be invoked.
- (iii) New Look, Updates and Engage with users
  - Give all MoFPI's Social Media Platforms a new look every week by putting up new creatives in line with overall theme/strategy approved by Ministry, for the period of engagement.
  - Daily informative and promotional updates (at least three updates on Facebook, and Twitter, one on other platforms) in the form of relevant text, photos, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with MOFPI.
  - Publicize all cultural events on all the social media platforms .
  - Create relevant tagging & linkages of content on the all platforms.
- (iv) Query Management, Media Tracking and Reporting
  - All the queries received on the all platforms must be replied to and addressed within 24 working hours in consultation with MOFPI.
  - Moderation of the all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
  - Use a good industry standard monitoring tool (like Hootsuite, Buffer, Local Response, Brandwatch, 33Across or similar monitoring tool) for analyzing comments / remarks about MOFPI in various online media like e-newspapers, e-magazines, blogs, social media platforms at national & international level.
  - The agency must submit weekly 'Effectiveness Analysis Report' to MOFPI on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of MoFPI's on the Social Media Platforms and the results achieved.
  - The components of the report would include:
    - 1. Social presence analysis
      - Social channel analysis (only MoFPI's)
        - Social Traffic analysis
        - Fan / follower growth
        - Comparative FB/Twitter Engagement Analysis
      - Content Analysis of the most engaging type of post which led to success on brand page
        - Engaging Post
        - Social Page Analysis
    - 2. Buzz Report
      - Share of voice

- Source Analysis
    - Trend analysis
    - Topic analysis
    - Sentiment & Perception analysis
  - 3. Influencer Report
    - Influencers Identified
    - Influencers Score
    - Influencers Reached
    - Amplification by Influencers
  - 4. Providing feedback on best practices in marketing and promotion in countries across the world on Social Media as and when required by the Ministry.
- (v) Online Amplification and Social Media Campaigns
- Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Digital Marketing activity across both Paid Media and Non-Paid media avenues on Digital and Mobile campaign .
  - Conceptualize, design and execute at least two digital campaigns and three innovative strategies on the basis of overall MoFPI's social media plan.
- (vi) Key Influencer Program
- Conceptualizing, planning and executing a “Key Influencer Program” on all MoFPI's Social Media platforms. The Influencer program will aim at engaging top 100 influencers in the Food/Agriculture industry and will also focus on blogs & forums and other social channels. The program will need to generate content for social channels and blogs, web listings, directory submissions etc and spread awareness about MoFPI's Social Media campaigns.
- (vii) Social Media Monitoring Program
- Planning and executing a “Social Media Monitoring Program” on all MoFPI's Social Media platforms. The program will undertake monitoring across 150-200 keywords primarily in the markets of all over the world and will also create and manage a Monitoring platform which will be both predictive and reactive in approach. The key Languages to be monitored will be Hindi and English.
- (viii) Miscellaneous work
- Other related and miscellaneous work includes providing monthly strategic inputs for creative campaign.

**Note: Two social media experts are to be deployed on site at the premises of MoFPI.** They would have the requisite skill sets (as mentioned in S.no. 22 of Annexure II) to gather, collate, design, write contents and post contents on the social media websites under supervision of the MOFPI. They would be on site during office hours but remain available 24x7.Emphasis will be on good creative team having expertise in Infographics and content

writing.

- Ensure that the viewership over social media site of the MOFPI increases substantially and increase its reach within a period of 12 months from the date of start of operation.
- To provide training, skill up-gradation and capacity building of the officers of MOFPI to handle social media sites through lecture, seminar, workshop, class room and online teaching etc.
- Any other works entrusted by MOFPI for sensitizing the people through social media Platform.
- During the contract period the agency should be able to reach at least 10 million people.
- To ensure that viewing and uploading on the managed Social Media sites (i.e. Twitter, Facebook etc.) is smooth and uninterrupted.

#### **1.2.4 Creative designing and repackaging:**

- a. Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of Government schemes and programs and policies etc. **The experts are also expected to make e-books, electronic version of other books and manage the graphic content of the website as and when required by the Ministry.**
- b. Repackaging of the content (videos and photographs) into suitable formats (video packages and others). **On average repackaged videos of 30-40 seconds are expected as deliverables.**
- c. Uploading of repackaged and creative content on various social media platforms such as Twitter, Facebook, and YouTube etc.
- d. Above is to be done without any infringement of Intellectual Property Rights (IPR).

#### **1.2.5 Making the uploaded content viral / virility of content**

- a. Agency would be responsible to make the content viral on the internet and other social media sites. This will make the schemes, policies of Government to reach on various social media platforms to the last mile on internet domain in real time basis.

- b. The agency should have capability to multiply the reach of content and promote content and make it viral to the most.

#### **1.2.6 Storage of Content:**

- a. Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archive in digital formats.
- b. Availability of archive content should be for at least 180 days.
- c. The Agency will submit the archived content to this Ministry within specified time in five copies of Compact Disc.
- d. Creatives/Photos Bank- Creatives/Photos with cataloguing needs to be developed consisting of at least 100+ Creatives/Photos of high quality and high resolution aesthetic work of relevant activities and events.

#### **1.2.7 Pre and Post establishment support**

- a. Any kind of support with regard to smooth functioning of hardware equipment/ software development.
- b. The agency should provide technical support 24 x 7 for maintenance of MOFPIs various Social Media Platforms through in-house staff.

#### **1.2.8 Manpower Requirement**

- a. The two social media experts should have the requisite qualifications & experience( as mentioned in S.no. 22 of Annexure II) and will be responsible for managing Social Media Platform/Accounts of MOFPI. In addition they would be responsible for creation of Graphic design, online design, and visualization of Social Media platform of MOFPI.
- b. Two persons with above competency shall be stationed in the MOFPI for day to day coordination during working hours and also during the emergent exigencies outside the working hours.

#### **1.2.9 Performance Review**

The agency will submit a process of Performance Review on periodic basis which will be appropriated and suitably amended (if required) and implemented.

#### **1.2.10 Reporting**

The agency should suggest the number of reports eliciting periodicity, format and content of such report which should help the management of this Ministry to know the exact position of the efforts undertaken.

#### **1.2.11 Data Security and Prevention of Fraud**

The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

**Covering Letter for Submission of Bid**

To  
Deputy Director,  
Social Media Cell  
Ministry of Food Processing Industries  
Panchsheel Bhawan, August Kranti Marg Khelgaon,  
New Delhi-110049

Sir,

We are hereby submitting our bid, which includes Technical bid and financial bid. We hereby declare that all the information and statements made in this bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our bid is accepted, to start the services with immediate effect or as stipulated in the work order. We understand you are not bound to accept any bid you receive.

Yours sincerely,  
Authorized Signatory [In full and attach authorization to represent the company]

Date:

(Seal)  
Name and Title of Signatory Name of Firm Address



### TECHNICAL BID FORMAT

S. No.	Particulars	Document form	Page No. (in bid submitted)
1	Name of the Bidder (Agency)		
2	Whether brief profile of the agency is enclosed (Max 2-3 pages)		
3	Address of the Bidder (Agency)		
4	Year of establishment		
5	Type of Company (Proprietorship / Public Sector Unit/ Private Limited / Public Limited) (Attach MSME certificate if relevant)		
6	Name, Designation and address of the officer to whom all references shall be made regarding this Tender.		
7	Bidder should be registered in India (MSMEs to upload copy of the certificate)	Documentary proof	
8	Should have a local office in Delhi/NCR region	-Do-	
9	Bidders should not have been blacklisted by any of the State or Central Government organization.	Signed Affidavit	
10	Should not have been found guilty of any criminal offence by any Court of law.	Signed Affidavit	
11	Bidder should not have a conflict of interest in the assignment as specified in the bidding document.	Undertaking on letter head	
12	Compliance with the code of integrity as specified in the bidding document	Undertaking on letter head	
13	The turnover of the agency for each financial year 2014 -15, 2015-16 and 2016-17 should be at least Rs. 1 crore.	Balance Sheets & documents certified by CA	
14	GST Registration Certificate	Copy	
15	PAN Registration	Copy	

**F.No. E.19014/05/2016-O/o EA**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF FOOD PROCESSING INDUSTRIES**

16	The agency must have an experience of at least 2 years in Social Media network management and must have completed at least two projects worth Rs.25 lakhs each for government agency such as Centre/State Govt, PSUs, etc	Copies of the work orders of Social Media activities	
17	The agency must have an in- house production facility for production and editing of contents in all forms.	Undertaking on letter head	
18	The agency must have an in- house tools/applications/Software Development & management Team which has developed Social media tool and apps that runs on PCs and mobile devices.	Undertaking of in-house technical capability on letter head	
19	Agency supporting/ promoting any of the following content either in digital/physical format will be treated negative for business:	Undertaking on letter head	
	a) Anti-National Content		
	b) Pornographic & Trafficking Content		
	c) Political Association		
	d) Malicious Content		
	e) Content Hurting Religious Sentiments		
20	The agency must have expertise of running social media campaigns on Twitter, Facebook, and YouTube etc.	Self-certified copy of Images having run Social media campaigns	
21	The agency should deploy two social media experts daily in the MOFPI office for management of social media platform in English & Hindi of the MOFPI and coordination purposes.	Undertaking for Deployment of two no. Social media managers in the letter head also.	

**F.No. E.19014/05/2016-O/o EA  
GOVERNMENT OF INDIA  
MINISTRY OF FOOD PROCESSING INDUSTRIES**

22	<p>The experts should be Post Graduate in any discipline with at least 3 years of experience in Content Management for websites/social Media Account management and excellent skill in written &amp; spoken English &amp; Hindi, good working knowledge of MS Office/Excel, Social Media management tools/applications, ability to collaborate with stakeholders, &amp; to perform under deadlines in a process-oriented multi-task activities etc., The experts must be well versed in graphic designing tools and have experience in graphic design/online design, visualization in multi-media activities in reputed organization. At least one of the experts must have a bachelor degree/diploma in Fine Arts/Graphic Design/animation from a recognized institution with 3 years' experience. The selected agency should be able to submit a panel of at least 5 experts amongst which the Ministry would select 2 experts for deployment at the MOFPI site.</p> <p>Note: Emphasis will be on good creative team having expertise in Infographics and content writing.</p>	Relevant Documents in Support of Qualification & experience. Relevant Documentary proof	
23	At least 10 Team members who are permanent employees of the agency, having been on the payroll for a minimum of 2 years.5	Undertaking	
24	The software/tools etc. used by the Agency should be original and not pirated.	Undertaking	

Apart from above all requisite papers mentioned in the tender document are also enclosed.

Authorized Signature (in full and in initials)  
Name and Address and Title of the Signatory

Date

**Financial Bid Format**

To,  
Deputy Director  
Social Media Cell  
Ministry of Food Processing Industries  
Panchsheel Bhawan, August Kranti Marg, Khelgaon  
New Delhi-110049

Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with your Tender document dated (insert Date). Our **Financial Bid** against the **Scope for work in Section – II as well as details defined in the tender document** is as mentioned below:-

Description of Items	Total price of one year for providing services for maintenance of Social media platforms for MoPFI[Inclusive of all the applicable Taxes (under GST,in rupees)]
Consolidated price for services as detailed under scope of work-deliverables in tender document including charges for deployment of two social media experts on full time basis with requisite qualifications & skill-set in Ministry of Food Processing Industries (MOFPI) for one year relating to Social Media.	

Our bid shall be binding upon us up to period of validity as indicated in sub clause 1.1.3 of Section-1 General. We understand you are not bound to accept any bid you receive.

Yours sincerely,  
Authorized Signatory [In full and initials] Name and Title of Signatory  
Name and address of the firm

Date

**EVALUATION CRITERIA (TECHNICAL)**

The technical proposal shall be evaluated on the basis of parameters mentioned below:

S. No.	Criteria	Maximum Marks
1	Financial strength for last three years i.e. 2014-15, 2015-16 & 2016-17 (minimum 1 crore in each year) i. 1 - 1.5 Cr : 6 marks ii. 1.5 - 2.0 crore : 8 marks iii. More than 2 crore : 10 marks	10
2	Past experience in similar projects in government agency such as Centre/State Govt, PSUs, etc (minimum 2 years) i. 2 years & upto 3 years : 15 marks ii. Above 3 years and upto 4 years : 20 marks iii. More than 4 years : 25 marks	25
3	No of similar projects completed in government agency such as Centre/State Govt, PSUs, etc (minimum 2) i. 2 to 4 projects : 15 marks ii. 5 to 7 projects : 20 marks iii. More than 7 projects : 25 marks	25
4	i. Understanding scope of work - 10 marks ii. A creative team having expertise in Infographics and content writing – 10 Marks iii. A Social Media Plan for MoFPI- 20 Marks (On the basis of presentation made by bidders before Evaluation committee)	40
	Total	100

**Note: Proposal obtaining a score of 60 or more marks will be declared as technically qualified proposal for opening of their financial bids.**

**Annexure V**

**TENDER ACCEPTANCE LETTER  
(To be given on Company Letter Head)**

Date: \_\_/\_\_/\_\_

To

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sub: Acceptance of Terms & Conditions of Tender.

Tender Reference No: \_\_\_\_\_

Name of Tender /

Work: \_\_\_\_\_

Dear Sir,

1. I/ We have downloaded / obtained the tender document(s) for the above mentioned 'Tender/Work' from the web site(s) namely:

\_\_\_\_\_  
\_\_\_\_\_

as per your advertisement, given in the above mentioned website(s).

2. I / We hereby certify that I / we have read the entire terms and conditions of the tender documents from Page No. \_\_\_\_\_ to \_\_\_\_\_ (including all documents like annexure(s), schedule(s), etc .), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.

3. The corrigendum(s) issued from time to time by your department/ organisation too has also been taken into consideration, while submitting this acceptance letter.

4. I / We hereby unconditionally accept the tender conditions of above mentioned tender document(s) / corrigendum(s) in its totality / entirety.

5. In case any provisions of this tender are found violated , then your department/ organisation shall without prejudice to any other right or remedy be at liberty to reject this tender/bid including the forfeiture of the full earnest money deposit.

Yours faithfully,

(Signature of the Bidder, with Official Seal)

### Instructions for Online Bid Submission

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal. More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>

#### REGISTRATION

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link “Online bidder Enrolment” on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) Issued by any Certifying Authority recognized by CCA India (e.g. Sify / TCS / Encode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC’s to others which may lead to misuse.

- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

#### SEARCHING FOR TENDER DOCUMENTS

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective ‘My Tenders’ folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

#### PREPARATION OF BIDS

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.



2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF /XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use “My Space” or “Other Important Documents” area available to them to upload such documents. These documents may be directly submitted from the “My Space” area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

#### **SUBMISSION OF BIDS**

1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.

3) Bidder has to select the payment option as “offline” to pay the tender fee / EMD as applicable and enter details of the instrument.

4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.

5) Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BoQ format / pdf format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BoQ file / pdf format, open it and complete the white coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BoQ file / pdf format is found to be modified by the bidder, the bid will be rejected.

6) The server time (which is displayed on the bidders’ dashboard) will be considered as the

standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.

7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subject to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid opener

8) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.

9) Upon the successful and timely submission of bids (i.e. after Clicking “Freeze Bid Submission” in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

10) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

#### **ASSISTANCE TO BIDDERS**

1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is 1800 3070 2232. Bidder can also get help at +91-7878007972 & +91-7878007973.

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