

**Expression of Interest (EOI)**  
**for empanelment of**  
**Project Management Agency (PMA)**  
**for Publicity and Awareness Building Plan**  
**for promoting coarse grain consumption in India**  
**Instructions to Bidders**

**1. Background**

Small Farmers' Agribusiness Consortium (SFAC), a Society under the administrative control of Department of Agriculture & Cooperation, Ministry of Agriculture, Govt. of India has been mandated to spearhead an advocacy and brand building campaign to promote the consumption of coarse cereals in India. The campaign seeks to address the following specific objectives:-

- i) Undertake a planned drive for "Brand Building" of coarse cereals across different media formats to increase consumer awareness about their health benefits.
- ii) Identify partners across a range of stakeholders (govt. institutions, international bodies, civil society organizations, Farmer Producer Organizations, technical institutions as well as private sector companies) to support the campaign to promote the consumption of coarse cereals.
- iii) Promote known technologies for food products based on coarse cereals (this would include supporting innovative programmes, such as essay competitions for school children, cookery competitions, endorsement by celebrity cheft etc.)
- iv) Engage with market players who are in the business of such cereals-based foods / snacks
- v) Outreach of nutri cereal-based food products in large format programmes such MDM and ICDS.
- vi) Coordinate the collation and dissemination of reports, information and other forms of documentation to promote the use of coarse cereals.
- vii) Identify select producers / Farmer Producer Organizations engaged in the production of coarse cereals in different regions of the country to support pilot projects to build integrated value chains.

## 2. Scope of work

To achieve the above outcomes, SFAC now invites Expression of Interest to empanel a qualified agency as “Project Management Agency (PMA)” which will assist SFAC in rolling out the following tasks:-

- i) Preparation of a strategic communications plan and its implementation.
- ii) Identification and recruitment of national / regional level brand ambassadors to promote coarse cereals
- iii) Identification and implementation of promotional events, such as cookery competition, essay writing, celebrity endorsement etc.
- iv) Provide exposure in the non-paid media space through interviews, TV / radio programmes and other forms of publicity.
- v) Innovative use of social media to spread the message about the health and other benefits of coarse cereals.

## 3. Eligibility Criteria

The following categories of bidders are eligible to apply for empanelment as PMA

- i) A Company registered under the Indian Companies Act 1956 of the Government India;
- ii) A Cooperative, Trust, Society, Partnership Firm or Limited Liability Company.

Provided that:

- I. The registered entity has been in existence for at least ten years and has audited balance sheet for this period;
- II. The turnover of the company during last financial year in the consultancy business is at least Rs. 25.00 crores (Rupees Twenty Five Crores only).
- III. The Agency should be in the consultancy business for at least a period of 10 years, with a proven track record in project management, branding, media and public relation services, monitoring and evaluation.
- IV. A list of major projects / assignments undertaken should be provided.
- V. Preference will be given to agencies / consortia having worked with / working State Governments / PSUs / Central Government Ministries in the above areas.
- VI. Agency should be capable of deploying a dedicated and experienced task force for the project in SFAC office.

#### 4. **Submission of EOI**

Technical and financial bids are invited in separate sealed envelopes (original plus duplicate), which should be clearly marked as:

“Technical / Financial Bid for Empanelment as “Project Management Agency (Original / Duplicate)”

Both these bids, complete in all respects in separate envelopes, shall be submitted in one big sealed envelope super scribed as “EOI for empanelment of Project Management Agency (PMA) for coarse grain campaign” to SFAC by 26<sup>th</sup> August, 2014 at the following address:

**Managing Director,**

Small Farmers’ Agribusiness Consortium (SFAC),  
5<sup>th</sup> floor, NCUI Auditorium Building,  
August Kranti Marg, HauzKhas,  
New Delhi – 110016

#### 5. **Documents to accompany EOI**

The applications shall be complete with the following documents:

- Expression of Interest in Form – I.
- Details of experience of similar assignment along with supporting documents such as work orders, satisfactory completion certificate etc. (at least for the last 3 years)
- Copy of last 3 audited balance sheet.
- Details of staff proposed to be deployed at PMA.
- Any other information required in support to the scope of work.

Every sheet and all forms complete in all respects shall be signed by the person/ persons duly authorized to sign on behalf of the applicants with affixing the applicant’s rubber stamp. The Power (s) of Attorney on Rs. 50 stamp paper authorizing the signatory shall be enclosed with the offer. Any / all corrections made in the proposal shall be duly authenticated by the signature of the Authorized Signatory.

**6. Authorized Signatory**

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

**7. Amendment to EOI**

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

**8. Time Period**

The services of the selected PMA will be engaged initially for 2 (two) years and may be extended for another two years subject to satisfactory performance.

**9. Rejection of EOI**

The application is liable to be rejected if:

- a) The application is not submitted 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 fax, telegram or e-mail & not followed /supported by the prescribed documents within the stipulated date.

10. **Bid Evaluation:**

Technical bids will be examined and marked on the following criteria:

S. No.	Criteria	Marks
i.	Previous experience of applicant / promoter in the area of public relations / brand building / awareness campaigns.	20
ii.	Outline of strategy proposed to be adopted for campaign to promote coarse cereals.	50
iii.	Profile of resource persons proposed to be deployed in PMA / provide support to PMA.	30
	Total	100

Financial bid should be in the form of monthly lumpsum fee (exclusive of ST) to be charged by the agency for providing all the services for management of the PMA. Successful bidders will be asked to provide a bank guarantee equal to 5% of the annual fee payable by SFAC.

Financial bids will be opened only in respect of those bidders who obtain at least 60 marks in the technical evaluation. Final evaluation of Technical plus Financial bids will be done in the ratio of 70% weightage for technical evaluation 30% weightage for financial evaluation.

Managing Director, SFAC reserves the rights to accept or reject any bid without providing any reasons thereof.

\* **NOTE:** In case there are any queries or clarifications regarding this EOI notice, the same may be send in writing at the following Email Id:

[Msg.fpo@sfac.in](mailto:Msg.fpo@sfac.in)

SFAC will respond in writing by e-mail within a reasonable period.

FORM – I

EOI Letter Proforma

To

Managing Director,  
Small Farmers' Agribusiness Consortium (SFAC)  
5<sup>th</sup> floor, NCUI Auditorium Building  
August Kranti Marg, HauzKhas  
New Delhi – 110016

Sub: Expression of Interest for '**Empanelment as Project Management Agency**

Sir,

The undersigned, having read and examined in detail all the EOI documents pertaining to the Empanelment of Strategic Management Partner for PMA at Delhi, do hereby express the interest to do the work as specified in the scope of work.

Correspondence details:

1.	Name of the Agency / Organisation	
2.	Address	
3.	Telephone & Fax Number	
4.	E-mail Address	
5.	Name and designation of the person authorized to make commitments to SFAC	
6.	Year of Establishment	
7.	Constitution of organisation	
8.	Legal Status of Organisation	
9.	The details of the top management with professional qualifications and Experience	
10.	Financial Statement of last three years	
11.	Business Volumes handled in last three years	

12. List of similar Assignments handled in last three years:

Year	Name of Assignment	Name of Clients	Supporting Documents

13. Whether following documents have been enclosed with the application :

S. No.	Document	Yes / No
1.	A write up on the understanding of the assignment	
2.	CV's of the person(s) proposed to be involved for this contract	
3.	Company/ Organization profile giving details of current activities and management structure	
4.	Evidence of Incorporation	
5.	Proposed Management Model of PMA	
6.	Any other supporting documents	
7.	Undertaking mentioning the organisation has not been black-listed by any of the State Government / Central Government or International organisation	

I/ We hereby declare that my/ our EOI 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 \_\_\_\_\_