

Export Inspection Council of India
(Ministry of Commerce & Industry)
Department of Commerce
Tender Notice for Appointment of PR Consultant for EIC .

Export Inspection Council of India (EIC), the official certifying body of Govt. of India provides services of inspection and certification for quality and safety through Export Inspection agencies located in Delhi, Mumbai, Kolkata, Chennai and Kochi with a network of 41 sub-offices and also issues Certificates of Origin.

In order to establish a strong perception of EIC as a world-class export inspection and certification organization, bids are invited from reputed PR consultants for assisting and advising EIC in drawing up and implementing a Public Relation Strategy.

The PR consultants shall have

- A minimum experience of 3 years
- A national and international presence and experience and a track record of working with government /public and private sector
- PR professionals on their rolls

The PR assignment will involve image building and projection of our services to national and international stake holders. To achieve these goals the PR agency shall submit their detailed proposals to cover methodology and time frame(details given in tender documents)

Intending bidders may obtain a copy of the tender document containing professional and commercial conditions either by downloading the tender document from the website www.eicindia.org or obtain it personally from the address mentioned below. The Professional and Commercial bids shall be submitted in separate envelopes. A demand draft of Rs. 1000/- in favor of Export Inspection Council shall be given along with the bids.

The tender document may be obtained from:

Shri Rajiv Kudesia,
Joint Director,
Export Inspection Council,
Third Floor YMCA Cultural Centre Building,
1 Jai Singh road,
New Delhi-110 001

The bids are to be submitted latest by 1st August 2005 by 15.30 hrs.

This document contains -- Pages
Document Number: EIC/D(Q/C)/PRC/2005-06

Tender document

For

Appointment of Public Relation Consultant for Export Inspection Council



Export Inspection Council of India

(Ministry of Commerce & Industry, Govt. of India)

3rd Floor, NDYMCA Cultural Centre Building,

1, Jaisingh Road, New Delhi – 110 001

Tel: 011-23748188/ 89, 23365540

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www.eicindia.org

E-mail: eic@eicindia.org

Name of Work:

Appointment of PR Consultant for EIC and its 5 EIAs

Tender No. : EIC / D (Q/C) / 2005-2006 /

Serial No. of Document :

Last Date & Time of Submission of Bid Document : 01-August,2005 15.30 hrs.

Place of Submission of Bid Documents : Export Inspection Council (Ministry of Commerce & Industry, Govt. of India), 3rd floor, NDYMCA Cultural Centre, 1 Jai Singh Road, New Delhi- 110 001

Professional Bid Opening : 01st August,2005, 1530 Hours.

Venue of Opening of Professional Bid : Conference Room, Export Inspection Council (Ministry of Commerce & Industry, Govt. of India), 3rd floor, NDYMCA Cultural Centre, 1 Jai Singh Road, New Delhi- 110 001

1. BACKGROUND INFORMATION

The EIC is a statutory organization functioning at New Delhi under the Ministry of Commerce, Govt. of India. It advises the Central Government on measures to be taken for sound development of export trade of India through Quality Control and Inspection. It also ensures implementation of policies of Government of India on Quality Control and Inspection through its five field organizations known as Export Inspection Agencies (EIAs) having headquarters at Mumbai, Kolkata, Kochi, Delhi and Chennai and 41 sub-offices all over the country. For this purpose, EIC handles policy matters and exercises administrative and technical control over the EIAs. These 5 EIAs implement policies of Govt. of India and offer their services to export trade through a network of sub offices.

The main functions carried out by the EIC can be classified as follows:

1. Quality Control and Certification of products for exports, both statutory and voluntary through various types of certification such as consignmentwise or a system approach. Products covered include food items such as Fish & Fish Products, Dairy Products, Poultry Meat Products, Honey and Meat and Meat Products, Spices, Basmati Rice and Non food items such as Engineering items, Chemicals, Footwear etc.
2. Issue of Preferential Certificates of Origin covering all products being exported out of India.
3. Negotiating Mutual Recognition Agreements and Memorandum of Understanding with major overseas trading partners for recognition of EIC's certificate.
4. Product Testing for certification samples as well as commercial samples.
5. Implementation of HACCP certification scheme and ISO-9000 certification which is planned to be launched shortly.
6. Issue of Certificates of Health and Certificate of Authenticity to exporters under various schemes for various products

2. SCOPE/OBJECTIVE

2.1 Scope/objective of the PR activities

- **Establish strong perception of EIC as world class Export Inspection and certification organisation.**
- **Establish a strong internal communication system within the organisation.**
- **Build a positive image of EIC amongst all stake holder.**
- **Ensure visibility for all EIC's services across the different selected target audiences with a focus on exporters.**
- **Position EIC as the preferred service provider for export certification(compulsory and voluntary).**
- **Create specific awareness of the extensive possibilities offered to exporters(and foreign importer) through EIC's extensive range of certification and related services.**
- **Preparation of publicity related material.**

PR activities may include amongst others

- **Tracking of EIC and competitors news including print, electronic and web media in English, Hindi and regional languages.**

- **To strategically and proactively develop news releases, articles, financial and other news and organise press meets as and when required.**
- **To counter negative news wherever it may appear across the country.**
- **To organise interviews for the senior management as require.**
- **To proactively seek media opportunities for designated spokespersons.**
- **To build and maintain good relation with the media.**
- **Organise annual media/publicity plan.**
- **To train an improve communications and presentations skills in the spokespersons.**
- **To inculcate a sense of ownership among employees and make them customer oriented.**
- **To develop contents for collateral material such as brochures, house journals, news letter and material for website.**
- **Writing of speeches and presentations with translations as required.**
- **To suggest an organise events from time to time.**

(List of illustrative only)

3. BIDDERS ELIGIBILITY CRITERIA.

3.1 Minimum three years experience in Public Relations.

3.2 Three similar assignments undertaken by bidder organisation in the past three years preferably for Govt. Deptt. / Undertaking / PSE etc.

4. BID FORMATS

4.1 Professional Bid: -

1. Name of Firm
2. Constitution
3. Year of establishment
4. Address
5. Phone Number
6. Fax Number
7. E-Mail
8. Key Contact person(s)
9. Office Branches with contact detail (s)
10. Details about EMD (refundable) of Rs.10,000/- in the form of demand draft drawn in favour of Export Inspection Council payable at New Delhi.

Demand Draft Number	Name of Issuing Bank	Draft Issuing Date

11. Details of annual turn over* during the last two financial years.

Year	2003-2004	2004-2005
Total turn over (in Rs. lakhs)		
Turn Over from PR related activities.		

12. **Details about experience** of having successfully completed at-least three projects on Public Relations.
13. A brief may be given on how to achieve the objectives.

Format for Professional capability (supported with relevant papers): -

- a. Please state the number of staff on regular payroll with number (At least 10).
- b. Please give details of Key Technical and Administrative staff in the organisation with their Qualifications.
- c. Number and details of similar assignments undertaken.
- d. Value of projects undertaken
- e. List major awards/achievements/accreditation's.
- f. Professional Memberships.
- g. Client certificates.
- h. Please give details of infrastructure
- i. List at least three similar assignments undertaken by your organisation in the past three years.
Give details of the assignment
- j. List of the current projects/assignments in hand.
Give the details of the projects, together with the value and scheduled duration.
- k. A short brief may be submitted giving the details of proposals by which the PR agency plans to enhance the image of EIC and its activities.
- l. Any other relevant information.

4.3 Commercial Bid: -

The cost quoted for all the services should be inclusive of all hidden costs. No payment over and above the cost quoted would be made by EIC except for service tax as applicable.

5 Bidding Process: -

A two-stage bidding process will be followed. The bidders should submit their proposal in (Hard copy and Soft copy in CD-Compact Disc / Floppy) in two parts viz. 'Technical Bid' and 'Commercial Bid' in separate sealed envelopes. The 'Technical Bid' will contain the documents in support of the EMD, general format, scope, and comprehensive details. The 'Commercial Bid' will contain the commercial offer. The 'Technical Bid' should Not contain any commercial information at all, if found so the bid would be summarily rejected. The bidder can propose more than one solution by specifying various options in the Technical Bid. Each technical solution must have commercials associated with it.

At first stage, only the 'Professional Bid' will be opened and evaluated. Those bidders satisfying the professional requirements shall be short listed and will be called for a presentation.

Under the second stage the Commercial Bids of only the short listed bidders shall be opened.

EIC reserves the right to change the components of the scope for the final bid based on the technical presentation of the various bidders. Bidders shall be then asked to submit their technical / commercial bids on any other suitable day as decided by the committee constituted by EIC for this purpose.

EIC directly or through the committee constituted for this purpose reserves the right to accept or reject any proposal without assigning any reason whatsoever.

EIC reserves the right to change the above bidding process.

6 Terms and conditions:

6.1 Rates: The charges quoted should be all inclusive required to render the services without any hidden charges. All costs in the bid should be expressed in Indian Rupees with out any dependence on exchange rate, duty or tax structure. No payment over and above the quoted charges will be made by EIC.

6.2 Indemnity: Bidder shall indemnify, protect and save EIC against all claims, losses, costs, damages, expenses, legal suits and other proceedings resulting from infringement of any patent, trade mark, copyright etc. for such other statutory infringements. It shall be at EIC's discretion to enforce a penalty to make up for the losses incurred due to any of the above reasons.

6.3 Technical Inspection and Performance Evaluation: EIC may carry out a visit to the Bidders premises to assess the level of services and facilities etc. & performance evaluation (bench-marking) of solutions offered during the process of Technical Evaluation or thereafter, if required.

6.4 Payments:

6.4.1 Payments for cost will be made by EIC quarterly in arrears i.e. after end of quarter on submission of invoice and performance reports.

6.4.2 In case of reduction in cost, benefit shall be given to EIC.

6.5 Publicity: Any publicity by the bidder in which the name of EICI is to be used should be done only with the explicit written permission of EICI. If bidder fails to do so, it shall be considered a breach of contract.

6.6 Performance Bank Guarantee: - The successful bidder shall furnish, for the due and faithful fulfillment of the contract by him, a security deposit equivalent to 10% of the annual value of the contract valid for Twelve (12) months, which would be extended subsequently with the renewal of the contract. Bank Guarantee performa is given in this document.

6.7 The work would be initially awarded for one year, which would be extended on yearly basis if the performance of the bidder were found satisfactory.

6.8 Forfeiture of EMD: - EIC has the right to forfeit EMD in case any information / data submitted by bidder is found to be incorrect / false / fabricated or selected bidder fails to submit Performance Bank guarantee.

7. INSTRUCTIONS TO BIDDERS

7.1 The cost of bidding and submission of tender documents is entirely the responsibility of bidders, regardless of the conduct or outcome of the tendering process.

7.2 Language of Bids: - The bid and supporting documents shall be submitted in English.

7.3 Period of bid validity: -The bids shall be valid for a period of **90 days** from the closing date of the bid.

7.4 Format and Signing of bid: - Each page of the bid document must be signed and duly stamped by an authorized person of the bidding firm. Each bid will be submitted in the legal name of the Bidder.

7.5 Last Date for acceptance of Bids: -Duly completed Bids along with all supporting documents should reach the address given by latest by 01st August 2005 at 15.30 Hours Incomplete bids shall summarily be rejected.

7.6 Enclosures of Tender Document. The bidder must submit the following documents with the tender:

- 7.6.1 EMD amount of Rs.10,000/- (Rupees Ten Thousand only) in the form of demand draft favoring **Export Inspection Council payable at New Delhi**, to be submitted along with Professional Bid.
- 7.6.2 Point wise compliance of the Terms and conditions enumerated in the Tender document. Professional and Commercial Bid.
- 7.6.3 Signed Copy of the Tender Document.
- 7.6.4 Any deviation with the tender document should be clearly stated with the reasons thereof.

8. Performance Bank Guarantee format: -

PERFORMANCE BANK GUARANTEE

(Refer Clause 3.6 of "Terms and Conditions of the Tender")

(To be submitted by Nationalized Bank based at New Delhi / Branch at Delhi)

Whereas **Export Inspection Council of India** having its office at 3rd floor - YMCA Cultural Centre Building, 1 Jai Singh Road, New Delhi – 110 001 (hereinafter referred to as the 'Council', which expression shall unless repugnant to the context or meaning thereof include its successors, administrators and assigns), has awarded a contract to **M/s Successful**, with its Registered Office at ----- (hereinafter referred to as the 'Consultant' which expression shall unless repugnant to the context or meaning thereof include its successors, administrators, executors and assigns) by issue of Council's letter No. EIC/D (Q/C)----- dated ----- and the same having been accepted by the Consultant by issue of Consultant's letter No ----- dated ----- resulting in a contract valued at Rs----- for implementation of Public relation consultant services of EIC & EIAs (hereinafter referred to as 'Contract');

And whereas the Consultant is bound by the said Contract to submit to the Council a Bank guarantee for obtaining Mobilization Advance, an amount of Rs. -----/- (Rupees ----- only);

Now we the undersigned, fully authorized to sign and to incur obligations for and on behalf of and in the name of _____

(Name and address of the Bank)

having its Head Office at -----(hereinafter referred to as the 'Bank', which expression shall unless repugnant to the context or meaning thereof include its successors, administrators, executors and assigns) do hereby guarantee and undertake to pay the 'Council' on demand any and all monies payable by the Consultant to the extent of -----/- as aforesaid at any time up to 9 months from the date of signing of this guarantee, without any demur, reservation, contest, recourse or protest and / or without any reference to the Consultant. Any such demand made by the Council on the Bank shall be conclusive and binding before any court, tribunal or any other authority. The Bank undertakes not to revoke this guarantee during its currency without previous consent of the Council and further agrees that the guarantee herein contained shall continue to be enforceable till the Council discharges this guarantee.

The Council shall have the fullest liberty without affecting in any way the liability of the Bank under this guarantee from time to time to extend the time for performance of the contract by the Consultant. The Council shall have the fullest liberty, without affecting this guarantee, to postpone from time to time the exercise the same at any time in any manner, and either to enforce or to fore bear to enforce any covenants, contained or implied, in the contract between the Council and the Consultant or any other course of or remedy or security available to the Council. The Bank shall not be released of its obligations under these presents by any exercise by the Council of its liberty with reference to the matters aforesaid or any of them or by reason of any other acts of omission or commission on the part of the Council or any other indulgence shown by the Council or by any other matters or things whatsoever which under law would, but for this provision, have the effect of relieving the Bank.

The Bank also agrees that the Council at its option shall be entitled to enforce this Guarantee against the Bank as a principal debtor, in the first instant without proceeding,

against the contract and notwithstanding any security or other guarantee that the Council may have in relation to the Consultant's liabilities.

Notwithstanding anything contained herein above our liability under this guarantee is restricted to Rs. -----/- and it shall remain in force up to and including ----- and shall be extended from time to time for such period as may be desired by the Council.

Dated this-----day of -----200-----at -----

For and on behalf of the _____(Bank).

Signature of authorized Bank official

Name: -----

Designation-----

Stamp/Seal of the Bank : -----

Signed, sealed and delivered for and on behalf of the Bank by the above named _____in the presence of:

Witness 1.

Signature.....

.....

Name

Address

Witness 2.

Signature

Name

Address