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**NATIONAL AGRICULTURAL COOPERATIVE MARKETING FEDERATION OF INDIA LTD. (NAFED)**

**Expression of Interest (EoI)**

**For**

**Selection of Agency for Short Film Production on NAFED’s Initiatives and Role in the Cooperative Movement for International Year of Cooperatives 2025**

**Website:** [**www.nafed-india.com**](http://www.nafed-india.com)

**Email :** [**prsection@nafed-india.com**](mailto:prsection@nafed-india.com)

**DISCLAIMER**

This EXPRESSION OF INTEREST is not an offer to enter into an EoI of any kind with any party by the NAFED, but an invitation to receive response from eligible interested bidders for Selection of Agency for Short Film Production on NAFED’s Initiatives and Role in the Cooperative Movement for International Year of Cooperatives 2025. No contractual obligation whatsoever shall arise from the EOI process. this document should be read in its entirety. Any future Corrigendum/ information shall be posted only on nafed website. bidders are aDvised to keep visiting the website for further updates.

**EOI Number-** HO/PR/EOI/Short-Film Production/2024–2025

**Date** -16/05/2025

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Event** | **Schedule Date** |
| 1  2  3  4  5  6  7  8  9  10  11 | EOI Number  Tender Website  Date of Release of EOI on Website  Pre-bid Meeting  (Doubts and Queries regarding EOI should be sent by email to [**prsection@nafed-india.com**](mailto:prsection@nafed-india.com)forPre-bid Meeting. Only written queries received by NAFED before due date will be considered)  Last date for EOI submission  ( Date & Time)  Bid Opening  ( Date, Time& Venue)  Evaluation / Presentation for Technical Bids  Place of EOI submission and opening  Cost of Tender Documents  Validity of Offer  Method of Selection | HO/PR/EOI/Short-Film Production /2024-25  [www.nafed-india.com](http://www.nafed-india.com)  16/05/2025  21/05/2025 at 2.30 pm  26/05/25 latest by 4 pm  27/05/2025 at 12.00 pm  NAFED Head Office, Ashram , near Ashram Metro station. Delhi 110052  Will be informed to the qualified bidders via email.  Additional Managing Director (PRD) NAFED Head Office, Ashram, near Ashram Metro station. Delhi 110052  Free of cost  180 days from last date of EOI submission  Quality and Cost Based Selection (QCBS) method.  Technical Score- 80%  Financial Score- 20% |

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1. **GENERAL - ABOUT NAFED**

**NAFED: Serving the Farmers for over Six Decades…..**

The National Agricultural Cooperative Marketing Federation of India (NAFED) is a Multi-State Federal Cooperative Society established on the auspicious day of GandhiJayanti on October 2, 1958 under Bombay Cooperative Societies Act 1925, presently deemed to be registered under Multi-State Cooperative Societies Act 2002. The main objective of the NAFED is to organize, promote and develop marketing, processing and storage of agricultural and horticultural produce with the overall aim of providing a ready market to farmers and preventing their exploitation at the hands of private trade. The core competence of NAFED is to procure agricultural commodities directly from the farmers through the cooperative network spread all across the country. NAFED also plays a crucial role in price stabilization of essential commodities like onion and pulses through creation of national buffer on the direction of Govt. of India.

**The Structure and Strength of NAFED**

NAFED has its presence in all states of the country through its network of branches/sub- offices/member cooperatives. The reach of NAFED is spread to the remotest of locations in all states and union territories through its three tier structure consisting of Primary Cooperatives at the bottom, State Level Cooperatives in the middle and NAFED at the top level.

**Business Operations of NAFED**

**Domestic Operations**

* NAFED is one of the Central Nodal Agencies of the Government of India for procurement of Pulses, Oilseeds and Copra under Price Support Scheme (PSS). Whenever the prices fall below the Minimum Support Price (MSP) declared by Govt. of India, Nafed undertakes procurement of the notified crops of oilseeds, pulses and de-husked coconut, Milling/Ball Copra at the MSP.
* One of the Central agencies for procurement of Pulses and Onion under Price Stabilization Fund (PSF) scheme of Government of India for buffer stocking. The objective of buffer stocking is to prevent any abnormal rise in prices of these commodities with a view to safeguard the interests of consumers.
* A Nodal State Agency on behalf of Food Corporation of India and the State Governments under De-centralized Procurement (DCP) scheme for procurement of Wheat and Paddy at MSP
* Supply of Milled Pulses to Army, CPMFs and State Governments for utilization under their welfare schemes like Med-day Meals, ICDS, PDS etc.
* Undertaking production and marketing of Bio Fertilizers for sustainable agriculture
* To give impetus to Hon’ble Prime Minister’s vision of making India a ‘Net Zero Emission Country by 2070, NAFED is setting up Bio CBG Plants across the country at various locations. Initiates towards sustainable agriculture are also taken by NAFED by the way of promoting Bio-fertilizers, organic manure, quality seeds and support services etc.
* Designated Central Nodal Agency of Govt. of India for procurement of Apples in Jammu and Kashmir under the Market Intervention Scheme (MIS)
* Implementation of adoption and Certification Projects of Organic Farming in the States of Uttar Pradesh, Punjab, Bihar, Odisha and Uttarakhand covering over 50,000 hectares of area.
* One of the Central Seed Agencies of Department of Agriculture & Farmers Welfare (DAC&FW), Govt. of India, NAFED to undertake production, distribution and marketing of certified seed of pulses, oilseeds and cereals under the Seed Mini kit Distribution programme and also against general supplies to various States.
* NAFED has developed its own range of consumer products which are marketed under the brand name of NAFED through retail outlets of NAFED Bazaars and also through the e-commerce platform. These outlets are selling NAFED Brand Pulses, Tea, Spices, Rice, Dry Fruits, Organic and other products to provide wholesome solution to customer needs.
* NAFED is one of the National Level Implementing Agency for Formation and Promotion of 10,000 FPOs scheme under Ministry of Agriculture and Farmers Welfare (MoA&FW).

**International Trade:**

* NAFED has the decades of rich experience, expertise and infrastructure for undertaking import/export of all kinds of agricultural commodities like pulses, food grains, spices, edible oils, de-oiled extractions, perishables like fresh fruits and vegetables including apple, mango, kinnow, mandarin, grapes, strawberries, onion, potato etc. It also undertakes supply of Humanitarian Relief and other aids on behalf of Ministry of External Affairs, Govt. of India.

**2. OBJECTIVE**

The objective of this short film is to effectively communicate the contributions of NAFED in strengthening the cooperative sector, its role in promoting sustainable agricultural practices, and its efforts in uplifting farmers and cooperatives across India. The film should be engaging, informative, and visually appealing, reflecting the impact of NAFED’s initiatives.

**3. PROCEDURES, TERMS AND CONDITIONS**

1. Uniformity of quality should be maintained throughout the production.
2. The camera used should be of minimum 4K resolution.
3. The duration of the documentary films should be maximum 5 minutes.
4. The film should be in HD format.
5. The copyright of the film will be with NAFED.
6. The order value includes charges for script, detailed shot-by-shot storyboard (for Video-spots), location, models, anchors, shooting, editing. In addition, all video-spots would be required to be submitted by the selected party in suitable digital MPEG format at broadcast quality for delivery by interest.
7. Payment of royalty/credit for copyright purpose to any public/private organization or person for using any input in a production would be the responsibility of the selected agency.
8. Rates to be quoted for above work should be strictly as per the format provided at Annexure- II.
9. The party shall have PAN and GSTIN No. in its name and shall provide copies of the same.
10. All pages should be signed by authorized signatory as a token of acceptance
11. It may be noted that the production of the documentary should invariably be as per specifications. If any of the service used fails to confirm to the specification prescribed, NAFED will abort the contract with the selected agency.
12. To perform the above work, travelling to various locations in India, if required, to video graph the entire series of events would be done as per prior notification and direction of NAFED.
13. Travel, if any, is to be charged as per actual and reimbursement done on the basis of submission of due bills, tickets, vouchers, boarding passes and documents by the creative team.
14. Agency will have to undertake any travel up to 200 kms at their risk and cost. Reimbursement of actuals for journey beyond 200 kms could be undertaken for production by train (First class/AC-2T) or by road upto 800 kms, and by air (economy class) beyond 800 kms. However, in such case prior permission has to be taken from NAFED before undertaking the journey. Submission of supporting documents i.e. used tickets or bill for hiring vehicles etc. will be required to support the claim.
15. Lodging expenses will have to be borne by the selected agency at their own cost.
16. The selected agency should submit bill to NAFED for making payment after the completion of work along with DVD/CDs, Pen Drive and two Master copies (both mixed and unmixed) in Hard Drive plus suitable digital MPEG format at broadcast/quality for delivery by internet. The payment will be made after satisfactory delivery of the product.
17. The statutory deductions will be made as per the Government Rules.
18. Agency is liable to comply with statutory laws such as PF ESI TDS TCS GST.Also, furnish the proof to NAFED for timely release of payment.
19. The payment will be made after completion and acceptance of film, by bank transfer.
20. The production of the documentary film would be done after the approval of the draft script by NAFED.

## 4. ELIGIBILITY CRITERIA

Interested bidders must meet the following criteria:

|  |  |  |
| --- | --- | --- |
| **S.No.** | **Specific Requirement** | **Evidence** |
|  | Should have a local office in NCR region | Documentary proof |
|  | Goods & Service Tax (GST Number) | Self-certified Copy |
|  | PAN No. Registration | Self-certified Copy |
|  | The agency must have a minimum of 5 years of experience in film production, preferably in documentary or corporate storytelling. | Documentary proof |
|  | Bidder must have a positive average annual turnover of at least Rs. 50 Lakh in the last 3 FY 2021-22, 2022-23, 2023-24 | Balance sheets and documents certified by Chartered Accountant |
|  | Bidder must have positive net worth certified by the CA during the last 3 financial years 2021-22, 2022-23, 2023-24 | CA Certified Document |
|  | Bidders should be having permanent In-house Team members :-  ● Creative Director  ● Script Writer  ● Cinematographer/ Cameraperson  ● Video Editor  ● Graphic Designer | Undertaking of in–house technical capability on letter head |
|  | Bidder should have a facility of following Infrastructure's :-  ● In house Professional 4K/Full HD Camera Setup  ● In house Sound Studio  ● In house Professional Drone  ● In house video editing machines  ● 2D/3D Animation Machines. | Undertaking of in–house technical capability on letter head |
|  | Experience of making documentary's for central ministries/ government departments/PSUs in past 3 years. (Preferably for campaign/celebration like Yoga Day, International Year of Millets, World Bee Day etc)  Note: For the purpose of marking on thiscriteria, multiple works executed for samegovernment department/organization, shallbe considered as One (01). | Copies of at least 5 Work Orders in past 3 years. |

**5. Commercial Conditions**

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

1. Each bidder is required to submit Rs 10,000/- (Rupees Ten Thousand) as Earnest Money Deposit (EMD) in the form of Bank Draft / Demand Draft/ NEFT/RTGS/Online Payment in favor of **NAFED, payable at Delhi.**

**NAFED bank account details are as follows**-

Name of the Beneficiary: NAFED

Savings Account Number: 000394600000220

Name of the Bank:YES BANK LTD

Address of the Bank: CHANAKAYAPURI BRANCH, NEW DELHI

IFSC: YESB0000003

**6. PERFORMANCE SECURITY**

1. Selected bidder will have to submit a Performance Security equivalent to 10 % of the Order Value in the form of the bank draft/demand draft/ NEFT/RTGS/Online Payment or bank guarantee from a scheduled nationalized bank in favor of Nafed, New Delhi, within 10 days of issue of award letter. Performance Security will remain valid up to 60 days beyond the satisfactory completion of the contract period.
2. Performance Guarantee would be returned only after successful completion of contract period after adjusting/recovering any dues recoverable/payable from/by the Agency on any account under the contract.
3. In case of non-submission of performance guarantee by the selected bidder, The EMD shall be forfeited.

**7. PRICES**

1. The agency shall quote the amount as per the format at Annexure- II.
2. No increase in the prices would be allowed during the contract period

**8.AMENDMENT OF TENDER DOCUMENT**

At any time before the submission of bids, NAFED may amend the tender document by issuing an addendum/corrigendum in writing through its website. No addendum or corrigendum will be issued after the submission of tender has commenced, else, option to revise or withdraw bid will be given to such agencies who might have submitted tender by that time.

## 9. CONFLICTOFINTEREST

* + - 1. The Agency is required to provide professional, objective and impartial advice and at all times hold NAFED’s interest paramount, strictly avoid conflicts with other assignment/job for their own corporate interest.
      2. Without limitation on the generality of the foregoing, Agencies, and any of their affiliates, shall be considered to have a conflict of interest and shall not be appointed,under any of the circumstances set forth below:
  1. **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.
  2. **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.
  3. **Conflicting Relationships:** An Agency that has a business or family relationship with a member of the NAFED 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 NAFED throughout the selection process and the execution of the Contract.
  4. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of NAFED, or that may reasonably be perceived as having this effect

## 10. PAYMENT

1. The payment to the selected agency shall be made based on the services utilized by NAFED from the list provided in Annexure II, for which the agency must quote prices in their Financial Bid.

## 11. PENALTY CLAUSE

1. The detail Job Order will be issued to the successful bidder. Any breach in the Job Order 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 NAFED. All designs ,reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the NAFED, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the NAFED, together with a detailed inventory thereof.
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 obligation, the NAFED 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.
3. In case of late services / no services on a specific activity, in which the Agency fails to deliver the services within the period fixed for such delivery or at any time repudiates the contract, the Agency shall be liable to pay LD which will be imposed @ 1% + GST at applicable ratesof per week of the cost of contract value up to maximum of 10% of the contract value for the month. The timeline/schedule of deliverables will be decided as and when the requirement/ tasks /activities arise.
4. NAFED will have the right to cancel the contract at any time without assigning any reason thereof.

**12. PREPARATION AND & BID SUBMISSION**

All the bidders are requested to follow the instructions given below while submitting the bids. Proposal should be submitted on two bid basis – separate technical and financial bids. You are requested to submit your technical proposal at Annexure-1 which must be sealed and clearly marked “Technical Proposal” and your financial proposal at Annexure – 2 which must be sealed and clearly marked “Financial Proposal”. These envelopes must then be placed in a single outer envelope, which must be sealed and addressed to the Additional Managing Director, PR Division and sent to NAFED House, Sidhartha Enclave, Ashram Chowk, New Delhi – 110014. The Outer Envelope must further be clearly marked: “Bid Submission for Short Film Production on NAFED’s Initiatives and Role in the Cooperative Movement for International Year of Cooperatives 2025.

Proposal to be submitted at NAFED HO as per the indicated timelines.

**The technical bid should have the following:-**

1. Forwarding letter on the bidding organization’s printed letterhead.
2. The bidder shall submit technical bid in prescribed format as given in Annexure 1. Submission of the different type of Technical bid will result in the proposal being deemed non-responsive.
3. Figures and tables must be numbered and referenced as per the numbering at Annexure 1 of this EOI. They should be placed as close as possible to the referencing text. Pages must be numbered consecutively within each section.
4. A point-to-point compliance and self-declaration for acceptance of terms and conditions of EOI document needs to be enclosed with the bid submitted.
5. Non- Conviction Certificate, Self-declaration on letter head needs to be enclosed with the bid submitted.
6. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of NAFED needs to be enclosed with the bid submitted. In case the information submitted by the firm is found to be false and / or incorrect in any manner, the firm can be suspended and / or debarred.
7. An authorization letter on the letter head of the company in favor of the Authorized signatory for this bid may be submitted with this bid along-with a valid ID proof of the signatory namely Aadhar Card/PAN Card
8. All pages of the document submitted should be signed and sealed by the Authorized signatory.
9. An escalation matrix of the organization may also be provided

**The financial bid should have the following:-**

* 1. Forwarding letter including Financial Bid as per Annexure 2, on the bidder’s letter head.
  2. Scope of services as per Section II each page duly signed and sealed.

## 13. SIGNING OF BID

The original and all documents of the Bid shall be typed or written in indelible ink and shall be signed by the Bidder or a person duly authorized to sign by the Bidder. In case of the latter situation, an authorization letter on the letter head of the organization has to be submitted with this bid, stating the nomination of the authorized signatory to sign this bid along-with a valid ID proof of the authorized signatory eg. Adhaar Card, Pan Card etc. A government and organizational ID Proof of the authorized signatory should also to be submitted. Thepersonorpersonssigning the Bidshallinitialall pagesoftheBid.

**14. METHOD OF EVALUATION AND AWARD OF CONTRACT**

Bidders are requested to submit all requisite documents as per the EOI along with their bids; failing which the bids are liable for rejection.

**14.1 EVALUATION OF BIDS**

1. From the time the bids are opened to the time of completion of the selection process, the agenciesshould not contact NAFED on any matter related to its bid.
2. Any effort by the agencies to influence the NAFED in the examination, evaluation, ranking of bids and recommendation for selection may result in the rejection of the agency’s bid.
3. A duly constituted Evaluation Committee will scrutinize and evaluate the bids for selection of an agency.

**14.2 CRITERIA FOR EVALUATION OF TECHNICAL BID:**

All the applications will be evaluated based on “Eligibility Criteria” mentioned under clause 4. NAFED will short-list those agencies which are satisfying the eligibility criteria in all respects. Only the bidders meeting the Eligibility criteria shall be called for Technical presentation covering the following topics before the committee-

|  |  |  |
| --- | --- | --- |
| **S.No.** | **Evaluation criteria** | **Maximum score** |
| **1** | Production Company must be having sample films of past experience (maximum 05 films) on agriculture, agriculture products, cooperative, International/National Day/Year Celebration for not more than 5 Minute duration.  [4 marks = 1 film] | 20 |
| **2** | Production Company has to produce a sample film on NAFED, including origin, recent initiatives, retail business of NAFED, contribution in the cooperative movement etc. | 40 |
| **Total Score** | | **60** |

**NB.:** Only Agencies obtaining a total score of 45 (on a maximum of 60) or more on

the basis of criteria for evaluation given above would be declared technically qualified. Every technical bid shall be awarded an absolute technical score of **‘T’** marks out of a total of 60 marks.

**15. METHOD OF SELECTION:**

In deciding the final selection of the Agency, the technically qualified bid will be given a weightage of 80% on the basis of criteria for evaluation. The price bids of only those Agencies who qualify technically will be opened. The bid with the lowest cost will be given a financial score of 100 and the other bids will be given a financial score that are inversely proportional to their prices. The financial bid shall be allocated a weightage of 20%. For working out the combined score, the NAFED will use the following formula:

**Total points: (0.8 x T(s)) + (0.2 x100 x Fm/Fb)**

**where,**

**T(s)**= Technical Score received by the bidder

**F(m)**= Lowest Financial Bid received

**F(b)=** Financial Bid submitted by each qualified bidder

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.

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

**16. BID SUBMISSION**

The original and all documents of the Bid shall be typed or written in indelible ink and shall be signed by the Bidder or a person duly authorized to sign by the Bidder. The person or persons signing the Bid shall initial all pages of the Bid.

## General:

1. Bidsoncesubmittedcannot beamended.
2. The Agency shall not assign or sublet the contract or any part there of or any

other agency without written consent of the NAFED.

1. Technicalbidswillbeopened,inthepresenceofBidder’srepresentatives (Oneforeachbidder), whowishto bepresent.

**17.NEGOTIATIONS**

Negotiations, if considered necessary, shall be held only with the Agency who shall be placed 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.

**18.COMPETENT AUTHORITY'S RIGHT TO VARY ITEMS/ACTIVITIES AT THE TIMEOF AWARD**

Managing Director, NAFED 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.

**19.LABOUR LAWSAND SAFETY MEASURES**

1. Agencies shall comply with all the provisions of labour law related legislationactsasenactedbyGovernmentfromtimetotimeandincaseofanyprosecution/penalty,agency shall be liableforthe same.
2. Agencies shall be liable for payments of duties viz. P.F etc. including anycompensation payable under Workmen Compensation Act. NAFED shall haveno responsibility or financial or other liabilities towards professional employedbyagencies.
3. Agencies will take all safety measures / precautions during the work. Anyaccidentduetonegligence/anyotherreasonwillbe toagency account.

**20. APPLICABLE LAW, JURISDICTION AND DISPUTE RESOLUTION**

1. This EOI and award of work under this EOI shall be constituted and the legal relation between the parties hereto shall be determined and governed according to the laws of the Republic of India and only courts at Delhi and High court of Delhi shall have the jurisdiction in all the matters arising out of / touching and/or concerning this EoI and parties to this EoI agree to irrevocably submit to the exclusive jurisdiction of those courts for purpose of any such proceeding. The aforementioned exclusive and irrevocable jurisdiction of aforesaid court is irrespective of place of occurrence of any course of action pertaining to any dispute between the parties.
2. All or any dispute arising out or touching upon or in relation to the terms of this EOI including the interpretation and validity of the terms thereto and the respective rights and obligations of the parties shall be settled amicably by mutual discussion failing which the same shall be settled through arbitration. The arbitration proceedings shall be governed by the Arbitration and Conciliation Act of 1996 (as amended up to the date) or any statutory amendments / modifications thereof for the time being in the force. The seat & venue of the arbitration shall be at New Delhi, India and language of arbitration shall be English.

**21.FORCE MAJEURE**

1. Force Majeure means any event or combination of events or circumstances beyond the control of the parties hereto which cannot (a) by the exercise of reasonable diligence, or (b) despite the adoption of reasonable precaution and/or alternative measures, be prevented, or caused to be prevented, and which adversely affects the abilities of the parties to perform obligations under this EoI, which shall include but not be limited to: (a) Acts of God i.e. fire, drought, flood, earthquake, epidemics, natural disasters; (b0 Explosions or accidents, air crashes and shipwrecks, act of terrorism; (c) Strikes or lock outs, industrial dispute; (e) War and hostilities or war, riots, bandh, act of terrorism or civil commotion; (f) The promulgation of or amendment in any law, rule or regulation or the issue of any injunction, court order or direction from any Governmental Authority that prevents or restricts a party from complying with any or all the terms and conditions as agreed in this EoI; (h) Any event or circumstances analogous to the foregoing.
2. It is agreed between the parties that the performance of obligations under this EoI is subject to force majeure condition which shall mean any event or combination of events or circumstances beyond the control of the parties hereto.
3. During the continuance of the force Majeure, NAFED reserves the right to alter or vary the terms and conditions of this EoI or if the circumstances so warrant, the NAFED may also suspend the EoI for such period as is considered expedient, the
4. AGENCY agrees and consents that they shall have no right to raise any claim, compensation of any nature whatsoever for or with regard to such suspension.
5. The AGENCY agrees and understands that if the Force Majeure condition continues for a long period, then NAFED, in its own judgment and discretion, may terminate this EoI and in such case AGENCY agrees that the they shall have no right or claim of any nature whatsoever and NAFED shall be released and discharged of all its obligations and liabilities under this EoI.
6. Should any extra-ordinary and unforeseen circumstances arise, like fire, flood or any other natural calamities, strike, riot, civil commotion, epidemic, plague, accident and/or ware preventing either contracting party from fully or partially carrying out the obligations under the EOI, party so prevented shall inform in writing the other party of the causes of such failure within 3 (three) days from the beginning thereof and shall not be liable for performance of the EOI wholly or to the extent of non-performance, as the case may be.

**22. HOLIDAY LISTING**

NAFED’s policy for Holiday-Listing, which is available on the website of NAFED must be acceptable to the applicant. Notwithstanding anything contained in this EOI documents is mutatis mutandis applies to this and in the event, the agency(s) while discharging its obligations under the EoI or otherwise, come(s) within the ambit of the said policy, NAFED at its sole discretion reserves the right to suspend/discontinue dealings or take any curative measures with agency (s) in accordance with the policy in force.

**23. DECLARATIONS AND UNDERTAKINGS:**

1. It shall be incumbent upon all applicants/intending bidders to submit following declarations on the letter head of their entity(ies) while submitting their applications:

a. The intending bidder(s)/applicant(s) is/are/was/were neither in litigation with Nafed at any point of time regarding any business and trade activity of Nafed nor was/were it/they ever blacklisted by Nafed on account of such litigation(s) or otherwise.

b. Any of the present and past directors/proprietor/partners/promoters etc of intending bidder(s)/applicant(s) was/were or is/are not part of such other and separate entity(ies) which was/were/is/are in litigation with Nafed in present or past or/and such other entity (ies) has/have/had ever been blacklisted by Nafed in the past for any reason.

2. If intending bidder(s)/applicant(s) is/are/was/were in litigation (s) with Nafed in present/past, it shall be incumbent upon such bidder(s)/applicant(s) to furnish the details of such litigation(s) and consequent blacklisting, if any, on the letter head of the entity (les). In such scenario, the declaration as mandated above at (a&b) shall not be required.

3. If any of the applicant(s) /intending bidder(s) or their promoters are found involved in litigation(s) with Nofed whether in past and present or they have/had been blacklisted by Nafed or/and any of the promoters of intending applicant(s)/bidder(s) was/were part of the management of such other and separate entity(ies) which was/were/ is/are in litigation(s) with Nafed in present or past or/and such other entity (ies) has/have/had ever been blacklisted by Nafed in the past for any reason, Nafed shall have sole discretion to decide on the selection of such applicant(s)/bidder(s) even if such applicant(s)/bidder(s) fulfilling eligibility criteria and Nafed's decision either to select or reject such applicants/bidders shall de final and binding and no further communication/grievance against such decision shall be entertained in this regard."

**24. INDEMNIFICATION**

1. The agency appointed shall at all times indemnify and keep indemnified NAFED against all claims/ damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this work order.
2. The agency shall at all times indemnify and keep indemnified NAFED against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (Agencies) employees or caused by any action, omission or operation conducted by or on behalf of Agencies.
3. The Agency shall at all times indemnify and keep indemnified NAFED against any and all claims by employees, workman, suppliers. Agent(s) employed engaged or otherwise working for Agencies, in respect of their wages, Salaries, remuneration compensation or the hike and PF&ESI liabilities as per Act of PF&ESI.
4. All claims regarding indemnity shall survive the termination or expiry of the work order.

**24. 1 FAILURE&TERMINATIONCLAUSE**

Timeanddate ofdeliveryandperiodofexecutionshallbeessence ofthecontract. If the Agency fails to deliver the services thereof within the period fixedfor such delivery in the schedule or at any time repudiates the contract before the expiry of such periods.

NAFED may without prejudice to any other right orremedyavailableto it to recoverdamagesforbreach ofthecontract: -

1. Recover from the Agency as liquidated damages which will be charged by way of penalty as specified in point 11 Clause 3 ( Penalty Clause )
2. Cancel the contract by serving prior notice to the Agency.
3. NAFED 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 NAFED or taken any other action as deemed necessary..

**24.2 AGENCY CODE OF CONDUCT AND BUSINESS ETHICS**

NAFED is committed to its ‘values & beliefs and business practices to ensurethatAgency,whoprovides services, willalsocomplywiththeprinciples.

**(a). Bribery and Corruption:**

Agencies are strictly prohibited from directly or indirectly (through intermediatesor subcontractors) offering any bribe or undue gratification in any form to anyperson or entity and / or indulging in any corrupt practice in order to obtain orretainabusinessorcontract.

**(b) Integrity, Indemnity&limitation:**

Agencies shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the NAFED. If it is discovered at anystagethatany business/contract was secured by playing fraud or misrepresentation or suppression of material facts, such contracts shall accrue to the Agency in relation to such business/contract and the NAFED 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 NAFED 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.

**SECTION - II**

**24. SCOPE OF WORK**

The selected agency will be responsible for:

* **Concept Development:** Creating a compelling storyline that aligns with NAFED’s vision and objectives.
* **Scriptwriting:** Developing a script that effectively narrates the story of NAFED’s contributions.
* **Shooting and Production:** High-quality filming, including interviews, real-life footage, and animations if required.
* **Editing and Post-Production:** Professional editing, voiceovers, subtitles (if required), and background music.
* **Delivery:** Submission of the final five-minute film in high-resolution format suitable for digital and broadcast platforms.

**INTEGRITY PACT**

(on the non judicial stamp paper of Rs.100/-)

Between

National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED) an apex level Cooperative Marketing Organization, registered under Multi State Cooperative Societies Act, 2002, having its Head Office at Buyer House, Siddhartha Enclave, Ashram Chowk, New Delhi-110014,hereinafter referred to as “NAFED”,

And

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,a Limited/Private/Partnership Firm /Sole /Proprietorship /Cooperative society registered under the provisions of Companies Act of 1956 and/or 2013/ Partnership Act, 1932, having its Regd. Office at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ through its (Designation), (Name) , resident of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ duly authorized (hereinafter referred to as “SELLER ”) which expression shall unless otherwise repugnant to the context or meaning thereof include and always be deemed to include its successors and assignees) of the second part.

Preamble

NAFED is an apex organization of marketing cooperatives in India. NAFED is also one of the central nodal agencies for procurement of notified agricultural commodities under Price Support Scheme (PSS). NAFED is also procuring Pulses for Buffer Stocking under Price Stabilization Fund (PSF) Scheme of Government of India. NAFED has been designated as State Trading Enterprise (STE) vide Foreign trade policy (FTP) 2015-20.

NAFED has invited tender for supply of 1000 MT Indian Non Basmati Rice and intends to award contract/s for purchase of the same under laid down organizational procedures, NAFED values full compliance with all relevant laws of the land, rules, regulations, economic use of resources and of fairness/transparency in its relations with its bidders/contractors.

In order to achieve these goals, NAFED has appointed Independent External Monitors (IEMs), who will monitor the tender process and the execution of the contract for compliance with the principles mentioned above.

Section 1 – Commitments of NAFED

1. NAFED commits itself to take all measures necessary to prevent corruption and to observe the following principles: -

No employee of NAFED, personally or through family members, will in connection with the tender for or the execution of the contract, demand, take a promise for or accept, for self or third person, any material or immaterial benefit which he/she is not legally entitled to.

NAFED will, during the tender process treat all bidder(s)/contractor(s) with equity and reason. NAFED will in particular, before and during the tender process, provide to all bidders/contractors the same information and will not provide to any bidder(s) confidential/additional information through which the bidder(s) could obtain an advantage in relation to the tender process or the contract execution.

NAFED will exclude from the process all known prejudiced persons.

2. If NAFED obtains information on the conduct of any of its employees which is a criminal offence under the Indian Penal Code (IPC) or Prevention of Corruption (PC) Act, or if there is a substantive suspicion in this regard, NAFED will inform its Chief Vigilance Officer and initiate disciplinary actions as per laid down procedures.

Section 2 – Commitments of the Bidder/Contractor

1. The Bidder/Contractor commits to take all measures necessary to prevent corruption and to observe the following principles during participation in the tender process and during the contract execution.

The Bidder/Contractor will not, directly or through any other person or firm, offer, promise or give to any of NAFED’s employees involved in the tender process or in the execution of the contract or to any third person any material or other benefit which he/she is not legally entitled to, in order to obtain in exchange any advantage of any kind whatsoever during the tender process or during the execution of the contract.

1. The Bidder/Contractor will not enter with other bidder(s)/contractor(s) into any undisclosed EoI or understanding, whether formal or informal. This applies in particular to prices, specifications, certifications, subsidiary contracts, submission or non-submission of bids or any other actions to restrict competitiveness or to introduce cartelization in the bidding process.
2. The Bidder/Contractor will not commit any offence under the relevant IPC/PC Act. Further the Bidder/Contractor will not use improperly, for purposes of competition or personal gain, or pass on to others, any information or document provided by NAFED as part of the business relationship, regarding plans, technical proposals and business details, including information contained or transmitted electronically.
3. The Bidder/Contractor of foreign origin shall disclose the name and address of its Agents/representatives in India, if any. Similarly the Bidder/Contractor of Indian nationality shall furnish the name and address of its foreign principals, if any. All the payments made to the Indian agent/representative will be in Indian Rupees only.
4. The Bidder/Contractor will, when presenting the bid, disclose any and all payments made or committed or intended to be made to agents, brokers or any other intermediaries in connection with the award of the contract.

2. The Bidder/Contractor will not instigate third persons/firms to commit offences outlined above or be an accessory to such offences.

Section 3- Disqualification from tender process and exclusion from future tenders/contracts

If the Bidder/Contractor, before award of the contact or during execution thereof commits a transgression through a violation of Section 2 above or in any other form such as to put its reliability or credibility in question, NAFED shall be entitled to disqualify the Bidder/Contractor from the tender process or to terminate the contract, if already signed, on that ground.

If the Bidder/Contractor commits a serious violation of Section 2 above or in any other form such as to put its reliability or credibility as Bidder/Contractor into question, NAFED shall also be entitled to exclude the Bidder/Contractor from participating in the future tender processes for a duration as may be considered appropriate by it.

Section 4 - Compensation for Damages and Forfeiture of EMD

If NAFED disqualifies the Bidder/Contractor from the tender process prior to the award of the contract according to Section 3, NAFED shall be entitled to demand and recover the damages equivalent to Earnest Money Deposit/Bid Security, by forfeiting the same as stipulated in the tender.

If NAFED terminates the contract according to Section 3, or if NAFED is entitled to terminate the contract according to Section 3, NAFED shall be entitled to demand and recover from the Bidder/Contractor liquidated damages as per contract or the amount equivalent to Performance Bank Guarantee stipulated in the tender.

Section 5 – Previous transgression

The Bidder/Contractor declares that it did not commit any transgressions in the last 3 years with any Company in any country with regard to any anti-corruption law or practice or with any other Public Sector Enterprise in India that could justify its exclusion from the tender process.

If the Bidder/Contractor makes incorrect statement on this subject, it may lead to disqualification from the tender process or termination of the contract if already awarded.

Section 6 – Equal treatment of all Bidders/Contractors/Subcontractors

The Bidder/Contractor undertakes to demand from all Subcontractor(s) a commitment in conformity with this Integrity Pact, and to submit it to NAFED before signing of the contract, if awarded in its favour.

NAFED will enter into EoIs with identical conditions as this one with all bidders, contractors and subcontractors. NAFED will disqualify from the tender process any bidder/contractor who does not sign this Pact with NAFED or violates its provisions.

Section 7 – Criminal charges against Bidder(s)/Contractor(s) /Subcontractor(s)

If NAFED obtains knowledge of conduct of a bidder, contractor or subcontractor or of an employee or a representative or an associate of the bidder, contractor or subcontractor which constitutes corruption, or if NAFED has substantive suspicion in this regard, NAFED will inform the same to its Chief Vigilance Officer.

Section 8 – Independent External Monitor /Monitors

NAFED has appointed competent and credible Independent External Monitor(s) (IEMs) for this Pact. The task of the Monitor is to review independently and objectively, whether and to what extent the parties comply with the obligations under this EoI.

The Monitor is not subject to instructions by the representatives of the parties and performs his functions neutrally and independently. He reports to the CMD, NAFED.

Bidders/Contractors accept that the Monitor has the right to access, without restriction, all project documentation of NAFED including that provided by the Bidder/ Contractor. The Bidder/Contractor will also grant the Monitor, upon his request and demonstration of a valid interest, unrestricted and unconditional access to its project documentation. The same will also be applicable to Subcontractor. The Monitor shall treat the information and documents of NAFED and the Bidder/Contractor/Subcontractor with confidentiality.

NAFED will provide to the Monitor sufficient information about all meetings among the parties related to the Project provided such meetings could have an impact on the contractual relations between NAFED and the Contractor. The parties offer to the Monitor the option to participate in such meetings.

As soon as the Monitor notices, or believes to notice, a violation of this EoI, he will so inform the Management of NAFED and request the Management to discontinue or take correction action or to take other relevant action. The Monitor may in this regard submit non binding recommendations. Beyond this, the Monitor has no right to demand from the parties that they act in specific manner, refrain from action or tolerate action.

The Monitor will submit a written report to the MD, NAFED within 8 to 10 weeks from the date of reference or intimation to him by NAFED and should the occasion arise, submit proposals for correcting problematic situations.

If the Monitor has reported to the MD NAFED a substantiated suspicion of an offence under relevant IPC/PC Act, and the MD NAFED has not, within the reasonable time taken visible action to proceed against such offence or reported it to the Chief Vigilance Officer, the Monitor may also transmit this information directly to the Central Vigilance Commission.

The word Monitor would include both singular and plural.

Section 9 – Pact Duration

This pact begins when both parties have legally signed it. It expires for the Bidder/Contractor twelve months after the last payment under the contract, and for all other bidders six months after the contract has been awarded.`

If any claim is made/lodged during this time by either party, the same shall be binding and continue to be valid despite the lapse of this pact as specified above, unless it is discharged/determined by MD, NAFED.

Section 10 – Other provisions

This Integrity Pact is an independent EoI between the parties and is subject to Indian Law. The arbitration clause if any in the tender / contract shall not apply to this EoI. Place of performance and jurisdiction is the Registered Office of NAFED. i.e. New Delhi.

Changes and supplements to this Pact as well as termination notices to be issued, if any, shall be made in writing. Side EoIs have not been made.

If the Bidder/Contractor is a partnership firm or a consortium, this EoI shall be signed by all partners or consortium members.

Should one or several provisions of this EoI turn out to be void, the remainder of this EoI shall remain valid. In such a case, the parties will strive to come to an EoI to their original intentions.

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

(For & On behalf of NAFED) (For & on behalf of The Bidder/Contractor)

(Office Seal) (Office Seal)

**COVERING LETTER FOR SUBMISSION OF BID**

Date:

To,

Managing Director

National Agriculture Cooperative Marketing Federation of India Limited

NAFED HOUSE, Sidhartha Enclave,

Ring road, Ashram Chowk, New Delhi- 110014

Sir,

We are hereby submitting our bid, which includes Technical Bid and Financial Bid sealed under separate envelopes. 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 the bid you receive.

Yours sincerely,

Authorized Signatory (in full and attach authorization to represent the company)

(Seal)

Name and Title of Signatory Name of Firm Address

(ON BIDDER LETTER HEAD)

**SELF DECLARATION OF NON-BLACKLISTING & CONFLICTING ACTIVITIES**

This is to declare that:

* + 1. Neither our firm nor any of our directors have ever been blacklisted by Central/ State Government Department or Agency/ PSU as on the date of bid submission.
    2. Neither our firm nor any of our directors are involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment as on the date of bid submission.
    3. Neither our firm nor any of its directors are involved in any such activities which can be termed as the conflicting activities.

We also acknowledge that in case of misrepresentation of the information, our proposals / contract shall be rejected / terminated by NAFED which shall be binding on us.

Authorized Signatory:

Name:

(On BIDDER LETTER Head)

**DECLARATION CUM UNDERTAKING PURSUANT TO SECTION 206 AB AND SECTION 206 CCA OF THE INCOME TAX ACT, 1961**

To,

Managing Director

National Agriculture Cooperative Marketing Federation of India Limited

NAFED HOUSE, Sidhartha Enclave,

Ring road, Ashram Chowk, New Delhi- 110014

Dear Sir/Madam,

**Subject:Declaration confirming filing of Income Tax Return for immediate three preceding years.**

I, Ms/Mr/M/s \_\_\_\_\_\_\_\_\_\_\_\_ in capacity of Self/Proprietor/Partner/Director of \_\_\_\_\_\_\_\_\_\_\_(Name of entity) having TMID \_\_\_\_\_\_\_, PAN\_\_\_\_\_\_\_(PAN of Entity), registered office/permanent address at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_do hereby confirm that our income tax return filing status for last 3 financial years is as given under:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Financial Year for which Income Tax Return was due as per Section 139(1)** | **Filed/Not Filed** | **Date of Filing** | **ITR Acknowledgement No.** | **TDS/TCS in Rs. 50,000/- or more (Yes/No)** |
| 2023-2024 |  |  |  |  |
| 2022-2023 |  |  |  |  |
| 2021-2022 |  |  |  |  |

I/We hereby undertake to indemnify M/s National Agriculture Marketing Fed of India ltd for any claim/loss/liability/cause of action fully including any Tax, Interest, penalty, etc. that may arise due to inaccurate/false/incorrect reporting of any of the above information.

For\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Name of Entity)

Signature:\_\_\_\_\_\_\_\_\_\_\_

Name of person:\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Designation\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Place:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

**Annexure-1**

**TECHNICAL BID FORMAT**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No.** | **Particulars** | **Yes/No** | | **Page Number** |
| **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) |  | |  |
| Tel | Fax |
| **4** | Year of establishment |  | |  |
| **6** | Authorization Letter by Head of Agency/BoD in f/o Bid Signatory along with a Government & Organizational ID proof |  | |  |
| **7** | Number of Present employees in the agency, on roll (Details of qualifications, length of service, experience etc. Of the key creative members) |  | |  |
| **8** | Registration Details: PAN No. (Copy to be enclosed) |  | |  |
| **9** | GST (Copy to be enclosed) |  | |  |
| **10** | Proof of a minimum of 5 years of experience in film production, preferably in documentary or corporate storytelling. |  | |  |
| **11** | Average annual turnover of atleast Rs 50 Lakh during the last threefinancial years 2021-22, 2022-23 and 2023-24 (ending on 31st March 2024) |  | |  |
| **12** | CA Certificate for positive net worthduring the last threefinancial years |  | |  |
| **13** | Undertaking of in–house team on letter head |  | |  |
| **14** | Undertaking of in–house technical capability on letter head |  | |  |
| **15** | Copies of at least 5 Work Orders in past 3 years regarding experience of making documentary's for central ministries/ government departments/PSUs. (Preferably for campaign/celebration like Yoga Day, International Year of Millets, World Bee Day etc) |  | |  |
| **16** | Whether the Integrity Pact annexed in this EoI has been duly filled and stamped. |  | |  |
| **17** | Whether terms and conditions mentioned in the Tender document are acceptable& if yes, please enclose the self-declaration of acceptance on letter head. |  | |  |
| **18** | Whether the firm is blacklisted by any Government Department, or any criminal case is registered against the firm or its owner/partners anywhere in India (if no, attach an undertaking to this effect on letter head) |  | |  |
| **19** | Name, designation and address of the officer to whom all references shall be made regarding this Tender. | Tel: Mobile: | |  |
| Fax : Email: | |  |

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

Authority Signature (in full and in initials)

Name and address and Title of the signatory

Date:

**ANNEXURE-2**

**FINANCIAL BID FORMAT**

To,

Managing Director

National Agriculture Cooperative Marketing Federation of India Limited

NAFED HOUSE, Sidhartha Enclave,

Ring road, Ashram Chowk, New Delhi- 110014

Madam/Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with you 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.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No.** | **Description** | **Net Rate**  **(in Rs.)** | **GST (in Rs.)** | **Total**  **(in Rs.)** |
| 1 | Short- film highlighting various initiatives undertaken by NAFED in accordance with the International Year of Cooperatives |  |  |  |

We understand you are not bound to accept any bid you receive,

We Remain,

.

Yours sincerely,

Authorized Signature (in full and in initials)

Name and address and Title of the Signatory

Date:

Note: Bidder shall not modify the tender from including price bid template in any manner. In case any tender form/Price bid template is found to be tampered with/modified in any manner, such bid will be summarily rejected, Bid Security would be forfeited, and bidder is liable to be banned from doing business with NAFED