

Government of Assam
Directorate of Agriculture, Assam
Khanapara, Guwahati - 22


EOI Ref No: Agri/Inf/Tender-352/Pt-II/ 2023-24/01

Dated 20.12.2023

Expression of Interest (EOI)

The Director of Agriculture, Assam invites Expression of Interest (EOI) from experienced and eligible bidder for making audio-visual clips under Directorate of Agriculture.

The details related to the EOI and other terms of reference to this advertisement are uploaded on the website <https://diragri.assam.gov.in>


Director of Agriculture, Assam
Khanapara, Guwahati - 22

REQUEST FOR EXPRESSION OF
INTEREST
Consultancy Services

21st December, 2023

Directorate of Agriculture, Khanapara,
Guwahati-22

REQUEST FOR EXPRESSION OF INTEREST

(Manual Mode)

FOR SHORTLISTING OF ELIGIBLE CONSULTANTS TO PARTICIPATE IN THE RFP PROCESS FOR SELECTION TO PROVIDE NECESSARY CONSULTANCY FOR “PUBLICITY WORK UNDER THE DIRECTORATE OF AGRICULTURE, ASSAM”

EOI Ref No:Agri/Inf/Tender-352/Pt-II/ 2023-24/01 Dated 21.12.2023

Issued by:

*Directorate of Agriculture, Assam, Khanapara
Guwahati-22*



GOVERNMENT OF ASSAM
DIRECTORATE OF AGRICULTURE

NOTICE INVITING EOI

EOI Ref No: Agri/Inf/Tender-352/Pt-II/ 2023-24/01

Dated 21.12.2023

“Expression of Interest” is invited from eligible bidder (Consultants) by the Directorate of Agriculture, Assam, Khanapara to shortlisting to participate in the RFP stage for being selected to provide desired consultancy services as required for “Publicity Works under the Directorate of Agriculture”

S.No	Key Information/ Events	Time/Venue/Address
1.	Date of issue of the EOI document	Date: 22/12/2023 Time: 12.00 PM
2.	Last date of download of EOI document	Date: 02/01/2024 Time: 2.00 PM
3.	Mode of submission of EOI	Manual Mode (To be submitted in the office of the EOI Inviting Authority)
4.	Pre Bid meeting	Date: 26/12/2023 Time: 3 PM Venue: Conference hall, Directorate of Agriculture, Khanapara, Guwahati
5.	Due date and Time of submission of Eoi.	Date: 02/01/2024, Time: 2.00 PM
6.	Due date and time of submission of hardcopies of “Key Documents”.	Date: 02/01/2024, Time: 2.00 PM Address: Directorate of Agriculture, Khanapara, Guwahati-22
7.	Date & time of opening of EOI	Date: 02/01/2024 Time: 2.30 PM
8.	Address for Communication	Directorate of Agriculture, Khanapara, Guwahati-22, Email-agriinfoassam1@gmail.com
9.	Eoi Processing Fee (non-refundable)	Rs.1000 (Rupees One thousand only). To be paid in favour of Director of Agriculture, Assam along with the Eoi submission in the form of Demand Draft or Bankers Cheque .

Bidders who seek to appeal against any decision, action, or omission regarding this procurement may do so as per Section 38 of the Assam Public Procurement Act, 2017 and Rule 26 of the Assam Public Procurement Rules, 2022. The first and second appellate authority are as mentioned below:

1 st Appellate Authority	2 nd Appellate Authority
Joint Secretary to the Govt. of Assam, Agriculture Department, Dispur, Guwahati-06	Secretary to the Govt. of Assam, Finance Department

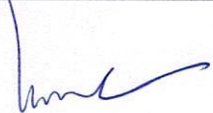

Director of Agriculture, Assam
Khanapara, Guwahati-22

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1. INTRODUCTION

1.1 About the Procuring Entity

Agriculture Information and Publicity wing under Directorate of Agriculture, Assam, Khanapara deals with dissemination of modern agricultural technologies to the farming community through print & electronic media, exhibitions, preparation of printed materials and audio-visual aids in vernacular languages, co-ordination of agricultural research and extension programme etc. The Agriculture Information and Publicity scheme is intended to provide such facilities for dissemination of these information to the farmers as a single windows delivery system.

1.2 About the Project

The Agriculture department plan to create audio-visual clips for various purposes, such as educating farmers on best practices, disseminating information about new agricultural technologies, promoting sustainable farming methods, providing weather-related updates, or showcasing success stories to inspire and motivate farmers. These clips serve as effective tools for communication and outreach within the agricultural community.

1.3 About the Assignment

The proposed assignment seeking creation of (a) Audio visual clip of different duration (120 seconds and 180 seconds) on improved package of practices of different crops along with schematic support from the department.

(b) Audio visual Agril Magazine covering farmer's success stories of different districts of Assam with special emphasis to the participation of woman in agriculture and agripreneur, development & creation of news on farmers field problems with departmental expertise in agri & horti sector.

2. TERMS OF REFERENCE

2.1 Background of the Assignment

The Audio visual clip and Audio visual Magazine both will try to create awareness on various Central & State Government schemes and to assess its impact on farming community. The Magazine will try to cover farmer's success stories of different districts of Assam with special emphasis to the participation of woman in agriculture and agripreneur, development & creation of news on farmers field, problems with dept expertise in agri & horti sector.

It is proposed to make such magazine episode-wise subject to availability of budget. The duration of each episode will be 10- 15 minutes which will specified clearly in the work order.

2.2. Objectives of the Assignment

Main objective of the assignment is to create awareness among the farming communities about the various package of practices of the crops grown in Assam and assistance provided by the department from various schemes from State and Central Government. There are many instances where farmers able to achieve good results from farming which needs to be published so that other farmers get motivated. There are many success stories in the villages which need to be highlighted. The proposed assignment will try to focus such activities in different media platform.

2.3 Scope of the Assignment

Sl. No.	Particulars	Specifications
2	Audio visual clip on improved package of practices of different crops along with schematic support from the department.	(a) Upto 120 seconds duration (b) Upto 180 seconds duration
3	Audio visual Agril Magazine covering farmer's success stories of different districts with special emphasis to the participation of woman in agriculture and agripreneur, development & creation of news, panel discussion, phone in programme on farmers field problems with dept expertise in agri & horti sector. The Audio visual Magazine will try to create awareness on various Central & State Government schemes and to assess its impact on farming community.	10 - 15 minutes duration.

3. INSTRUCTION TO APPLICANTS

3.1 Purpose of this Eol

Purpose of this Eol is to shortlist qualified Applicants as per the eligibility criteria given under para 3.2 (i.e., Eol Stage). After the completion of the Eol process for shortlisting, the procuring Entity (i.e., Client) shall issue RFP to the shortlisted applicants requesting them to submit a detailed proposal (Financial & Technical) as per the FRP terms and conditions (i.e., RFP Stage). In the RFP stage, the most suitable among the shortlisted Consultants shall be selected for award of contract, based on the evaluation of the proposals submitted as per the RFP terms and conditions.

3.2. Eligibility & Qualification Criteria

3.2.1 To participate in this Eol, the Applicant must be a single entity or consortium of entities (Joint Venture¹) having a formal intent and legal competency to enter into an agreement or contract and are registered under respective Act and Jurisdiction in India.

3.2.2 Directorate of Agriculture, Assam now invites eligible consulting firms ("Consultants") to indicate their interest in providing the services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. The short listing criteria are:

SN	Parameters	Pre-qualification criteria	Supporting documents required
1	Registered Legal Entity	The bidder should be a legally registered entity in India.	Copy of Certificates of Incorporation; Valid GSTIN No. and copy of registration Certificate; PAN details
2	Experience	The bidder should have experience to execute the similar assignment in consulting services for the	Work Order or Completion Certificate.

¹ "Joint Venture (JV)" means an association with or without a legal personality distinct from that of its members, of more than one Consultant where one member has the authority to conduct all business for and on behalf of any and all the members of the JV, and where the members of the JV are jointly and severally liable to the Client for the performance of the Contract.

		last 3 years under State/Central/ PSU i.e. 2020-21, 2021-22, 2022-23	
3.	Similar Experience	The bidder should have executed similar contract of value of Rs. 10,00,000.00 (Rupees Ten Lakhs) in each of the last three financial years.	Work Order or completion certificate.
3.	Financial Stability Turnover	Bidder should have average annual turnover of at least INR 25 lakhs in the last three financial years in a case of registered company i.e. 2020-2021, 2021-2022, 2022-23	a) Audited financial statement for the last three financial years. b) CA Certificates for the average annual turnover
4.	Cash flow	The bidder should have a positive net worth in the last financial years (i.e. FY 2020-21 to 2022-23)	The bidder shall provide a certificate from Statutory Auditor/ Chartered Accountant stating the net worth for the last financial year.
5.	Write Up	The bidder should have submitted a Short write-up on technical and managerial capability of the firms. (key personnel would not be evaluated at this stage and hence CVs shall not be submitted at EOI stage).	

3.2.3 The Average Annual Turnover of the Applicant in last three financial years e.g., 2020-2021, 2021-2022, 2022-23 from consulting business should not be less than Rs.25 Lakhs (Rupees Twenty Five lakhs only). The average annual turnover certificate as issued by the Auditor/Chartered Accountant should be submitted in the format as given under **Annexure-3** to this EoI document. The Certificate must be accompanied by attested copies of audited Statement of Accounts of last three financial years *i.e.* 2020-2021, 2021-2022, 2022-23

3.2.4 The parties willing to participate must not

- a) have been blacklisted or debarred from participating in any procurement process by the Procuring Entity or by any other State or Central Government

entity, undertakings, or bodies and which is in force as on the date of submission of Eol.

- b) Be insolvent, in receivership, bankrupt, or being wound up, not be having its affairs administered by a court or a judicial officer, not having its business activities suspended and must not be the subject of legal proceedings for any of the foregoing reasons.
- c) have and their directors and officers do not have, been convicted for any criminal offence relating to their professional conduct or the making of the false statement or misrepresentation as to their qualifications to enter a procurement contract with a period of three years preceding the commencement of procurement process, or not having been otherwise disqualified pursuant to debarment proceedings.
- d) have a conflict of interest as per Section 11 of Assam Public procurement Act, 2017 and which materially affect the competition.

3.2.3 Registration: The Party should be registered under Income Tax , GST and other relevant statute (e.g. PF, ESI, etc.), as applicable.

3.2.4 In case of Joint Venture (JV) applicant, it should not be of more than 3(three) members and none of them should have less than 25% of share in the JV. All members of the JV should fulfil all the eligibility criteria other than turnover i.e., Para 3.2.3 (turnover). All the members of the JV should have at least 60.00% of the required minimum average annual turnover (as per para 3.2.3).

3.3. Submission of Eol Proposal

3.3.1 Interested and eligible parties must submit their Eol manually (hardcopy) in a sealed envelope in the office of the Procuring Entity within due date and time of submission in the manner as prescribed in following below.

3.3.2 The address of the Procuring Entity along with EOI Reference Number and Title of the Assignment should be clearly superscribed on the sealed cover in capital letter.

3.3.3 The EOI submission should be along with all documentary proof with respect to pre-qualification and other documents as mentioned in **Para 3.4** below in form of checklist.

3.3.4 Each page of EOI (submissions) should be signed by the representative duly authorised by the applicant executing a Power of Attorney in the format given under **Annexure-4**. In case the proposal is signed by any one of the Directors or key officials (CEO, CFO or Company Secretary) a certified copy of the appropriate resolution / document conveying such authority may be enclosed in lieu of Power of Attorney. In case of partnership firm it should be signed by any one of the partner duly

authorised by the partnership. EOI submitted by a Joint Venture participant shall be signed by all members so as to be legally binding on all members, or by an authorized representative who has a written power of attorney signed by each member's authorized representative.

3.3.5 The Applicants are responsible for submission of Eoi proposal complete in all respect. The Authority shall ignore the Eolin case of incomplete or defective submission.

3.3.6 Each page of the EOI submission should be serially numbered, signed, and stamped by the authorized signatory and submitted in the address as given below, on or before the due date and time for submission.

Address for Submission (Hardcopies):

Krishi Bhawan, Directorate of Agriculture, Khanapara
Guwahati-781022

3.3.7 Late submissions shall not be taken into consideration and rejected by the Procuring Entity.

3.4. Checklist for the EOI submission

S. No	Documents	Submission Status (Y/N)	Page No
1	Covering Letter (As per Annexure-1)		
2	Applicants Details. In the format given under Annexure-2.		
3	Certificate issued by the Chartered Accountant as per para 3.2.3 in the format as given under Annexure-3.		
4	"Power of Attorney" appointing the signatory, as per para 3.3.4. in the format given under Annexure-4.		
5	Declaration with respect to non-blacklisting and debarment in non-judicial stamp paper duly notarized. As per the format given under Annexure-5. (As per para 3.2.4)		
6	Work completion /satisfaction certificate issued by that client/organisation establishing the experience as per para 3.2.2.		
7	Self-attested photocopy of GST Registration Certificate, PAN, PF & ESI Registration Certificate.		

	(Para 3.2.5)		
8	Copy of the Consortium /Joint Venture agreement		
9	Any other document as the Applicant feels necessary		

4. EVALUATION & SHORTLISTING

4.1. Preliminary Scrutiny

- 4.1.1. All the EoI submissions received within due date and time shall only be considered for evaluation by the evaluation committee.
- 4.1.2 The evaluation committee shall first ensure that the applications are complete in all respect. Only those EoI submissions which are complete in all respect shall be considered for further scrutiny.
- 4.1.3. Evaluation Committee reserves the right to seek further clarifications, explanation or information on any issue relating to the eligibility till such time the Committee is fully convinced.
- 4.1.4. The Procuring Entity shall finalize the list of the eligible consultants to participate in RFP process as per the evaluation of their EoI submissions. The decisions of the Procuring Entity on the same shall be final and binding.
- 4.1.5. Names of the consultants shortlisted to be invited for participation in the RFP process shall be hosted in the <https://diragri.assam.gov.in> on completion of all formalities.

4.2. Issue of RFP and Selection

- 2.2.1. Detailed proposals shall be invited by the Procuring Entity from the shortlisted consultants by issuing RFP. In the RFP document all technical and operational details shall be furnished. The shortlisted parties shall be invited by the Procuring Entity by issuing RFP to submit detailed technical and financial proposal.
- 2.2.2 The proposals submitted by the participating consultants in response to the RFP shall be evaluated by the evaluation committee as per the evaluation criteria mentioned in the RFP document.
- 2.2.3. Contract shall be awarded to the consultant whose proposal shall be evaluated as most advantageous for the procuring entity

ANNEXURES

Annexure 1: Covering Letter

Covering letter

[On the letter head of the Applicant]

Kind Attention:

[location, date]

The

<Insert Designation & Address of EoI Inviting Authority>

Sub: EoI (Refence No.....)for shortlisting of eligible applicants to participate inthe RFP process forselection of consultant for <insert the name of the assignment>.

Madam/Sir,

Having read, carefully examined, and understood the "Expression of Interest" document dated _____ issued by <insert EoI Inviting Authority>("Client") and all **Annexures** and other documents attached thereto, and all subsequent addenda and clarifications issued pursuant thereto (collectively the "EoI"), we hereby express our interest to participate in the RFP process, if shortlisted in this EoI stage.

We hereby agree and confirm that our EoI Proposal has been prepared strictly in conformity with the instructions in the EoI document (including the forms set forth therein) and that we shall always act in good faith and abide by the terms and conditions of this EoI.

We agree that we have inspected and examined the EoI documents and have ascertained that they contain no inconsistencies, errors or discrepancies and have otherwise familiarized ourselves with all conditions of the EoI which may affect our Proposal and all queries on other contractual matters have been addressed.

We represent and warrant to Client the information furnished by us is complete, accurate, unconditional, and fairly presented.

We have the necessary capacity and experience to execute the assignment and participate in the RFP, if shortlisted.

We follow all the terms and conditions of the EoI; there is no information, data or documents which have not been disclosed which may prejudicially affect Client's evaluation or decision in relation to pre-qualification shortlisting.

We have all the necessary corporate and statutory approvals and authorizations to participate in this Eol.

We acknowledge that we have neither failed to perform any contract, as evidenced by imposition of a penalty by an arbitral or judicial client or a judicial pronouncement or arbitration award against us or any of our director/trustee/partners or key officials or has been expelled from any project or contract by any public entity nor have had any contract terminated by any public entity for any breach of contract by us.

We declare we have not been declared ineligible for corrupt or fraudulent practices in any tendering process.

We undertake that we will intimate Client of any material change in facts, circumstances, status, eligibility, or documentation relating to us during this Eol and till completion of ensuing RFP process.

This Proposal shall be construed, interpreted, and governed, in all respects, by Assam Public Procurement Act'2017, Assam Public Procurement Rule'2020 and the relevant laws of India, without reference to its conflict of law principles. The courts at Guwahati will have exclusive jurisdiction in respect of all matters arising out of this Eol process.

We undertake that we have not been debarred or blacklisted by any government (Central/State) agency or PSU and fulfil all eligibility criteria as stipulated in Para 3.2.4 of this Eol document.

We have provided details, in accordance with the instructions and in the form required by the Eol and have attached the same as appendices to this application.

Yours faithfully,

[Signature and Details of the Applicant/Authorised Representative]

Annexure 2: Applicant Details

1. Organizational Details	
1.1. Full Name	
1.2. Legal Status (firm/company, etc.)	
1.3. Jurisdiction of Incorporation	
1.4. Year of incorporation / registration	
1.5. Registration Number	
1.6. Registered Address	
2. Details of Authorized Signatory	
2.1 Name	
2.2 Designation	
2.3 Address	
2.4 Contact Details	
<i>(Copy of the document of authorization to be provided)</i>	
3. Tax Registration Details	
3.1. GST	
3.2. Income Tax	
4. Contact Person for this Proposal	
4.1. Name	
4.2. Address for Courier	
4.3. Office Phone	
4.4. Mobile Phone	
4.5. Fax No.	
4.6. E-mail Address	
5. Certifications, Awards &Accreditations, if any	
5.1.	
5.2.	
5.3.	

Date:
Place:

Signature of the Applicant

Annexure 3: CA Certificate (Financial Information)

On the letter head of Chartered Accountant/Statutory Auditor

This is to certify that the financial information of M/s having its registered office at..... as given in the table below are true and correct and in agreement with the books of accounts and other financial documents and records including statutory returns and Statement of Accounts.

(Amount in INR Crores)

Financial Information	Financial Year			Average
	2022-23	2021-22	2020-21	
	Audited	Audited	Audited	
Total Annual Turnover from consulting business				
Turnover from similar consulting business				
Annual Profit Before Tax				

I/We also certify that the Applicant has more than (in words) years of experience in consulting business, out of which more than(in words)years in similar consulting services, in India for and on behalf of government or international agencies as on <Insert Date>.

Date:

Signature and seal of the CA firm

Place:

UDIN :.....

Note:

- In case audit of 2022-23 financial statements are not complete, the Applicant may furnish audited financial statements for 2019-20, 2020-21& 2021-22 and appropriate disclosure shall be made in the certificate.*
- Documentary evidence in support of the(in words)years or more experience in Consultancy service, out of which atleast.....(in words) years in similar projects, in India for and on behalf of government or international agencies, must be enclosed*

Annexure 4: Power of Attorney

Format for Power of Attorney for Signing of Application (On stamp paper of 100/- and notarised)

Power of Attorney

We, (name and address of the registered office) do hereby constitute, appoint and authorize Mr. / Ms.(name and residential address) who is presently employed with us and holding the position ofas our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our response to the EoI for shortlisting of eligible applicants to participate in the RFP process for selection of an agency<insert title of the project>including signing and submission of all documents and providing information to the Client (i.e.) and its officials or representatives, representing us in all matters before Client, and generally dealing with Client in all matters in connection with our EoI response.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds, and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Dated this the _____ day of _____ 200_

For _____

(Name, Designation and Address)

Accepted

_____(Signature)
(Name, Title and Address of the Attorney)

Date : _____

Note:

- i. *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, as laid down by the applicable law and the charter documents of the executants(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.*
- ii. *In case an authorized Director or key officials of the Applicant signs the Application, a certified copy of the appropriate resolution/ document conveying such authority may be enclosed in lieu of the Power of Attorney.*
- iii. *In case the Application is executed outside India, the Applicant must get necessary authorization from the Consulate of India. The Applicant shall be required to pay the necessary registration fees at the office of Inspector General of Stamps.*

Annexure 5: Affidavit

Affidavit

(To be submitted on non-judicial stamp paper of appropriate value duly certified by Notary)

We, M/s. (the Applicant), (the names and addresses of the registered office) hereby certify and confirm that:

- (i) We or any of our promoter(s) / director(s) / partner(s) are not blacklisted or otherwise disqualified pursuant to any debarment proceedings by any Central or State Government, Local Government or Public Sector Undertaking in India from participating in any bidding process, either individually or as member of a consortium as on the _____ (Date of Signing of Application).
- (ii) We are not insolvent, in receivership, bankrupt, being wound up, having our affairs administered by a court or a judicial officer, having our business activities suspended or subject of legal proceedings for any of the foregoing reason.
- (iii) We or any of our promoter(s), director(s), partner(s) and officers are not convicted of any criminal offence related to their professional conduct or the making of false statements or misrepresentations as to their qualifications to enter into a procurement contract within a period of *three years* preceding the commencement of the procurement process.
- (iv) There is no conflict of interest in submitting this Proposal

We further confirm that we are aware that, our Application for Shortlisting of Organisations to participate in the bidding process eligible parties to select most suitable of them to implement <insert name of the project>, would be liable for rejection in case any material misrepresentation is made or discovered at any stage of EoI evaluation or thereafter during RFP and the agreement period.

Dated thisDay of, 20.....

Name of the Applicant

.....

Signature of the Authorized Person

.....

Name of the Authorized Person