



NORTH EAST SLOW FOOD & AGROBIODIVERSITY SOCIETY

Objective: Tender for selection of agency for content selection, writing, designing, editing, proofing of the web based (monthly newsletter, annual report and six monthly progress report) of NESFAS.

Location: North East Slow Food & Agrobiodiversity Society, Kerie Ville, Arbuthnott Road, Laitumkhrach, Shillong 793003, Meghalaya, India.

INTRODUCTION

North East Slow Food and Agrobiodiversity Society (NESFAS), registered in 2012 under the Meghalaya Societies Act. NESFAS emerged as an outcome of collaborative activities between the Indigenous Partnership for Agrobiodiversity and Food Sovereignty (TIP) and Slow Food International. While Slow Food spotlights the importance of pleasure through good, clean and fair food, going hand in hand with our responsibility towards the environment, in its stead TIP reaffirms the importance of local food systems and the age-old role of Indigenous Peoples as guardians of Agrobiodiversity. A role that is intrinsically linked to their cultural identity and to their right to food sovereignty, food and nutritional security. To this end, NESFAS endeavors to join hands and converge its activities with other likeminded individuals, institutions, government, other NGOs, etc., for the overall benefit, conservation and development of the indigenous communities in the North East of India.

SCOPE OF WORK

I. Annual report:

- ❖ Content selection, writing, editing and proofing
- ❖ Number of pages: 10-15
- ❖ Artwork (wherever necessary)
- ❖ Innovation Concept should be applied for designing work comparable with international standards.
- ❖ Design and theme to flow inside pages.
- ❖ Placement of text, pictures, charts etc. at the appropriate places
- ❖ Image finishing
- ❖ Designing of Separators before each section, if any.
- ❖ It should be a web based platform with easy availability and accessibility of its contents over Internet through all kinds of modern multi-media devices e.g Tablets, PCs and smart phones etc and should have RSS feed for automated delivery of content over the Web, Email and mobile networks.

- ❖ Annual reports have to be printed in hard copy.
- ❖ A short description of the firm's design strategy and the approach towards the content of the Reports that will attract followers to NESFAS.

II. Newsletter (Monthly)

- ❖ Content selection, writing, editing and proofing
- ❖ NESFAS's newsletter shall comprise of 2 pages containing the relevant activities, policies, achievements, declarations of NESFAS, along with suitable pictures, graphs, tables, videos, films, data etc.
- ❖ It should be a web based platform with easy availability and accessibility of its contents over Internet through all kinds of modern multi-media devices e.g Tablets, PCs and smart phones etc and should have RSS feed for automated delivery of content over the Web, Email and mobile networks.

III. Six monthly project progress report

- ❖ Content selection, writing, editing and proofing
- ❖ Pages- depending on the project activities
- ❖ Artwork (wherever necessary)
- ❖ Innovation Concept should be applied for designing work comparable with international standards.
- ❖ Design and theme to flow inside pages.
- ❖ Placement of text, pictures, charts etc. at the appropriate places
- ❖ Image finishing
- ❖ Designing of Separators before each section, if any.
- ❖ Six monthly reports have to be printed in hard copy.
- ❖ A short description of the firm's design strategy and the approach towards the content of the Reports that will attract followers to NESFAS.

IV. EXPECTED AND DESIRABLE QUALIFICATION OF THE CONSULTING FIRM

Following are the qualification/experience that NESFAS would expect from the firm:

- ❖ A minimum of 3 years experience in designing, preparation, publication and management of digital online newsletter on multimedia apparatus as well as adept at digital content management.
- ❖ The bidder should be a bona fide registered company having proper accreditations. The bidder should furnish in the Technical Bid, details and proof of its entity through the relevant documents.
- ❖ List major clients reputed NGOs and other Development Agencies with a portfolio of the same attached.

V. HOW TO APPLY

- ❖ The bid to be submitted by the Bidder shall consist of 2 (two) parts :-
- ❖ Part - I :- "Technical Bid" (1st Envelope) shall contain:-

- a) Qualification Information and supporting documents as specified in Section IV of the Bidding document such as experience certificate, company registration, Bank certificate, Income tax return & GST registration etc.
- d) Undertaking to the effect that Bid shall remain valid for the period from 1st October 2020 to 31 March 2021.

Part – II: - “Financial Bid “(2nd Envelope) shall contain:-
Schedule of Rates (Rates to be quoted by the Bidder).

- ❖ Interested Consulting firm/agency/organization may submit their proposals to NESFAS office, Laitumkhrah and the proposal will be evaluated by NESFAS procurement committee. **All proposals are to be submitted before 21ST September, 2020** addressed to the Executive Director, North East Slow Food & Agrobiodiversity Society, Kerie Ville, Arbuthnott Road, Laitumkhrah, Shillong 793003, Meghalaya, India.
 - ❖ The Proposal amongst others may ideally contain (a) Profile of the Firm/Institution, copy of Registration certificate in case of registered firms, (b) last 3 years audited statement of the firm c) Evidence of experience and capabilities in undertaking the task.
 - ❖ In case interaction is required, the same will be held in the NESFAS office, Shillong in the above mentioned address and the firms attending the interaction session will however do so at their own cost.
- VI.** A separate MOU will be signed between the Project and the consulting firm/Agency/Institution being awarded the contract.
- VII.** Once a proposal is received before the due date and time, NESFAS will:
- ❖ Log the receipt of the proposal and the business information.
 - ❖ Review all Proposals and disqualify any non responsive ones and retain the business details on file with a note indicating disqualification.
 - ❖ Inform respondents within 15 business days of the evaluation decision being made.

NESFAS reserves the right:

- ❖ To accept any or reject all proposals, without incurring any liability to the affected respondents or any obligation to inform the affected respondents on the grounds for NESFAS'S actions prior to contract award, and
- ❖ To negotiate - with respondents invited to negotiate- the proposed technical approach and methodology and the proposed price based on the respondents proposal.
- ❖ Amend the TOR at any time.

All proposals are to be submitted before 21ST September, 2020

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