
 Kerala Tenders		eTendering System Government of Kerala																																					
Tender Details																																							
			Date : 02-Dec-2024 02:06 PM																																				
 Print																																							
Basic Details																																							
Organisation Chain	Kerala Co-operative Milk Marketing Federation Ltd KCMMF Ltd Head Office, Pattom, Trivandrum Quality Control																																						
Tender Reference Number	KCMMF/HO/MKTG/74 /2024																																						
Tender ID	2024_KCMMF_711430_1	Withdrawal Allowed	Yes																																				
Tender Type	Open Tender	Form of contract	Item Rate																																				
Tender Category	Services	No. of Covers	2																																				
General Technical Evaluation Allowed	No	ItemWise Technical Evaluation Allowed	Yes																																				
Payment Mode	Online	Is Multi Currency Allowed For BOQ	No																																				
Is Multi Currency Allowed For Fee	No	Allow Two Stage Bidding	No																																				
Payment Instruments		Cover Details, No. Of Covers - 2																																					
Online Bankers	<table border="1"> <thead> <tr> <th>S.No</th> <th>Bank Name</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>SBI MOPS</td> </tr> </tbody> </table>	S.No	Bank Name	1	SBI MOPS	<table border="1"> <thead> <tr> <th>Cover No</th> <th>Cover</th> <th>Document Type</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Fee/PreQual/Technical</td> <td>.pdf</td> <td>Company Profile</td> </tr> <tr> <td></td> <td></td> <td>.pdf</td> <td>Team Details</td> </tr> <tr> <td></td> <td></td> <td>.pdf</td> <td>GST Details</td> </tr> <tr> <td></td> <td></td> <td>.pdf</td> <td>PAN Deatails</td> </tr> <tr> <td></td> <td></td> <td>.pdf</td> <td>Previous Experience in Artwork Design</td> </tr> <tr> <td></td> <td></td> <td>.pdf</td> <td>Signed copy of NIT as acceptance of terms and conditions</td> </tr> <tr> <td>2</td> <td>Finance</td> <td>.xls</td> <td>BOQ</td> </tr> </tbody> </table>	Cover No	Cover	Document Type	Description	1	Fee/PreQual/Technical	.pdf	Company Profile			.pdf	Team Details			.pdf	GST Details			.pdf	PAN Deatails			.pdf	Previous Experience in Artwork Design			.pdf	Signed copy of NIT as acceptance of terms and conditions	2	Finance	.xls	BOQ	
S.No	Bank Name																																						
1	SBI MOPS																																						
Cover No	Cover	Document Type	Description																																				
1	Fee/PreQual/Technical	.pdf	Company Profile																																				
		.pdf	Team Details																																				
		.pdf	GST Details																																				
		.pdf	PAN Deatails																																				
		.pdf	Previous Experience in Artwork Design																																				
		.pdf	Signed copy of NIT as acceptance of terms and conditions																																				
2	Finance	.xls	BOQ																																				
Other Important Documents																																							
S.No	Category	Sub Category	Sub Category Description	Format/ File																																			
1	Certificate Details	Permanent Account Number	Permanent Account Number																																				
2	Certificate Details	Income Tax Certificate	Income Tax Certificate																																				
3	Man Power Details	Details of Technical Manpower Details	Details of Technical Manpower Details																																				
4	Man Power Details	Details of Technical Manpower-Other Schemes Details	Details of Technical Manpower-Other Schemes Details																																				
5	Miscellaneous	Work Completed Certificate Copies	Work Completed Certificate Copies																																				
6	Miscellaneous	Company profile	Company profile																																				
7	Miscellaneous	Tender documents	Tender documents																																				
8	Work Details	Works Completed Details	Works Completed Details																																				

Tender Fee Details, [Total Fee in ₹ * - 2,950]				EMD Fee Details			
Tender Fee in ₹	2,950			EMD Amount in ₹	0.00	EMD Exemption Allowed	No
Fee Payable To	Nil	Fee Payable At	Nil	EMD Fee Type	fixed	EMD Percentage	NA
Tender Fee Exemption Allowed	No			EMD Payable To	Nil	EMD Payable At	Nil

[Click to view modification history](#)

Work /Item(s)					
Title	Tender for Artwork Design for Ice Cream				
Work Description	Tender for Artwork Design for Ice Cream				
Pre Qualification Details	As indicated in the Tender Documents				
Independent External Monitor/Remarks	NA				
Show Tender Value in Public Domain	No				
Tender Value in ₹	3,00,000	Product Category	Consultancy	Sub category	NA
Contract Type	Tender	Bid Validity(Days)	90	Period Of Work(Days)	15
Location	KCMMF	Pincode	695004	Pre Bid Meeting Place	NA
Pre Bid Meeting Address	NA	Pre Bid Meeting Date	NA	Bid Opening Place	KCMMF
Should Allow NDA Tender	No	Allow Preferential Bidder	No		

Critical Dates			
Publish Date	02-Dec-2024 02:00 PM	Bid Opening Date	26-Dec-2024 02:00 PM
Document Download / Sale Start Date	16-Dec-2024 05:00 PM	Document Download / Sale End Date	24-Dec-2024 05:00 PM
Clarification Start Date	16-Dec-2024 05:00 PM	Clarification End Date	24-Dec-2024 05:00 PM
Bid Submission Start Date	16-Dec-2024 05:00 PM	Bid Submission End Date	24-Dec-2024 05:00 PM

Tender Documents					
NIT Document	S.No	Document Name	Description	Document Size (in KB)	
	1	Tendernotice_1.pdf	Tender Documents	534.29	
Work Item Documents	S.No	Document Type	Document Name	Description	Document Size (in KB)
	1	BOQ	BOQ_1118485.xls	BOQ	297.50

Bid Openers List			
S.No	Bid Opener Login Id	Bid Opener Name	Certificate Name
1.	jacksonk@milma.com	Jackson Koshy	Jackson Koshy
2.	bilssy@milma.com	Bilssy Devi O.B.	BILSSY DEVI O B
3.	muruganvs@milma.com	Murukan VS	MURUKAN V S

Tender Properties			

Auto Tendering Process allowed	No	Show Technical bid status	Yes
Show Finance bid status	Yes	Stage to disclose Bid Details in Public Domain	Technical Bid Opening
BoQ Comparative Chart model	Normal	BoQ Comparative chart decimal places	2
BoQ Comparative Chart Rank Type	H	Form Based BoQ	No

Tender Inviting Authority

Name	MANAGING DIRECTOR
Address	Milma Bhavan, Pattom Palace P.O, Thiruvanthapuram 695004

Tender Creator Details

Created By	Murukan VS
Designation	Manager
Created Date	02-Dec-2024 12:36 PM



Kerala Cooperative Milk Marketing Federation Ltd.
Milma Bhavan, Pattom P.O Thiruvananthapuram-695 004
PHONE: 0471 2786436, 2786424 E mail:
marketing@milma.com
GST No: 32AAAAK5375M3ZE (KCMMF)

Tender Notice for Artwork Design for Ice Cream



Kerala Cooperative Milk Marketing Federation Ltd.

Milma Bhavan, Pattom P.O Thiruvananthapuram-695 004

PH: 0471-2786424, 2746436. E mail: marketing@milma.com

No. KCMMF/HO/MKTG/74 /2024

02.12.2024

E-TENDER NOTICE - Kerala Cooperative Milk Marketing Federation invites tenders from reputed Designer's to create competitive designs for our Ice cream variants. KCMMF is a leading dairy Cooperative in Kerala, committed to delivering quality dairy products to its customers. Expanding our product line, we are focused on producing premium ice cream variants that uphold Milma's legacy of excellence and purity. To elevate its market presence and enhance its branding, Milma seeks to collaborate with creative individuals or agencies for the design of artwork for its ice cream product line. The project will follow a Quality and Cost Based Selection (QCBS) model with a weightage of 50:50, wherein 50% of the marks will be based on the technical presentation, and 50% on financial proposal.

The tender will follow a three-stage process:

- **Stage 1:** Submission of company profiles for initial screening.
- **Stage 2:** Technical Proposal, detailing the creative, team credentials, work, and methodology.
- **Stage 3:** Financial Bid through E-Tender portal

Selection Schedule

The bid shall be submitted in a two cover system consisting of Technical & Financial bid. The necessary documents if any may be uploaded along with the tender. Detailed terms and conditions, scope of work as indicated in the bidding document of the work is to be uploaded in the Kerala Government e-portal www.etenders.kerala.gov.in

Sl. No	Particulars	Date
1	Stage 1: Submission of documents for initial screening.(By Hand/post/ e mail)	On or before 9/12/24 5 PM
2	Stage 2: Presentation, detailing the design, team credentials, work, and methodology.	12/12/24 to 14/12/24
	Publishing list of selected agencies in www.milma.com	16/12/24 4 PM
3	Stage 3: Financial Bid through E-Tender portal	
	Bid submission starting date	16/12/24 5 PM
	Last date and time of submission	24/12/24 5 PM
	Date and time of opening	26/12/24 2 PM
4	TENDER FEE (Inclusive of GST)	Rs.2950.00/-

The Kerala Cooperative Milk Marketing Federation Ltd. shall have the right to accept/ reject the offer fully or partially without assigning any reason thereof.

Managing Director

1. GENERAL TERMS & CONDITIONS FOR E-PROCUREMENT

This tender is an e-Tender and is being published online for carrying out **new design for our Ice cream art work**, during the period mentioned in the tender. The tender is invited in two cover system from eligible individuals and registered firms through e-procurement portal of Government of Kerala (<https://www.etenders.kerala.gov.in>). Prospective bidders willing to participate in this tender shall necessarily register themselves with above mentioned e-procurement portal.

The tender timeline is available in the critical date section of this tender published in www.etenders.kerala.gov.in.

1.1 Online Bidder registration process:

Bidders should have a Class III Digital Signature Certificate (DSC) to be procured from any Registration Authorities (RA) under the Certifying Agency of India. Details of RAs will be available on www.cca.gov.in. Once the DSC is obtained, bidders have to register on www.etenders.kerala.gov.in website for participating in this tender. Website registration is a one-time process without any registration fees. However, bidders have to procure DSC at their own cost.

Bidders may contact e-Procurement support desk of Kerala State IT Mission over telephone at **0471- 2577088, 2577188, 2577388** or **0484 – 2336006, 2332262** or through email: etendershelp@kerala.gov.in for assistance in this regard.

1.2 Online Tender Process:

The tender process shall consist of the following stages:

- i. **Downloading of tender document:** Tender document will be available for free download on www.etenders.kerala.gov.in .However, tender

document fees shall be payable at the time of bid submission as stipulated in this tender document.

- ii. **Publishing of Corrigendum:** All corrigendum will be published on www.etenders.kerala.gov.in and will not be available elsewhere.
- iii. **Bid submission:** Bidders have to submit their bids along with basic supporting documents to support their eligibility, as required in this tender document on www.etenders.kerala.gov.in. No manual submission of financial bid is allowed and manual financial bids shall not be accepted under any circumstances.
- iv. **Opening of Financial Bids:** Bids shall be opened and evaluation of the financial bid will be done on the date and time mentioned in critical date's section.

1.3 Documents Comprising Bid:

1. The First Stage (Pre-Qualification or Technical Cover based on 1 cover or 2 cover tender system):

Pre-Qualification or Technical proposal shall contain the copies of the documents that every bidder has to submit manually as mentioned below.

2. The Second Stage (*Financial Cover or as per tender cover system*):

The Bidder shall complete the Price bid as per format given for download along with this tender.

Note: The blank price bid should be downloaded and saved on bidder's computer without changing file-name; otherwise price bid will not get uploaded. The bidder should fill in details in the same file and upload the same back to the website.

Fixed price: Prices quoted by the Bidder shall be fixed during the entire period of the contract and not subject to variation on any account after finalization of the contract. A bid submitted with an adjustable/ variable price quotation will be treated as non - responsive and will be rejected.

1.4 . Tender Document Fees

The Bidder shall pay, a tender document fees of Rs. 2950/- (Rupees Two thousand nine hundred and Fifty Only) which will not be refunded at any cost.

Online Payment modes: The tender document fees can be paid in the following manner through e-Payment facility provided by the e-Procurement system:

- i. **State Bank of India (SBI) Internet Banking:** If a bidder has a SBI internet banking account, then, during the online bid submission process, bidder shall select SBI option and then select Internet banking option. The e-Procurement system will re-direct the bidder to SBI's internet banking page where he can enter his internet banking credentials and transfer the tender document.
- ii. **National Electronic Fund Transfer (NEFT)** If a bidder holds bank account in a different bank, then, during the online bid submission process, bidder shall select NEFT option. An online remittance form would be generated, which the bidder can use for transferring amount through NEFT either by using internet banking of his bank or visiting nearest branch of his bank. After obtaining the successful transaction Receipt No.,

the bidder has to update the same in e-Procurement system for completing the process of bid submission. Bidder should only use the details given in the Remittance form for making a NEFT payment otherwise payment would result in failure in e-Procurement system. **As NEFT payment status confirmation is not received by e-Procurement system on a real-time basis, bidders are advised to exercise NEFT mode of payment option at least 48 hours prior to the last date and time of bid submission to avoid any payment issues.**

NEFT payment should be done according to following guidelines:

- a) **Single transaction for remitting Tender document fee**: Bidder should ensure that tender document fees are remitted as one single transaction.
- b) **Account number as per Remittance Form only**: Account No. entered during NEFT remittance at any bank counter or during adding beneficiary account in Internet banking site should be the same as it appears in the remittance form generated for that particular bid by the e-Procurement system. Bidder should ensure that tender document fees are remitted only to the account number given in the Remittance form provided by e-Procurement system for that particular tender. Bidders must ensure that the banker inputs the Account Number (which is case sensitive) as displayed in the Remittance form. No additional information like bidder name, company name, etc. shall be entered in the account no. column along with account no. for NEFT remittance.
- c) **Only NEFT Remittance Allowed**: RTGS payments, Account to Account transfers, State Bank Group Transfers (GRPT) or Cash payments are not allowed and are treated as invalid mode of payments. Bidder must ensure that the banker does NEFT transaction only irrespective of the amount and specially instruct the banks not to convert the payment type to RTGS or GRPT.
- d) **Amount as per Remittance form**: Bidder should ensure that the amount being remitted is neither less nor higher than the amount shown in remittance form.
- e) **UTR Number**: Bidders should ensure that the remittance confirmation (UTR number) received after NEFT transfer should be updated as it is, in the e-Procurement system for tracking the payment.
- f) **One Remittance Form per Bidder and per Bid**: The remittance form provided by e-Procurement system shall be valid for that particular bidder and bid and should not be re-used for any other tender or bid or by any other bidder.

Any transaction charges levied while using any of the above modes of online payment has to be borne by the bidder. The supplier/contractor's bid will be evaluated only if payment status against bidder is showing "Success" during bid opening.

1.5 SUBMISSION PROCESS:

For submission of bids, all interested bidders have to register online as explained above in this document. After registration, bidders shall submit the tender through online on www.etenders.kerala.gov.in along with online payment of tender document fees.

For page-by-page instructions on bid submission process, please visit www.etenders.kerala.gov.in and click "Bidders Manual Kit" link on the home page

It is necessary to click on "Freeze bid" link/ icon to complete the process of bid submission otherwise the bid will not get submitted online and the same shall not be available for viewing/ opening during bid opening process

2. Scope of Work

The primary goal of this tender is to identify skilled designers or design agencies capable of conceptualizing and delivering innovative, visually appealing, and consumer-friendly artwork for different type of Ice creams that aligns with Milma's brand values.

The selected agency will be required to:

2.1 Conceptualize and Create Artwork:

- Design artwork labels for ice cream packaging (tubs of different variants, sleeves of sticks and cones etc according to Milma's requirement).
- Provide all mandatory/statutory information for the Back of Pack (BOP) in consultation with MILMA.
- Adapt the master design to different SKU's
- Create different model designs for basic and premium variants.

2.2 Brand Alignment:

- Ensure the design adheres to Milma's branding guidelines.
- Incorporate feedback and revisions as required by Milma's marketing team.
- Benchmarking with competitor brands.
- Do adequate markets study necessary to get consumer feedback for artwork development.

2.3 Deliverables:

- Final artwork files in multiple formats (AI, PSD, PNG, JPEG, etc.).
- A finalized key line drawing of the packaging label is to be provided for design exploration and same needs to be confirmed by our authorized label supplier/ printer
- 3 D Mock-ups for packaging and marketing use.
- Adaptation to different SKU, s as per the requirement.
- Design of Banners, Posters, Danglers etc as per requirement.

3. Eligibility Criteria (Stage 1: Profile Screening)

Applicants should meet the following criteria:

- Overview of the company, team members, expertise, and years of experience in agency letter head.

- The agency must have at least 3 years of experience. (GST registration copy to be attached)
- Previous experience working with other reputed FMCG brand of national presence, preferably dairy brands. (details to be submitted).
- A strong portfolio demonstrating creativity and technical expertise.
- Ability to deliver projects within short time schedules.
- Proficiency in relevant design software and tools.
- Expertise in Providing all mandatory/statutory information for the Back of Pack (BOP) in labels of Food products will be added advantage (details to be submitted)

The above details shall reach our office on or before the stipulated date by Hand/ Post/ E mail for initial profile screening. The details shall be send to **The Managing Director, Kerala Co operative Milk Marketing Federation, Milma Bhavan, Pattom P O, Thiruvanthapuram-695004, PH: 0471-2786424,2786436. E mail: marketing@milma.com**

4. Evaluation Criteria (Stage 2)

A. Technical Proposal (50% Weightage)

After Stage 1 profile screening, the selected agency will have to do a presentation before the selection panel with the creative concept, timeline, and team involved as per the details mentioned in the Scope of work. The date and time for the presentation will be intimated to the agency through e mail. The tentative date for the presentation is given in the selection schedule. It is advised that the agency shall be ready with the presentation as the intimation for presentation will be given in short notice. The stage 1 qualified agencies shall prepare Designs for two basic variants of Milma Ice creams (Vanilla & Chocolate flavors) and 2 premium variants (Blueberry & Spanish Delight). The Designs for basic and Premium variants shall not be same but can have common family design pattern. The total time allotted for an agency will be 40 minutes in which 30 minutes will be for presentation and 10 minutes for discussion. The evaluation of subjective parameters and presentation in the technical bid will be done by the selection panel and its decision shall be final.

4.1 Method of evaluation of Technical & Financial bid

The Technical Bids will be opened by the evaluation committee and marks will be given based on the criteria detailed in the technical bid document. The Technical Marks obtained will be referred to as Technical Scores (St). Agencies will be ranked on the basis of the Technical Score (St), and only agencies who have scored 70 % or more marks, will be qualified for financial evaluation. The list of technically qualified applicants will be published in our website in the scheduled date.

The Financial Bids of the agencies that have scored 70% or more Technical Score (St) will be opened on the date shown in the schedule of selection process. The lowest Financial Proposal (Fm) will be given a Financial Score (Sf)

of 100 points. The financial scores of the other Financial Proposals will be determined using the following formula:

$S_f = 100 \times F_m/F$; in which S_f is the Financial Score, F_m is the lowest Financial Proposal, and F is the Financial Proposal under consideration.

4.2. Combined Technical and Financial Score

For final evaluation, the agencies will be ranked in accordance with their combined Technical (S_t) and Financial (S_f) scores with weightage. The Technical Score (S_t) will be given 50% weightage and Financial Score (S_f) will be given 50% weightage, so that the combined Score will be:

$S = S_t \times T_w + S_f \times F_w$; Where S is the Combined Score, and T_w and F_w are weights assigned to Technical Score and Financial Score that will 50:50. The party having highest combined score (S) will be selected.

The technical proposal will be evaluated on the following criteria:

Evaluation Criteria	Maximum Marks
1. Experience and Credentials	10Marks
- Minimum 3 years in operation and experience in Designing (5 marks)	
- Experience with similar clients, including any work with FMCG or dairy brands. (Min 3 work will be given 5 marks)	
2. Creative Approach (Evaluated during Presentation)	30 Marks
- Originality and creativity in Design. (10 marks)	
Expertise in Providing all mandatory/statutory information for the Back of Pack (BOP) in labels of Food products(5)	
- Alignment of the proposed concepts with KCMMF's brand. (5 marks)	
- Design competence with other Ice cream brands (5 marks)	
Detailed Time line for completing the design(5 Marks)	
3. Portfolio of Past Work (Evaluated during Presentation/Document)	10 Marks
- Quality and impact of past Designs. (10 marks)	

Evaluation Criteria	Maximum Marks
Total	50 Marks

B. Financial Proposal (50% Weightage)

The financial proposals will be evaluated based on the total cost bid for designing master design; subsequent adaption to other SKU's and design charges for posters, Banners and Dangers. The financial quote should include all costs including purchase of high resolution images etc. The Financial Bid should align with the presentation made during the technical evaluation.

5. Submission Details

All proposals must be submitted as detailed below:

- **Stage 1:** Submission of company profiles for initial screening.

The documents need to be submitted in sealed envelopes by hand or via post to **The Managing Director, Kerala Co-operative Milk Marketing Federation, Milma Bhavan, Pattom Palace P.O, Thiruvanthapuram 695004.** The proposal can also be sent to our e mail: marketing@milma.com

Proposals should be clearly marked as:

"Tender for Ice cream artwork design"

- **Stage 2:** Technical Proposal detailing the team credentials, work, artwork designs done, creative ideas, and methodology shall be given. A Presentation needs to be done at KCMMF H.O, Pattom, Thiruvanthapuram as per the mentioned timeline schedule.

List of selected agencies qualified in the stage 2 evaluation and eligible for participation in the financial bid will be published in our website: www.milma.com as per the time schedule.

Stage 3: Financial Bid through E-Tender portal

Need to submit the financials through **Kerala Government E-Tender Online Portal** as per the timeline mentioned.

The tender document should clearly outline the budget for the project, broken down into:

- Cost of Master Design
- Cost of SKU adaptation
- Cost of Designing POP materials with adaptation (Banners, Posters and Dangers etc).It shall be single quote for the entire work.

The selected agency will be responsible to make creative designs for all variants of Ice creams as per our requirement.

Late submissions will not be considered.

6. Timeline

The entire design must be completed within 15 Days from date of issue of work order for artwork design of products. The agency shall provide minimum 3 alternative designs for each product.

8. Intellectual Property Rights

All intellectual property rights related to the final design, including images will belong to Milma.

9. Terms and Conditions

- Milma reserves the right to accept or reject any or all tenders without assigning any reasons.
- The Agency must ensure that all works are original and do not infringe on any copyrights.
- The payment will be released only after the completion of entire work.
- The contract will be valid for a period of two years and can be renewed for further period, if mutually agreed.
- MILMA will have the rights to use the selected agency for artwork design of other products on the same terms and conditions, if required.

For any queries regarding this tender, please contact: 04712786424/36 or marketing@milma.com

Managing Director

Annexure (To be signed and uploaded along with BOQ in e -tender)

Financial Bid Form – Artwork Design for Ice Cream

The Managing Director
Kerala Cooperative Milk Marketing Federation Ltd.
Milma Bhavan, Pattom PO, Thiruvanthapuram

Subject: Selection of Agencies for designing competitive artwork for Milma Ice creams - Financial Bid

We hereby submit our Financial Bid for designing new competitive artwork of Ice creams variants for Kerala Cooperative Milk Marketing Federation (Milma). We unconditionally agree to abide by the Terms & Conditions specified in the Tender notice.

Note:

1. Price for all the activity mentioned in the respective tender annexure must be quoted by the agency.
2. Failure to NOT quote price for any activity will lead to disqualification as it will be inferred that the agency is unable / not willing to do the said activity as mentioned in the scope of work given in tender notice.

We hereby certify that all the particulars given above are correct and true to the best of our knowledge.

Signature of Authorized Person of bidding Agency:

Full Name & Designation of Authorized Person:

Name of the Bidding Agency

Date:

Place: