



Apparel Export Promotion Council

NOTICE

INVITING REQUEST FOR PROPOSAL (RFP) / TENDERS

FOR

“PROVIDING CONTENT DEVELOPMENT, LAYOUT DESIGN AND COMPLETE EDITORIAL INPUTS / ASSISTANCE AND A E-COPY OF THE “APPAREL INDIA” MAGAZINE IN ENGLISH LANGUAGE”

Last date & time for submission of Request for Proposal (RFP) / Tenders:

_____ Upto _____PM

The Tender Document, complete in all respects, to reach on or before the due date at the following address:

Senior Public Relation Officer,
Apparel Export Promotion Council,
Apparel House, Sector-44 Institutional Area
Gurgaon, Haryana-122003

Venue for opening Pre-qualification Bid / Technical

Bid/Financial Bid:

Apparel House, Sector-44 Institutional Area
Gurgaon, Haryana-122003

Date:- _____



Apparel Export Promotion Council

IMPORTANT DATES

1.	Issue of Tender Notice & Document	
2.	Last date & time for submission of tender	
3.	Date & time of opening of Technical Bids	
4.	Date & time of opening of Financial Bids	

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“PROVIDING CONTENT DEVELOPMENT, LAYOUT DESIGN AND COMPLETE EDITORIAL INPUTS / ASSISTANCE AND A E-COPY OF THE “APPAREL INDIA” MAGAZINE IN ENGLISH LANGUAGE”

1. INVITATION OF BID

AEPC invites sealed offers from reputed Vendor having proven multi-disciplinary competence for **providing content development, layout design and complete editorial inputs and providing e copy of the "Apparel India" magazine in English language.**

2. SCOPE OF THE WORK

AEPC has been publishing Apparel India Magazine for the last ten years. Around 8000 copies of Apparel India Magazine are published and distributed among the members of AEPC, Government officers, Policy makers etc. AEPC would like to develop a flip-flop e magazines and for the, it is looking for the agencies/vendors which could undertake the following:

(I)The Vendor/agency will have to produce a 60 page e-magazine.

(ii) For the same, matter for 10-15 pages (approximately) will be provided by AEPC to the agency. This will consist of AEPC notifications, Government notifications, AEPC event Updates, Advertisement etc.

(iii)The Vendor/Agency will have to develop the remaining 45-50 pages of the magazine. This will include incisive articles on trade, trends, infrastructure, advertisement (if any) etc.

(IV)The vendor to provide inputs for the Apparel India Magazine. The inputs should be latest, procured from the authenticated legal sources, with appropriate rights for its inclusion in the Apparel India magazine.

(V) The Vendor would be required to include garment sector policy adequacy by major competing economies, general indicators for apparel and textile, forecasts, latest market reports of major economies oriented towards apparel and textiles, information about FDI in apparel and textile sector, important news related to garment industry with regard to sustainability, compliances, reports of major international textile and apparel fairs, various researches and gist of reports related to textile value chain, innovation in textile value chain, interviews with various stakeholders ; including buying houses/buyers, State Govt., Central Govt., Tax Authorities, Regulatory Authorities, AEPC etc.

(VI) To obtain articles by journalists on infrastructure as a matter of interests to the apparel industry and also as per the advice of AEPC, gist of various notifications of MoC/DGFT/Excise/Customs/Services Tax/Income Tax and other regulatory authorities.

(VII)To appropriately edit and place the information, received from AEPC

(VIII) To use high resolution photographs in the Apparel India magazine, which is worthy even on e-commerce platform gadgets like laptop/mobile phones.

(IX) To prepare feature articles, editing and writing articles

(X) To obtain approval of AEPC on all pages for producing e copy.

3. DISCLAIMER:

This tender is being issued by the AEPC for inviting bids for **“PROVIDING CONTENT DEVELOPMENT, LAYOUT DESIGN AND COMPLETE EDITORIAL INPUTS / ASSISTANCE AND A E-COPY OF THE “APPAREL INDIA” MAGAZINE IN ENGLISH LANGUAGE.** The words 'Tender' and 'RFP' are used interchangeably to refer this document. The purpose of this document is to provide the Bidder with information to assist in the formulation of their proposal. The information is not intended to be exhaustive. Interested parties are required to make their own inquiries. AEPC reserves the right not to proceed with the project, to alter the timetable reflected in this document or to change the process or procedure to be applied. It also reserves the right to decline to discuss the project further with any party submitting a bid. No reimbursement of any cost will be paid to persons, entities submitting a Bid.

4. ADVERTSIEMENT:

- (i) The magazine will have maximum 10 pages of advertisements/advertorials.
- (ii) AEPC will be using six pages(approx.) for its own advertising requirements. The advertisement generated by AEPC will not accrue any commission to the agency.
- (iii) The agency/Vendor will be free to mobilise and retain the fee for 6 pages of advertisement which they will arrange on their own. If the agency has generated the advertisement then the agency will be given commission of 50% to AEPC.
- (iv) **The rate of advertisement will be communicated later after the selection of agency and shall be mutually decided.**
- (v) AEPC will retain the advertisement revenue generated from its own resources.

5. BASIC QULIFICATIONS OF THE BIDDERS

Technically qualified and financially sound Vendor, having experience of providing publishing and printing for e-Magazine / Fashion Magazine may apply. The bidder will have to submit credentials and documents in support of their experience of working with textile sector, if any. The vendor should have minimum 3 years of experience and an average turnover of minimum of Rs. 50 lac in last 3 years.

6. TIME –FRAME AND DELIVERABLES

The duration for the work is 12 months from the date of placement of the work-order. The selected agency would be required to submit draft-dummy report. The draft matter of the publication has to be submitted on 23rd of each month (next day, in case of holiday) for approval of AEPC.

The final copy has to be submitted to AEPC by 30th of each month, post approval by AEPC.

Besides the digital/e- copy the publisher has to provide a ready-to-print copy to AEPC for the purpose of printing.

7. SUBMISSION OF BIDS

Interested parties shall submit three sealed covers containing Packets “A”, “B” and “C” with following content:

Packet A: Pre-Qualification bid

Packet B: Technical bid

Packet C: Financial Bid

a) Earnest Money of Rs. 50,000/- by way of Demand Draft drawn in favour of Apparel Export Promotion Council, Gurgaon. The Earnest Money Deposit of the successful bidder will be retained as Performance Security, with those of unsuccessful bidders will be refunded. The successful bidder has to submit performance security @ 5% of final amount. EMD would be adjusted, if shortfall any, brought by the Agency.

(b) Details of the Bidder, Contact Address, email, phone, Fax, Name of Contact person for this project.

(c) Documents in support of the establishment of the company.

(d) Unabridged annual reports or audited financial accounts for last three years (2014-15, 2015-16, 2016-17)

(e) List of projects of similar nature. Similar project means publications carried out for apparel/textile sector. Only projects that have been handled directly need to be listed.

(f) Copies of PAN Card and GST Registration

(g) A covering statement as follows:

1	Name of the Bidder	
	Address	
	Email address, Tel/Fax	

	Contact Person: with Mobile number				
2	Details of Earnest Money Deposit	DD No.			To Enclose
		Date			
		Drawn			
3	PAN Card details				To attach
4	GSTN number				
5	Experience in similar constituency/assignments	List of Projects			
6	Annual Turnover	2014-15	2015-16	2016-17	Unabridged annual reports or audited financial accounts attached
7	Documents in support of the establishment of the company.				To attach

(B)PACKET “B” should contain the Technical proposal, which should give following information:

1. Brief Profile of the Organization
2. Detailed approach and methodology to be followed for providing content development, layout design and complete editorial inputs.
3. Time-plan for executing the task
4. Manpower deployment with indicative outline of the qualifications of the personnel deployed (full details)

(C)PACKET “C” should contain the financial proposal, which should give following format:

The financial proposal should quote the professional fee and expenses as detailed below in INR

1	Total fees for content development, layout design and complete editorial inputs	Rs.(in Figure/In Words)*
2	Plus taxes	
	Total	
	(Rs.....)	

*in case of mis-match in figures and in words, the lower amount shall be considered as the final financial quote. No representation shall be entertained in this regard.

All 3 envelopes should be put in bigger envelop, duly sealed and clearly marked Bid for Apparel India Magazine and submitted to Mr. Sitanshu Narad, Apparel Export Promotion Council, Apparel House, Sector 44, Institutional Area, Gurgaon-122003(Haryana) by 5:00 PM

The bids will be opened on the notified dates in a 3 step procedure with Packet A being opened in Step 1 for preliminary screening, in step 2 for screening of technical capacities and in step 3 for opening of financial bids as provided in packet C.

8. Evaluation Criteria

A techno-financial evaluation of the submitted proposals will be carried out in a relative basis. The details are as follows:-

I. Packet A will be opened first for ascertaining the basic eligibility of the bidder. The technical proposals bids viz. Packet B of only those agencies will be opened which lists out contents as provided in Packet A.

II. Packet B will be opened thereafter .Technical scores will be evaluated on the following parameters

Evaluation parameters and criteria for Technical Score

S No.	Heading	Description	Particulars	Details /documents Provided	
				Yes	No
1	Vendor's experience	No of years of experience	<ul style="list-style-type: none"> • More than 10 years=10 • 3 to10 years=6 • 3 years=3 		
2.	Vendor's turnover	Average turnover of last 3 years	<ul style="list-style-type: none"> • >Rs. 2 Cr=10 • 1 to 2 Cr=5 • Less Than 1 Cr=3 		
3	Methodology, approach and work plan	i) Location of the printing press from where the magazine would be published			

		ii)	Owned or hired Printing Press		
Grand Total					

The minimum qualifying score for Technical Evaluation will be 30 marks. The financials of qualifying technical bids will be opened.

Selection Criteria

- **The financials of qualifying technical bids will be opened.**
- L1 among the technical bids will be awarded the project.
- The decision of the Evaluation Committee in this regard will be final.

9. Payment Terms:

Payment will be made monthly on receipt of invoice and satisfactory submission of final copy of the magazine.

Penalty: Any delay in submission of publication without the approval by the AEPC will attract a penalty of 5% per week from the stipulated date.

- (i) Payment will be made through cheque upon submission of bill on monthly basis. All bills must be submitted in original to AEPC Gurgaon Office.
- (ii) TDS shall be deducted from the bill as per rules.

Earnest Money Deposit (EMD) shall be forfeited by the AEPC in case:

- (a) The agency withdraws their offer during the period of tender validity, without prior notice.
- (b) The agency fails to honour the contract or refuses to comply with any or all terms and conditions of the tender.
- (c) Change in design from the approved design.
- (d) After selection, the agency fails to honour the contract or refuses to comply with any or all terms and conditions of the tender.
- (e) For non-performance or mid-way unilateral withdrawal from the assignment by the agency, the EMD will be forfeited.

OTHERS

1. The payment would be made after receipt of the printed items in required standard specification/format/design along with proper bill and challan.
2. There shall be no escalation in the price during entire contract period, however, either of the parties may if so decides shall have the option to terminate its contract by giving the other party prior written notice for three months.
3. In case of any dispute, decision of Chairman, AEPC shall be final and binding.
4. The losses to the AEPC which are directly attributable to the agency shall be deducted from the bills/adjusted from the AEPC
5. In case of any dispute or difference arising in relation to meaning or interpretation of the agreement, Chairman, AEPC would be the final arbitrator. The decision of the arbitrator shall be final and binding on both the parties.

10. RIGHTS OF AEPC

(i) AEPC reserves the right to accept /reject the offers received or call for any additional information /clarification or modify/cancel the bidding process, if so required without assigning any reasons whatsoever.

(ii) AEPC reserves the right to cancel/terminate the agreement any time without assigning any reason.

(iii) AEPC may ask vendors for a presentation before deciding.

(iv) Intellectual property rights of “Apparel India” magazine shall be solely with AEPC

11. OTHER TERMS AND CONDITIONS:

1. Confidentiality of any data and information provided by AEPC and other agencies to the vendor should be maintained.
2. The publication will be the sole property of the AEPC; any portion or part of the publication should not be produce/published or sold to others.
3. The publication each month would be treated as final only after its approval by AEPC.
4. All disputes/interpretation and other matters if any, concerning this agreement in any manner whatsoever shall be subject to final decision of the AEPC.
5. Governing Law and Jurisdiction: This agreement shall be governed by the laws in India and shall be subject to New Delhi jurisdiction

12. FORCE MAJEURE:

The failure to fulfil any of its obligations hereunder shall not be considered to be a breach of, or default insofar as such inability arises from an event of Force Majeure. For the purpose of this RFP” Force Majeure” means an event which is beyond the reasonable control of the AEPC and is not foreseeable.

CERTIFICATE

It is certified that:

1. The information given above is TRUE to the best of my knowledge. The Vendor shall stand liable for any information given above which is later found to be FALSE.
2. We are interested to undertake the content development, layout design and complete editorial inputs and providing e copy of the "Apparel India" magazine in English language.
3. I am competent to sign this Certificate.

(Signature of the bidder)

Name: _____

Designation: _____

Place:

Date:

Seal of the Vendor:

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Annexure - 1

UNDERTAKING

To,

Senior Public Relation Officer
Apparel Export Promotion Council,
Apparel House, Sector-44, Institutional Area,
Gurgaon, Haryana-122003

Sir,

I/We the undersigned, certify that:

1. I/We have gone through scope of work (specification of task) and the terms and conditions mentioned in the tender documents and undertake to comply with them.
2. I/We have quoted the best rates in financial bid.
3. The work may be awarded any other Vendor, in case the AEPC is not satisfied with the work executed by us. I/We also undertake that I/we has/have no objection and will not claim any losses/damages on any account from the AEPC.
4. Our firm has not been black-listed by any agency in India or aboard.

Date:

SIGNATURE OF THE TENDERER WITH SEAL

NAME OF THE TENDERER WITH ADDRESS



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Annexure - 2

(Packet 'B')

Technical Specification Compliance Sheet

Evaluation parameters and criteria for Technical Score

S No.	Heading	Description	Criteria for point allotment	Max. Points
1	Vendor's experience	No of years of experience	More than 10 years=10 3to10 years=6 3 years=3	10
2.	Vendor's turnover	Average turnover of last 3 years	More than 5 publications=10 3 to 5 publications=6 Up to 2 publications=3	10
3	Methodology, approach and work plan	Location of the printing press from where the magazine would be published	Criteria, adequacy and appropriateness of the proposed methodology and work plan w.r.t. scope of work	10
		Owned or hired Printing Press		
Grand Total				30

Note: To be given in separate envelope super scribing PACKET 'B' INVITING REQUEST FOR PROPOSAL (RFP) / TENDERS FOR “PROVIDING CONTENT DEVELOPMENT, LAYOUT DESIGN AND COMPLETE EDITORIAL INPUTS / ASSISTANCE AND A E-COPY OF THE “APPAREL INDIA” MAGAZINE IN ENGLISH

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Annexure - 4

FORMAT FOR SUBMISSION OF FINANCIAL BID

S.No	Description of work	Qty	Unit	Rate (Rs)	Amount (In Rs.)

**Amount in words
(Rupees _____)**

Date:

SIGNATURE OF THE TENDERER WITH SEAL

NAME OF THE TENDERER WITH ADDRESS

**Note: To be given in separate envelope super scribing PACKET ‘C’ INVITING
REQUEST FOR PROPOSAL (RFP) / TENDERS FOR “PROVIDING CONTENT
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