

**Details of specifications for Submission of bids for preparing of Coffee table book for Mangoes, Mango Recipe book, APEDA Newsletter and Product brochures.**

**1) Eligibility for submission of Bids**

Agencies having following minimum qualifications are hereby invited to bid for the publications.

- i) A minimum of 5 years experience in preparing and publishing the coffee table books and publicity/ promotional publications.
- ii) A turnover of minimum Rs.2,00,00,000/- (Rupees two crores) during the preceding financial year i.e. 2012-13 for the same kind of work.

**2) Requirement**

Agricultural and Processed Food Products Export Development Authority (APEDA) under Ministry of Commerce invited bids for designing and printing of coffee table book for Mangoes, recipe book, APEDA newsletter and product brochures.

**3) SCOPE OF WORK**

APEDA proposes to engage an agency to undertake the designing and printing of following four items for APEDA's participation in various national/ International activities.

1. Publishing of Coffee table book for Mangoes
2. Mango Recipe book
3. Product brochures
4. APEDA Newsletter

**1) Specification for Coffee table book for mangoes:**

Size	10.5"x14.75"
Paper quality	170 GSM imported Magnostar Austrian matt finish (Inside leafs)
Cover Page/Binding	300 GSM art card matt finish Magnostar Austrian matt
Printing	Hi-quality digital printing on CPC machine
Colour	Four color
Photographs	Photos of Mangoes and Mango products
Cover page Print	Printing on cover as well as jacket to be matt laminated)
Number of Page	102 (+-4)
Number of Copies	500
Binding	Perfect binding with stitching
	<b>Sample copy available with trade fair division</b>
Copy rights	<b>APEDA</b>

## 2) Specification for Mango recipe book

Size	5.5" x 8.5"
Cover Page weight	170 GSM Imported matt
Paper inside weight	130 GSM imported Matt finish
Number of page	32 (+-8)
Colour	Four colour
Picture	Photos (Mango and Mango products)
Number of copies	5000
Binding	Centre stitch
Laminate	Matt finish
Copy rights	APEDA

## 3) APEDA NEWSLETTER/ magazine specifications (print version only)

Size of Paper	8"X10.5"
Paper Weight inside	130 GSM
Paper Weight	170 GSM (cover page front and Back)
Quality of Paper	Glossy
Sticking	Centre Sticking
Color	4 Color
Pages	32+4
Language	English and Hindi
Quantity	5000 copies in English and 3000 copies in Hindi
Envelope with APEDA LOGO	100 GSM +-4 Colour

## 4) Specification for Product brochures

S.No	Title of the Brochures	Paper GSM	Type of Paper	No. of pages including photographs	Size of Brochure
1	India a sparking Wine	170/128	Glossy	04 Pages	8.5"x11.5"
2	Nutrition Processed food	170/128	Glossy	16 pages	8.5"x11.5"
3	Grains of life	170/128	Glossy	16 pages	8.5"x11.5"
4	Organic	170/128	Glossy	12 pages	8.5"x11.5"
5	Fresh food & vegetables	170/128	Glossy	12 pages	8.5"x11.5"
6	Green Basket	170/128	Glossy	12 pages	8.5"x11.5"
7	Indian Livestock: Fresh from the Farm to Your Home	170/128	Glossy	16 pages	8.5"x11.5"
8	APEDA Corporate Brochure "Driving Growth Beyond Boundaries"	170/128	Glossy	24 pages	7"x9.5"

**Note: Contents of the book and brochures will be prepared by the agency with the consent and approval of APEDA. Photographs to be used should be original.**

### **GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL QUOTATIONS**

Sealed technical and financial bids in separate envelopes are required to be submitted for above mentioned four items mentioning the name of the item on the each envelope within 21 days from the date of publish this advertisement. Bidders may note that conditional bids are not allowed and shall be liable for rejection summarily.

**Cover 1: Technical Bid: Superscribe the name of the event and “Technical Quotations” to include the following documents:**

- a. Details of the Agency:
  - i. Profile of the company/agency
  - ii. Track Record – previous experience of handling similar nature of work. Proofs of the work has to be submitted with the quotations.
  - iii. Turnover of the applicant agency for the last 2 financial years (2011-12 and 2012-13).
  - iv. Self attested photocopies of latest Income Tax Returns for the last 2 years (2011-12 and 2012-13 and self attested photocopy of the PAN Card.
  - v. A self certified undertaking has to be submitted mentioning that they have not been blacklisted by any government organization and the same is not applicable as on date.
  - vi. Copies of earlier works undertaken for similar kind of activities.

**Cover 2: Financial Bid: Superscribe the name of the item and “Financial Bid”**

To include the following documents/details:

1. The **Financial Quotation should be** in lump sum, duly dated and Indian Rupees only.
2. The applicable taxes should be clearly mentioned separately in the estimates.

The outer sealed cover containing cover 1 and cover 2 as indicated above should be superscribed with **“Technical and Financial Bid for items”** and should have the full name, postal address, phone, fax, and e-mail, of the bidding agency.

APEDA reserves the right to :

- 1) Copy right of the publications with APEDA only.
- 2) Open files of the work in CDR and PDF format will have to be submitted in CDs to APEDA.
- 3) Make changes in the contents.
- 4) Extend the deadline for the submission of applications/quotations documents at its discretion.
- 5) Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on APEDA.
- 6) Suspend the project, cancel the contract with the selected party in part or in the whole at any time if in the opinion of the APEDA it is necessary or expedient in the public interest. The decision of the APEDA shall be final and binding in this regard. APEDA shall also not be responsible for any damage or loss caused or arise out of aforesaid action.
- 7) Modify terms and conditions of the contract which shall be granted to the successful bidder after the bidding process, if in the opinion of the APEDA, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the APEDA shall be final and binding in this regard.
- 8) For interpretation of any clause of this document, the decision of APEDA would be final and binding on the bidder.

## **SELECTION PROCEDURE**

A Committee approved by Competent Authority of APEDA will carry out the selection of the quotes on the basis of technical bids and the quality of provided earlier work and will shortlist the bidders fulfilling the prescribed requirements. Selection of the vendor will be for one year.

## **TIME FRAME**

- a) Assigned work has to be submitted within 60 days from the purchase letter issued.
- b) Draft of the activity may be submitted within 20 days of receipt of the order letter of the concerned activity.
- c) Final work has to be submitted within 30 days of the receipt of draft approved by APEDA.

## **TERMS FOR PAYMENT**

100% amount of the assigned work as mentioned in the purchase letter will be released on submission pursuant to receipt of satisfactory performance report of the concerned officer.

## **Force-Majeure**

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate the this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of the SECRETARY, APEDA as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

## **Arbitration**

All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi. Both the party shall make all effort to resolve any dispute by way of reconciliation. In the event of any question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to sole arbitration of the SECRETARY, APEDA and the decision given shall be binding on the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall apply on both the parties. The venue of the arbitration proceeding shall be the office of APEDA or such other place as the SECRETARY, APEDA may decide. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the SECRETARY, APEDA.

## **SUBMISSION OF BIDS**

Bids neatly typed on company's letterheads for each item shall be submitted separately by the bidder with supporting documents in a sealed envelope in the following manner:

**Envelope I :** Containing Annexure I (Technical Bid) duly filled in with supporting documents. The envelope should be sealed and marked as "**Technical Bid for Coffee table book for Mangoes/ Mango Recipe book/ Product brochures/ APEDA Newsletter**". Please mention the activity on each envelope for which the bid is being submitted.

**Envelope II :** Containing Annexure – II (Financial Bid) duly filled in for the bid value in Indian Rupee including/ excluding all taxes for the same. The envelop should be sealed and marked as for "Financial Bid for **Coffee table book for Mangoes/ Mango Recipe book/ Product brochures/ APEDA Newsletter**". Please mention the activity on each envelope for which the bid is being submitted.

**Envelope- III :** Envelopes I & II should be kept inside the Envelope – III and again sealed. The name of the bidder should be clearly written with full address, Tel: nos., E-mail on the Envelopes (I, II & III). This Master Envelope should be marked as "Tender Document for **Coffee table book for Mangoes/ Mango Recipe book/ Product brochures/ APEDA Newsletter**" (Please mention the activity on each envelope for which the bid is being submitted) and shall be submitted/ sent at the following address:

The Bidder has to bear all the costs associated with the preparation of the documents.

**The advertisement has been released on 22<sup>nd</sup> April 2014 and the last date for receipt of bid is 21 days from the date of the advertisement i.e. 11<sup>th</sup> May 2014 till 3.00 PM.**

General Manager  
Trade Fair Division  
Agricultural and Processed Food Products Exports Development Authority, 3rd  
Floor, NCUI Building  
Siri Institutional Area, Opp. Asiad Village  
August Kranti Marg ,New Delhi – 110016 (India)