

Terms of Reference for Digital issues of APEX Update Quarterly Magazine of APEDA

Though APEDA's APEX Update magazine is well received among the stake holders due to its high quality design, presentation and content. The reach has been limited due to the limited number of print runs.

With the proliferation of Internet, Tablet PCs and Smart phones, we have identified that the APEX Update can reach a much larger audience if it is converted to a Digital Magazine and delivered over the Web, Email and mobile networks.

It is proposed to convert APEX update into a Digital magazine in Hindi and English both languages with the following plan. It is also proposed that the complete activity may be outsourced with complete execution of this APEX Update Digital magazine to an organization with experience in publishing digital/online magazines, with the above-mentioned delivery platforms.

1. Plan

- a) An online magazine, may be available as a part of APEDA website or under a separate sub domain (e.g. apexupdate.apeda.gov.in)
- b) An Email version in both languages, which can be mailed to all subscribers, with in-built content as well as links to online version for further read.
- c) An e-book version, which can be downloaded to e-book readers and tablet PCs.
- d) A mobile version, which can be downloadable to smart phones and read by the subscribers.

2. Services Required

The services required from the selected vendor are as follows:

1. Editorial Services, which will include:
 - a. Concept Development for each Quarterly Issue
 - b. Creative design of Magazine header and footer, one each for the first page and subsequent pages that shall remain consistent across multiple issues, languages and delivery options.
 - c. Copy writing from reference matter provided by APEDA with photographs and also generating photographs/graphics /videos if required, proof reading and obtaining approval from APEDA for publishing
 - d. Translation from English to Hindi and if required vice versa.
2. Multimedia Presentation Creation of 2 minutes duration, which shall be included in each magazine issue, on topics selected by APEDA and delivery in video format

3. Creation of pages for multiple delivery options:

- i. Online magazine: Compatible to latest version of Internet Explorer, Google Chrome, Firefox and Safari browser
- ii. Email version: HTML Mail version, compatible with latest version of Outlook and other equivalent mail readers
- iii. E-book version (can be used in tablets and smart phones)
 - a) EPUB format
 - b) KF8 (Amazon Kindle)
 - c) PDF
- iv. Mobile only version: mobi format

4. Hosting the Online magazine in its sub-domain account provided by APEDA (e.g. apexupdate.apeda.gov.in)

5. Uploading the ebook/mobile version to free libraries online

6. Creation of Social Media Optimization (SMO) landing page/brand feeds on Facebook, Twitter and YouTube for Apex Update and keeping them up to date

7. Search Engine Optimization and Promotion of this digital magazine, to reach a target subscriber/readership base of 50,000 within one year

8. Submission of APEX Digital Version into online directories.

9. User Response Management for four calendar weeks after release of each issue, which will also include attending to feedback/suggestions/queries received from subscribers related to the content available in the magazine, through email, magazine website and social media like Facebook, Google+, Twitter, etc.,

10. Submission of Quarterly Progress Report to APEDA on the usage, subscribers, readership and feedback

The selected vendor shall be engaged for a period of one year which can be extended up to 3 years subject to satisfactory services. Initially, the digital magazine shall be published on a quarterly basis; Based on the user response, APEDA may decide to publish the same on a monthly basis too.

3. Proposal Sought

The interested vendors shall submit their detailed proposal, including the following details in the format desired:

1. Organizational background, to demonstrate their experience in Digital Magazine & Online publishing over the last three years, in the platforms of APEDA's interest, mentioned in Section 2 (The Plan).
2. Technical Proposal for delivering services desired by APEDA and achieving the milestones targeted, including profiles of key personnel available for the services
3. Financial Proposal, in the following format:

S.No	Item Description	Unit	Charges payable per Unit (excluding all taxes)
1.	Services for Production and Management of APEDA APEX Update Digital <ol style="list-style-type: none"> a. Editorial Services b. Multimedia Presentation Creation of 2 minutes duration c. Creation of versions for 24 A4 size pages for multiple delivery options for each issue: <ol style="list-style-type: none"> a. Online magazine: b. Email version: HTML Mail version c. E-book version (EPUB, KF8 (Amazon Kindle) & PDF d. Mobile only version: mobi format d. Hosting in the sub-domain provided e. Uploading the ebook/mobile version to free libraries online f. Search Engine Optimization and Promotion g. Social Media Optimization and related activities h. Submission of APEX Digital Version into online directories i. User Response Management for four calendar weeks after release of each issue j. Submission of Quarterly Progress Report to APEDA 	One Issue of Digital magazine	
2.	Production of Additional Pages for all the formats desired (optional) <ol style="list-style-type: none"> a. Online magazine: b. Email version: HTML Mail version c. E-book version (EPUB, KF8 (Amazon Kindle) & PDF d. Mobile only version: mobi format 	One A4 size page with one or two graphics	

4. Vendor Selection

The selection of the successful vendor shall be based on technical and financial criteria, and not purely based on price. APEDA reserves the right to accept, reject or seek further clarifications on the details submitted in the proposal.

A Committee in APEDA will carry out a preliminary screening of the bidders and will shortlist the bidders fulfilling the prescribed requirements. The short listed bidders will be required to make technical presentation before the selection committee.

S. No.	criteria	Score/Weight age
1.	Overall concept and design	30
2.	Working experience of publication of Newsletters / magazines through Digital media.	20
3.	Work experience of Products / Brand promotion through Multi media	10
4.	Use of innovative idea for promotion of the Apex Update and APEDA activities.	10

The marking would be done on all the presentations. The vendors who secure minimum 70% marks (49 out of 70 marks) in technical presentations will be short listed and their financial bids shall then be opened. Financial bid will carry a maximum of 30 marks. The calculation of marking will have the following method:

L1 = 30 marks

L2 = $30 \times L1$ (the cost quoted by L1) / L2 (the cost quoted by L2) and similarly L3, L4 ----- (depending on no. of parties)

After the financial marks are obtained the technical and financial marks will be added up and the bidder scoring highest aggregate marks will stand selected.

Selection Committee reserves the right to accept or reject any or all the bids at any time prior to award of contract/order, without assigning any reasons and without incurrance of any liability on APEDA. APEDA also reserves the right to negotiate the prices with the selected bidders to bring down the prices.

5. Payment Terms

Payments will be made quarterly basis on production of invoice after completion of all activities of each quarterly issue of the Apex update.

The Bidder has to bear all the costs associated with the preparation and technical presentation.

The advertisement has been released on 12-09-2013 and the last date for receipt of bid is 15 days from the date of Advertisement i.e 26-09-2013 at 5pm positively. The complete applications should be addressed to:

General Manager (Trade Fairs)

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3, Siri Institutional Area,

Opp. Asiad Village,

August Kranti Marg,

New Delhi – 110 016

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