

01.09.2018

**ToR for Designing and printing of APEDA Product Brochures and Panels
CPP Portal Tender ID : 2018_APEDA_356316_1**

APEDA is an Autonomous body under the Ministry of Commerce & Industries, Govt. of India is mandated for development of export of Agricultural and Processed Food Products from India. Its Head Office is at New Delhi and five regional offices in different parts of the Country.

Applications are invited from well experienced agencies for designing and printing of APEDA **Products Brochures and Panels**.

1. General Eligibility Conditions

Agencies having following minimum qualifications are hereby invited to bid for designing & Printing of APEDA **Products Brochures and Panels**.

- Must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc.
- A minimum of 5 years experience in conceptualizing, designing and executing the printing work.
- A turnover of minimum Rs.2,00,00,000/- (Rupees Two Crores only) during the preceding financial year i.e. 2017-18 for implementation of Designing & Printing Work. (Attach audited balance sheet of 3 years starting from 2017-18. In case audited accounts are not available for 2017-18, CA Certificate giving details about turnover should be enclosed).
- Submission of EMD in the form of DD for the amount of Rs. 50,000/- (Rupees Fifty Thousand only) in favour of "APEDA" payable at New Delhi is essential for the bid without which the bid offer will be rejected.
- A self certified undertaking to be submitted mentioning that they have never been blacklisted by any Government organization and the same is not applicable as on date.

2. Scope of work: Designing and printing of APEDA **Product Brochures and Panels**

1. Designing of cover page of Product Brochures.
2. Designing of Panels
3. Proof Reading of the text matter by agency
6. Printing of Product Brochures and Panels
7. Delivery in time.

3. Specification of Designing and printing of APEDA Product Brochures (Activity No. 1)

S.no.	Contents	Specifications
1.	Name of Brochure	Processed Food Products
2.	Size of brochure	8.5"x11.5"
3	Quantity	3000 nos (Three Thousands only) Quantity can increase or decrease on demand)
4.	Quality of Paper	Matt finish
5.	Cover and back page	Matt laminated finish
6.	Inside paper	Matt finish each pages
7.	Photographs	Good quality, coloured with High resolution of pictures to be arranged by the Agency
8.	Copy writing	Basic information will be provided by the APEDA but editing, proof reading & value addition will be done by the agency with the view to bring it to international level
9.	Font Face	Segoe UI
10.	Font Size	As per instructions by APEDA
11.	Languages	English
12.	Total number of pages	16 pages of brochure
13.	Color	Four color
14.	Cover page Quality	170 GSM
15.	Inside page quality	130 GSM
16.	Stitching	Centre Stitching
17.	Page +-	4 pages not charge able
18.	Soft Copy in CDR format	Agency to provide the CDR open file & PDF file of Brochure in pen drive.

*Since the brochure will be used mostly at international platform the quality has to be excellent.

S.no.	Contents	Specifications
1.	Name of Brochure	Cereals and cereal Products
2.	Size of brochure	8.5"x11.5"
3	Quantity	3000 nos (Three Thousands only) Quantity can increase or decrease on demand)
4.	Quality of Paper	Matt finish
5.	Cover and back page	Matt laminated finish
6.	Inside paper	Matt finish each pages
7.	Photographs	Good quality, coloured with High

		resolution of pictures to be arranged by the Agency
8.	Copy writing	Basic information will be provided by the APEDA but editing, proof reading & value addition will be done by the agency with the view to bring it to international level
9.	Font Face	Segoe UI
10.	Font Size	As per instructions by APEDA
11.	Languages	English
12.	Total number of pages	16 pages of brochure
13.	Color	Four color
14.	Cover page Quality	170 GSM
15.	Inside page quality	130 GSM
16.	Stitching	Centre Stitching
17.	Page +/-	4 pages not charge able
18.	Soft Copy in CDR format	Agency to provide the CDR open file & PDF file of Brochure in pen drive.

*Since the brochure will be used mostly at international platform the quality has to be excellent.

S.no.	Contents	Specifications
1.	Name of Brochure	Indian Live Stock (Meat & Meat products, Dairy Products, poultry products, Honey)
2.	Size of brochure	8.5"x11.5"
3.	Quantity	3000 nos (Three Thousands only) Quantity can increase or decrease on demand)
4.	Quality of Paper	Matt finish
5.	Cover and back page	Matt laminated finish
6.	Inside paper	Matt finish each pages
7.	Photographs	Good quality, coloured with High resolution of pictures to be arranged by the Agency
8.	Copy writing	Basic information will be provided by the APEDA but editing, proof reading & value addition will be done by the agency with the view to bring it to international level
9.	Font Face	Segoe UI
10.	Font Size	As per instructions by APEDA
11.	Languages	English
12.	Total number of pages	16 pages of brochure
13.	Color	Four color
14.	Cover page Quality	170 GSM
15.	Inside page quality	130 GSM

16.	Stitching	Centre Stitching
17.	Page +/-	4 pages not charge able
18.	Soft Copy in CDR format	Agency to provide the CDR open file & PDF file of Brochure in pen drive.

*Since the brochure will be used mostly at international platform the quality has to be excellent.

S.no.	Contents	Specifications
1.	Name of Brochure	Organic Products
2.	Size of brochure	8.5"x11.5"
3	Quantity	3000 nos (Three Thousands only) Quantity can increase or decrease on demand)
4.	Quality of Paper	Matt finish
5.	Cover and back page	Matt laminated finish
6.	Inside paper	Matt finish each pages
7.	Photographs	Good quality, coloured with High resolution of pictures to be arranged by the Agency
8.	Copy writing	Basic information will be provided by the APEDA but editing, proof reading & value addition will be done by the agency with the view to bring it to international level
9.	Font Face	Segoe UI
10.	Font Size	As per instructions by APEDA
11.	Languages	English
12.	Total number of pages	12 pages of brochure
13.	Color	Four color
14.	Cover page Quality	170 GSM
15.	Inside page quality	130 GSM
16.	Stitching	Centre Stitching
17.	Page +/-	4 pages not charge able
18.	Soft Copy in CDR format	Agency to provide the CDR open file & PDF file of Brochure in pen drive.

*Since the brochure will be used mostly at international platform the quality has to be excellent.

S.no.	Contents	Specifications
1.	Name of Brochure	Fresh Fruits and Vegetables
2.	Size of brochure	8.5"x11.5"
3	Quantity	3000 nos (Three Thousands only) Quantity can increase or decrease on demand)
4.	Quality of Paper	Matt finish

5.	Cover and back page	Matt laminated finish
6.	Inside paper	Matt finish each pages
7.	Photographs	Good quality, coloured with High resolution of pictures to be arranged by the Agency
8.	Copy writing	Basic information will be provided by the APEDA but editing, proof reading & value addition will be done by the agency with the view to bring it to international level
9.	Font Face	Segoe UI
10.	Font Size	As per instructions by APEDA
11.	Languages	English
12.	Total number of pages	12 pages of brochure
13.	Color	Four color
14.	Cover page Quality	170 GSM
15.	Inside page quality	130 GSM
16.	Stitching	Centre Stitching
17.	Page +/-	4 pages not charge able
18.	Soft Copy in CDR format	Agency to provide the CDR open file & PDF file of Brochure in pen drive.

*Since the brochure will be used mostly at international platform the quality has to be excellent.

S.no.	Contents	Specifications
1.	Name of Brochure	Mango
2.	Size of brochure	8.5"x11.5"
3	Quantity	3000 nos (Three Thousands only) Quantity can increase or decrease on demand)
4.	Quality of Paper	Matt finish
5.	Cover and back page	Matt laminated finish
6.	Inside paper	Matt finish each pages
7.	Photographs	Good quality, coloured with High resolution of pictures to be arranged by the Agency
8.	Copy writing	Basic information will be provided by the APEDA but editing, proof reading & value addition will be done by the agency with the view to bring it to international level
9.	Font Face	Segoe UI
10.	Font Size	As per instructions by APEDA
11.	Languages	English
12.	Total number of pages	16 pages of brochure
13.	Color	Four color

14.	Cover page Quality	170 GSM
15.	Inside page quality	130 GSM
16.	Stitching	Centre Stitching
17.	Page +/-	4 pages not charge able
18.	Soft Copy in CDR format	Agency to provide the CDR open file & PDF file of Brochure in pen drive.

*Since the brochure will be used mostly at international platform the quality has to be excellent.

S.no.	Contents	Specifications
1.	Name of Brochure	Litchi
2.	Size of brochure	8.5"x11.5"
3	Quantity	3000 nos (Three Thousands only) Quantity can increase or decrease on demand)
4.	Quality of Paper	Matt finish
5.	Cover and back page	Matt laminated finish
6.	Inside paper	Matt finish each pages
7.	Photographs	Good quality, coloured with High resolution of pictures to be arranged by the Agency
8.	Copy writing	Basic information will be provided by the APEDA but editing, proof reading & value addition will be done by the agency with the view to bring it to international level
9.	Font Face	Segoe UI
10.	Font Size	As per instructions by APEDA
11.	Languages	English
12.	Total number of pages	16 pages of brochure
13.	Color	Four color
14.	Cover page Quality	170 GSM
15.	Inside page quality	130 GSM
16.	Stitching	Centre Stitching
17.	Page +/-	4 pages not charge able
18.	Soft Copy in CDR format	Agency to provide the CDR open file & PDF file of Brochure in pen drive.

*Since the brochure will be used mostly at international platform the quality has to be excellent.

S.no.	Contents	Specifications
1.	Name of Brochure	APEDA Corporate Brochure
2.	Size of brochure	7"x9.5"
3	Quantity	3000 nos (Three Thousands only)

		Quantity can increase or decrease on demand)
4.	Quality of Paper	Matt finish
5.	Cover and back page	Matt laminated finish
6.	Inside paper	Matt finish each pages
7.	Photographs	Good quality, coloured with High resolution of pictures to be arranged by the Agency
8.	Copy writing	Basic information will be provided by the APEDA but editing, proof reading & value addition will be done by the agency with the view to bring it to international level
9.	Font Face	Segoe UI
10.	Font Size	As per instructions by APEDA
11.	Languages	English
12.	Total number of pages	16 pages of brochure
13.	Color	Four color
14.	Cover page Quality	170 GSM
15.	Inside page quality	130 GSM
16.	Stitching	Centre Stitching
17.	Page +/-	4 pages not charge able
18.	Soft Copy in CDR format	Agency to provide the CDR open file & PDF file of Brochure in pen drive.

*Since the brochure will be used mostly at international platform the quality has to be excellent.

The specifications of Hi-quality digital Designing & printing of APEDA Schedule Product(s) panel/poster(s) on Adhesive Vinyl Glossy (Activity No. 2)

S.No.	Description	Size of Panel	Rate Per Sqft.	Quantity	Total cost inclusive of applicable taxes
1	Hi-quality digital designing & printing on Adhesive Vinyl Glossy of APEDA Scheduled product(s).	6x3 ft.		To be decided	

*Since the panel/poster(s) will be used mostly at international platform the quality has to be excellent.

4. Technical Bid: Superscribe the name of the Activity and Technical Bid (Annexure I) - to include the following documents/details

- 4.1 Dummy copy of Art Work
- 4.2 Samples of paper quality.
- 4.3 Details of General Eligibility Conditions as per point no. 1.

5. Financial Bid: Superscribe the name of the Activity and "Financial Bid" (Annexure II) - to include the following documents/details:

- 5.1 The **Financial Quotation**, duly dated, with break-up of components Separately in Indian Rupees only. No lump sum amount shall be considered.
- 5.2 The bid should be inclusive of taxes however, in the final invoice taxes to be mentioned separately.

6. Delivery Schedules:

- 6.1 After the final approval from APEDA, products brochures would be delivered in 15 days without any fail.
- 6.2 After the final approval from APEDA, products panels would be delivered in 15 days without any fail.

7. Pre-Bid Meeting

The Pre Bid meeting will be held on 12th September, 2018 at 1100 Hrs. at Conference Hall, APEDA, New Delhi.

8. SELECTION PROCEDURE

- 8.1A 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.

8.2 The presentation may bring out their suggestions on the following areas:

S.No.	Particulars	Score/Weightage
1	Overall concept and design of Product Brochures & Panels/Posters	40
2	Quality of Material & photographs to be used	20
3	Minimum time for execution of job	10

9. OPENING OF FINANCIAL BIDS

9.1 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 only 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

$L2 = 30 \times \frac{L1}{L2}$ (the cost quoted by L1)/L2 (the cost quoted by L2) and in similar fashion for L3, L4 etc. (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.

9.2 Selection Committee reserves the right to withdraw the announcement, 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 or add more facilities.

10. TERMS OF PAYMENT:

Payments to the successful bidder will be made as per following schedule:

- 10.1 An advance up to 50% of the total cost, on submission of bank guarantee of equal amount.
- 10.2 Balance amount would be released on completion of the satisfactory work and submit the open Cdr file of Designing and printing of **APEDA Product Brochures and Panels** in two pen drives.

11. Guidelines for submission of Offers

Bids shall be submitted by the bidder with supporting documents in a sealed envelope in the following manner:

- 11.1 Sealed quotations are required to be submitted within 21 days from the date of release of the advertisement. Conditional offers are not allowed and would be rejected.
- 11.2 **Envelope I : EMD-** Containing Earnest money in the form of a DD of Rs.50,000/- (Rupees Fifty thousand only) in favor of APEDA, payable at New Delhi.
- 11.3 **Envelope II :** Containing Annexure I (Technical Bid) duly filled in with supporting documents. The envelope should be sealed and marked as "Technical Bid for Designing and printing of **APEDA Product Brochures and Panels**.
- 11.4 **Envelope III :** Containing Annexure – II (Financial Bid) duly filled in for the bid value in Indian Rupee including all taxes for and other terms & conditions of the Tender document. The envelop should be sealed and marked as for "Financial Bid for **Designing and printing of APEDA Product Brochures and Panels**.
- 11.5 **Envelope- IV :** Envelopes I, II & III should be kept inside the Envelope – IV 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 & IV). This Master Envelope (Envelope – IV) should be marked as "Technical and Financial Bid for **Designing and printing of APEDA Product Brochures and Panels** and shall be submitted to General Manager (Trade Fairs) at the address mentioned below.

12. 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 CHAIRMAN, 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.

13. Arbitration

All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi only. Both the parties shall make all efforts 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 to be appointed by the CHAIRMAN, 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 CHAIRMAN, 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 CHAIRMAN, APEDA.

14. PERFORMANCE ASSURANCE

If performance of the agency is not upto the mark or is less in any of the deliverances/the measurable output is less than envisaged as per scope of work, then a part of the total bid value will be retained by APEDA at the time of final payment. Decision of Chairman APEDA shall be final in this regard.

Last date for submission of bid is 24th September, 2018 till 5:00 p.m. The complete applications should be addressed to:

General Manager (Trade Fair)
Agricultural and Processed Food Products
Export Development Authority (APEDA)
(Ministry of Commerce and Industry, Government of India)
3rd Floor, NCUI Building, 3 Siri Institutional Area,
August Kranti Marg, New Delhi-110016

Annexure I

Application form for the Designing and printing of APEDA Product Brochures and Panels

1	Name of the Organization/Company (Registration document to be submitted (Self Attested)	
2	Correspondence Address	
3	Contact Person	
4	Contact Details: (Tel. No./Fax No./Mob. No./email)	
5	Registration No. with Government with Permanent Account No. GST No	
6	Experience (no. of years) in printing work	
7	Details of work order (copy to be enclosed)	
8	Annual Turnover (Attach audited balance sheet of 3 years starting from 2017-18. In case audited accounts are not available for 2017-18, CA Certificate giving details about turnover should be enclosed)	
9	An interest free Earnest Money Deposit "EMD" for Rs. 50,000/- (Rupees Fifty thousand only) in the form of draft/ irrevocable and unconditional bank guarantee in favour of APEDA, New Delhi. EMD will be returned to the unsuccessful bidder after the final selection. For the selected bidder, EMD amount would be adjusted in the final payment.	
10	Bank Details	
11	List of Clients	
12	Self Certification by the Organization/Company that it has been never blacklisted by any Govt. organization	
13	Any other details	

Annexure II (Activity No.1)

S.No.	Component	Cost (in Rupees)
1	Designing & Printing cost of Product Brochures including proof reading etc.	
2	Taxes, if any	
	Total Cost (inclusive of taxes)	

Annexure II (Activity No.2)

S.No.	Component	Cost (in Rupees)
1	Designing & Printing cost of Panels including proof reading etc. per sqft.	
2	Taxes, if any	
	Total Cost (inclusive of taxes)	