

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

### **1.) Requirement**

Agricultural and Processed Food Products Export Development Authority "APEDA" invites quotations for designing, preparation and management of APEX update (APEDA Newsletter) into a Digital magazine in Hindi and English.

### **2.) Eligibility for submission of Quotations**

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

- i) A minimum of 3 years experience in designing, preparation, publication and management of digital online magazine on multimedia apparatus.
- ii) A minimum turnover of Rs.50,00,000/- (Rupees fifty lacs) per annum during the last two financial year i.e. 2011-12 and 2012-13 for the similar work.
- iii) Must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable may be quoted in the technical Quotations format and copy of the certificate/proof must be attached. These documents should be in the name of applicant organisation only and not that of group/sister organisations. In other words, name of applicant organisation should be same in all the documents submitted.

### **3) SCOPE OF WORK**

APEDA's APEX Update magazine comprising of 32 pages  $\pm$  4 pages is well received among the stakeholders due to its high quality design, presentation and content. However with a view to save paper and thereby environment and with easy availability of Internet, Tablet PCs and smart phones etc., it has been decided to convert the APEX Update from paper version to Digital Magazine in both English and Hindi languages and delivered over the Web, Email and mobile networks.

The entire activity shall be outsourced with complete execution of this APEX Update Digital magazine to an organization having experience in publishing digital/online magazines, with the above-mentioned delivery platforms.

#### **A. 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 downloaded to smart phones and read by the subscribers.

## **B. Services Required**

The services required from the selected vendor are as follows:

1. Editorial Services, which will include:
  - a. Concept and 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 vice versa (if required).
2. 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
  - v. The final version of digital magazine should be kept minimum for **8 month transmission**
3. Hosting the Online magazine in its sub-domain account provided by APEDA (e.g. apexupdate.apeda.gov.in)
4. Uploading the ebook/mobile version to free libraries online
5. Creation of Social Media Optimization (SMO) landing page/brand feeds on Facebook, Twitter and YouTube for Apex Update and keeping them up to date
6. Search Engine Optimization and Promotion of this digital magazine, to reach a target subscriber/readership base of 50,000 within one year.

7. Submission of APEX Digital Version into online directories.
8. 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.,
9. 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. The digital magazine shall be published on a quarterly basis.

#### **4. 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 and Online publishing over the last two years in the platforms of APEDA's interest, mentioned in the Scope of work.
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:

<b>S.No</b>	<b>Item Description</b>	<b>Charges payable annually (excluding all taxes)</b>
1.	Services for Production and Management of APEDA APEX Update Digital <ol style="list-style-type: none"> <li>a. Editorial Services</li> <li>b. Creation of versions for 32 ± 4 A4 size pages for multiple delivery options for each issue:               <ol style="list-style-type: none"> <li>a. Online magazine:</li> <li>b. Email version: HTML Mail version</li> <li>c. E-book version (EPUB, KF8 (Amazon Kindle) &amp; PDF</li> <li>d. Mobile only version: mobi format</li> </ol> </li> <li>c. Hosting in the sub-domain provided</li> <li>d. Uploading the ebook/mobile version to free libraries online</li> <li>e. Search Engine Optimization and Promotion</li> </ol>	

	<ul style="list-style-type: none"> <li>f. Social Media Optimization and related activities</li> <li>g. Submission of APEX Digital Version into online directories</li> <li>h. User Response Management for four calendar weeks after release of each issue</li> <li>i. Submission of Quarterly Progress Report to APEDA</li> </ul>	
2.	<ul style="list-style-type: none"> <li>Production of Additional Page for all the formats desired (optional) <ul style="list-style-type: none"> <li>a. Online magazine:</li> <li>b. Email version: HTML Mail version</li> <li>c. E-book version (EPUB, KF8 (Amazon Kindle) &amp; PDF</li> <li>d. Mobile only version: mobi format</li> </ul> </li> </ul>	

## 5. GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL QUOTATIONS

Sealed technical and financial quotes in separate envelopes are required to be submitted for above mentioned four items mentioning the name of the item on the each envelope within 15 days from the date of publish this advertisement. tenderer may note that conditional quotes are not allowed and shall be liable for rejection summarily.

**Cover 1: Technical Quotations: Superscribe the subject on “Technical Quotations” to include the following documents:**

- a. **Details of the Agency:**
  - i. Profile of the company/agency
  - ii. Track Record for 3 years – 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). Copy of the CA Certificate should be attached.
  - 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. Printouts and weblinks of earlier works undertaken for similar kind of activities.

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

To include the following documents/details:

1. The **Financial Quotation should be** in Indian Rupees only excluding all taxes and the taxes should be clearly mentioned separately. However, total value of the quote shall be taken as inclusive of taxes.
2. Selected vendor has to submit a Performance guarantee of 10% of the total quoted amount for one year which may be renewed with the extension of the contract.

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

**6. APEDA reserves the right to:**

- 1) Copy right of the digital magazine.
- 2) Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on the part of APEDA.
- 3) 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 losses caused or arise out of aforesaid action.
- 4) Modify terms and conditions of the contract, which shall be granted to the successful tenderer after the tendering 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.
- 5) For interpretation of any clause of this document, the decision of APEDA would be final and binding on the tenderer.
- 6) APEDA may invite the tenderer fulfilling the prescribed requirements for making presentations on the basis of technical Quotations and the quality of work provided to select the vendor.
- 7) Initially the selection of vendor will be for one year. However, the contract may be extended upto three years on the basis of satisfactory work and report of the concerned division.

**7. Selection procedure**

A Committee in APEDA will carry out a preliminary screening of the bidders and will shortlist the bidders fulfilling the prescribed requirements. Financial bids of shortlisted bidders will be opened by the Selection Committee members.

## **8. Terms of Payment**

- a) Payment will be released on quarterly basis after the timely release of issue and subject to submission of satisfactory performance report by the concerned division of APEDA.
- b) Selected vendor has to submit a Performance guarantee of 10% of the total quoted amount for one year which may be renewed with the extension of the contract.

## **9. 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.

## **10. 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.

## **11. Submission of Quotations**

Quotations neatly typed on company's letterheads shall be submitted by the tenderer with supporting documents in a sealed envelope in the following manner. Hand written Quotations will not be accepted.

**Envelope I :** Containing Annexure I (Technical Quotation) duly filled in with supporting documents. The envelope should be sealed and marked as "**Technical bid for APEX Update Newsletter**".

**Envelope II :** Containing Annexure – II (Financial **Quotations**) duly filled in for the Quotation value in Indian Rupee including/ excluding all taxes for the same. The envelop should be sealed and marked as for "**Financial bid for APEX Update Newsletter**".

**Envelope- III :** Envelopes I & II should be kept inside the Envelope – III and again sealed. The name of the tenderer 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 APEX Update Newsletter**" shall be submitted/ sent to General Manager, Trade Fair Division at the address mentioned below.

## **12. 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 amount of performance guarantee will be retained by APEDA.

The tenderer has to bear all the costs associated with the preparation of the documents and presentation.

**The advertisement has been released on 28th May 2014 and the last date for receipt of Quotations is 15 days from the date of the advertisement i.e. 11<sup>th</sup> June 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)