

TERMS OF REFERENCE FOR DIGITAL ISSUES OF E-APEX UPDATE QUARTERLY MAGAZINE OF APEDA

CPPP Tender ID: 2020_APEDA_572745_1

APEDA was releasing its APEX Update Magazine earlier which was well received among the stake holders due to its high quality design, presentation and content. Its reach was 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 has been decided now to convert APEX update into a Digital magazine (flip book style) in Hindi and English both languages with the following plan. It has also been decided that the complete activity may be outsourced with complete execution of this E- 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
- b) An Email flip book version in both languages – Hindi & English, which can be mailed to all subscribers, with in-built content
- 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.

2. SERVICES REQUIRED

The services required from the selected vendor are as follows:

1. Editorial Services, which will include:
 - a. Content Framework for each Quarterly Issue
 - b. Content writing from reference as well as research wherever needed
 - c. 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.
 - d. Copy writing from reference matter provided by APEDA with photographs and also generating photographs/graphics if required, proof reading and obtaining approval from APEDA for publishing
 - e. Translation from English to Hindi and if required vice versa.

2. Motion Graphic 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) PDF b) Flip Book
 - iv. Mobile only version: mobile format
4. Hosting the Online magazine in its sub-domain account provided by APEDA (e.g.apexupdate.apeda.gov.in)
5. 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.,
6. Submission of Quarterly Progress Report to APEDA on the usage, subscribers, readership and feedback.

The selected vendor shall be engaged for a period of two year which can be extended up to two 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 FROM ELIGIBLE AGENCIES

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

- i. The agency should have at least 5 years experience of both Print Media as well as Digital Marketing. Five purchase orders along with completion certificate to be submitted in the time frame of 10 years i.e. 2010 onwards
- ii. Organizational background, to demonstrate their work in Digital/Print Magazine & Online publishing over the last five years. At least 10 newsletters/ magazine across government /PSU/Corporate to be exhibited. Past experience of at least 3 newsletters/magazines/e-books with government/PSU. Preference will be given to agencies with a past experience in food/agro products sector.
- iii. Technical Proposal for delivering services desired by APEDA and achieving the milestones targeted, including profiles of key personnel available for the services. The agency must have 4 in-house content writers, 4 in-house

designers and 2 content strategists. Please submit bio data with proof of employment with the organization. HR records submitted with the Labour Department would be considered valid proof along with Appointment Letters.

4. Financial Proposal, in the following format:

S.No	Item Description	Unit	Total Charges (excluding all taxes)
1.	Services for Production and Management of APEDA E-APEX Update Digital <ul style="list-style-type: none"> a. Editorial Services, 24 pages b. Presentation Creation of 2 minutes duration c. Creation of versions for 24 A4 size pages for multiple delivery options for each issue: <ul style="list-style-type: none"> a. Online magazine: b. Emailer version: HTML Mail version for prompt emailer c. E-book version (flip book & PDF) d. Mobile only version: mobile format d. Hosting in the sub-domain provided e. User Response Management for four calendar weeks after release of each issue f. Submission of Quarterly Progress Report to APEDA 	One Issue of Complete Digital magazine	
2.	Production of Additional Pages for all the formats desired (optional) <ul style="list-style-type: none"> a. Online magazine: b. Emailer Prompt version: HTML Mail version c. E-book version (flip book & PDF) d. Mobile only version 	Per A4 size page with full design & graphics	

5. TERMS AND CONDITIONS

- I. The approved bidder will work under the directions and guidance of APEDA. It shall be the sole responsibility of the bidder to ensure all activities undertaken by them for APEDA are in accordance with the legal framework.
- II. The financial bid should be on bidder's letterhead mentioning the charges in Indian Rupees and should be inclusive of all taxes.
- III. APEDA requires that bidders under this contract observe the highest standard of ethics during the period of engagement. The bidders have to bear the cost associated with the preparation and submission of tender documents to APEDA.
- IV. APEDA will reject a proposal for award of work if it is determined that the agency recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
- 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. For interpretation of any clause of this document, the decision of Chairman APEDA would be final and binding on both the parties i.e., bidder and APEDA.

6. GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS

- I. Sealed technical and financial bids in separate envelopes are required to be submitted mentioning the name of the activity at the envelope within 15 days from the date of release of this tender **(07/12/2020)**. Bidders may note that conditional bids are not allowed and would be rejected summarily.
- II. Cover 1- Technical Bid: Superscribe the name of the activity and "Technical Bid" as per Point No. 3

The cover should be sealed and marked as Technical bid for Digital issues of E-APEX Update Quarterly Magazine of APEDA.
- III. Cover 2- Financial Bid: Superscribe the name of the event and "Financial Bid" as per Point No. 4, duly dated, with breakup of major components suggested separately in Indian Rupees only. Financial bid should be exclusive of all applicable taxes. The cover should be sealed and marked as Financial bid for Digital issues of E-APEX Update Quarterly Magazine of APEDA.

7. SELECTION PROCEDURE:

The selection of the successful vendor shall be based on technical and financial criteria. 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.	Presentation on understanding of the activity and ideas to carry the task professionally	25
2.	Design/Visual Appeal	10
2.	Working experience in the area of publication of Newsletters / magazines through Digital/Print media	10
3.	Work experience in Agri sector related products	15
4.	Team Strength of in-house talent (4 in-house designer , 4 in-house content writers and 2 content strategists)	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 = $30 \times \frac{L1}{L2}$ (the cost quoted by L1)/L2 (the cost quoted by L2) and similarly L3, L4 ----- (depending on no. of agencies)

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.

8. PAYMENT TERMS

Payments will be made on production of invoice after completion of all the activity of each quarter.

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

Last Date for submission of application – 7th December, 2020

10. The applications should be addressed to:

Mrs. Vinita Sudhanshu
Deputy General Manager
A P E D A

3rd Floor, NCUI Building, 3, Siri
Institutional Area, Opp. Asiad
Village, August Kranti Marg,
New Delhi – 110 016