

# Request for Proposal (RFP)

For the appointment of  
Media Consultant for Maritime India Summit,  
2016 (MIS - 2016)



**Indian Ports Association**  
1st Floor, South Tower, NBCC Place  
B. P Marg, Lodi Road  
New Delhi - 110 003  
Phone No : 011-24369061/63; Fax No : 011-24365866

**INR 10,000/-**

**(October 2015)**

## **LETTER FOR ISSUE OF RFP FOR THE**

### **“Appointment of Media Consultant for Maritime India Summit, 2016 (MIS - 2016)”**

The set of RFP document is issued to:

Name : \_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The cost of the RFP document is INR 10,000/- (Indian Rupees Ten Thousand only)

**IPA**

Signature of the Officer

Issuing the RFP Document : \_\_\_\_\_

## Indian Ports Association

IPA/MSD/ICTD/MSummit-Media/2015

16/10/2015

### Notice Inviting RFP for appointment of Media Consultant for Maritime India Summit, 2016 (MIS - 2016)

Ministry of Shipping, Government of India, with a view to promote India as an important maritime nation and to attract global investments in the maritime sector has decided to organize a global investment summit in early 2016, entitled as Maritime India Summit, 2016 (MIS-2016) proposed to be held in 14-16 April 2016.

The proposed Summit, to be held over three days, will provide a platform for meaningful interaction through Business to Business & Government to Business meetings, CEO Meet, special sessions focused on investment opportunities in India in ship building, ship repair, ship recycling, dredger manufacturing, setting up of new ports and capacity augmentation of existing ports, development of inland waterways for cargo and passenger transportation, coastal and cruise shipping, passenger ferry services, maritime cluster development and other services relating to the maritime sector as well as investment opportunities in the Maritime States of India. The proposed event also, includes Domestic and International Road shows before the Summit to promote the event and invite investors across the globe.

Accordingly, Indian Ports Association on behalf of Ministry of Shipping invites Requests for Proposal (RFP) for Creative, Design and Media work related to Maritime India Summit, 2016.

The RFP document providing the Term of Reference (ToR), pre-qualification criteria, terms and conditions including evaluation criteria and application fee are available in the web site <http://ipa.nic.in> or [www.eprocure.gov.in](http://www.eprocure.gov.in)

The schedule for receipt of the application is as follows:-

1. Pre-bid meeting will be held on 21/10/2015 at 1500 Hrs
2. Submission of document fee of Rs.10,000/- for RFP on or before 1430 Hrs on 06/11/2015.
3. Receipt of offers on or before 3.00 pm(1500 Hrs) on 06/11/2015
4. Opening of Technical offers at 3.00 pm on 06/11/2015

Reputed and interested Agency/consulting firms/consortia may download the RFP from the above website and send in their response to the

Managing Director,  
Indian Ports Association,  
1<sup>st</sup> floor, South Tower,  
NBCC Place,  
Bhisham Pitamah Marg,  
Lodi Road, New Delhi – 110 003.

In case, if RFP document is downloaded from website, the requisite document fee of Rs. 10,000/- in form of Demand Draft, In favor of Indian Ports Association shall be submitted along with bid.

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## Indian Ports Association

### **Appointment of Media Consultant for Maritime India Summit, 2016 (MIS - 2016)**

#### **1. Introduction**

Keeping in view the various initiatives taken by the Ministry of Shipping recently for the development in Maritime (Ports, Shipping, Port led Development, Ship-building, Ship-repair, Ship-recycling, inland waterways, coastal shipping, goods and passenger movements, transportation using waterways etc.), it has been decided to organize a Maritime India Summit, 2016 (MIS – 2016) – a Global Maritime Investment Promotion Meet proposed to be held between 14 -16 April 2016 in Mumbai to promote investments in the maritime sector.

To Promote the MIS – 2016, Ministry of Shipping is planning to organize 6 National (Agartala, Vizag, Ahmedabad, Chennai, Kolkata and Mumbai) and 6 International (U.K., the Netherlands, Singapore, South Korea Dubai and USA (The proposed roadshows are indicative and may change). The Ministry of Shipping proposes to hold these National and International roadshows with various Chambers of Commerce like FICCI, CII, ASSOCHAM, and ICC. Embassies and Foreign offices will be partnering with Ministry of Shipping to make the event successful.

In view of South Korea's achievement in the Maritime Sector and emerging cooperation between India and South Korea in this sector, Ministry of Shipping is also affiliating with South Korea as the partner country for the event.

Ministry of Shipping is also in process of utilising social media as a tool i.e. Facebook & Twitter etc with the objective of promoting MIS-2016 and a website is under the process.

#### **2. Objective**

The objective of this RFP is to engage a reputed agency for the scope of work mentioned in Section 2, RFP for selection of Media & Design Agency for Maritime India Summit - 2016. The RFP document provides the Term of Reference (ToR), pre-qualification criteria, terms and conditions including evaluation criteria, EMD, application fee and suggested response formats and easy understanding has been divided into following sections:

Section 1	-	Instructions to Applicants
Section 2	-	Terms of reference
Part I	-	Objective & Scope of Services
Part II	-	TOR, Terms & Conditions
Section 3		
Technical Proposal	-	Standard Forms & Other Undertakings
Financial Proposal	-	Standard Forms

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## **Section 1**

### **(Instructions to Applicants)**

#### **Standard**

##### **1. Definitions**

(a) “Employer” means the Ministry of Shipping/IPA which has invited the bids for consultancy services and with which the selected Agency signs the Contract for the Services and to which the selected agency shall provide services as per the terms and conditions and TOR of the contract.

(b) “Agency” means any interested firms/companies/agencies who submit their proposals that may provide or provides the Services to the Employer under the Contract.

(c) “Contract” means the Contract signed by the Parties and all the attached documents listed in its Clause 1, that is the General Conditions (GC), the project Specific Conditions (SC), and the Appendices.

(d) “Project specific information”, means such part of the Instructions to Agency(s) used to reflect specific project and assignment conditions.

(e) “Day” means calendar day.

(f) “Government” means the Government of India.

(g) “Instructions to Agency (s)” (Section 1 of the RFP) means the document, which provides Agency with all information needed to prepare their proposals.

(h) “Personnel” means professionals and support staff provided by the Agency or by any Sub-Agency and assigned to perform the Services or any part thereof.

(i) “Proposal” means the Technical Proposal and the Financial Proposal.

(j) “RFP” means the Request for Proposal prepared by the Employer for the selection of Agency.

(k) “Assignment/Job” means the work to be performed by the Agency pursuant to the Contract.

(l) “Sub-Agency” means any person or entity with whom the Agency subcontracts any part of the Assignment/job.

(m) “Terms of Reference” (TOR) means the document included in the RFP as Section 2 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Employer and the Agency, and expected results and deliverables of the Assignments/job.

## **2. Introduction**

2.1 The Employer will select a consulting firm/organization (the Agency) in accordance with the method of selection specified in the Part II of Section 2.

2.2 The name of the assignment/job has been mentioned in Section 1. Detailed scope of the assignment/job has been described in the Terms of Reference in Section 2.

2.3 The date, time and address for submission of the proposals have been given in Section 1.

2.4 The Agencies are invited to submit their Proposal, for consulting Assignment/job named in the Section 1. The Proposal will be the basis for signed Contract with the selected Agency.

2.5 The Employer will provide to the Agencies the inputs and facilities specified in the Section 2 without any cost and make available relevant project data and reports.

2.6 Agencies shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Employer is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Agencies.

## **3. Eligibility of Association of Agencies and Sub-Agencies**

3.1 If the Agency has formed an association of Agencies each member of the association of Agency shall be evaluated as per the qualification/eligibility criteria set forth in Part II of Section 2. The combined score of the each member of the association of Agency shall be taken into account for evaluation purpose. If any member of the association of Agencies is dropped at the RFP stage, such association of Agency is liable to be rejected by the Employer. However, the Employer, at its sole discretion, may decide to evaluate for short



listing such association of Agency without considering the strength of the dropped member and if found eligible, may allow such association of Agency to submit their proposal.

3.2 An Agency may associate with other Agency and/or individual expert at the time of submission of proposal. Under such circumstances each member of the association of Agencies shall be evaluated as per the qualification/ eligibility criteria set forth in Part II of Section 2. The combined score of the each member of the association of Agency shall be taken into account for evaluation purpose. However, the lead member of the association of the Agency shall be the Agency who has submitted the proposal and employer shall deal with only the lead member for the purpose of this assignment. Although, the contract shall be signed by all the members of the associations of the Agencies, the lead member of the association of the Agency shall be responsible and liable to the Employer for every aspect of their proposal, contract, etc.

#### **4. Clarification and Amendment of RFP Documents**

4.1 Agencies may request a clarification on any clause of the RFP documents up to the number of days indicated in the Part II of Section 1 before the proposal submission date. Any request for clarification must be sent in writing, or by standard electronic means to the Employer's address indicated in the Part II of Section 1. The Employer will respond in writing, or by standard electronic means and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all Agencies. Should the Employer deem it necessary to amend the RFP as a result of a clarification, it shall do so following the procedure under para 4.2 below.

4.2 At any time before the submission of Proposals, the Employer may amend the RFP by issuing an addendum in writing or by standard electronic means. The addendum shall be sent to all Agencies and will be binding on them. Agencies shall acknowledge receipt of all amendments. To give Agencies reasonable time in which to take an amendment into account in their Proposals the Employer may, if the amendment is substantial, extend the deadline for the submission of Proposals.

#### **5. Conflict of Interest**

5.1 Employer requires that Agencies provide professional, objective, and impartial advice and at all times hold the Employer's interests paramount, strictly avoid conflicts with other

Assignment/jobs or their own corporate interests and act without any consideration for future work.

5.2 Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Employer, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the Standard forms of technical proposal provided herewith. If the Agency fails to disclose said situations and if the Employer comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its Contract during execution of assignment.

5.3 No agency or current employees of the Employer shall work as Agencies under their own ministries, departments or agencies.

## **6. Unfair Advantage**

6.1 If an Agency could derive a competitive advantage from having provided consulting Assignment/job related to the Assignment/job in question and which is not defined as conflict of interest as per para 5 above, the Employer shall make available to all Agencies together with this RFP all information that would in that respect give such Agency any competitive advantage over competing Agencies.

## **7. Proposal**

7.1 Agencies shall only submit one proposal. If an Agency submits or participates in more than one proposal, such proposals shall be disqualified. However, this does not limit the participation of the same Sub-Agency, including individual experts, to more than one proposal.

## **8. Preparation of Proposals**

8.1 The proposal as well as all related correspondence exchanged by the Agencies and the Employer, shall be written in English language, unless specified otherwise.

8.2 In preparing their Proposal, Agencies are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a Proposal.

8.3 While preparing the Technical Proposal, if an Agency considers that it may enhance its expertise for the Assignment/job by associating with other Agencies in sub-consultancy, it may associate with a Agency who has not been technically qualified as a part of the application process of this RFP.

8.4 Depending on the nature of the Assignment/job, Agencies are required to submit a Technical Proposal (TP) in forms provided in Section 3. The section 3 indicates the formats of the Technical Proposal to be submitted. **Submission of the wrong type of Technical Proposal will result in the Proposal being deemed non-responsive.** The Technical Proposal shall provide the information indicated in the following paras from (a) to (d) using the attached Standard Forms (Section 3). Form TP-1 in Section-3 is a sample letter of technical proposal which is to be submitted along with the technical proposal.

(a) A brief description of the Agency's organisation and in the case of a consortium/ joint venture of each partner will be provided in Form TP-2. In the same Form, the Agency and in the case of a consortium/joint venture, each partner will provide details of experience of assignments which are similar to the proposed assignment/job as per the terms of reference. For each Assignment/job, the outline should indicate the names of Sub-Agencies/Professional staff who participated, duration of the Assignment/job, contract amount, and Agency's involvement. Information should be provided only for those Assignment/jobs for which the Agency was legally contracted by the Employer as a corporation or as one of the major firms within a joint venture. Assignment/jobs completed by individual Professional staff working privately or through other consulting firms cannot be claimed as the experience of the Agency, or that of the Agency's associates, but can be claimed by the Professional staff themselves in their CVs. Agencies should be prepared to substantiate the claimed experience along with the proposal and must submit letter of award/copy of contract for all the assignments mentioned in the proposal. In case of confidentiality agreements with clients, a self certification from the Managing Director of the Agency should be provided.

(b) Comments and suggestions on the Terms of Reference including workable suggestions that could improve the quality/effectiveness of the Assignment/job; and on requirements for facilities including administrative support, office space, data, etc. to be provided by the Employer (Form TP-3 of Section 3).

(c) A description of the approach, methodology and work plan for performing the Assignment/job covering the following subjects; technical approach and methodology, work plan, and organization and staffing schedule. Guidance on the content of this section of the Technical Proposals is provided under Form TP-4 of Section 3. The work plan should be consistent with the Work Schedule which will show in the form of a bar chart the timing proposed for each activity.

(d) CVs of the Professional staff as mentioned above signed by the staff themselves or by the authorized representative of the Professional Staff (Form TP-5 of Section 3).

8.5 The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared non responsive.

8.6 **Financial Proposals:** The Financial Proposal shall be prepared using the attached Standard Forms (Section 3). The financial proposal shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

## **9. Proposal Validity**

The proposal shall be valid for 180 (one hundred and eighty) days from the date of opening of the proposal.

## **10. Taxes**

The Agency shall fully familiarize themselves about the applicable to Domestic taxes (such as Value added, services, income taxes, fees, levies, etc) on amount payable by the employer under the contract. All such taxes must be included by the Agency in the financial proposal except Service Tax, Service Tax shall be reimbursed by the Authority.

## **11. Currency**

Agency shall express the price of their Assignment/Job in Indian Rupees.

## **12. Earnest Money Deposit (EMD) and Performance Bank Guarantee**

### **12.1 Earnest Money Deposit**

- i. An EMD of Rs. 1,00,000.00 (Rupee One Lakh only), in the form of Demand Draft(DD) drawn in favour of Indian Ports Association, payable at New Delhi has to be submitted along with the proposal.
- ii. Proposal not accompanied by EMD shall be rejected as non-responsive.

- iii. No interest shall be payable by the Employer for the sum deposited as earnest money deposit.
- iv. No bank guarantee will be accepted in lieu of the earnest money deposit.
- v. The EMD of the unsuccessful bidders would be returned back within 45 days of award of job.

#### **12.2 The EMD shall be forfeited by the Employer in the following events:**

- i. If proposal is withdrawn during the validity period or any extension agreed by the Agency thereof.
- ii. If the Proposal is varied or modified in a manner not acceptable to the Employer after opening of Proposal during the validity period or any extension thereof.
- iii. If the Agency tries to influence the evaluation process.
- iv. If the first ranked Agency withdraws his proposal during financial negotiations (failure to arrive at consensus by both the parties shall not be construed as withdrawal of proposal by the Agency).
- v. If any information or document furnished by the Bidder turns out to be misleading or untrue in any material respect; and
- vi. If the Successful Bidder fails to execute the Agreement within the stipulated time or any extension thereof provided by IPA

#### **12.3 Performance Bank Guarantee**

The successful bidder will have to submit Performance Bank Guarantee equivalent to 10% of value of project awarded with validity period till completion of Assignment/Job.

The earnest money deposited with the tender may be adjusted towards Performance Bank Guarantee deposit if the bidder so desire at his option or take it back after submitting the Performance Bank Guarantee.

#### **13. Submission, Receipt and Opening of Proposal**

13.1 The original proposals, both Technical and Financial Proposals shall contain no interlineations or overwriting, except as necessary to correct errors made by the Agencies themselves. The person who signed the proposal must initial such corrections. Submission of letters for both Technical and Financial Proposals should respectively be in the format of TP-1 of Section 3 & FP-1 of Section 3

13.2 An authorized representative of the Agencies shall initial all pages of the original Technical and Financial Proposals. **The authorization shall be in the form of a written power of attorney accompanying the proposal or in any other form demonstrating that the representative has been duly authorize to sign.** The signed Technical and Financial Proposals shall be marked “ORIGINAL”.

13.3 The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked “**TECHNICAL PROPOSAL**”. Similarly, the original financial proposal shall be placed in a sealed envelope clearly marked “**FINANCIAL PROPOSAL**” followed by the name of the assignment/ job. **The Agency is required to submit its Technical Proposal (applicable for Technical Proposal only) in soft version (Word/Excel Format) in Pen-drive / CDs.** The envelope containing the Technical Proposal, Financial Proposal, Document fee, EMD shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, reference number be clearly marked “DO NOT OPEN, BEFORE-06-11-2015, 3.00 PM”. The Employer shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/ or marked as stipulated. This circumstance may be case for Proposal rejection. **If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive.**

13.4 The Proposal must be sent to the address/ addresses indicated in the Section 1 and received by the Employer no later than the time and the date indicated in the Section 1 or any extension to this date in accordance with para 4.2 above. Any proposal received by the Employer after the deadline for submission shall be returned unopened.

#### **14. Proposal Evaluation**

14.1 from the time the proposals are opened to the time contract is awarded, the Agencies should not contact the Employer on any matter related to its Technical and/or Financial Proposal. Any effort by Agencies to influence the employer in the examination, evaluation, ranking of Proposal, and recommendations for award of contract may result in the rejection of the Agency proposal.

A Proposal that is substantially responsive is one that conforms to the preceding requirements without material deviation or reservation. A material deviation or reservation is one:

- a. which affects in any substantial way, the scope, quality, or performance of the Assignment, or
- b. which limits in any substantial way, inconsistent with the RFP, IPA rights or the Bidder's obligations under the Agreement, or
- c. which would affect unfairly the competitive position of other Bidders presenting substantially responsive Proposals.

14.2 The employer will constitute a selection Committee which will carry out the entire evaluation process.

14.3 Selection Committee while evaluating the technical proposal shall have no access to the Financial Proposals until the technical evaluation is concluded and the competent authority accepts the recommendation.

14.4 The selection committee shall evaluate the Technical Proposal on the basis of their responsiveness to the Term of Reference and by applying the evaluation criteria specified in Section 2.

14.5 Financial proposal of only those firms who are technically qualified shall be opened on the date & time specified by employer in the presence of the Agencies' representatives who choose to attend.

14.6 In case there are two or more Bidders obtaining the equal highest composite score, IPA, shall in such case, will select the bidder (from the highest composite score bidders) with the highest Technical Score.

14.7 Quality and Cost Based Selection method shall be adopted for selection of Bidder for the Assignment, which has been fully described in the document. The Bidder obtaining the highest Composite Score would be declared as the Preferred Bidder. IPA may accept the Proposal of the Preferred Bidder with or without negotiations.

## **15. Technical Negotiations**

15.1 Technical negotiation will include a discussion of the Technical Proposal, the proposed technical approach and methodology, work plan, and organization and staffing, and any suggestions made by the Agency to improve the Terms of Reference. The employer and the Agencies will finalize the Terms of Reference, staffing Schedule, work schedule, logistics and reporting. This document will then be incorporated in the contract.

15.2 Availability of Professional/Staff/expert: Employer will require assurances that the Professional staff will be actually available

16. **Award of Contract:** After technical Negotiations, the employer shall issue a letter of intent (LOI) to the selected Agency. The Agency will sign the contract **within one week** after fulfilling all the formalities/pre-conditions like submission of Performance Bank Guarantee, etc.

## 17. Confidentiality

Information relating to evaluation of Proposal and recommendations concerning awards shall not be disclosed to the Agencies who submitted the proposal or to other persons not officially concerned with the process, until the publication of the award of contract. The undue use by any Agency of confidential information related to the process may result in the rejection of its proposal and may be subject to the provisions of the Employer's antifraud and corruption policy.

## 18. Timelines and Schedule

The schedule for receipt of the application is as follows:-

1. Pre-bid meeting will be held on 21/10/15 at 1500 Hrs
2. Submission of document fee of Rs.10,000/- for RFP on or before 1430 Hrs on 06/11/2015.
3. Receipt of offers on or before 3.00 pm(1500 Hrs) on 06/11/2015
4. Opening of Technical offers at 1530 Hrs on 06/11/2015

## 19. RFP Document

The RFP document providing the Term of Reference (ToR), pre-qualification criteria, terms and conditions including evaluation criteria and application fee are available in the web site <http://ipa.nic.in> or [www.eprocure.gov.in](http://www.eprocure.gov.in) .

Reputed and interested Agencies/consulting firms/consortia may download the RFP from the above website. In case, if RFP is downloaded from website, the requisite document fee of Rs. 10,000/- in form of Demand Draft, In favor of Indian Ports Association shall be submitted along with bid.

## 20. Submission of Proposal

Proposal, in its complete form in all respect as specified in the RFP document, must be submitted to



Managing Director,  
Indian Ports Association,  
1st. floor, South Tower, NBCC Place,  
Bhisham Pitamah Marg,  
Lodi Road, New Delhi – 110 003

The bids received after due date will be rejected and no action will be taken on these bids.

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## **Section 2**

**(Terms of Reference)**

### **PART I: Introduction & Scope of Work**

#### **1. Introduction**

- 1.1. The event will have two sections: (i) Investor's Summit and (ii) Exhibition. The Investor's Summit will contain project profiles compiled by the Ministry of Shipping , its various organizations and Maritime States, which would be of interest to the investors.
- 1.2. To assist Ministry of Shipping during the pre and post event phases of the MIS, a competent Media & Design agency is required to assist Ministry of Shipping for conceptualization, design and development of visual identity and creative material for the Maritime India Summit (MIS), 2016.

The Media & Design firm engaged for the purpose would carry out the activities as mentioned in the scope of work.

- 1.3. The entire period of engagement shall be 8 months and shall be subject to review at various stages and milestones.

The scope of Media & Design agency's services shall include but not necessarily limited to the following activities:

#### **2. Scope of Work:**

##### **2.1 Developing promotional (media, branding) strategy**

- a. Media branding and tagline in accordance with the envisioned Summit.
- b. Summit Branding - design marketing material like standees, backdrops, banners and other marketing material
- c. Road Shows branding – design standees, backdrops, banners
- d. Exhibition branding – layout including reception and common areas
- e. Designing of advertisements
- f. Media activities around national / international road shows in consultation with

Ministry of Shipping

- g. Maximize publicity, Develop and adopt 360 degree Integrated Media Plan for the summit and roadshows in local, national and international media.
- h. Develop & maintain mobile application for the main event

## **2.2 Developing promotional material based on the content provided by the Ministry of Shipping**

- a. Design, develop, print, placement and distribution of promotional materials like collaterals, brochures, delegation kits, dockets for events, conferences, sessions planned during the summit, roadshows planned before the summit and any activity planned for the promotion of the main event.
- b. Design develop, print, placement and distribution of banners, standees, hoardings, etc. for the summit, exhibition, roadshows
- c. Design and print marketing collaterals such as sector and sub-sector brochures, event brochure, shelf of projects, etc.
- d. Develop 8-10 promotional films (30 sec, 1 min, 3 min & 6-8 min) along with pre-event teaser to be developed as new movies for the summit. These can be used during the domestic and international road shows. All the promotional films shall be in the English language.

## **2.3 Support during the event \***

- a. Design develop, print, placement and distribution of standees for the inside venue, seminar halls, promotional activities
- b. Design develop, print, placement and distribution of Banners containing messages from dignitaries, outdoor hoardings
- c. Backdrop design for inaugural and valedictory sessions and seminar halls

\* As per venue and outdoor site specifications.

## **2.4 Measurement of effectiveness of communications exercise**

Periodic assessment of the media activities will be carried out by the agency.

### 3. Key Deliverables and timeframe:

#### Deliverables

- The total time period of the assignment shall be **for 8 months** from the date of signing of the contract
- The Media & Design firm should commence the assignment immediately within one week from the date of issuance of Letter of Award by the IPA;
- The main deliverables of the assignment will be:

<b>Table 1: Indicative list of marketing collaterals to be designed for Maritime Investor Summit (MIS) 2016</b>		
<b>S.No.</b>	<b>Name of Marketing Collateral</b>	<b>Approx. number for design</b>
1.	<b>Advantage India – the curtain raiser film</b> to be showcased in the road shows and Main Event (approx. 6-8 mins)	1
	Shorter video clips to be showcased during the event (approx. 30 secs)	1
	Shorter video clips to be showcased during the event (approx. 1 min)	1
	Theme based video clips to be showcased during the event / Roadshows (approx. 3 min)	1
2.	<b>Pre-Event Teasers</b> (Early e-brochure and pre-event brochure)	1+1
3.	<b>Final event brochure upto 16 pages</b>	1
4.	<b>Sector and sub-sector specific brochures/flyers- investment profile(s)</b> of maritime sector in India (investment opportunities in each sub-sector, project details, scope for private sector Participation, etc.)	1 design for each sub-sector (Approximately 12)
5.	<b>Exhibition Layout</b>	1
6.	<b>Advantage India Maritime Handbook for Investors</b> – highlighting investment attractiveness of maritime sector in India (sub-sectors, key locations, capacities, key players, current policies); (A4)	1
7.	<b>Shelf of Projects</b> (Investment Opportunities in India) (A4)	1
8.	<b>Display material (standees, stage backdrop), delegation kit for various domestic and international</b>	<ul style="list-style-type: none"> <li>▪ Up to 3 designs for standees</li> <li>▪ 1 layout design for stage backdrop with adaptations for</li> </ul>

<b>Table 1: Indicative list of marketing collaterals to be designed for Maritime Investor Summit (MIS) 2016</b>		
<b>S.No.</b>	<b>Name of Marketing Collateral</b>	<b>Approx. number for design</b>
	<i>investor meets</i>	each of the 10 investor meet locations ▪ 1 design for delegation kit
9.	<b>Invitation cards with colour coding</b>	5
10.	<b>Parking Stickers and Security Card</b>	5
11.	<b>Delegate kit along with bags docket etc.</b>	1
12.	<b>Two/three fold program booklet</b>	1
13.	<b>Gate Side Wings</b>	▪ Upto 2 designs
14.	<b>Hoardings/ outdoor creative</b>	▪ Up to 5 designs (Maximum of 10 proportions 5 horizontal: 5 vertical)
15.	<b>Standeers/ venue creative</b>	Up to 5 designs Venue specific
16.	<b>Signages/ Hanging Signages</b>	▪ Up to 2 designs
17.	<b>Stage backdrop</b>	<ul style="list-style-type: none"> <li>▪ 1 design: Inaugural</li> <li>▪ 1 design: Valedictory</li> <li>▪ 5 designs: Seminar Halls</li> <li>▪ 1 design: CEO Conclave</li> <li>▪ 1 design with up to 2 adaptations for state sessions</li> <li>▪ 1 design with up to 2 adaptations for partner country session</li> <li>▪ 1 design: Cultural program backdrop</li> </ul>
18.	Any other bi-fold/ tri-fold brochures for the seminars, conferences or special events organized during the Summit	Upto 5 designs with adaptations
19.	Mobile Application for Maritime India Summit	1

*Note: The above numbers are tentative and subject to change*

<b>Table 2: Indicative list of other promotional tools for designing</b>		
<b>S.No.</b>	<b>Name of Marketing Tool</b>	<b>Approx. number for design</b>
1.	Creative advertisements and inserts for release in print media	1
2.	Mobile application of Maritime India Summit	1

#### **4. Project Duration**

Duration of the assignment would be for a period 8 months starting from the date of signing of the contract. The Agency shall ensure timely completion of the deliverables and shall conform to requisite quality.

### **PART II : TOR related information**

#### **1. Conditions under which this RFP is issued**

- i. IPA reserves the right to withdraw the RFP and change or vary any part thereof at any stage. IPA also reserves the right to disqualify any bidder, should it be so necessary at any stage. Information provided in this RFP to the Applicants is on a wide range of matters, some of which depends upon interpretation of law. The information given is not a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
- ii. IPA may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.
- iii. The Applicant shall bear all its cost associated with or relating to the preparation and submission of its proposal including but not limited to preparation, copying postage, delivery fess, expenses associated with any demonstration or presentations which may be required by IPA or any other costs incurred in connection with or relating to its proposal. All such cost and expenses will remain with the Applicant and IPA shall not be liable in any manner whatsoever for the same or for any other expenses incurred by an Applicant in preparation or submission of the Proposal.
- iv. IPA reserves the right to withdraw this RFP, if it is in the best interest of the Government of India.
- v. Timing and sequence of events resulting from this RFP shall ultimately be determined by IPA.
- vi. No oral conversations or agreements with any official, agent or employee of IPA shall affect or modify any terms of this RFP and any alleged oral agreement or arrangement made by a bidder with any department, agency, official or employee of IPA shall be superseded by the definitive agreement that results from this RFP

process. Oral communications by IPA to bidders shall not be considered binding on IPA, nor shall any written materials provided by any person other than IPA.

- vii. Neither the bidder nor any of the bidder's representatives shall have any claims whatsoever against IPA or any of their respective officials, agents, or employees arising out of, or relating to this RFP or these procedures (other than those arising under a definitive service agreement with the bidder in accordance with the terms thereof).
- viii. Applicants who are found to canvass, influence or attempt to influence in any manner the qualification or selection process, including without limitation, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.

## **2. Rights to the Contents of the Proposal**

For all the bids received before the last date and time of bid submission, the proposals and accompanying documentation of the qualification proposal will become the property of IPA and will not be returned after opening of the qualification proposal. IPA is not restricted in its rights to use or disclose any or all of the information contained in the proposal and can do so without compensation to the bidders. IPA shall not be bound by any language in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure.

## **3. Acknowledgement of Understanding of Terms**

By submitting a proposal, each bidder shall be deemed to acknowledge that it has carefully read all sections of this RFP, including all forms, schedules and annexure hereto, and has fully informed itself as to all existing conditions and limitations.

## **4. Evaluation of Proposals**

The bidders' proposals in the bid document will be evaluated as per the requirements specified in the RFP and adopting the qualification criteria spelt out in this RFP. The Bidders are required to submit all required documentation in support of the qualification criteria specified in RFP. IPA will constitute a Committee to monitor the progress/completion of assignment.

## 5. Language of Proposals

The proposal and all correspondence and documents shall be written in English.

## 6. Pre-qualification Criteria

The bidder shall fulfil all of the following pre-qualification criteria independently on date of submission of bid:

S.No	Criteria	Supporting documents to be submitted
PQ1	<p><b>Experience Criteria:</b></p> <p>a) Legal Entity: The bidder (including Consortium Member, if any) should be a Business Entity that is a company is registered in India under the Companies Act 1956, 2013 or a partnership firm registered under the relevant and prevailing law relating to partnership firm in India, and operating for the last 10 years in media Consulting, as of March 31, 2014.</p> <p>b) The Agency should have multi city presence</p> <p>c) The bidder should have been in the business of providing media strategy, brand promotion and multimedia design services to State/ Central Government/ PSUs/ trade bodies/ private organizations in India for at least 3 years or more, from the date of opening of the tender. In case of joint venture all the partners shall have experience of 3 years (2011-12; 2012-13; 2013-14) or more, in the above mentioned activities.</p> <p>d) The agency/ agencies should have prior experience of working with Central or State for providing its services like branding and marketing of an event, developing professional creative and visual imagery such as logo, brochures, advertisements,</p>	<p>Copy of Memorandum of Association / Article of Association or similar document and Proof of incorporation of the firm /company (Articles of Association)</p> <p>Complete Details of the Communication Address duly certified by Authorized Signatory</p> <p>Proofs like work orders, clearly stating the Scope of Work , along with the value of work/ services delivered</p>



S.No	Criteria	Supporting documents to be submitted
	newsletters, flyers, banners and hoardings for atleast '3 national / international event out of which minimum 2 events must be international for similar activities'.	Completion Certificate / Work orders having detailed Scope of Work of the same to be furnished as proofs.
<b>PQ2</b>	<b>Financial Criteria:</b> a) Minimum average annual turnover from similar services of the bidder shall have Rs. 10 crores in each the last three years. In case of joint venture/consortium each of the partners of joint venture/consortium should have minimum average annual turnover from similar services of Rs. 5 crores in the last three years. The applicants are to suffice Annual turnover for similar work undertaken by the firm. These need to be certified by CA as per the prescribed format. Please note only one consortium member is allowed in this case.	CA / Auditor Certificate certifying the Turnover from Media, Creative and Design Services.  Profit & Loss account and Balance Sheet / statement showing revenues for 3 financial years FY 2012-13, FY 2013-14 and FY 2014-15 certified by CA.

The bidder is required to submit documentary evidence in support of pre-qualifying criteria as a part of its techno-commercial bid. The firm, which meets the above criteria, shall only be considered for evaluation and the price bid of such party(s) shall only be opened for further evaluation.

#### **7. Self-Certified Documentary Evidence to be submitted in support of Eligibility with Technical Proposal**

- i. Copy of Contract/work orders along with completion certificate indicating the details of previous assignment completed, client, value of assignment/proportionate value in

use of projects/ assignment in process date and year of award. The Managing Director of the Consulting firm shall self-certify if the firm has done assignments on non-disclosure agreements. In such cases, broad details of the assignment has to be provided to ascertain relevance

- ii. Registration Certificate.
- iii. Detailed resume of the team leader and team members indicating the details of qualifications and professional experience.
- iv. Sample Designs of previous experience.
- v. Gross Annual Revenue (audited annual account) from consultancy during last three years.
- vi. An undertaking stating that Agency is not blacklisted by Government or its agencies including Central/State Level Public Enterprises.
- vii. A Certificate regarding non-disclosure/sharing of confidential information with third parties.
- viii. Duly filled check list as given in **Annexure II** of the RFP.

## **8. Proposal Submission**

Interested Agency should submit both technical and financial proposals in two parts as per the Schedule mentioned in of Section 1 i.e. **Timeline and Schedule**.

The technical and financial proposal must be submitted in two separate sealed envelopes indicating clearly on envelopes as “**TECHNICAL PROPOSAL**” and “**FINANCIAL PROPOSAL**”. Financial Proposal should indicate a warning “**DO NOT OPEN WITH THE TECHNICAL PROPOSAL**”. Both the envelopes containing the Technical and Financial proposals shall be placed into an outer envelope and sealed along with EMD. This outer envelope shall bear the title of the assignment “Appointment of Media Consultant for Maritime India Summit, 2016 (MIS - 2016)”.

### **1) Technical Proposal Content**

Technical proposal should be prepared considering the Terms of Reference, Detailed Approach & Methodology, Activity Schedule & Deliverables, Time period and any other information to highlight the capability of the Agency.

Technical Proposal must be submitted in the form of all the duly signed forms as per Section 3 of RFP i.e. **Technical Proposal-Standard Forms & Other Undertakings**.

Technical Proposal should be a complete document and should be bound as a volume. The documents should be **serially page numbered** and duly signed by Authorized Representative who has the capacity to sign along with Authorization Letter. This will be followed by a presentation. The hard copy may be submitted at the time of technical proposal itself.

## 2) Presentation

The Agency are required to make a presentation of their credentials and the proposed methodology for conducting the study, before the Evaluation Committee at IPA, Lodi Road, New Delhi-110003 and the duration of presentation will be of twenty minutes tentatively. The date, time & venue of the presentation will be intimated separately.

## 3) Financial Proposal Content

- a) Financial proposal (in Indian Rupees) should be in the form of a lump sum amount inclusive of all taxes for the entire Scope of Services.
- b) The lump sum quote should be inclusive of all expenses which Agency may incur while executing the assignment including Travel, Boarding & Lodging as required.
- c) Financial proposal must be submitted in the form of all the duly signed forms as per Section 3 of RFP i.e. **Technical Proposal-Standard Forms**

## 9. Evaluation of Proposal

Each Proposal, which pre-qualifies in, shall be evaluated accordingly to the following criteria and granted a score. If the score is less than 60 as per the scoring criteria mentioned below, then the bidder will not qualify for financial evaluation. The bidder shall be disqualified and financial bid of those disqualified bidders shall not be opened.

S.No	Criteria	Marks
<b>1</b>	<b>Past experience of the agency in the last ten years</b>	<b>55</b>
1a	Experience of providing graphic design services for marketing and promotion material for national and international events ( <b>Global / National Level Meets shall be considered only</b> ) For each International event – 6 marks For each National event – 5 marks	30
1b	Sample of designed promotional marketing collateral, logo, brochures,	10

S.No	Criteria	Marks
	<p>newsletters, flyers, web pages, banners and hoardings etc. (Projects having complete 360 degree Media &amp; creative work shall be considered for evaluation with adequate supporting documents)</p> <p>Sample for One Project - 2 marks</p> <p>Sample for Two Projects – 5 marks</p> <p>Sample for Three Projects – 10 marks</p>	
1c	<p>Sample of <b>promotional</b> clips, videos made for events (no event recording shall be considered for evaluation),</p> <p>One relevant Clip / Video – 2 marks</p> <p>Two relevant Clips / Videos - 5 marks</p>	5
1d	<p>Firm's turnover from Media and Creative services only; An Auditor Certificate must be provided, clearly stating that the "Turnover is from Media and Creative services only"</p> <p>Turnover below Rs. 10 crore – 0 marks</p> <p>Turnover Rs. 10 crs to 25 crs – 3 marks</p> <p>Turnover Rs. 25 crs to 50 crs – 5 marks</p> <p>Above Rs. 50 crs – 10 marks</p>	10
<b>2</b>	<b>Qualification and Experience of Team Proposed for the assignment</b>	<b>20</b>
2a	<p><b>Team Leader (1):</b> Graduation in creative, Mass-com, Advertisement etc. with minimum 10 years works experience.</p> <p>Experience in leading media planning, creative and design for national and international events. <b>(1 Marks for each such project)</b></p> <p><i>(To be stationed in Ministry of Shipping during the Project Duration)</i></p>	8
2b	<p><b>Design Expert (2) Design Agency:</b> Graduation Design / Creative or similar with minimum 8 years work experience. (4 marks for each expert)</p> <p>Experience in designing of marketing collaterals for national and international events (1 mark for each such project)</p> <p><i>(To be stationed in Ministry of Shipping during the Project Duration)</i></p>	<p>8</p> <p>(4 marks x 2 nos)</p>
2c	<p><b>Media Expert (1):</b> Graduation in Media / Advertisement or similar with 8 or more years of experience in media handling for national and international events- 4 marks</p>	4

S.No	Criteria	Marks
	(One mark for each project). <i>(To be stationed in Ministry of Shipping during the Project Duration)</i>	
3	Approach, Methodology and Work Plan Proposed (including Work plan, suggesting MIS-2016 logo, brochures, Banners, Hoarding, Media Plan, etc) and understanding of TOR	10
4	Presentation on approach and 360 degree integrated media plan (including Television, News Paper, Magazine, Digital, Business Websites, , creative samples, execution plan	15
	<b>Total</b>	<b>100</b>

### Marking methodology to include normalization of technical and commercial scores:

#### *Technical Score: (X)*

The bidder who secures maximum marks shall be given a technical score of 100. The technical scores of other Bidders for the project shall be computed as follows:

$$\text{Technical Score for Bidder (X)} = 100 \times \frac{\text{Marks Secured by respective Bidder}}{\text{Highest Marks secured}}$$

The score secured based on evaluation of the Technical Proposal as above shall be the Technical Score of the Bidder for the project being considered for evaluation (X).

Only those Bidders who have secured Technical Score of 70 or above shall be declared as qualified for evaluation of their 'Financial Bid'. Bidders who have secured less than 70 for Technical Score shall be rejected.

#### *Financial Score: (Y)*

The bidders shall submit their quote as per the format provided in **XXXX**. The Financial proposals shall be evaluated on the basis of total lump sum charges offered by the bidder to Indian Ports Association for a period of 3 months. Any monetary figure in decimal shall be rounded off to the nearest INR.

In cases of discrepancy between the prices quoted in words and in figures, lower of the two shall be considered. For any other calculation/ summation error etc. the bid may be rejected. The financial scores of other bidders for the project shall be computed as follows:

$$\text{Financial Score for Bidder (Y)} = 100 \times \frac{\text{Lowest offer quoted by the qualified bidder}}{\text{Offer quoted by the respective Bidder}}$$

The marks secured as above shall be the Financial Score of the bidder for the project (Y).

### Composite Score of the Bidders

The selection of the media consultant shall be based on composite score attained based on Quality and Cost Based Selection (QCBS) system – 70:30 (70% technical score: 30% financial score).

The Bids would be finally evaluated on Total marks determined by following formula:

$$\text{Total Marks (T)} = [0.7 \times X (\text{Technical Score})] + [0.3 \times Y (\text{Financial Score})]$$

Where, T = Technical marks (out of 100) awarded to the bidder (See clause 5.7) F = Financial Marks

Composite score of the Bidders for the bid shall be worked out as under:

Bidder	Technical Score (X)	Financial Score (Y)	Weighted Technical Score (70% of X)	Weighted Financial Score (30% of Y)	Composite Score (F=D+E)
A	B	C	D	E	F

**Note: Agency shall submit the self-evaluation sheet as per above criteria along with Technical Proposal with proper page numbering for supporting documents.**

The Bidder obtaining highest Total Marks (T) would be selected. The decision of the Committee (AMC) in this regard will be final.

## 10. Obligations of IPA

IPA shall provide all information and authority letter etc. as may be reasonably required by the Agency in the performance of their services under this assignment. However, the Agency will not be relieved of its obligations to complete the work due to non-availability of any information.

## 11. Obligations of agency:

Services to be performed by the Agency will be strictly as per scope described above.

## **12. Compensation for delay:**

Subject to force majeure and the extensions as may be allowed due to changes in work, Agency guarantees to complete the work in agreed time schedule. In the event of the Agency failing to complete the work within the agreed time schedule for reasons solely attributable to Agency, Agency agrees to pay to IPA a compensation equal to ½ % (half percent) of its fees for every completed week of delay exceeding 1 weeks of the stipulated period subject to a maximum of 5 % (five percent) of Agency's fees, for all such delays. The decision of Manager-in charge/Engineer –n –Charge of the contract is final & binding in this regard.

## **13. Fees:**

- a. Payment for Design & PR Work shall be payable on Monthly basis.
- b. Payment for Printing of promotional material shall be on actual as per the quote given by the Media Agency

All the payments shall be made through e-payment and the successful bidder is required to submit e-mandate in prescribed pro forma to facilitate the same.

## **14. Terms of payment**

The fees shall be paid as per the following terms of payment;

- I. Monthly payment on completion of each month
- II. On the basis of submission of promotional material in accordance with the approval given by the Employer for production

## **15. Jurisdiction**

All causes of action arising out of this consultancy will be exclusively within the territorial jurisdiction of courts in Delhi only.

## **16. Taxes**

The Agency will be liable and responsible for payment of all Income Tax and all other taxes like Service Tax etc. which may be levied on the fees/ payment, received from the IPA under the terms of this consultancy and shall keep the IPA harmless against claim/liabilities and outgoing in this behalf.

## 19. General Terms and Conditions

- (i) Data provided for the study are confidential in nature. The Agency should not share the data without IPA permission. A certificate regarding non-sharing/informing of confidential data to third party is to be given by the Agency along with Technical Proposal.
- (ii) At the time of submission of bid, the bidder has to ensure that each page is duly signed by the bidder or his duly authorized representative. In case the bid is signed by the authorized representative, a letter of authorization should be enclosed with the bid.
- (iii) The bidding institution (s) should provide professional, objective and impartial advice and at all times hold the client's interest paramount, without any consideration for future works, and that in providing advice they avoid conflicts with other assignments and their own corporate interests.
- (iv) Rates quoted shall remain firm till completion of works.
- (v) The jurisdiction in case of disputes shall be the Courts of Delhi/New Delhi.
- (vi) The bidder should be registered under relevant Laws/Acts of the country.
- (vii) In case of any dispute arising, the decision of the IPA will be final.
- (viii) Even though applicants satisfy the necessary requirements they are subject to disqualification if they have:
  - a. Made untrue or false representation in the form, statements required in the application document.
  - b. Records of poor performance such as abandoning work, not properly completing contract, financial failures or delayed completion.
- (ix) **Right to accept or reject any or all proposals**
  - a) Notwithstanding anything contained in this document, the IPA reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof.
  - b) The Authority reserves the right to reject any Proposal if: (a) at any time, a material misrepresentation is made or discovered, or (b) the Applicant does not provide, within the time specified by the Authority, the supplemental information sought by the



Authority for evaluation of the Proposal. Misrepresentation/ improper response by the Applicant may lead to the disqualification of the Applicant. If the Applicant is the Lead Member of a consortium, then the entire consortium may be disqualified / rejected. If such disqualification/ rejections occurs after the proposals have been opened and the highest ranking Applicant gets disqualified / rejected, then the Authority reserves the right to consider the next best Applicant, or take any other measure as may be deemed fit in the sole. discretion of the Authority, including annulment of the Selection Process.

**(x) Fraud and corrupt practices**

- a) The Applicants and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection' Process. Notwithstanding anything to the contrary contained in this document, the Authority shall reject a Proposal without being liable in any manner whatsoever to the Applicant, if it determines that the Applicant has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the "Prohibited Practices") in the Selection Process. In such an event, the Authority shall, without prejudice to its any other rights or remedies, forfeit and appropriate the Bid Security or Performance Security, as the case may be, as 'mutually agreed genuine pre-estimated compensation and damages payable to the Authority for, *inter alia*, time, cost and effort of the Authority, in regard to this document, including consideration and evaluation of such Applicant's Proposal.
- b) Without prejudice to the rights of the. Authority herein above and the rights and remedies which the Authority may have under the LOA or the Agreement, if an Applicant or Agency, as the case may be, is found by the Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the LOA or the execution of the Agreement, such Applicant or Agency shall not be eligible to participate in any tender or RFP issued by the Authority during a period of three years from the date such Applicant or Agency, as the case may be, is found by the Authority to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.

c) For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them: (a) "corrupt practice" means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Authority who is or has been associated in any manner, directly or indirectly with the Selection Process or the LOA or has dealt with matters concerning the Agreement or arising therefrom, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the Authority, shall be deemed to constitute influencing the actions of a person connected with the Selection Process); or (ii) save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the LOA or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the LOA or the Agreement, who at any time has been or is a legal, financial or technical· Agency! adviser of the Authority in relation to any matter concerning the Project; (b) "fraudulent practice" means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process; (c) "coercive practice" means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person's participation or action in the Selection Process; (d) "undesirable practice" means (i) establishing contact with any person connected with or employed or engaged by the Authority with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a Conflict of Interest; and (e) "restrictive practice" means forming a cartel or arriving at any understanding or arrangement among Applicants with the objective of restricting or manipulating a full and fair competition in the Selection Process.

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## **Section 3**

### **(Technical Proposal-Standard Forms)**

Form TP 1: Letter of Proposal submission

Form TP 2: Agency's organization & experience

Form TP 3: Comments & suggestions on TOR

Form TP 4: Approach & Methodology

Form TP 5: Curriculum vitae

Form TP 6: Information regarding any conflicting activities and declaration thereof.

### **Technical Proposal-Other Undertakings**

1. An undertaking stating that firm/organization is not blacklisted by Government or its agencies including Central/State Level Public Enterprises.
2. An undertaking regarding non-disclosure/sharing of confidential information with third parties.
3. Undertaking stating that  
“Team Leader/Members would be maintained during the actual assignment to be awarded in case they are selected. In case replacement is inevitable, the equivalent qualification and experienced team/lead/member will be inducted to carry out the assignment in case of award.”
4. Undertaking stating that  
‘I/We certify that in the last three years, we/any of the consortium members have neither failed to perform on any contract, as evidenced by imposition of Penalty by an arbitral or Judicial authority or a Judicial pronouncement or arbitration award, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.’”

**LETTER OF PROPOSAL SUBMISSION**

TO: [Name and address of Employer]

Dear Sirs,

We, the undersigned, offer to provide the consulting Assignment/job for Evaluation of Bids & Selection of Media Consultant for Maritime India Summit, 2016 (MIS 2016). We are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed under a separate envelope and requisite EMD.

We are submitting our Proposal in association with [Insert a list with full name and address of each associated Agency]

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, i.e. before the date indicated in Part II of Section 1, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely

Authorized Signature [in full and initials];

Name and Title of Signature:

Name of Firm:

Address:

## ORGANIZATION AND EXPERIENCE

### A- Organization

[Provide here a brief description of the background and organization of your firm/entity and each associate for this Assignment/job. The brief description should include ownership details, date and place of incorporation of the firm, objectives of the firm etc. Also if the Agency has formed a consortium, details of each of the member of the consortium, name of lead members etc shall be provided]

### B- Agency's Experience

[Using the format below, provide information on each Assignment/job for which your firm, and each partner in the case of consortium or joint venture, was legally contracted either individually as a corporate entity or as one of the major partners within an association, for carrying out consulting Assignment/job similar to the ones requested under this Assignment/Job (if possible, the employer shall specify exact assignment/job for which experience details may be submitted). In case of consortium, association of Agencies, the Agency must furnish the following information for each of the consortium member separately]

#### A) Organizational Experience

Sl. No.	Name of Entity with complete communication address.	Order No. and Date	Scope of work	Date of award of contract & Contract Period	Value of Contract	Actual Date of Completion	Person/ Project authority who could be contracted for further information.

**B) Skill & Competencies & Team Size**

SL. No.	Name of the Team Leader/Member	Qualification/ Professional qualification	No of Years Experience	Details of Experience	Remarks

**C) Gross Annual Revenue (in `)**

Financial year	Gross Annual revenue/Turnover	Revenue/Turnover from Media, Design & Creative services (no advertisement and Printing revenue should be included)	Remarks
2012-13			
2013-14			
2014-15			

**(Seal & Signature of Bidder)****Note:**

An Auditor's / CA's Certificate is required for Turnover duly certified in the same format as mentioned above

Please provide documentary evidence from the client i.e. copy of work order, contract and completion certificate for each of above mentioned assignments. The experience shall not be considered for evaluation if such requisite support documents are not provided with the proposal.

**COMMENTS AND SUGGESTIONS ON THE TERMS OF REFERENCE AND ON  
FACILITIES TO BE PROVIDED BY THE EMPLOYER**

**1. On the Terms of Reference**

[Suggest and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the Assignment/job (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your proposal]

**2. On Inputs and Facilities to be provided by the employer**

[Comment here on Inputs and facilities to be provided by the Employer as mentioned in Paragraph 11 of the Section 2 including: administrative support, office space, data etc.]

## DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT/JOB

Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal divided into the following three chapters:

- a) Technical Approach and Methodology,
  - b) Work Plan, and
  - c) Organization and Staffing
- a) **Technical Approach and Methodology:** In this chapter you should explain your understanding of the objectives of the Assignment/job, approach to the Assignment/job, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.
- b) **Work Plan:** The firm should propose and justify the main activities of the Assignment/job, their content and duration, phasing and interrelations, milestones (including interim approvals by the employer), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology showing understanding of the Tor and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here.
- c) **Organization and Staffing:** The agency should propose and justify the structure and composition of your team. You should list the main disciplines of the Assignment/job, the key expert responsible, and proposed technical and support staff.]



**CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF**

1. Proposed Position :  
[For each position of key professional separate from Tech-5 will be prepared]:
2. Name of Firm :  
[Insert name of firm proposing the Staff]:
3. Name of Staff :  
[Insert full name]:
4. Date of birth :
5. Nationality :
6. Education :  
[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:
7. Membership of Professional Associations :
8. Other Training :
9. Countries of work experience :  
[List countries where staff has worked in the last ten years]:
10. Languages :  
[For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:
11. Employment Record :  
[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment name of employing organization, positions held]:  
From [Year]: To Year]  
Employer:  
Positions held:
12. Detailed Tasks Assigned :  
[List all tasks to be performed under this Assignment/Job]:
13. Work undertaken that best illustrates Capability to Handle the Tasks  
Assigned:[Among the Assignment/Jobs in which the staff has been involved, indicate

the following information for those Assignment/jobs that best illustrate staff capability to handle the tasks listed under point 12] **for each project**

Name of Assignment/job or project:

Year:

Location:

Employer:

Main project features:

Positions held:

Activities performed:

14. Certification :

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

[Signature of staff member or authorized representative of the staff]

[Full name of authorized representative]

Date:

Place:

**INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND  
DECLARATION THEROF**

Are there any activities carried out by your firm or group company or any member of the consortium which are of conflicting nature as mentioned in para 5 of Section 1, If yes, please furnish details of any such activities.

If no, please certify,

We hereby declare that our firm our associate/group firm or any of the member of the consortium are not indulged in any such activities which can be termed as the conflicting activities under para 5 of Section 1. We also acknowledge that in case of misrepresentation of the information, our proposals/contract shall be rejected/terminated by the employer which shall be binding on us.

Authorized Signature [in full and initials]:

Name and title of Signatory:

Name of Firm:

Address:

### **Section 3**

#### **(Financial Proposal-Standard Forms)**

Form FP-1: Financial Proposal submission Form

Form FP-2: Financial Proposal for Estimated printing cost for standard printing of the listed marketing collaterals

**FINANCIAL PROPOSAL SUBMISSION FORM**

[Location, Date]

To: [Name and address of employer]

Dear Sirs,

We, the undersigned, offer to provide the services for Maritime India Summit, 2016 in accordance with your Request for Proposal dated 7<sup>th</sup> August 2015 and our Technical Proposal. Our attached financial Proposal is for the sum of [insert amount(s) in words and figures 1]. This amount is inclusive of the Domestic Taxes. We hereby confirm that the financial proposal is unconditional and we acknowledge that any condition attached to financial proposal shall result in reject of our financial proposal.

Our financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e. before the date indicated in Para 9 of Section 1

We understand you are not bound to accept any Proposal you receive.

Yours Sincerely,

[Authorized Signature [in full and initials]:

[Name and title of Signatory:]

[Name of Firm:]

Address:

**Financial Proposal for**

(Appointment of Media Consultant for Maritime India Summit, 2016 (MIS - 2016))

Sl. No.	Name of the Assignment	Fees quoted (inclusive of all Taxes)
1	Professional Fee for project duration for Media, Creative & Design Work	
2	Printing of promotional Material as per FORM FP 2 A	
<b>Total Fees in words:</b>		

(Fees in words) Rs.

***\*Proposed Domestic Roadshows:****Agartala, Ahmedabad, Chennai, Kolkata, Mumbai, Vizag****\*\* Proposed International Roadshows:****London (UK), Singapore, South Korea, The Netherlands, Dubai,*

In case of change of number of national and international road shows, the cost will be adjusted on pro-rata basis.

**Note:**

1. The Financial Proposal is inclusive of all out-of-pocket expenses incurred by the bidder towards travel, documentation and communication during the period of the contract
2. The Financial Proposal shall not include Service Tax, which shall be payable extra by Ministry of Shipping (only on the service recipient part, as per the current norms)
3. In case of a difference in amount quoted in figures and words, the lower value would be considered for evaluation.

Authorized Signature [in full and initials]:

Name

Designation:

Name of Firm:

Address:

**Estimated printing cost for standard printing of the listed marketing collaterals**

<b>Table 2: Indicative list of production cost of marketing collaterals for Maritime India Summit (MIS) 2016</b>			
<b>S.N.</b>	<b>Name of Marketing Collateral</b>	<b>Quantity of production***</b>	<b>Production Cost in INR****</b>
1.	<b>Advantage India – the curtain raiser film</b> to be showcased in the road shows and Main Event (approx. 6 to 8 mins) +	1	
	Shorter video clips to be showcased during the event (approx. 30 secs)	1	
	Shorter video clips to be showcased during the event (approx. 1 mins)	1	
	Thematic video clips to be showcased during the event (approx.3 mins)	1	
2.	<b>Pre-Event Teasers</b> (Pre-event brochure) <u>2 pages : Quality of paper : Paper- Magno Matt or Equivalent/270gsm (Laminated Cover) Inside pages 170 GSM</u>	2,000	
3.	<b>Final event brochure upto 8 pages</b> Quality of paper : <u>Magno Matt or Equivalent/270gsm (Laminated Cover) Inside pages 170 GSM</u>	2,000	
4.	<b>Sector and sub-sector specific brochures/flyers- investment profile(s)</b> of maritime sector in India (investment opportunities in each sub-sector, project details, scope for private sector participation, etc.)  <u>4 pager for each of the eight subsectors)</u>  <u>Quality of paper : Paper- Magno Matt or Equivalent/270gsm (Laminated Cover) Inside pages 170 GSM</u>	2400 (300 nos for each subsector)	
5.	<b>Exhibition Layout (including Reception &amp; Common Area)</b>	1	
6.	<b>Advantage India Maritime Handbook for Investors –</b> highlighting investment attractiveness of maritime sector in India (sub-sectors, key	1500	

**Table 2: Indicative list of production cost of marketing collaterals for Maritime India Summit (MIS) 2016**

S.N.	Name of Marketing Collateral	Quantity of production***	Production Cost in INR****
	locations, capacities, key players, current policies); (A4) <u>20 pages</u> <u>Quality of paper : Paper- Magno Matt or Equivalent/270gsm (Laminated Cover) Inside pages 170 GSM</u>		
7.	<b>Shelf of Projects</b> (Investment Opportunities in India) (A4) <u>100 pages, Quality of paper : Paper- Magno Matt or Equivalent / 270gsm (Laminated Cover) Inside pages 170 GSM</u>	1500	
8.	<b>Display material (standees, stage backdrop), delegation kit for various domestic and international investor meets</b>	<ul style="list-style-type: none"> <li>▪ 30 standees</li> <li>▪ 10 stage backdrops (10'x12 ft)</li> <li>▪ 2,000 delegation kits</li> </ul>	▪
9.	<b>Invitation cards with colour coding</b> <u>Quality of paper:</u> <u>Invitation: 300/270 GSM,</u> <u>Envelop: 175/130 GMS</u>	2500	
10.	<b>Parking Stickers</b> (with four colour coding)	500	
11.	<b>Delegate kit along with bags docket etc.</b>	2000	
12.	<b>Two/three fold program booklet</b> <u>Quality of Paper: 250 GSM</u>	2,000	
13.	<b>Gate Side Wings</b>	2	
14.	<b>Hoardings/ outdoor creative</b> <u>Digital Print in Flex (10'x10')</u>	21	
15.	<b>Standees/ venue creative</b> <u>Digital Print in Flex (10'x4')</u>	20 Venue specific	
16.	<b>Signages/ Hanging Signages</b> <u>Print on Cloth inside Venue (6'x3')</u>	<ul style="list-style-type: none"> <li>▪ Approx. 35 Venue specific</li> </ul>	
17.	<b>Stage backdrop</b>	<ul style="list-style-type: none"> <li>▪ 1 Inaugural (40'x16')</li> <li>▪ 1 Valedictory (40'x16')</li> <li>▪ 5 Seminar Halls (10'x12 ft)</li> <li>▪ 1 CEO Conclave (10'x12')</li> <li>▪ 2 for state sessions (10'x12')</li> <li>▪ 1 for partner country pavilion (10' x12')</li> <li>▪ 1 Cultural program (20' x 12')</li> </ul>	



**Table 2: Indicative list of production cost of marketing collaterals for Maritime India Summit (MIS) 2016**

S.N.	Name of Marketing Collateral	Quantity of production***	Production Cost in INR****
18.	Any other bi-fold/ tri-fold brochures for the seminars, conferences or special events organized during the Summit  <u>Quality of paper : Paper- Magno Matt or Equivalent/270gsm (Laminated Cover) Inside pages 170 GSM</u>	1,500	
<b>Total Cost (In Words )</b>			

- Payment for Media, Creative & Design Work shall be on Monthly basis in the same proportionate of the Project Duration (subject to satisfactorily work carried out by the Selected Agency)

**\*\*\* Indicative numbers. Payment for printing shall be based on the actual number of prints. Payment for any change in quality or no. of pages shall be paid on pro-rate basis. Authority may or may not engage the Selected Agency to carry out the print related work for any or all the materials.**

\*\*\*\* Agency should not quote above the DAVP prescribed rates (wherever applicable) for the above listed items.

**Check list of Documents**

The bids shall be accompanied with the followings:

1). DD/ Pay order towards EMD(Rs 1,00,000/-), Document fee (Rs 10,000/-)	Yes/No
2). Firm registration certificate.	Yes/No
3). CA / Auditor's Certificate, certifying the Turnover	Yes/No
4). Copy of completion certificates along with value and detailed TOR	Yes/No
5). Resume of Team Leader & Team members with supporting documents	Yes/No
6). Undertaking that the firm/Institution is not blacklisted by any Government Institute/CPSE/SLPE/Local Authority	Yes/No
7). Authority Letter , if any	Yes/No
8). Duly Audited copy of Annual Accounts of Last three years	Yes/No
9). Undertaking regarding Non Disclosure	Yes/No
10). Duly filled format(as given in Technical bid with Self Evaluation sheet & Financial bid)	Yes/No