

Request for Proposal (RFP)

For
Appointment of Media & Design Agency for
Maritime India Summit, 2016 and Sagarmala
Project



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/-

(August 2015)

LETTER FOR ISSUE OF RFP FOR THE

“Appointment of Media & Design Agency for Maritime India Summit, 2016 and Sagarmala Project”

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

07/08/2015

Notice Inviting RFP for Appointment of Media & Design Agency for Maritime India Summit, 2016 and Sagarmala Project

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 organise a global investment summit in early 2016, entitled as Maritime India Summit, 2016 (MIS-2016) in February 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 6 (Six) Domestic and 4 (Four) 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) from interested agencies, for evaluation of bids & selection of bidder for Designing, Media and PR work related to Maritime India Summit, 2016 and Project Sagarmala.

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

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

1. Pre-bid meeting will be held on 13/08/2015 at 1500 Hrs
2. Submission of document fee of Rs.10,000/- for RFP on or before 1430 Hrs on 31/08/2015.
3. Receipt of offers on or before 3.00 PM(1500 Hrs) on 31/08/2015
4. Opening of Technical offers at 3.30 PM on 31/08/2015

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,
1st 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.

Indian Ports Association

Appointment of Media & Design Agency for a Maritime India Summit, 2016 and Sagarmala project

1. Introduction

Keeping in view the various initiatives taken by the Ministry of Shipping (MoS) 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 (MIS), 2016 – a Global Maritime Investment Promotion Meet in early 2016 to promote investments in the sector.

2. Objective

The objective of this RFP is to engage an internationally reputed Media & Design agency for the scope of work mentioned in Section 2, of the RFP for Maritime India Summit, 2016 and Sagarmala Project. 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 for 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

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.

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-31-08-2015, 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 13/08/15 at 1500 Hrs
2. Submission of document fee of Rs.10,000/- for RFP on or before 1430 Hrs on 31/08/2015.
3. Receipt of offers on or before 3.00 PM(1500 Hrs) on 31/08/2015
4. Opening of Technical offers at 1530 Hrs on 31/08/2015

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 .

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.

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 (MoS) and a special focus on one of its flagship project – Sagarmala, its various organisations and Maritime States, which would be of interest to the investors.

1.2. To assist Ministry of Shipping(MoS) during the pre and post event phases of the MIS, a competent Media & Design agency is required to assist MoS 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 6 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 MEDIA & DESIGN PARTNER'S SERVICES:

2.1 Developing promotional (media, branding, PR) strategy

- a. Design and development of visual imagery such as logo in accordance with the envisioned Summit and Sagarmala project
- b. Manage PR & media activities around domestic and international road shows in consultation with Ministry of Shipping.
- c. Maximize publicity for the summit in local, national and international media
- d. Design separate promotional website for the MIS and the exhibition in accordance with the envisioned Summit and other social media platforms- Twitter and LinkedIn.

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

- a. Design collaterals, brochures, delegation kits, docketts for events, conferences, seminars planned during the summit, roadshows planned before the summit and any activity planned for the promotion of Sagarmala project
- b. Design and print marketing collaterals such as sector and sub-sector brochures, event brochure, shelf of projects, etc.
- c. Design of banners, standees, hoardings, etc. for the summit, exhibition, roadshows and Sagarmala project
- d. Prepare a curtain raiser film for the summit and the same can be used during the domestic and international road shows.

2.3 Support during the event *

- a. Design standees for the inside venue, seminar halls, promotional activities
- b. Design of Banners containing messages from dignitaries, outdoor hoardings
- c. Any specific promotion material required for the Sagarmala project
- d. Backdrop design for inaugural and valedictory sessions and seminar halls

*** As per venue and outdoor site specifications.**

2.4 PR activities

- a. Organize press conferences, preparation of press releases, press reports, press kit and coordination with print and electronic media during the domestic and international road shows and other promotional events related to Sagarmala project and MIS
- b. Press coverage each of the road shows in 2 national and local editions of newspapers, coverage in 2 business news channels (English)
- c. Media briefing on the summit and Sagarmala project

2.5 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

- a. The total time period of the assignment shall be for 7 months from the date of signing of the contract

- b. The Media & Design firm should commence the assignment immediately within one week from the date of issuance of Letter of Award by the IPA;
- c. The main deliverables of the assignment will be:

Table 1: Indicative list of marketing collaterals to be designed for Maritime Investor Summit (MIS) 2016		
S.No.	Name of Marketing Collateral	Approx. number for design
1.	Advantage India – the curtain raiser film to be showcased in the road shows and Main Event (approx. 5 mins) + Shorter video clips to be showcased during the event (approx.1-2 mins)	1 +1
2.	Pre-Event Teasers (Early e-brochure and pre-event brochure)	1+1
3.	Final event brochure upto 16 pages	1
4.	Sector and sub-sector specific brochures/flyers- investment profile(s) 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.	Exhibition Layout	1
6.	Exhibition Catalogue (approx.. 150 pages of A5 size)	1
7.	Advantage India Maritime Handbook for Investors – highlighting investment attractiveness of maritime sector in India (sub-sectors, key locations, capacities, key players, current policies); (A4)	1
8.	Shelf of Projects (Investment Opportunities in India) (A4)	1
9.	Display material (standees, stage backdrop), delegation kit for various domestic and international investor meets	<ul style="list-style-type: none"> ▪ Up to 3 designs for standees ▪ 1 layout design for stage backdrop with adaptations for each of the 10 investor meet locations ▪ 1 design for delegation kit
10.	Invitation cards with colour coding	5
11.	Parking Stickers and Security Card	5
12.	Delegate kit along with bags docket etc.	1
13.	Two/three fold program booklet	1

Table 1: Indicative list of marketing collaterals to be designed for Maritime Investor Summit (MIS) 2016		
S.No.	Name of Marketing Collateral	Approx. number for design
14.	Gate Side Wings	▪ Upto 2 designs
15.	Hoardings/ outdoor creative	▪ Up to 5 designs (Maximum of 10 proportions 5 horizontal: 5 vertical)
16.	Standeers/ venue creative	Up to 5 designs Venue specific
17.	Signages/ Hanging Signages	▪ Up to 2 designs
18.	Stage backdrop	<ul style="list-style-type: none"> ▪ 1 design: Inaugural ▪ 1 design: Valedictory ▪ 5 designs: Seminar Halls ▪ 1 design: CEO Conclave ▪ 1 design with up to 2 adaptations for state sessions ▪ 1 design with up to 2 adaptations for partner country session ▪ 1 design: Cultural program backdrop
19.	Any other bi-fold/ tri-fold brochures for the seminars, conferences or special events organized during the Summit	Upto 5 designs with adaptations

Note: The above numbers are tentative and subject to change

Table 2: Indicative list of other promotional tools for designing		
S.No.	Name of Marketing Tool	Approx. number for design
1.	Maritime Investor Summit Website and other social media platforms- Twitter and LinkedIn	1
2.	Creative advertisements and inserts for release in print media	1

4. Project Duration

Duration of the assignment would be for a period 7 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. This RFP is not an offer and is issued with no commitment. 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>Experience Criteria:</p> <p>a) Legal Entity: The bidder should be a Business Entity which would mean that the company is registered in India under the Companies Act 1956, 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 Business Consulting, as of March 31, 2014.</p> <p>b) 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>c) The agency/ agencies should have prior experience of working with Central or State for providing its services like branding and marketing of event, developing professional creatives and visual imagery such as logo, brochures, advertisements, newsletters, flyers, banners and hoardings for atleast '2 national/international event'.</p>	<p>Copy of Memorandum of Association / Article of Association or similar document</p> <p>Proof of incorporation of the firm /company (Articles of Association); attested by the authorized signatory. Proofs like work orders / vouchers that mentions the name of government body or private company to which the media and design service is rendered.</p> <p>Contract/Work orders along with completion certificate of the same to be furnished as proofs</p>
PQ2	<p>Financial Criteria:</p> <p>a) Minimum average annual turnover from similar services of the bidder shall have Rs. 10 crores for the last three years. In case of joint venture/consortium each of the partners of joint venture/consortium should have minimum average</p>	<p>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</p>

S.No	Criteria	Supporting documents to be submitted
	annual turnover from similar services of Rs. 5 crores in the last three years. Attested copy of audited balance sheet for last 3 financial years has to be submitted along with the proposal. Please note only one consortium is allowed in this case.	

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 agency(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 Agency for Evaluation of Bids & Selection of Bidder for development of Wind/Solar/Renewable Energy Power Plant”**.

I. 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.

II. 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. 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.

10. 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
1	Past experience of the agency in the last ten years	45
1a	Experience of providing graphic design services for marketing and promotion material for national and international events - Every international event – 6 marks Every national event – 5 marks Note : Highest scored Bidder will get 30 Marks and for other Bidders Score will be normalized.	30
1b	Sample of designed promotional marketing collateral, logo, brochures, newsletters, flyers, web pages, banners and hoardings etc.	7
1c	Sample of promotional clips, videos made for events	8
2	Qualification and Experience of Team Proposed for the assignment	30
2a	Team Leader (One): Post Graduate with minimum 10 years works experience. Experience in leading media planning for national and international events 50% marks will be given for year of experience and 50% marks will be given for number eligible events. Note : Highest scored Bidder in experience and number of event will get 5 Marks and for other Bidders Score will be normalized.	10
2b	Team member (One) Design Agency: Post Graduate with minimum 6 years work experience. Experience in designing of marketing collaterals for national and international events 50% marks will be given for year of experience and 50%	10

S.No	Criteria	Marks
	marks will be given for number eligible events. Note : Highest scored Bidder in experience and number of event will get 5 Marks and for other Bidders Score will be normalized.	
2c	Team member (Two) PR Expert: Post Graduate with 8 or more years of experience in PR handling for national and international events- 10 marks 50% marks will be given for year of experience and 50% marks will be given for number eligible events. Note : Highest scored Bidder in experience and number of event will get 5 Marks and for other Bidders Score will be normalized.	10
3	Approach, Methodology and Work Plan Proposed	25
3a	Approach & Methodology	10
3b	Presentation	15
	Total	100

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.

[‘Technical’ Score of Bidder for the Project (X)]	= 100 X	[Marks secured by the respective Bidder]
		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 60 or above shall be declared as qualified for evaluation of their ‘Financial Bid’. Bidders who have secured less than 60 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 valid 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:

[The 'financial score' of Bidder for the project(Y)]	= 100 X	[Lowest offer quoted by the qualified bidder (Rs.)]
		[Offer quoted by the respective Bidder (Rs.)]

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

Composite Score of the Bidders

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.

11. 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.

12. Obligations of agency:

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

13. 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 –in –Charge of the contract is final & binding in this regard.

14. 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.

15. 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

16. Jurisdiction

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

17. 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.

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 Agency 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 Bidder for development of Wind/Solar/Renewable Energy Power Plant in accordance with your Request for Proposal dated [insert date] and our Proposal. 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.

Note : Sample designs of previous experience shall also be submitted

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 consultancy business	Remarks
2011-12			
2012-13			
2013-14			

(Seal& Signature of Bidder)

Note: 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]

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 and Sagarmala Project in accordance with your Request for Proposal dated 7th 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 Agency for Media & Design Agency for Maritime India Summit, 2016 and Sagarmala Project)

Sl. No.	Name of the Assignment	Fees quoted (inclusive of all Taxes)
1	Retainer Fee Lump sum for project duration for PR and Design Work	
2	Printing of promotional Material as per FORM FP 2 A	
Total Fees in words:		

(Fees in words) Rs.

****Proposed Domestic Roadshows:***

Agartala, Ahmedabad, Chennai, Kolkata, Mumbai, Vizag

***** Proposed International Roadshows:***

London (UK), Singapore, South Korea, The Netherlands

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

Table 2: Indicative list of production cost of marketing collaterals for Maritime Investor Summit (MIS) 2016			
S.N.	Name of Marketing Collateral	Quantity of production***	Production Cost in INR
1.	Advantage India – the curtain raiser film to be showcased in the road shows and Main Event (approx. 5 mins) + Shorter video clips to be showcased during the event (approx. 1-2 mins)	1 +1	
2.	Pre-Event Teasers (Pre-event brochure)	5,000	
3.	Final event brochure upto 16 pages	5,000	
4.	Sector and sub-sector specific brochures/flyers-investment profile(s) of maritime sector in India (investment opportunities in each sub-sector, project details, scope for private sector participation, etc.)	5,000	
5.	Exhibition Layout	1	
6.	Exhibition Catalogue (approx.. 150 pages of A5 size)	3,000	
7.	Advantage India Maritime Handbook for Investors – highlighting investment attractiveness of maritime sector in India (sub-sectors, key locations, capacities, key players, current policies); (A4)	3,000	
8.	Shelf of Projects (Investment Opportunities in India) (A4)	5,000	
9.	Display material (standees, stage backdrop), delegation kit for various domestic and international investor meets	<ul style="list-style-type: none"> ▪ 30 standees ▪ 10 stage backdrops ▪ 2,000 delegation kits 	▪
10.	Invitation cards with colour coding	2,500	
11.	Parking Stickers	Venue specific	
12.	Delegate kit along with bags	3,000	

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

S.N.	Name of Marketing Collateral	Quantity of production***	Production Cost in INR
	docket etc.		
13.	Two/three fold program booklet	5,000	
14.	Gate Side Wings	2	▪
15.	Hoardings/ outdoor creative	21	▪
16.	Standeers/ venue creative	20 Venue specific	
17.	Signages/ Hanging Signages	▪ Approx. 35 Venue specific	
18.	Stage backdrop	▪ 1 Inaugural ▪ 1 Valedictory ▪ 5 Seminar Halls ▪ 1 CEO Conclave ▪ 2 for state sessions ▪ 1 for partner country pavilion ▪ 1 Cultural program	
19.	Any other bi-fold/ tri-fold brochures for the seminars, conferences or special events organized during the Summit	1,500	
Total Cost (In Words)			

- Payment for Design Work shall be on Monthly Retainer Fee basis

*** **Indicative numbers. Payment for printing shall be based on the actual number of prints.**

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). Copy of Work Orders/ Self-certification	Yes/No
4). Copy of completion certificates along with value/Self-certification	Yes/No
5). Resume of Team Leader & Team members with supporting documents and sample designs of previous experience	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