

18.12.2018

**TOR FOR DESIGNING AND PRINTING OF APEDA PRODUCT BROCHURES AND  
PANELS/POSTERS  
CPP Tender ID: 2018\_APEDA\_390305\_1**

APEDA is an Autonomous body under the Ministry of Commerce and Industries, Govt. of India is mandated with the responsibility of development of export of Agricultural and Processed Food Products from India.

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

**1. General Eligibility Conditions**

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

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

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

- 1 Designing of cover page of Product Brochures.
- 2 Designing of Panels/Posters
3. Proof Reading of the text matter by agency
4. Printing of Product Brochures and Panels/Posters
5. Delivery in time.

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

| <b>S.NO.</b> | <b>CONTENTS</b>                         | <b>SPECIFICATIONS</b>  |
|--------------|---|--|
| 1            | Size of brochure                        | 8.5" x 11.5" and 7" x 9.5"   |
| 2            | Quantity                                | Brochures on 10 products (tentatively) & 5000 brochures for each product<br><br>8.5" x 11.5" = 40000 Nos.<br><br>7" x 9.5" = 10000 Nos.  |
| 3            | Cover and back page<br><br>Inside paper | Matt laminated finish<br><br>Matt finish each page   |
| 4            | Cover page Quality                      | 170 GSM Imported Art Paper   |
| 5            | Inside page quality                     | 130 GSM Imported Art Paper   |
| 6            | Content and photographs                 | Basic information will be provided by APEDA but editing, proof reading and value addition will be done by the agency with the view to bring it at par with international level. Pictures of good quality, coloured with High resolution to be arranged by the Agency |
| 7            | Language                                | English  |
| 8            | Total number of pages                   | 16 pages per brochure  |
| 9            | Color                                   | Four color   |
| 10           | Stitching                               | Centre Stitching   |
| 11           | Page +/-                                | Pro-rata basis   |
| 12           | Quality                                 | Since the brochures will be used mostly at International platform the quality of the brochures should be at par with the international quality.  |
| 13           | Copy right                              | All the designs and contents of the brochures will be the copy right of APEDA.   |
| 14           | Soft Copy in CDR format                 | Agency to provide the CDR open file and PDF file of Brochure in pen drive.   |

**SPECIFICATIONS FOR HI-QUALITY DIGITAL DESIGNING & PRINTING OF APEDA PRODUCT(S) PANEL/POSTER(S) ON ADHESIVE VINYL GLOSSY (ACTIVITY NO. 2)**

| <b>S.No.</b> | <b>Description</b>  | <b>Size of Panel</b> | <b>Rate Per Sqft.</b> | <b>Quantity</b>                         | <b>Total cost inclusive of applicable taxes</b> |
|--------------|---|----------------------|-----------------------|---|---|
| 1            | Hi-quality digital designing & printing on Adhesive Vinyl Glossy of APEDA Scheduled product(s). | 6'x3'                |                       | <b>500 panels of different products</b> |   |

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

**4. Financial Bid: Superscribe the name of the Activity and “Financial Bid” (Annexure II) - to include the following documents/details:**

- 4.1 The Financial Quotation, duly dated, with break-up of components separately in Indian Rupees only. No lump sum amount will be considered.
- 4.2 The bid should be inclusive of taxes however, in the final invoice taxes to be mentioned separately.
- 4.3 Further, the rates quoted should be valid for one year w.e.f. the date of award of job.

**5. SELECTION PROCEDURE**

- 5.1 A Committee in APEDA will carry out preliminary screening and shortlist the firms fulfilling the eligibility criteria.
- 5.2 **Agencies are required to submit the creative of APEDA Corporate Brochure both in Hard and Soft copy (CD) along with the Technical Bid. The Committee will shortlist the agencies on the basis of creative submitted and the financial bids of only those agencies shortlisted on technical grounds will be opened and selection of Vendor will be on the basis of L-1 rate. However, if required, the agencies may be asked for presentation for selection on technical ground.**
- 5.3 Application of agencies not submitting offers as per the requirements of APEDA shall be out rightly rejected.
- 5.4 Selected vendors have to comply with Govt. Regulations and standards as deemed fit.
- 5.5 All the selection will be made as per GFR 2017 guidelines.
- 5.6 Agencies not fulfilling the eligibility criteria will not be considered.
- 5.7 APEDA reserves the right to :
  - Accept or reject any or all the offers at any time prior to award of contract/order without assigning any reason or without any liability on APEDA.

- Negotiate the prices with the selected agency to bring down the prices.
- Copy right of brochures & panels/posters prepared.
- Extend the deadline for the submission of applications at its discretion.
- Modify terms and conditions of the selection procedure.
- Suspend the project, cancel the contract with the selected party in part or in the whole at any time if in the opinion of APEDA it is necessary in the public interest. The decision of APEDA shall be final and binding in this regard. APEDA shall also not be responsible for any damage or loss caused or arise out of aforesaid action.
- Modify terms and conditions of the contact which shall be granted to the successful bidder after the bidding process, if in the opinion of APEDA it is necessary in the public interest or for implementation of the project. The decision of APEDA shall be final and binding in this regard.

5.8 The decision of the APEDA shall be final and binding in this regard.

5.9 For interpretation of any clause of this document, the decision of Chairman APEDA would be final and binding on both the parties i.e., bidder and APEDA.

## **6. DELIVERY SCHEDULE**

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

## **7. TERMS OF PAYMENT**

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

- 7.1 An advance up to 50% of the total cost, on submission of bank guarantee of equal amount.
- 7.2 Balance amount would be released on completion of the satisfactory work and submission of the open Cdr file of Designing and Printing of APEDA product Brochures and Panels/posters in two pen drives.

## **8. GUIDELINES FOR SUBMISSION OF OFFERS**

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

- a) Sealed quotations are required to be submitted within 21 days from the date of release of the advertisement. Conditional offers are not allowed and would be rejected.
- b) **Envelop I : EMD-** Containing Earnest money in the form of a DD of Rs. 50,000/- (Rupees fifty thousand only) in favor of APEDA, payable at New Delhi. EMD will be

exempted for the organizations exempted under MSME subject to submission of required certificate.

- c) **Envelop II** : Containing Annexure I (Technical Bid) duly filled in with supporting documents. The envelope should be sealed and marked as **“Technical Bid for Designing and printing of APEDA Product Brochures and Panels/Posters”**.
- d) **Envelope- III** : containing Annexure II (Financial Bid) duly filled in for the bid value in Indian Rupee including all taxes for and other terms and condition of the Tender document. The envelop should be sealed and marked as for **“Financial Bid for Designing and printing of APEDA product brochures and panels/posters”**.
- e) **Envelope- IV** : Envelopes I II and III should be kept inside the Envelop – IV and again sealed. The name of the bidder should be clearly written with full address, Telephone nos., E-mail on the Envelopes (I, II, III and IV). This Master Envelope (Envelope – IV) should be marked as **“Technical and Financial Bid for Designing and printing of APEDA product brochures and panels/posters”** and shall be submitted to General Manager (Trade Fair) at the address mentioned below.

## **9. PERFORMANCE ASSURANCE**

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

**The pre-bid meeting will be held on 27<sup>th</sup> December, 2018 at 1100hrs. and the last date for submission of bid is 9<sup>th</sup> January, 2019, till 1600 hrs. The complete application should be addressed to :**

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

**ANNEXURE I****APPLICATION FORM FOR THE DESIGNING AND PRINTING OF APEDA PRODUCT  
BROCHURES AND PANELS/POSTERS**

|    |  |  |
|----|--|--|
| 1  | Name of the Organization/Company (self-attested Registration document to be submitted)   |  |
| 2  | Correspondence Address   |  |
| 3  | Contact Person   |  |
| 4  | Contact Details: (Tel. No./Fax No./Mob. No./email)   |  |
| 5  | Registration No. with Government with Permanent Account and GST No.  |  |
| 6  | Experience (no. of years) in printing work   |  |
| 7  | Details of work order (copy to be enclosed)  |  |
| 8  | Annual Turnover (attached audited Balance Sheet of three years).   |  |
| 9  | An interest free Earnest Money Deposit "EMD" for Rs. 50,000/- (Rupees fifty thousand only) in the form of draft/ irrevocable and unconditional bank guarantee in favour of APEDA, New Delhi. EMD will be returned to the unsuccessful, bidder after the final selection. For the selected bidder, EMD amount would be adjusted in the final payment. EMD will be exempted for the organizations exempted under MSME subject to submission of required certificate. |  |
| 10 | Bank Details   |  |
| 11 | List of Clients  |  |
| 12 | Self Certification by the Organization/Company that it has never been blacklisted by any Govt. organization.   |  |
| 13 | Any other details  |  |

**ANNEXURE II (ACTIVITY-1)**

| <b>S.NO.</b> | <b>COMPONENT</b>                                       | <b>COST OF COMPONENT IN RUPEES</b> |
|--------------|--|------------------------------------|
| 1            | Designing and Printing cost of APEDA Product Brochures |                                    |
| 2            | Taxes, if any  |                                    |
|              | Total cost (inclusive of taxes)                        |                                    |

**ANNEXURE II (ACTIVITY-2)**

| <b>S.NO.</b> | <b>COMPONENT</b>                                    | <b>COST OF COMPONENT IN RUPEES</b> |
|--------------|---|------------------------------------|
| 1            | Designing and Printing cost of APEDA Panels/Posters |                                    |
| 2            | Taxes, if any                                       |                                    |
|              | Total cost (inclusive of taxes)                     |                                    |