



# Apparel Export Promotion Council

**NOTICE  
INVITING REQUEST FOR PROPOSAL (RFP) / TENDERS  
FOR**

**"FOR PRINTING OF THE 300/ 500 COPIES OF 60 PAGES "APPAREL INDIA" MAGAZINE  
IN ENGLISH LANGUAGE"**

**Last date & time for submission of Request for Proposal (RFP) / Tenders:**

**07.02.2018 Upto 5.00 PM**

The Tender Document, complete in all respects, to reach on or before the due date at  
the following address:

Senior Public Relation Officer,  
Apparel Export Promotion Council,  
Apparel House, Sector-44 Institutional Area  
Gurgaon, Haryana-122003

**Venue for opening Pre-qualification Bid Technical Bid / Financial**

**Bids :**

Apparel House, Sector-44 Institutional Area  
Gurgaon, Haryana-122003

**Date:-**



## Apparel Export Promotion Council

### IMPORTANT DATES

1.	Date of Issue of Tender Notice	29.01.2018
2.	Last date & time for submission of tender	07.02.2018 (5.00 PM)



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**DRAFT OF THE REQUEST FOR PROPOSAL (RFP) / TENDER FOR PRINTING OF THE "APPAREL INDIA" MAGAZINE IN ENGLISH LANGUAGE.**

**1. INVITATION OF BID**

AEPC invites sealed offers from reputed Vendor having proven multi-disciplinary competence for **printing of the 300/ 500 copies of 60 pages "Apparel India" magazine in English language.**

**2. SCOPE OF THE WORK**

AEPC has been publishing Apparel India magazine for the last ten years. Around 8000 copies of Apparel India magazine are published and distributed among the members of AEPC, government officers, policy makers etc. AEPC would like to develop a flip flop e magazine and for the same, it is looking for the agencies/vendors which could print and to provide 300 / 500 copies of 60 pages AEPC "Apparel India" magazine in the following specifications:

- Size: 8 ¼ x 11 1/4
- Colour: Four Colour
- Paper: Paper Quality: 130 gsm, Magno Matt (inside 60 nos. Pages)
- Cover Page: GSM: Cover: 300 gsm, Magno matt, Laminated (Cover/Title page -4 in nos.)
- Binding- Perfect binding

Each copy shall be required to be packed separately in poly propylene which can accommodate 1 number of "Apparel India "magazine. Each magazine would have a sticker address, duly pasted on the poly propylene cover (address details would be provided by AEPC). RNI Number would be provided by AEPC and the entire packing should meet the requirements as per RNI

**3. DISCLAIMER:**

This tender is being issued by the AEPC for inviting bids for "**REQUEST FOR PROPOSAL (RFP) / TENDER FOR PRINTING OF THE 300 / 500 COPIES OF 60 PAGES "APPAREL INDIA" MAGAZINE IN ENGLISH LANGUAGE**". The words 'Tender' and 'RFP' are used interchangeably to refer this document. The purpose of this document is to provide the Bidder with information to assist in the formulation of their proposal. The information is not intended to be exhaustive. Interested parties are required to make their own inquiries. AEPC reserves the right not to proceed with the project, to alter the timetable reflected in this document or to change the process or procedure to be applied. It also reserves the right to decline to discuss the project further with any party submitting a bid. No reimbursement of any cost will be paid to persons, entities submitting a Bid.

**4. BASIC QULIFICATIONS OF THE BIDDERS**

Technically qualified and financially sound Vendor, having experience of printing for e-Magazine/Fashion Magazine may apply. The bidder will have to submit credentials and documents in support of their experience of working with textile sector, if any. The vendor should have minimum 3 years of experience and an average turnover of minimum of Rs. 50 lac in last 3 years.

**5. TIME –FRAME AND DELIVERABLES**

The agency/vendor will be given the print ready content to print copy from AEPC by 29<sup>th</sup> of each month. After printing the 300 / 500 copies of 60 pages ‘Apparel India’ magazine, the printer needs to deliver the printed copies to AEPC head office within 72 hours of the receipt of the content /ready-to-print copy. The duration for the work is 12 months from the date of placement of the work-order.

**6. SUBMISSION OF BIDS**

Interested parties shall submit three sealed covers containing Packets “A”, “B” and “C” with following content:

**Packet A:** Pre-Qualification bid

**Packet B:** Technical bid

**Packet C:** Financial Bid

**(A) Packet “A” should contain:**

(a) Earnest Money of Rs. 50,000/- by way of Demand Draft drawn in favour of Apparel Export Promotion Council, Gurgaon. The Earnest Money Deposit of the successful bidder will be retained as Performance Security with those of unsuccessful bidders will be refunded. The successful bidder has to submit performance security @ 5% of final amount. EMD would be adjusted, if shortfall any, brought by the Agency.

(b) Details of the Bidder, Contact Address, email, phone, Fax, Name of Contact person for this project.

(c) Documents in support of the establishment of the company.

(d) Unabridged annual reports or audited financial accounts for last three years (2014-15, 2015-16, 2016-17)

(e) List of projects of similar nature. Similar project means publications carried out for apparel/textile sector. Only projects that have been handled directly need to be listed.

(f) Copies of PAN Card and Service Tax Registration

(g) A covering statement as follows:

1	Name of the Bidder	
	Address	
	Email address, Tel/Fax	

	Contact Person: with Mobile number				
2	Details of Earnest Money Deposit	DD No. Date Drawn			To Enclose
3	PAN Card details				To attach
4	GSTN number				
5	Experience in similar constituency/assignments	List of Projects			
6	Annual Turnover	2014-15	2015-16	2016-17	Unabridged annual reports or audited financial accounts attached
7	Documents in support of the establishment of the company.				To attach

**(B)PACKET “B”** should contain the Technical proposal, which should give following information:

1. Brief Profile of the Organization
2. Detailed approach and methodology to be followed for providing content development, layout design and complete editorial inputs.
3. Time-plan for executing the task
4. Manpower deployment with indicative outline of the qualifications of the personnel deployed (full details)

**(C)PACKET “C”** should contain the financial proposal, which should give following format:

The financial proposal should quote the professional fee and expenses as detailed below in INR

1	Total fees for content development, layout design and complete editorial inputs	Rs.(in Figure/In Words)*
2	Plus taxes	
	Total	
	(Rs..... .....)	

\*in case of mis match in figures and in words, the lower amount shall be considered as the final financial quote. No representation shall be entertained in this regard.

**All 3 envelopes should be put in a bigger envelope-duly sealed and clearly marked Bid for Apparel India Magazine and submitted to Mr. Sitanshu Narad, Apparel Export Promotion Council, Apparel House, Sector 44, Institutional Area, Gurgaon-122003(Haryana) by 5:00 PM**

The bids will be opened on the notified dates in a 3 step procedure with Packet A being opened in Step 1 for preliminary screening, in step 2 for screening of technical capacities and in step 3 for opening of financial bids as provided in packet C.

## 7. EVALUATION CRITERIA:

A techno-financial evaluation of the submitted proposals will be carried out in a relative basis. The details are as follows:-

- I. Packet A will be opened first for ascertaining the basic eligibility of the bidder. The technical proposals bids viz. Packet B of only those agencies will be opened which lists out contents as provided in Packet A.
- II. Packet B will be opened thereafter .Technical scores will be evaluated on the following parameters

Evaluation parameters and criteria for Technical Score

S No.	Heading	Description	Particulars	Details /documents Provided	
				Yes	No
1	Vendor's experience	No of years of experience <b>(Max: 10 marks)</b>	<ul style="list-style-type: none"><li>• More than 10 years=10</li><li>• 3 to10 years=6</li><li>• 3 years=3</li></ul>		
2.	Vendor's turnover	Average turnover of last 3 years <b>(Max: 10 marks)</b>	<ul style="list-style-type: none"><li>• &gt;Rs. 2 Cr=10</li><li>• 1 to 2 Cr=5</li><li>• Less Than 1 Cr=3</li></ul>		
3	Methodology, approach and work plan	i) Location of the printing press from where the magazine would be published <b>(Max: 5 marks)</b>			
		ii) Owned or hired Printing Press <b>(Max: 5 marks)</b>			
<b>Grand Total</b>					

**The minimum qualifying score for Technical Evaluation will be 30 marks. The financials of qualifying technical bids will be opened.**

### Selection Criteria

- **The financials of qualifying technical bids will be opened.**
- L1 among the technical bids will be awarded the project.

- The decision of the Evaluation Committee in this regard will be final.

### **8. Payment Terms:**

Payment will be made monthly on receipt of invoice and satisfactory submission of final copy of the magazine.

**Penalty:** Any delay in submission of publication without the approval by the AEPC will attract a penalty of 5% per week from the stipulated date.

- (i) Payment will be made through cheque upon submission of bill on monthly basis. All bills must be submitted in original to AEPC Gurgaon Office.
- (ii) TDS shall be deducted from the bill as per rules.

Earnest Money Deposit (EMD) shall be forfeited by the AEPC in case:

- (a) The agency withdraws their offer during the period of tender validity, without prior notice.
- (b) The agency fails to honour the contract or refuses to comply with any or all terms and conditions of the tender.
- (c) Change in design from the approved design.
- (d) After selection, the agency fails to honour the contract or refuses to comply with any or all terms and conditions of the tender.
- (e) For non-performance or mid-way unilateral withdrawal from the assignment by the agency, the EMD will be forfeited.

### **OTHERS**

1. The payment would be made after receipt of the printed items in required standard specification/format/design along with proper bill and challan.
2. There shall be no escalation in the price during entire contract period, however, either of the parties may if so decides shall have the option to terminate its contract by giving the other party prior written notice for three months.
3. In case of any dispute, decision of Chairman, AEPC shall be final and binding.
4. The losses to the AEPC which are directly attributable to the agency shall be deducted from the bills/adjusted from the AEPC
5. In case of any dispute or difference arising in relation to meaning or interpretation of the agreement, Chairman, AEPC would be the final arbitrator. The decision of the arbitrator shall be final and binding on both the parties.

### **9. Important to Note:**

**(A) The magazine may be printed with the same specifications, as is in existence and as per the below details:**



- Size: 8 ¼ x 11 1/4
- Colour: Four Colour
- Paper: Paper Quality: 130 gsm, Magno Matt (inside 60 nos. Pages)
- Cover Page: GSM: Cover: 300 gsm, Magno matt, Laminated (Cover/Title page -4 in nos.)
- Binding- Perfect binding

**(B) Interested Agency may either collect or advice for having acquired the “Apparel India” magazine so that sample copy of magazine could be sent in advance.**

#### **10. RIGHTS OF AEPC**

(i) AEPC reserves the right to accept /reject the offers received or call for any additional information /clarification or modify/cancel the bidding process, if so required without assigning any reasons whatsoever.

(ii) AEPC reserves the right to cancel/terminate the agreement any time without assigning any reason.

(iii) AEPC may ask vendors for a presentation before deciding.

**(iv) Intellectual property rights of “Apparel India” magazine shall be solely with AEPC.**

#### **11. OTHER TERMS AND CONDITIONS:**

1. Confidentiality of any data and information provided by AEPC and other agencies to the vendor should be maintained.

2. The publication will be the sole property of the AEPC; any portion or part of the publication should not be produce/published or sold to others.

3. The publication each month would be treated as final only after its approval by AEPC.

4. All disputes/interpretation and other matters if any, concerning this agreement in any manner whatsoever shall be subject to final decision of the AEPC.

5. Governing Law and Jurisdiction: This agreement shall be governed by the laws in India and shall be subject to New Delhi jurisdiction

#### **12. FORCE MAJEURE:**

The failure to fulfil any of its obligations hereunder shall not be considered to be a breach of, or default insofar as such inability arises from an event of Force Majeure. For the purpose of this RFP” Force Majeure” means an event which is beyond the reasonable control of the AEPC and is not foreseeable.

#### **CERTIFICATE**

It is certified that:

1. The information given above is TRUE to the best of my knowledge. The Vendor shall stand liable for any information given above which is later found to be FALSE.
2. We are interested to undertake the content development, layout design and complete editorial inputs and providing e copy of the "Apparel India" magazine in English language.
3. I am competent to sign this Certificate.

(Signature of the bidder)

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

Designation: \_\_\_\_\_

Place:

Date:

Seal of the Vendor:



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**Annexure - 1**

**UNDERTAKING**

To,

Senior Public Relation Officer  
Apparel Export Promotion Council,  
Apparel House, Sector-44, Institutional Area,  
Gurgaon, Haryana-122003

Sir,

I/We the undersigned, certify that:

1. I/We have gone through scope of work (specification of task) and the terms and conditions mentioned in the tender documents and undertake to comply with them.
2. I/We have quoted the best rates in financial bid.
3. The work may be awarded any other Vendor, in case the AEPC is not satisfied with the work executed by us. I/We also undertake that I/we has/have no objection and will not claim any losses/damages on any account from the AEPC.
4. Our firm has not been black-listed by any agency in India or abroad.

Date:

SIGNATURE OF THE TENDERER WITH SEAL

NAME OF THE TENDERER WITH ADDRESS



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**Annexure - 2**

**(Packet ‘B’)**  
**Technical Specification Compliance Sheet**

Evaluation parameters and criteria for Technical Score

S No.	Heading	Description	Criteria for point allotment	Max. Points
1	Vendor’s experience	No of years of experience	<ul style="list-style-type: none"> <li>• More than 10 years=10</li> <li>• 3to10 years=6</li> <li>• 3 years=3</li> </ul>	10
2.	Vendor’s turnover	Average turnover of last 3 years	<ul style="list-style-type: none"> <li>• More than 5 publications=10</li> <li>• 3 to 5 publications=6</li> <li>• Up to 2 publications=3</li> </ul>	10
3	Methodology, approach and work plan	I) Location of the printing press from where the magazine would be published	Criteria, adequacy and appropriateness of the proposed methodology and work plan w.r.t. scope of work	10
		(II) Owned or hired Printing Press		
<b>Grand Total</b>				<b>30</b>

**Note: To be given in separate envelope super scribing PACKET ‘B’ INVITING REQUEST FOR PROPOSAL (RFP) / TENDERS FOR “FOR PRINTING OF THE 300/ 500 COPIES OF 60 PAGES "APPAREL INDIA" MAGAZINE IN ENGLISH LANGUAGE”**



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(Packet ‘C’)

Annexure - 3

#### FORMAT FOR SUBMISSION OF FINANCIAL BID

S.No	Description of work	Qty	Qty	Unit	Rate (Rs) (300 copies)	Rate (Rs) (500 copies)	Amount (In Rs.) (300 copies)	Amount (In Rs.) (500 copies)
		300	500	Nos				

Amount in words  
(Rupees \_\_\_\_\_)

Date:

SIGNATURE OF THE TENDERER WITH SEAL

NAME OF THE TENDERER WITH ADDRESS

**Note: To be given in separate envelope super scribing PACKET ‘C’  
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