



A call for proposals

IBEF website: content

An introduction

India Brand Equity Foundation is a public-private partnership between the Ministry of Commerce and Industry, Government of India, and the Confederation of Indian Industry. Its primary objective is to promote positive economic perceptions about India.

Over the last five years, IBEF has successfully showcased Brand India through its website www.ibef.org that has been its connecting window with stakeholders. www.ibef.org today stands as the #1 website on google and wikipedia by the words *Brand India*. Primarily, the website was established with the purpose of both filling-in the information gap on Indian business and industry and, at the same time, creating a larger awareness of *Brand India*. Today the website has succeeded in good measure on both accounts, and also more importantly, created a larger information expectation from all stakeholders developed over the years. The IBEF knowledge tools, namely, the reports and presentations, the eNewsletters – *Invest Now* and *India Now* – have been effective resource tools in sustaining as well the interest in *Brand India*.

Objective

Moving forward, IBEF intends a change in content:

- to make the IBEF website amongst the leading reference sites online for information on Indian business and economy.

Project brief

Towards this end, IBEF invites proposals for content for the state and industry sections. IBEF intends to present on the website presentations and overviews for 29 states and 34 sectors.

The detailed scope of work is as follows:

1. Updation of 22 sector PPTs and 21 state PPTs
2. Preparation of new PPTs for 12 sectors and 8 states
 - Bi-annual updation of all PPTs
3. Overviews (1,500 to 2,000 words) for 26 sectors
4. Short overviews (500 to 800 words) for 8 super sectors

- **Quarterly and as-and-when updation of overviews**

The presentations, to be prepared as PPTs, should present information on the sectors of the economy and the socio-economic profile of the states with appropriate graphs, charts and images provided separately as well.

The overviews, to be prepared as word documents, should present information on the infrastructure, policy initiatives, business opportunities, key players, segments, exports, FDI attracted, changing/key market trends, sector/state potential, growth rate, among others, for the sector and, where applicable, for the sub-sectors as well.

Each sectoral PPT should contain the following heads:

1. **Introduction/overview:** A summary of the sector that talks about the industry, India's advantage in the sector, market size, major players, opportunities, key trends, sector potential, etc. This section should be data rich.
2. **Advantage India:** This section should focus on India's advantage in the global arena, favourably compare India's position vis-à-vis Asian players/other global players with respect to production processes, policies, other parameters, etc., with adequate data to substantiate the statements.
3. **Detailed representation and analysis of the industry:** This section should include the following:
 - The size of the market
 - The various segments (for eg., under tourism/healthcare industry, the PPT should analyse segments such as medical tourism, religious tourism, etc.)
 - Profiles of top Indian and MNC players (at least 10 each) in the sector
 - Investments, both foreign and domestic, in the sector
 - Export figures
 - Domestic demand figures
 - Industry infrastructure
 - Growth drivers for the sector and the rate of growth
4. **Policy and regulatory framework:** This section should detail all policies and regulations that impact the sector.
5. **Key trends**
6. **Mergers and acquisitions:** This section should list all M&A activity (domestic consolidation and overseas acquisitions) that has taken place in the sector in the last one year.

7. **Opportunities:** This section should detail the various forthcoming projects in the sector.
8. **SEZ section:** This section should highlight the following:
 - Infrastructure available and policy initiatives for each SEZ
 - No. of SEZs in that sector
 - Location of these SEZs
 - No. of companies in each SEZ
 - Details of SEZ developer/contact for SEZ
 - Export figures of each SEZ
9. **Industry associations:** Full details (address, email, telephone numbers, and contact person) of industry-specific associations, such as ACMA for the automobile industry, should be mentioned.
10. **Figures, such as the following, will need to be called out separately to provide us a ready reckoner:**
 - Market/industry size and segments or share of different players
 - CAGR
 - Contribution to the GDP
 - Export figures
 - FDI attracted by the sector
 - Outward investment over the years
 - Major SEZs

Each state PPT should contain the following heads:

1. **Executive summary and advantage of that state:**
 - State capital, area covered by the state, population, state's position vis-à-vis other states
2. **State economy and socio-economic profile:**
 - Per capita income, key industries, investments, exports, NSDP, FDI, GDP, major industries, major crops
3. **Infrastructure:**
 - Physical infrastructure such as roads, railways, power, telecom, airports, water
 - Social infrastructure such as health, education, etc.
 - Industrial infrastructure such as preferred industry-specific locations, key clusters and hubs, major industries, etc.
4. **State policies and incentives:**
 - Industrial policy, infrastructure policy, e-governance, as well as industrial policies for major sectors (IT, biotech, tourism, etc.)

- State-level incentives such as sector-specific incentives, SEZ-related incentives, etc.
5. **Business opportunities:**
 - Thrust areas for the state (key sectors), exports, investments, key players (at least 10 Indian and 10 MNCs by sector) and their profiles listing investments, areas of operations, future plans, etc.
 6. **Doing business in the state:**
 - Obtaining approvals, cost of setting up business, time table for approvals, contact for information details, etc.
 7. **Major industrial/investment promotion offices in the state.**
 8. **Map showing state capital and major cities, along with the infrastructure and major industries present in these cities. The map should also highlight the key industrial hubs/clusters and SEZs in the state, highlighting the infrastructure and policies prevalent in each of the hubs/clusters and SEZs.**

Time period

IBEF invites proposals, including commercial terms, for the above by December 10, 2009. A sample overview and PPT may be required subsequently as part of the proposal itself.

Subject to discussions and negotiations, the project will be commissioned through a formal communication on terms of reference.

Project Coordinator(s)

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Whilst the scope of work above details the contents of a PPT/overview, IBEF reserves the right to alter the scope of work subject to discussions with participating companies.

Further, all information/data/reports/pitchers/data or other material submitted to IBEF under this Tender/RFP/RFQ by the Applicant shall become the property of IBEF. The Applicant hereby agrees that they shall not have any right, claim, authority whatsoever over the submitted information/reports/pitcher's/data or other material to IBEF. The Applicant further agrees and undertakes that IBEF may use the aforesaid information/data/reports/pitchers/data or other material at its sole discretion and the Applicant shall not have any objection whatsoever in IBEF using the same.