Appointment of a Creative Agency for Ministry of Textiles by India Brand Equity Foundation (IBEF) for the Campaign to promote ‘Indian Textile Sector and its sub-segments Apparel, Carpets, Handicrafts and Handlooms’

Request for Proposal [RFP]

Date: 21st Feb 2020

India Brand Equity Foundation,
20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg, New Delhi 110001
SECTION 1: INSTRUCTIONS TO CREATIVE AGENCY

1) Introduction

a) The India Brand Equity Foundation (IBEF) is a Trust established by Department of Commerce, Ministry of Commerce & Industry, Government of India. IBEF’s primary objective is to promote and create international awareness of the Made in India label in markets overseas and to facilitate dissemination of knowledge of Indian products and services. Towards this objective, IBEF works closely with stakeholders across government and industry to promote Brand India.

b) Ministry of Textiles intends to create and launch a campaign, through IBEF, to promote Indian Textiles under the mega brand of Incredible India by means of a dedicated campaign. The objective of the campaign is to create a positive perception of sub-segments of Indian Textile Sector namely Apparel, Handicraft, Handloom and Carpets in identified international markets. The campaign needs to engage with global target audiences, and more specifically with the buyers and manufacturers.

c) Brief of Campaign

i) The campaign has to be crafted under the mega brand of Incredible India. The logo ‘Incredible India’ has so far has been used to brand Indian Tourism and, therefore, that has to be suitably adapted with taglines/concepts etc. to promote the Indian Textile Sector. The selected agency must explore the possible options of associating the Indian Textile Sector with Incredible India. The agency is required to suggest a sub-brand(s), tagline(s), creative concepts around the Incredible India Brand for each of the sub segment namely Apparel, Handicraft, Handloom and Carpets. However, the identity of parent brand of Incredible India should not be distorted or changed.

ii) Focus Segments

(a) Apparel
(b) Handicrafts
(c) Carpets
(d) Handlooms

iii) Focus Geography Segment wise (Tentative List)

<table>
<thead>
<tr>
<th>S.No</th>
<th>Segment</th>
<th>Focus Geographies</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Apparel</td>
<td>USA, UAE, UK, Germany, Spain, France, Russia, Japan, Saudi Arabia, Canada.</td>
</tr>
<tr>
<td>2</td>
<td>Handcraft</td>
<td>USA, UAE, UK, Germany, Netherland, France, Australia, Italy, Canada, Brazil</td>
</tr>
<tr>
<td>3</td>
<td>Handloom</td>
<td>USA, Spain, UK, UAE, Italy, Germany, France, Australia</td>
</tr>
<tr>
<td>4</td>
<td>Carpets</td>
<td>USA, China, Germany, UK, UAE, Australia, Italy, France, Sweden, Canada</td>
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</table>

iv) Campaign Objectives-

- The campaign will focus on creating awareness about the strengths of Indian Textile sector and sub sectors namely Apparel, Handicrafts, Handloom and Carpets across the identified international markets for enhancing exports.
- The campaign will focus on the B2B segment towards strengthening the buyers’ and sellers’ relationships. Therefore, it will include promotions during the leading international B2B trade fairs, branding on international airports, designing country pavilions, experience India visits for lead buyers and PR professionals, focussed advertising, etc.
- The campaign will also include elements like global discussion forums for educating manufacturers about the global choices using the support of international buyers, designers, forecast agencies, latest country trends, etc.

v) Duration of Campaign- 3 years

vi) Target Audience - Buyers, Influencers, Manufacturers, Policy makers.
vii) Branding Approach

(1) Promoting strengths of Indian Textiles as a whole and its sub-segments namely Apparel, Handicrafts, Handloom and Carpets.
(2) Promoting unique aspects of Indian Textile products.
(3) Promoting the promising future of industry from buyers’ and entrepreneurs’ perspective

d) Hiring of Creative Agency

i) IBEF proposes to appoint a Creative Agency for design and production of the required creative and publicity material and to provide a creative vision and strategy for executing the campaign to promote all the sub-segments of Indian Textiles namely Apparel, Handicrafts, Handloom and Carpets.

ii) The Creative Agency needs to identify the possible positioning routes, tagline and strategic platforms for positioning Indian Textiles at the global level.

iii) The Creative Agency would be appointed for a period of two years with the provision of extension for one more year based on the review of work done by a Committee. Further, either party (IBEF/Minstry of Textiles or the Creative Agency) may terminate the contract by giving each other three months’ notice without specifying any specific reason.

iv) Interested creative agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document: Eligibility, Technical and Financial Proposal.

v) The cost of preparing the proposal is not reimbursable, and IBEF/Ministry of Textiles is not bound to accept any of the proposals submitted with regards to this RFP.

vi) The Creative Agency is required to provide professional, objective and impartial service and at all times hold IBEF/Ministry of Textiles interest’s paramount,
without any consideration for future work and strictly avoid conflicts with other assignments or their own corporate interests.

vii) The agency has an obligation to disclose any situation of actual or potential conflict that impacts its capacity to serve the best interest of IBEF/Ministry of Textiles, or that may be reasonably perceived as having this effect. Failure to disclose such situations by the agency may lead to disqualification of the agency or termination of the contract.

viii) The agency must observe the highest standards of ethics during the selection and execution of the contract. IBEF/Ministry of Textiles may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.

2) Minimum Eligibility Criteria (Refer Section 2)

a) The Creative Agency must have been in operation for a minimum of 5 years as on the date of the issue of this RFP in designing/production of creatives/commercials for various media, including print, TV, radio, online, outdoor, etc., as well as publicity material including brochures, posters, maps, calendars, etc.

b) The Creative Agency must have an Annual Revenue (Turnover) of INR 5 Crore and above in the previous three financial year. (A certificate from chartered accountant should be submitted along with certified financial documents- Balance sheet & P & L A/c’s).

c) The Creative Agency should have handled at least one Central/ State Government Campaign creative account in any sector, with revenue of over INR 50 Lacs, in any one of the previous three financial years (A certificate from chartered accountant should be submitted).
d) The Creative Agency should be able to provide a qualified, dedicated servicing and creative team, for undertaking the creative work and campaign of IBEF/Ministry of Textiles. The Creative Agency team would work closely with IBEF/Ministry of Textiles. The detailed resumes of proposed team members should be included in the technical proposal.

e) The creative agency should have never been black-listed ever by any department of the Government of India or any State Government.

f) Relevant certificates/documents in support of fulfilment of eligibility criteria must be submitted, otherwise, financial bids will not be opened.

g) The creative agency shall ensure that the team members proposed to be assigned for the campaign are available on 24/7 basis to provide support and inputs for the campaign.

3) Scope of Work

a) Providing the creative vision for branding Indian Textiles under the mega brand of Incredible India in the identified international markets to enhance the overall image of Indian Textiles.

b) Formulating and implementing the creative strategy for a B2B campaign in international markets during the contract period, for the overall Textile sector and each sub-segment, namely, Apparel, Handicraft, Handloom and Carpets.

c) The creative agency may have to design the following elements:

<table>
<thead>
<tr>
<th>S. No</th>
<th>Items</th>
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<tbody>
<tr>
<td>1</td>
<td>Designing Logos &amp; taglines</td>
</tr>
<tr>
<td>2</td>
<td>Designing Outdoor hoardings</td>
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<tr>
<td>3</td>
<td>Designing of Posters with image</td>
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<td>4</td>
<td>Designing Bus shelters (standard size)</td>
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<td>5</td>
<td>Designing of Ready reckoner</td>
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<td>6</td>
<td>Designing of Flip Book</td>
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</tr>
<tr>
<td>7</td>
<td>Designing backdrops</td>
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<tr>
<td>8</td>
<td>Designing leaflets A4/A5 one page</td>
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<tr>
<td>9</td>
<td>Designing brochures (10 pages)</td>
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<tr>
<td>10</td>
<td>Designing carry bags</td>
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<tr>
<td>11</td>
<td>Designing of USB (containing publicity material)</td>
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<tr>
<td>12</td>
<td>Designing press kit comprising of press folder, pen-drives, pen and notepad</td>
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<tr>
<td>13</td>
<td>Designing of merchandise like Calendar, Diaries</td>
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<tr>
<td>14</td>
<td>Designing of misc. articles like T-Shirt, Book Cover, unique gift boxes etc.</td>
</tr>
<tr>
<td>15</td>
<td>Production of print creative</td>
</tr>
<tr>
<td>16</td>
<td>Production of TVC</td>
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<tr>
<td>17</td>
<td>Production of Creatives for Digital/Social Media Campaign</td>
</tr>
<tr>
<td></td>
<td>a Static banners</td>
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<td></td>
<td>b GIF</td>
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<tr>
<td></td>
<td>c Short videos</td>
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<td></td>
<td>d Animation 2D-3D</td>
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<tr>
<td></td>
<td>e Infographics</td>
</tr>
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<td></td>
<td>f Cinema graphs</td>
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</table>

The item-wise cost of each element has to be included in the financial proposal. The payments will be made on the basis of the item-wise costs submitted by the agency in its financial proposal. For any additional substantive work, not pertaining to items of work included in the Scope of Work, payment will be made on the basis of cost estimates to be submitted by the agency, with rate reasonability of the same to be decided by a Committee constituted for the purpose by DoC/ IBEF. The decision of Committee shall be binding on both the parties.

d) Other related and miscellaneous work including:

i) Adaptation/replication of creatives produced for the print, television, outdoor, online, other media for use, as per the requirement of publications, channels, outdoor sites, websites and portals, etc.

ii) Translation of the international print/outdoor/online creatives, radio spots and TVCs subtitle into foreign languages as required. The TVCs would have sub-titles
in the concerned foreign language. Translation of the print/outdoor creatives into Hindi/Eng.

iii) Any other minor creative work that may be assigned by IBEF/Ministry of Textiles from time to time, including designing of creative promotional material for promotion of India as a brand during road shows, seminars, conferences, etc., and development of logos as may be required from time to time.

iv) Providing bi-monthly strategic inputs and feedback for the creative campaign in identified international markets.

v) Providing bi-monthly feedback on the creative strategies adopted by other countries for promotion of their textile sector and related sectors.

vi) Preparing and maintaining an inventory of television commercials, films, images and creatives for IBEF/Ministry of Textiles.

e) IMPORTANT CONSIDERATIONS:

i) The full copyright of all creative and publicity material produced during the campaign would vest with Ministry of Textiles.

ii) All creative and publicity material designed/produced should be of international quality. The proposed campaign is a national campaign for Indian Textiles focussing on International Markets and therefore the agencies shall not use any existing image/creative of any other country, with/without permission of the parent country/owner.

iii) The Agency should ensure submission of required creatives/publicity material and any other work undertaken within the time frame that would be conveyed by IBEF/Ministry of Textiles for each assigned work.

4) Pre-Bid Meeting
a) A pre-bid meeting will be held on **2nd March 2020** in the IBEF (India Brand Equity Foundation), 20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg, New Delhi 110001 India at **11.00 am** for clarifications required on any aspect pertaining to the RFP document. The agencies/Participants are requested to email their concerns/questions in advance on the email id of the contact person latest by **28th Feb 2020, 1 pm**. The agencies/participants who are interested in attending the pre-bid meeting shall have to confirm their attendance in advance by writing an email to the contact person for this RFP along with the following details: 1) Name of person(s), 2) Name of Agency, 3) Vehicle Details- (Reg Number), 4) Mobile No. A change (if any) in the pre-bid meeting schedule will be notified on the IBEF website: www.ibef.org on the Tenders page.

b) Based on discussions held during the pre-bid meeting, amendments/clarifications in the RFP document will be hosted on the website of IBEF — www.ibef.org on the Tenders page by **3rd March 2020**. Please note that attending the pre-bid meeting is not mandatory for participating agencies. Please note, only the clarifications/amendments published on the website shall be valid for all purposes.

5) Preparation of Proposals- Agencies are required to submit the following proposals:
   - Eligibility Proposal
   - Technical Proposal (Page Limit mentioned against elements should not exceed)
   - Financial Proposal (Format Enclosed)

a) Agencies are expected to provide the proposals as specified in the RFP document. Material deficiencies in providing the information requested may result in rejection of a proposal.

b) Eligibility Proposal

i) The Eligibility Proposal shall contain the following documents to be submitted in the standard formats along given in Section 2 of this RFP document. Supporting documents/ certificates towards fulfilling eligibility criteria must be submitted, otherwise, technical bid and Financial Bids will not be opened for evaluation.
ii) Date of incorporation of agency: Document(s) in support of the number of years of experience as Agency - (Annexure 1 – ROC-Incorporation certificate, registered partnership deed, MOA or AOA of the company, Copy of registration of Trust Deed)

iii) Photocopy of PAN Card and income tax returns for the past three years (Annexure 2)

iv) An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the Agency in the financial proposal (the cost is not to be indicated in the undertaking). The above undertaking submitted by the Agency would be binding on the Agency. (Annexure 3)

v) An undertaking on the letterhead of the Agency and signed by an authorized signatory confirming the names, designations, qualifications and experience of the proposed team members for the campaign and that these team members will be available on full time basis for fulfilling requirements of the campaign. The agency will further certify in the undertaking that they will provide suitable replacement of the proposed team member(s) for fulfilling any contingencies that may occur during the course of the campaign (Annexure 4).

vi) Annual Revenue (Turnover) 2018-19- Financial documents of the last three previous years. A certificate from chartered accountant should be submitted along with certified financial documents- Balance sheet & P & L A/c’s (Annexure 5).

vii) A declaration that the creative agency has never been blacklisted ever by any department of Government of India or any State Governments (Annexure 6)

viii) An undertaking on the letterhead of the Agency and signed by an authorized signatory that the team members proposed to work for this campaign shall be
available on 24/7 basis to provide support and inputs for the campaign. (Annexure 7)

ix) An undertaking on the letterhead of the Agency and signed by an authorized signatory that the creative agency will not use any images/videos/creatives/publicity material used in any other international or domestic campaigns (Annexure 8)

x) A certificate from chartered accountant should be submitted to establish the fact that the Creative Agency has handled at least one creative account in any sector, with revenue of over INR 50 Lacs, in any one of the previous three financial years (Annexure 9)

c) Technical Proposal

i) Agencies are required to submit a Technical Proposal as specified below. The page limit mentioned against elements should not be exceeded.

ii) The Technical Proposal shall contain the following documents, to be submitted in the standard formats given in Section 3 of this RFP document:

(1) Letter of Technical Proposal Submission. (One Page)

(2) Profile and track record of the agency, including strength and credentials of the agency network (details of the global network, number of employees, details of the specialist partners/affiliates/associates, in-house facilities). – (Two pages)

(3) Not more than two case studies of large brands handled, with focus on integration and delivery of above and below the line activities- (Two pages)

(4) Details of award-winning campaigns handled, if any. Preference will be given to agencies who have handled national or international campaigns for any sub-segment of textile sector - (One Page)
(5) Sample creative material, as detailed below:

- Print Advertisements for any one focus geography, for Indian Textiles (Overall) and each of the sub-segment of Indian Textiles, namely Apparel, Handicrafts, Handloom and Carpets (10 for Indian Textiles overall and 10 per sub segment to represent strength across different categories in each segment- total fifty creatives).

- Concept notes and storyboards for TV commercials of 30 seconds for any focus geography of any two sub-segments. The agencies may select any two sub-segments out of Apparel, Handicrafts, Handloom and Carpets (One concept note and story board for selected sub-segment, total two concept notes and storyboards).

- Concepts and creatives for social media campaigns for any one focus geography, comprising of static banners, GIF, short video, animation, infographics, cinema graphs for each sub segment Apparel, Handicrafts, Handloom and Carpets (One concept per sub-segment, total five concepts and creatives for social media campaign)

- Concept notes and storyboard for films for the duration of 3 minutes for any one focus geography for any two sub-segments out of Apparel, Handicrafts, Handloom and Carpets. (Total two concept notes & story boards)

The sample creative material should be designed on the basis of brief of campaign as explained in the earlier section.

(6) The Technical Proposal shall not include any financial information else it shall be held liable for rejection.

(7) Agencies are expected to provide the Technical Proposal as specified in the RFP document. Material deficiencies in providing the information requested would result in rejection of the proposal.
Financial Proposal

i) In preparing the Financial Proposal, agencies are expected to take into account the requirements and conditions outlined in the RFP document.

ii) The Financial Proposal shall contain the following documents to be submitted in the standard formats given in Section 4 of this RFP Document; comprising interalia of:

(1) Letter of Financial Proposal Submission

(2) Taxes/VAT as applicable in India should be included in the financial proposals as prescribed.

iii) The cost quoted will be firm and fixed for the duration of performance of the contract. At no point in time will any deviation from the quoted rate be entertained by IBEF/Ministry of Textiles.

iv) The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be summarily rejected.

v) The total cost of project quoted by the agency for the period shall be valid for 3 years, i.e the duration of campaign and further extension if any. In case the scope of work is modified by IBEF/Ministry of Textile, the Committee may increase or decrease the cost proportionately, post-mutual discussion with the agency. The decision of committee shall be binding on both the parties.

Submission of Proposals

a) The original proposals (Eligibility, Technical and Financial Proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.

b) An authorized representative of the firm should authenticate all pages of all the proposals.
c) The Eligibility Proposal should be placed in a sealed envelope and super scribed “The Eligibility Proposal for Appointment of Creative Agency RFP No………………”, Technical Proposal should be placed in a sealed envelope and super scribed “Technical Proposal for Appointment of Creative Agency RFP No………………”. Further, the Financial Proposal shall be placed in a sealed envelope and super scribed “Financial Proposal for Appointment of Creative Agency RFP No………………”

d) If the Proposals are not submitted in separate sealed envelopes duly super scribed as indicated above, this will constitute grounds for declaring the proposal/ bids as non-responsive.

e) All the three sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall be super-scribed “Eligibility, Technical & Financial Proposal for Appointment of Creative Agency RFP No………………” with the due date for submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone numbers, mobile numbers, e-mail ID etc. of the agency submitting the Proposal.

f) The outer envelope containing the sealed Technical and Financial Proposals should be addressed to:

Parul Singh, Associate Director- Branding & Communication
India Brand Equity Foundation
20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg, New Delhi 110001, India.

h) The Proposals shall not be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned unopened and can be collected within 3 days of submission date beyond which IBEF/Ministry of Textiles will not hold any responsibility of the loss of proposal.
7) Opening of Proposals and Selection Process

a) All the proposals will be opened in the presence of authorized representatives of the Agency those have submitted proposals, on a date /time to be specified by IBEF on the IBEF website www.ibef.org.

b) The eligibility proposals be examined in IBEF/Ministry of Textiles to ascertain fulfilment of eligibility criteria and submission of required documents.

c) The Technical Proposals of the agencies that fulfils the eligibility criteria shall be opened to ascertain the submission of necessary documents. The agencies shall be invited to make presentations on their Technical Proposal. The date will be published on the website. The presentation should be made by team members who have been identified to work with Ministry of Textiles. The timeframe given to each agency will be 45 minutes for the presentation.

d) The Technical Proposals, on which presentations will be made, will carry weightage of 80% and be evaluated by a Committee, on the basis of the following criteria:

i) Creative vision and strategy presented for the campaign. A presentation will be made by the creative agency propounding the concept(s), tagline(s), adaptation(s) for overall campaign of Indian Textiles under the mega brand umbrella of Incredible India for any one focus geography of each focus sub-segment, namely, Apparel, Handicrafts, Handloom and Carpets. Refer brief of campaign for more details (30 marks)
ii) Sample creative material, as detailed below: (40 marks)

- Print Ads for any one focus geography, for each of the focus segment of Indian Textiles namely Apparel, Handicrafts, Handloom and Carpets (10 per segment to represent strength across different categories in each segment- total fifty creatives).

- Concept notes and storyboards for TV commercials of 30 seconds for any focus geography of any two sub-segment. The agencies may select any two sub-segments out of Apparel, Handicrafts, Handloom and Carpets (One concept note and story board for selected sub-segment, total two concept notes and storyboards).

- Concepts and creatives for social media campaigns for any one focus geography, comprising of static banners, GIF, short video, animation, infographics, cinema graphs for each sub segment Apparel, Handicrafts, Handloom and Carpets. (One concept per sub-segment, total five concepts and creatives for social media campaign)

- Concept notes and storyboard for films for the duration of 3 minutes for any one focus geography for any two sub-segments out of Apparel, Handicrafts, Handloom and Carpets. (Total two concept note & story board)

iii) Profile and track record of the agency, including experience of the agency in the creative field, campaigns/brands handled, above/below the line activities undertaken (10 marks)

iv) Experience of the agency in handling national/international campaigns for any textile sector or sub-segments like Apparel, Handicraft, Handloom, Carpet. (10 marks)

v) Details of the team proposed to be deployed to work with IBEF/Ministry of Textiles, with qualifications and experience and detailed resume of the team members (10 marks)

vi) The technical score of the agency St = Sum of \{(i) till (v)\}
e) Agencies scoring 80% marks or more in the Technical Evaluation i.e. (80 or more out of 100) will be shortlisted for the opening of financial bids.

f) The financial proposals will carry weightage of 20% and be evaluated by a Committee, on the basis of the amount quoted by the agencies in their financial proposal, Section 4, The total fee for the financial proposal ‘A’ = In Amount & Words. The lowest Financial Proposal (Fm) will be given a financial score (Sf) of 100 points. The Financial scores of other proposals will be determined using the formula: 
\[ S_f = 100 \times \frac{Fm}{F} \]
where Sf is the financial score of the agency under consideration, Fm is the lowest financial proposal, and F is the Financial proposal under consideration.

g) Selection of the agency will be based on the aggregate score of the Technical and Financial Evaluation. The aggregate score will be adjudged as follows: 
\[ S = S_t \times T_w + S_f \times F_w \]
where S is the combined score, and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal that will be 0.80;0.20

h) From the time the RFP is floated till the time the contract is awarded, if any agency wishes to contact IBEF on any matter related to its proposal, it should do so only in writing. Any effort by an agency to influence IBEF/Ministry of Textiles in the proposal evaluation or contract award decisions may result in rejection of the proposal of the agency.

8) Terms of Payment to the Selected Agency

a) The payments for the campaign will be made directly by Ministry of Textiles based on the recommendation of IBEF and their contract and standard payment terms.

9) Other Important Information

a) The ownership of all print/outdoor/on-line creative, TV commercials, radio jingles/spots and publicity material produced/design through the Creative Agency will at all-time rest with Ministry of Textiles, and the agency/copywriter/
photographer/producer, etc. will have no proprietary or other rights in respect of the same, subject to full payment of that particular work by Ministry of Textiles. This would include full copyright for use of the images/photographs used in the creative and publicity material.

b) The Creative Agency will provide the creatives and publicity & promotional material in standard international formats as would be required and conveyed by IBEF/Ministry of Textiles.

c) Raw Stock / unmixed versions/ unused footage & photographs of the TV commercials and creatives will be the property of Ministry of Textiles and the same are required to be handed over to Ministry of Textiles.

d) The Creative Agency will be responsible for copyright issues concerning usage of images, footages, text material, etc. obtained through various sources. IBEF/Ministry of Textiles will not be a party to any disputes arising out of copyright violation by the agency, provided IBEF/Ministry of Textiles does not violate any terms of the third-party agreement.

e) The Creative Agency will be responsible for obtaining any permission that may be required for undertaking work as detailed in this RFP Document. will assist the Agency in this regard, wherever possible.

f) The Creative Agency will at no time resort to plagiarism. IBEF/Ministry of Textiles will not be a party to any dispute arising on account of plagiarism resorted to by the agency.

g) The RFP is valid from the date of release till the last date of submission.

h) A formal contract will be signed up by Ministry of Textiles with the Creative Agency.

i) IBEF/Ministry of Textiles is not bound to accept any tender or to assign any reason for non-acceptance. Ministry of Textiles reserves its right to accept the tender either
in full or in part. Conditional, erroneous and incomplete Proposals/Bids will be rejected outright.

j) IBEF/Ministry of Textiles reserves its right to summarily reject offer received from any agency on national security considerations, without any intimation to the bidder.

k) IBEF/Ministry of Textiles reserves the right to place an order for the full or part quantities under any items of work under the scope of work and for a shorter duration.

l) Agency submitting proposals will not be permitted to alter or modify their bids at any time post submission to IBEF/Ministry of Textiles.

m) IBEF/Ministry of Textiles reserves its right not to accept bids from Agency resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated.

n) Termination: Either party can terminate the Contract at any time by giving three months’ written notice.

o) Force Majeure: Neither party will be liable in respect of failure to fulfil its obligations if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party’s agents or employees, or (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

p) Arbitration: Venue of arbitration will be New Delhi and will be governed by provisions of The Arbitration & Reconciliation Act 1996, India. Any dispute or
difference whatsoever arising between the parties out of or relating to the construction, meaning, scope, operation or effect of this contract or the validity or the breach thereof shall be settled by arbitration in accordance with the Rules of Arbitration of the Indian Council of Arbitration and the award made in pursuance thereof shall be binding on the parties.

q) Jurisdiction: The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract.

r) Indemnity: The agencies shall indemnify IBEF and all the employees of IBEF against any misuse of IBEF’s Name and Logo. For any misuse of IBEF name and logo, the agencies themselves will be held responsible. IBEF will take necessary legal and other actions for such cases. IBEF will not be responsible for any miscommunication or harm caused to any party because of any misrepresentation of its name and logo by the agencies. Further, the agencies shall also indemnify IBEF against any claim(s) relating to infringement of intellectual property rights committed by the agencies.
SECTION 2: ELIGIBILITY PROPOSAL

1. General Information
   a. Name of Agency
   b. Full Address
   c. Contact Details (Tel. No./Fax/E-mail)
   d. Name of Contact Person

2. Eligibility Criteria (Submit Annexures as described in preparation of proposals sections)
   a. Date of incorporation of creative agency:
   b. Annual Revenue (Turnover) 2016-17:
   c. Detailed address of Delhi Office:

3. The format for Annexure 3 - Declaration of ineligibility for corrupt or fraudulent practices

   [Location, Date]
   From:
   [Name of the Firm]
   To:
   India Brand Equity Foundation
   20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg, New Delhi 110001, India

   Subject: - Declaration of ineligibility for corrupt or fraudulent practices.

   Sir,

   This has reference to the IBEF RFP No. .................... for Appointment of Creative Agency. In this context, I am the authorized representative of the company, declare that presently Company/ firm is having an unblemished record and is not declared ineligible for corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central Government/ PSU.
If this declaration is found to be incorrect then without prejudice to any other action that may be taken, our security may be forfeited in full and the tender, if any to the extent accepted, may be cancelled.

Thanking you,
Name of the Bidder:
Authorized Signatory ________________
Name:
Seal:
Date & Place:

4. Letter for submission of Eligibility Proposal

[Location, Date]
From:
[Name of the Firm]
To:
India Brand Equity Foundation
20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg,
New Delhi 110001, India

Subject: Appointment of Creative Agency for Ministry of Textiles.

Sir / Madam,
We, the undersigned, offer to undertake the assignment of Creative Agency for Ministry of Textiles in accordance with your RFP Document dated [--------]. We hereby submit our Eligibility Proposal for the same along with all the necessary supporting documents and Annexures.

We understand you are not bound to accept any Proposal you receive.
Yours Sincerely,
Signature:
Name & Designation of the Authorized Signatory:
Name of Firm:
Address:
SECTION 3: TECHNICAL PROPOSAL

1. TECHNICAL PROPOSAL SUBMISSION LETTER

[Location, Date]
From:
[Name of the Firm]
To:
India Brand Equity Foundation
20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg,
New Delhi 110001, India

Subject: Appointment of Creative Agency for Ministry of Textiles

Sir / Madam,

We, the undersigned, offer to undertake the assignment of Creative Agency for Ministry of Textiles, in accordance with your RFP Document dated [--------]. We hereby submit our Technical Proposal for the same along with all the documents and Annexures.

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

Yours Sincerely,
Signature:

Name & Designation of the Authorized Signatory:
Name of Firm:
Address:
SECTION 4: FINANCIAL PROPOSAL

1. FINANCIAL PROPOSAL SUBMISSION LETTER

[Location, Date]

From:
[Name of the Firm]

To:
India Brand Equity Foundation
20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg, New Delhi 110001
India

Subject: Appointment of Creative Agency for Ministry of Textiles

Sir/Madam,

We, the undersigned, offer to undertake the assignment of Creative Agency for Ministry of Textiles, in accordance with your RFP Document dated [------- -] and our Technical Proposal. Our attached Financial Bid is for the sum of .................[Total Amount, in words and figures]. This amount is inclusive of taxes, which will be claimed as applicable and as per actuals.

Our Financial Bid shall be binding upon us, up to completion of the period of the contract as specified in the Tender Document.

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

Yours Sincerely,

Signature:

Name & Title of the Authorised Signatory:

Name of Firm:

Address:
2. The Financial Proposal Format

<table>
<thead>
<tr>
<th>S.No</th>
<th>Description of elements</th>
<th>Cost (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>One time cost for elements described in Section 1.3.d) Other related and miscellaneous work including, lump sum cost for all the work for the duration of contract to be paid on monthly basis.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total Cost of S.No 1</strong></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Refer section 1.3. c) Scope of work , to be paid as per actual work done, rates have to be quoted for single item/piece</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Designing Logos &amp; taglines</td>
<td></td>
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<tr>
<td></td>
<td>Designing Outdoor hoardings</td>
<td></td>
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<tr>
<td></td>
<td>Designing of Posters with image</td>
<td></td>
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<tr>
<td></td>
<td>Designing Bus shelters (standard size)</td>
<td></td>
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<tr>
<td></td>
<td>Designing of Ready reckoner</td>
<td></td>
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<tr>
<td></td>
<td>Designing of Flip Book</td>
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<tr>
<td></td>
<td>Designing backdrops</td>
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<tr>
<td></td>
<td>Designing leaflets A4/A5 one page</td>
<td></td>
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<tr>
<td></td>
<td>Designing brochures (10 pages)</td>
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<td></td>
<td>Designing carry bags</td>
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<tr>
<td></td>
<td>Designing of USB (containing publicity material)</td>
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<tr>
<td></td>
<td>Designing press kit comprising of press folder, pen-drives, pen and notepad</td>
<td></td>
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<tr>
<td></td>
<td>Designing of merchandise like Calendar, Diaries</td>
<td></td>
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<tr>
<td></td>
<td>Designing of misc. articles like T-Shirt, Book Cover, unique gift boxes etc.</td>
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<tr>
<td></td>
<td>Production of print creative</td>
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<td></td>
<td>Production of TVC</td>
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<td></td>
<td>Production of Creatives for Digital/Social Media Campaign</td>
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<td></td>
<td>Static banners</td>
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<td></td>
<td>GIF</td>
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<td></td>
<td>Short videos</td>
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<td>Animation 2D-3D</td>
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<td></td>
<td>Infographics</td>
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<tr>
<td></td>
<td>Cinema graphs</td>
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<tr>
<td></td>
<td><strong>Total Cost of S.No 2</strong></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Agency Cost (Lump sum cost inclusive of travel, service charge, commission etc., any additional cost to be paid on monthly basis)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total Cost of S.No 3</strong></td>
<td></td>
</tr>
</tbody>
</table>

The total fee for the financial proposal ‘A’ = Sum of S. No 1 + Sum of S. No 2 + Sum of S. No 3
For S.No. 1 & 3 cost for 36 months has to be included (Duration of Campaign) and for S.No 2 the item-wise cost of each element has to be included in the financial proposal. The payments for S.No 1 & 3 will be paid on monthly basis and the cost for items from S.No 2 will be made on the actual work done based on the item-wise costs submitted by the agency in its financial proposal till the duration of contract and extension period if any. The total cost of project quoted by the agency for the period shall be valid for 3 years, i.e the duration of campaign and further extension if any. For any additional substantive work, not pertaining to items of work included in the Scope of Work, payment will be made on the basis of cost estimates to be submitted by the agency, with rate reasonability of the same to be decided by a Committee constituted for the purpose by Ministry of Textiles. The decision of Committee shall be binding on both the parties.

The total fee for the financial proposal ‘A’ = In Amount & Words

INR

Authorised Signature Name: ---------------

Designation: ------

Name of Firm: -------

Signature of Authorised Signatory and Seal of Firm