RFP for Content generation and maintenance of www.ibef.org for India Brand Equity Foundation (IBEF)

Request for Proposal [RFP]
Date of issue: May 26, 2020
Date of Submission: June 9, 2020

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

[Total Number of Pages including this page of the RFP: 12]
SECTION 1: INSTRUCTIONS TO AGENCIES

1.1 Introduction

1.1.1 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.

1.1.2. IBEF proposes to appoint an agency for the content generation and maintenance for its website www.ibef.org. The website is one of the best information providers about the Indian economy including the various sectors and states. The IBEF website is one of the most prominent websites when searched for several important keywords like Brand India. The RFP is only for the content requirements of the IBEF website and not for technical maintenance.

1.1.3. The Agency should be a multi-disciplinary content house that has diversified interest in working in the area of research, content generation and web content management. Agencies need to have a strong content background. Prior experience of handling a similar project will be an added advantage.

1.1.4. The Agency would be appointed for a period of one year, further renewable for a period of one year depending on the performance of the agency.

1.1.5. Interested Agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document:

   a. A Technical Proposal and
   b. A Financial Proposal

1.1.6. It may be noted that

   (i) The costs of preparing the proposal are not reimbursable and
   (ii) IBEF is not bound to accept any of the proposals submitted.

1.1.7. The Agencies are required to provide professional, objective, and impartial service and at all times hold the IBEF’s interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.

1.1.8. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of IBEF, 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.

1.1.9. Agencies must observe the highest standards of ethics during the selection and execution of the contract. IBEF 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.

1.1.10. The family members/ blood relations of employees and/or full-time consultants (i.e. consultants working exclusively with IBEF on retainership basis) of IBEF shall not be eligible to participate in the RFP process. Any proposal submitted by them may be summarily rejected. In case, IBEF comes to know of the relationship subsequent of the award of contract, the contract shall be liable to be cancelled and IBEF shall be entitled to claim damages apart from engaging any other consultant/ vendor at the cost and risk of defaulting consultant. It is clarified that the term full time consultants of IBEF does not refer to agencies/people, which may have been shortlisted for an assignment/project of IBEF through an RFP process.

1.1.11. Bank Guarantee: The agency winning this project will have to furnish a bank guarantee (worth 10% of the project cost) after getting the Letter of Award and before signing of the contract.

1.2 Minimum Eligibility Criteria
1.2.1. The Agency should be able to provide a qualified content team, for undertaking the project for IBEF
1.2.2. The Agency should have demonstrated experience in handling similar projects of comparable stature.

1.3 Scope of Work and Deliverables
The scope of project covers content generation and maintenance of the IBEF website – www.ibef.org. The RFP is only for the content requirements of the IBEF website and not for technical maintenance. The detailed scope of work is provided in Annexure 1.

1.4 Preparation of Proposals
1.4.1. Agencies are required to submit a Technical proposal and a Financial Proposal as specified below.

(a) Technical proposal
1.4.1. The Agencies are expected to provide the Technical Proposal as specified in this RFP Document.
1.4.2. The Technical Proposal shall contain the following:
   i. Letter of Technical Proposal Submission;
   ii. A concept note on the understanding of the IBEF website;
   iii. Proposal on the approach for content generation and maintenance;
   iv. New suggestions for the project;
   v. Comprehensive details of present clientele and projects of comparable
stature;

vi. The details of the team assigned for the project;

vii. Client testimonials supported by completion of works statements from clients;

viii. An undertaking on the letterhead of the Agency and signed by an authorised
     signatory, that the Agency will undertake the assignment, in accordance with the
     Scope of Work and Deliverables 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 agencies would be binding on
     the Agency;

1.4.4 The Technical Proposal shall not include any financial information.

(b) Financial Proposal

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

1.4.6 Letter of Financial Proposal should include:
     i Total cost of the project
     ii Break-up of costs for each of the items of work listed in the Scope of work and Deliverables
        (Point 1.3 of this RFP Document) are to be submitted.
     iii. Cost for any other element, which is not specified in the Scope of work
          and deliverables of this RFP document and is considered relevant by the
          RFP participant must be highlighted separately.

1.4.7 GST as applicable in India will be paid as per actuals and the same is not required to be
     indicated in the financial bid.

1.4.8 The cost quoted will be firm and fixed for the duration of performance of the contract. At no
     point of time will any deviation from the quoted rate be entertained by IBEF.

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

1.5 Submission of Proposals

1.5.1 The original proposal (Technical Proposal 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.

1.5.2. The Technical Proposal should be placed in a sealed envelope and superscribed
        “Technical Proposal for Content generation and maintenance of www.ibef.org for IBEF”. The
        Financial Proposal shall be placed in a sealed envelope and superscribed “Financial Proposal
        for Content generation and maintenance of www.ibef.org for IBEF”.

1.5.3. If the Technical and Financial Bid is not submitted in a separate sealed envelope duly
        superscribed as indicated above, this will constitute grounds for declaring the Bid non-responsive.
        Both the sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall
be superscribed “Content generation and maintenance of www.ibef.org for IBEF” with the date of submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone numbers, e-mail ID etc. of the agency submitting the Proposal.

1.5.4 The outer envelope containing the sealed Technical and Financial Proposals should be addressed and delivered to:

Mr. Pawan Chabra
Senior Manager - Knowledge Centre
India Brand Equity Foundation
20th Floor, Jawahar Vyapar Bhawan
Tolstoy Marg, New Delhi – 110001
E-mail: pawan.chabra@ibef.org

1.5.5. The Proposal should be submitted **on or before June 9, 2020.**

1.5.6 No Proposal will 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 un-opened.

1.6 Opening of Proposals and Selection Process

1.6.1 The two bid system will be followed, the technical bids will be opened at first instance. It is clarified that prospective bidders scoring 70% and more in the Technical Proposal (please refer to Annexure 2) will be deemed to qualify for the second stage of the bid. At the second stage, the financial bids of only technically qualifying biding parties will be opened and the L1 bid from among the technically qualifying bidder will be accepted (please refer to Annexure 3). Should it be deemed necessary, the technically qualifying agencies may be invited for a presentation of their proposal.

1.6.2 From the time the Technical Proposals are opened to 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 the Agency to influence the IBEF in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Agency.

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Disclaimer

1. This RFP document is neither an agreement nor an offer by India Brand Equity Foundation (hereinafter referred to as IBEF) to the prospective Applicants or any other person. The purpose of this RFP is to provide information to the interested parties that may be useful to them in the formulation of their proposal pursuant to this RFP.

2. IBEF does not make any representation or warranty as to the accuracy, reliability or completeness of the information in this RFP document and it is not possible for IBEF to
consider particular needs of each party who reads or uses this RFP document. This RFP includes statements which reflect various assumptions and assessments arrived at by IBEF in relation to the statement of work. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. Each prospective Applicant should conduct its own investigations and analyses and check the accuracy, reliability and completeness of the information provided in this RFP document and obtain independent advice from appropriate sources.

3. IBEF will not have any liability to any prospective Applicant/ Firm/ or any other person under any laws (including without limitation the law of contract, tort), the principles of equity, restitution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this RFP document, any matter deemed to form part of this RFP document, the award of the Assignment, the information and any other information supplied by or on behalf of IBEF or their employees, any Agency or otherwise arising in any way from the selection process for the Assignment. IBEF will also not be liable in any manner whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon any statements contained in this RFP.

4. IBEF will not be responsible for any delay in receiving the proposals. The issue of this RFP does not imply that IBEF is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the services and IBEF reserves the right to accept/reject any or all of proposals submitted in response to this RFP document at any stage without assigning any reasons whatsoever. IBEF also reserves the right to withhold or withdraw the process at any stage with intimation to all who submitted the RFP Application.

5. The information given is not exhaustive on account of statutory requirements and should not be regarded as a complete or authoritative statement of law. IBEF accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

6. IBEF reserves the right to change/ modify/ amend any or all provisions of this RFP document. Such revisions to the RFP/amended RFP will be made available on the website of IBEF.
Annexure I

Scope of work and frequency

• All summaries and short descriptions
  I. Home Page ([www.ibef.org](http://www.ibef.org))
     o Home page carousel: Short description for the main placeholder (as and when)
     o Features: Short description for two news articles (fortnightly)
     o Indian Economy Trends: Short description for the economy trend report. IBEF to provide report. (as and when)

  II. Indian Economy
     o FDI Data: Sourcing FDI Data from DIPP website for the FDI Page (monthly) ([http://www.ibef.org/economy/foreign-direct-investment.aspx](http://www.ibef.org/economy/foreign-direct-investment.aspx))

  III. Research ([http://www.ibef.org/research](http://www.ibef.org/research))
     o Publications: Short description for all IBEF publications (as and when) ([http://www.ibef.org/research/publications](http://www.ibef.org/research/publications))

• All Snapshots and reports
  I. Indian Economy
     o Economy snapshots: Agency to develop and update
viii. Investments (http://www.ibef.org/economy/investments)  
   (quarterly)
   (quarterly)
x. Monthly Economic Report  
   (https://www.ibef.org/economy/monthly-economic-report)  
   (Monthly)
xi. Quick Facts  
   (quarterly)
xii. Union Budget (https://www.ibef.org/economy/union-budget-2020-21)  
   (Yearly)
   (Yearly)

II. Industry  
   (http://www.ibef.org/industry.aspx)
   o 35 Sector snapshots: Agency to update (monthly)
   o 35 Sector reports: Agency to update the reports on a monthly basis. The list of sectors is as follows (monthly):
      □ Agriculture and allied Industries
      □ Auto components
      □ Automobiles
      □ Aviation
      □ Banking
      □ Cement
      □ Consumer Durables
      □ Ecommerce
      □ Education and Training
      □ Engineering and Capital Goods
      □ Financial Services
      □ FMCG
      □ Gems and Jewellery
      □ Healthcare
      □ Infrastructure
      □ Insurance
      □ IT and ITeS
      □ Manufacturing
      □ Media and Entertainment
      □ Metals and Mining
      □ Oil & Gas
      □ Pharmaceuticals
      □ Ports
      □ Power
      □ Railways
      □ Real Estate
      □ Renewable Energy
      □ Retail
      □ Roads
      □ Science and Technology
      □ Services
      □ Steel
      □ Telecommunications
      □ Textiles
      □ Tourism & Hospitality
It must be noted that the scope of the project also includes the following (monthly):

- formatting of the final approved sector reports
- Preparation of a detailed infographic for each sector report. (Reference link: https://www.ibef.org/industry/agriculture-india/infographic)
- Sector Presentation Summary (Reference link: https://www.ibef.org/industry/agriculture-presentation)

Additionally, partners can suggest creation of new sector reports (suggestions invited) on the emerging sectors of the economy.

III. State/UT
   - 30 State/UT snapshots: Agency to update (quarterly)
   - 30 State reports: Agency to update the reports on a quarterly basis. The reports can be accessed on http://www.ibef.org/states.aspx
   - State Presentation landing page Summary (Quarterly) (Reference link: https://www.ibef.org/states/andhra-pradesh-presentation)

It must be noted that the scope of the project also includes formatting of the final approved state reports and preparation of a detailed infographic for each state report.

- **All Charts**
  I. Industry: (sample link: http://www.ibef.org/industry/agriculture-india.aspx)
     - Charts: Repurpose 4 charts from IBEF sector PPTs (quarterly)
  II. State: (sample link: http://www.ibef.org/states/andhra-pradesh.aspx)
     - Charts: Repurpose 4 Charts from IBEF state reports (Quarterly)

- **All Showcases (sample link: http://www.ibef.org/industry/agriculture-india/showcase)**
  I. Industry
     - Product or Company Showcase: Update the showcase write ups from respective corporate websites (quarterly)

- **All Highlights**
  I. Industry (sample link: http://www.ibef.org/industry/agriculture-presentation)
     - Sector PPTs: Highlight extracts from IBEF Sector PPTs. (monthly – based on the changes done in the report)
  II. State (sample link: http://www.ibef.org/states/andhra-pradesh-presentation)
     - States snapshot and presentations: Highlight extracts from IBEF State PPTs. (Quarterly – based on the changes done in the report)
  III. Export (sample link: http://www.ibef.org/exports/agriculture-and-food-industry-india.aspx)
     - 25 Export snapshots: Update the export snapshots of the 25 sectors under the export section (Quarterly)

- IV. Research
  - Blogs: Two Blogs per month for IBEF India Adda Blog (Reference link: https://www.ibef.org/blogs)

- **Daily Eemailer – India News Alert**: Writing blurbs, selecting keywords and blurbs for Top 5 News of the Day.
Process

i. Selection of news: Shortlisting of positive news items from the following news feeds (Business Standard, and Economic Times and Times of India), newspaper (Livemint) and Press Information Bureau. Rewrites from PTI/IANS/Reuters/other agencies, if required.

ii. Shortlisting process by 10 am. Submission of blurbs 11 am daily.
Annexure 2
Technical Proposal Evaluation

1. Concept Note - 10%
2. Approach Proposal – 50%
3. New Suggestions – 10%
4. Agency Credentials - 10%
5. Team assigned for the project - 10%
6. Client testimonials supported by completion of works statements from clients – 5%
7. Undertaking – 5%

It is clarified that prospective bidders scoring 70% and more in the Technical Proposal will deem to qualify for the second stage of the bid.

At the second stage, the financial bids of only technically qualifying biding parties will be opened.
Annexure 3
Financial Proposal Evaluation
- Total cost of project

Breakup cost, is to be mentioned as follows:

<table>
<thead>
<tr>
<th>S.no</th>
<th>Head</th>
<th>Cost (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Summaries and short descriptions</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Snapshots, Reports, Presentation Landing pages and Infographics</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Charts, Showcases and Highlights</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Daily News Alert</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td></td>
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</tbody>
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*The total annual cost will be taken into account for the financial proposals. GST/Taxes are not to be mentioned in the financial proposal and will be paid on actuals. The project will be awarded to the technically qualified bidder on L1 basis.