RFP No. IBEF/KC/2020/07/01

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

Request for Proposal [RFP]

India Brand Equity Foundation

20th Floor, Jawahar Vyapar Bhawan

Tolstoy Marg

New Delhi – 110001

<table>
<thead>
<tr>
<th>Important Dates</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>Date of issue of RFP</td>
<td>July 15, 2020</td>
</tr>
<tr>
<td>Queries submission</td>
<td>July 15, 2020 to July 23, 2020</td>
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<tr>
<td>Date of Posting Response to Queries</td>
<td>July 24, 2020</td>
</tr>
<tr>
<td>Last Date of Submission</td>
<td>July 29, 2020</td>
</tr>
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</table>

[Total Number of Pages including this page of the RFP: 18]
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 updation 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. Eligibility Proposal
   b. Technical Proposal
   c. 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 20% 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 have an experience of over five years working in the area of research and web content management. Copy of the certificate of incorporation should be enclosed.

1.2.2. The agency should have a turnover of a minimum of INR 3 crore each in 2018-19, 2017-18 and 2016-17 respectively. An original CA certificate should be enclosed for the same for 2018-19, 2017-18 and 2016-17. Copies of audited financial statements should also be enclosed. Format of CA certificate enclosed as Annexure 4.

1.2.3 The participating firm should not be currently blacklisted by any Central Govt./State Govt. / Semi Govt. Organization / Autonomous Bodies or PSUs. Format of Undertaking(s) enclosed as Annexure 5 and 6.

1.3 Scope of Work and Deliverables

1.3.1 The scope of project covers content generation and updation 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 an Eligibility proposal, Technical proposal and a Financial Proposal as specified below.

(a) Eligibility Proposal

 I. Certificate of incorporation
 II. A CA certificate stating the turnover of the organisation (Format enclosed as Annexure 4) along with the audited financial statements for 2018-19, 2017-18 and
III. Undertaking(s) on the letterhead of the Agency and signed by an authorised signatory, as per formats enclosed as Annexure 5 and 6

(b) Technical proposal

1.4.2 The Agencies are expected to provide the Technical Proposal as specified in this RFP Document.

1.4.3 The Technical Proposal shall contain the following:

i. Letter of Technical Proposal Submission;

ii. A concept note on the understanding of the IBEF website;
   - Understanding of IBEF’s mandate
   - Understanding of IBEF’s website
   - Proposed vision for the IBEF website

iii. Proposal on the approach for various deliverables under the project including but not limited to the following (with samples):
   - Overall approach
   - Sector Reports
   - State Reports
   - Infographics – Sector and State
   - Indian Economy content
   - Blogs
   - Success stories

Samples, part of Technical Proposal can be submitted in hardcopy or softcopy (in pendrive). However, it is the responsibility of the participating bidder to ensure that the pendrive should be functional at the time of opening of Proposal. If the material inside the pendrive is found to be corrupt or missing, the bidder will be held responsible for the same.

iv. New suggestions for the project;
   - Addition/deletion in existing content
   - New innovations
   - Best Practices
   - Other suggestions

v. Comprehensive details of bidder, present clientele and projects of comparable stature;

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

vii. Client testimonials on email/letterhead supported by completion of works statements from clients;

1.4.4 The Technical Proposal shall not include any financial information.
(c) 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.


1.5.3. If the Eligibility, Technical and Financial Bids are 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 updation of www.ibef.org for IBEF 2020-21” 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 sealed envelope containing the sealed Technical and Financial Proposals should be addressed and delivered to:

   Mr. Pawan Chabra
   Senior Manager
1.5.5. The Proposal should be submitted **on or before 5 PM on July 29, 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 and can be collected within three days of submission date beyond which IBEF will not hold any responsibility for the loss of proposal.

1.5.7 The proposals will have to be submitted in a tender box kept on the Reception Desk at the IBEF office. An entry will also be made in the record sheet kept at the reception desk. It is mandatory to drop the proposal in the tender box and make an entry in the record sheet. In case a proposal is sent by courier, details of the courier will have to be shared with IBEF for records.

1.5.8 Contact person for this RFP:

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

1.6 Opening of Proposals and Selection Process

1.6.1 The dates of opening the proposals will be communicated via IBEF website www.ibef.org. The participating agencies will be invited to attend the opening of Proposals through video conferencing or in person on a pre-fixed date and timing.

1.6.2 The eligibility proposals will be examined in the first stage to ascertain fulfilment of eligibility criteria and submission of required documents.

1.6.3 In the second stage, technical proposals of agencies that fulfil the eligibility criteria shall be opened to ascertain the submission of necessary documents. The Technical Proposals shall be evaluated by a committee of experts. Should it be deemed necessary, agencies may be invited for a presentation of their proposal.

1.6.4 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 qualified agencies will be opened. The technically qualified agencies will be invited to attend the opening of Financial Proposals through video conferencing or in person on a pre-fixed date and timing.

1.6.5 The project will be awarded to the technically qualified bidder on Combined Quality cum Cost Based Selection (QCBS) using 70:30 weightage for quality and cost respectively.

1.6.6 The cost indicated in the Financial Proposal shall be deemed as final and reflecting
the total cost of services and should be stated in INR only. Omissions, if any, in costing of any item shall not entitle the Applicant to be compensated and the liability to fulfil its obligations as per the Terms of Reference within the total quoted price shall be that of the Applicant. The lowest Financial Proposal (Fm) will be given a financial score (Sf) of 100 points. The financial scores (Sf) of the other Financial Proposals will be determined using the following formula:

$$Sf = 100 \times \frac{Fm}{F};$$

in which Sf is the financial score, Fm is the lowest Financial Proposal, and F is the Financial Proposal (in INR) under consideration. Proposals will be finally be ranked in accordance with their combined technical (St) and financial (Sf) scores:

$$S = St \times Tw + Sf \times Fw;$$

where S is the combined score, and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal that will be 0.70:0.30.

The Applicant achieving the highest combined technical and financial score will be considered to be the successful Applicant and will be issued the work order (the Successful Applicant).

1.6.7 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.

1.6.8 All the results shall be published on IBEF website.

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
RFP No. IBEF/KC/2020/07/01

Scope of work and frequency

- **All summaries and short descriptions**
  
  I. Home Page ([www.ibef.org](https://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 DPIIT website for the FDI Page (monthly) ([https://www.ibef.org/economy/foreign-direct-investment.aspx](https://www.ibef.org/economy/foreign-direct-investment.aspx))

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

- **All Snapshots and reports**
  
  I. Indian Economy
  
  o Economy snapshots: Agency to develop and update


viii. Investments (https://www.ibef.org/economy/investments) (quarterly)


II. Industry (https://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

(*Past reports can be viewed on the following link – https://www.ibef.org/industry.aspx)

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)
- The updates should reflect the latest facts and figures for each sector.

The following new sectors will be added on the website:

- Biotechnology
- Chemicals
- Defence Manufacturing
- Electronic Systems
- Medical Devices
- MSMEs

The scope includes creation of new reports, snapshots, presentation landing page summary, showcase, infographics and updation of the new sectors. The frequency of updation would be monthly.

Additionally, partners can suggest creation of new sector reports 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 https://www.ibef.org/states.aspx
- State Presentation landing page Summary (Quarterly) (Reference link: https://www.ibef.org/states/andhra-pradesh-presentation)
Creation of new reports, snapshots, presentation summary, charts and infographics for the following:

- Andaman and Nicobar Islands
- Chandigarh
- Dadra and Nagar Haveli and Daman and Diu
- Lakshadweep
- Ladakh
- Puducherry

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. The updates should reflect the latest facts and figures for each State/UT.

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

- **All Showcases** (sample link: [https://www.ibef.org/industry/agriculture-india/showcase](https://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**
    - Sector PPTs: Highlight extracts from IBEF Sector PPTs. (monthly – based on the changes done in the report)
  II. State (sample link: [https://www.ibef.org/download/Andhra-Pradesh-March-20201.pdf](https://www.ibef.org/download/Andhra-Pradesh-March-20201.pdf))
    - States snapshot and presentations: Highlight extracts from IBEF State PPTs. (quarterly – based on the changes done in the report)
  III. Export
    - Creation and updation (quarterly) of EXIM Procedure: process of starting export-import unit in India. The segment may include the following sub-heads:
      - Overview
      - Infrastructure
      - Procedure
      - Export Promotion
IV. Research
   o Blogs: Eight Blogs per month for IBEF India Adda Blog of 1000-1200 words each (Reference link: https://www.ibef.org/blogs)

V. Social media highlights
   o 150 social media highlights for Facebook and Twitter. The highlights may include updates done on the IBEF website on a regular basis. (monthly)

VI. Success Stories
   o Articles/content on success stories from India: 12 per month (1000-1500 words each): These success stories will cover achievements of companies/individuals/government/academia/NGOs etc across sectors in India. The Successful Applicant may also need to get in touch with the respective organisation for building content for the case studies. The topics will be finalised in consultation with IBEF.

   • **Daily Emailer – India News Alert:** Rewriting news articles, Writing blurbs and selecting keywords for Top 5 News of the Day.

   **Process**
   i. Selection of news: Shortlisting of positive news items from the following sources (Press Information Bureau, Economic Times, Times of India, Business Standard Livemint, PTI, IANS, Reuters and other agencies).
   ii. Shortlisting process by 9.30 am. Submission of blurb and rewritten news articles by 10.30 am daily.
Annexure 2

RFP No. IBEF/KC/2020/07/01

Technical Proposal Evaluation:

1. Concept Note - 10
   Understanding of IBEF’s mandate
   Understanding of IBEF’s website
   Proposed vision for the IBEF website

2. Approach Proposal – 50
   Overall approach
   Sample of Sector Report
   Sample of State Report
   Sample of Infographic – Sector and State
   Sample of Indian Economy content
   Sample of Blog
   Sample of Success stories

3. New Suggestions – 15
   Addition/deletion in existing content
   New innovations
   Best Practices
   Other suggestions

4. Agency Credentials - 10
   5-7 years of operation: 2 marks
   7-10 years of operation: 5 marks
   10+ years of operation: 10 marks

5. Team assigned for the project - 10
   1-3 Member team: 2 marks
   3-5 member team: 5 marks
   5-7 member team: 7 marks
   7+ member team: 10 marks

6. Client testimonials with completion of works statements from clients – 5
   At least one client testimonial on email/letterhead after completion of project:
   5 marks

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 bidding parties will be
opened.
Annexure 3

RFP No. IBEF/KC/2020/07/01

Financial Proposal Evaluation

- Total cost of project

Breakup cost, is to be mentioned as follows:

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<thead>
<tr>
<th>S.no</th>
<th>Head</th>
<th>Cost (INR)</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Summaries and short descriptions</td>
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<tr>
<td>2</td>
<td>Industry Snapshots, Reports, Presentation Landing pages</td>
<td></td>
</tr>
<tr>
<td></td>
<td>and Infographics</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>State Snapshots, Reports, Presentation Landing pages</td>
<td></td>
</tr>
<tr>
<td></td>
<td>and Infographics</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Charts, Showcases and Highlights</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Daily News Alert</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Blogs</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Success Stories</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL*</td>
<td></td>
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</table>

*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 Combined Quality cum Cost Based Selection (QCBS) using 70:30 weightage for quality and cost respectively.
Annexure 4 – CA Certificate

RFP No. IBEF/KC/2020/07/01

To,

The Concerned Officer,

IBEF, 20th Floor, Jawahar Vyapar Bhawan,

Tolstoy Marg, New Delhi-110001

Sub: Original CA Certificate for IBEF RFP for website content generation and updation for www.ibef.org

Dear Sir,

In response to release of RFP on IBEF’s Website, we hereby declare that the details of total turnover during last three years (in Rs. Crore):

<table>
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<tr>
<th>S.no</th>
<th>Financial Year</th>
<th>Turnover (Rs. Crore)</th>
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<tbody>
<tr>
<td>1.</td>
<td>2018-19</td>
<td></td>
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<tr>
<td>2.</td>
<td>2017-18</td>
<td></td>
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<tr>
<td>3.</td>
<td>2016-17</td>
<td></td>
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</table>

Thanking you,

Yours faithfully,

Authorised Signatory
ANNEXURE- 5 - UNDERTAKING APROPOS NOT BEING BARRED/BLACK LISTED

RFP No. IBEF/KC/2020/07/01

To,

The Concerned Officer,
IBEF, 20th Floor, STC Building, Jawahar Vyapar Bhawan,
Tolstoy Marg, New Delhi-110001

Sub: Undertaking for IBEF RFP for website content generation and updation for www.ibef.org

Dear Sir,

We hereby undertake that we have not been currently blacklisted by any Central Govt. /State Govt. / Semi Govt. Organization / Autonomous Bodies or PSUs.

Thanking you,

Yours sincerely,

Designation.................................. Company stamp/ Seal..................................
ANNEXURE 6 - DECLARATION (TO BE GIVEN ON A LETTER HEAD OF THE COMPANY/ FIRM)

RFP No. IBEF/KC/2020/07/01

To,

The Concerned Officer,

IBEF, 20th Floor, STC Building, Jawahar Vyapar Bhawan,

Tolstoy Marg, New Delhi-110001

Sub: Declaration for IBEF RFP for website content generation and updation for www.ibef.org

Dear Sir,

1. We have carefully read and understood all the terms and conditions of the bid document and hereby convey our acceptance to the same.

2. The information / documents furnished along with the RFP Application are true and authentic to the best of my knowledge and belief. We are well aware of the fact that furnishing of any false information / fabricated document would lead to rejection of our bid/application at any stage besides liabilities towards prosecution under appropriate law.

3. We have apprised ourselves fully about the job to be done during the period of agreement and also acknowledged to bear consequences of non-performance or deficiencies in the services on our part.
   
   • We have no objection, if enquiries are made about the work listed by us.
   • We have not been found guilty by a court of law in India for fraud, dishonesty or moral turpitude.
   • We agree that the decision of IBEF in selection of content partner will be final and binding to us.

Date: Place:

Note: The above declaration is to be duly signed and sealed by the authorized signatory of the company,

Signature of authorized person

Full Name & Designation:

With Company’s Seal