

**Request for Proposal for India Now Business  
and Economy magazine and web content  
package for India Brand Equity Foundation  
(IBEF)**

**Request for Proposal [RFP]**

**India Brand Equity Foundation,  
20<sup>th</sup> Floor, Jawahar Vyapar Bhawan  
Tolstoy Marg  
New Delhi-110001**

**[Total Number of Pages including this page: 17]**

**Issued on May 17, 2017**

## **1.1 Introduction**

1.1.1 The India Brand Equity Foundation (IBEF) is a Trust established by the 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*. The objective of IBEF is to generate awareness about Indian products to promote India as a preferred business destination.

1.1.2. The endeavour of IBEF is to promote the *Brand India* label in key target markets overseas where Indian companies export and trade.

1.1.3. Through its magazine, IBEF showcases India as a credible business partner, a preferred investment destination, a rapidly growing market, provider of quality services and products and as a country on the threshold of unprecedented growth.

1.1.4. The IBEF proposes to appoint a content and design support partner for the following activities:

a) Manage the content, editing, design and printing of its bimonthly magazine **India Now Business and Economy**. IBEF aims to enhance its engagement with its target groups through its bi-monthly magazine and provide rich insights into the Indian business and economy story.

b) Provide content and industry blogs for the website of IBEF. IBEF plans to create a dedicated page for original and insightful content on Indian business and economy – a mix of content, blogs and interviews.

1.1.5. The Agency should be able to offer a comprehensive range of support services for content and design of the magazine and the web page, including ideation of stories to getting the content and design in place in discussions with the IBEF team.

1.1.6. The Content and Design Support Partner will be appointed for a **period of one year from June 1, 2017 to May 31, 2018**. Since India Now is a bi-monthly magazine, the engagement will be for six issues of the magazine. The web content assignment is valid from July 2017 and will be valid till June 2018, covering 12 content assignments.

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

- (i) A Technical Proposal and
- (ii) A Financial Proposal

1.1.8. It may be noted that

- (i) The costs of preparing the proposal are not reimbursable and

(ii) The IBEF is not bound to accept any of the proposals submitted.

1.1.9. 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.

1.1.10. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interests of the 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.

1.1.11. Agencies must observe the highest standards of ethics during the selection and execution of the contract. The 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.

1.1.12 The expenses for printing of the magazine are **not** to be included in the quoted per issue cost.

1.1.13. The family members/blood relations of employees and/or full-time consultants (i.e. consultants working exclusively with IBEF on a retainerhip 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.

## **1.2 Minimum Eligibility Criteria**

1.2.1. The Prospective bidder must be a creative agency in operation for a minimum of five years (in the scope of services mentioned in RFQ), as on the date of issue of this RFQ.

1.2.2. The Prospective bidder must have a turnover of minimum Rs. 2 crore either as a single firm or group of firms under the same holding company, for the last two financial years (calendar year or financial year followed by the firm).

1.2.3 The Agency should be able to provide a qualified creative team, for undertaking the project for IBEF. The Agency team would need to work closely with IBEF.

1.2.4. The Agency should not have been blacklisted by any government department/division/PSU as on the date of submission of this RFP.

The following documents have to be submitted by participating agencies in support of pre-eligibility criteria for IBEF under the Pre-Qualification Proposal:

<b>Pre-eligibility criteria</b>	<b>Document to be submitted (in Pre-Qualification Proposal)</b>
Agency should be in operation for a minimum of 5 years.	Certificate of Registration/Incorporation
Agency turnover of a minimum of Rs 2 crore for the last three financial years	Financial statements/P&L for 2013-14, 2014-15 and 2015-16. (Refer letter format in Annexure 3(a))
Agency should be able to provide a qualified creative team for undertaking the project with IBEF	Undertaking on the letterhead of the agency that it will provide a qualified creative team for the project. (Refer format in Annexure 3(b))
Agency should not have been blacklisted by the Government as on the date of issue of this RFP.	Undertaking on the letterhead of the creative agency that it has not been blacklisted by any government department/division/PSU. (Refer format in Annexure 3(c))

### **1.3 Scope of Work**

#### **1.3.1 India Now magazine**

Formulating and implementing a Content and Design Strategy for the promotion of *Brand India* (as a credible business destination and provider of world class products and services) in domestic and overseas markets, with a special focus on export promotion. The target group for the *India Now Business and Economy* magazine includes Indian missions abroad, foreign missions in India, government officials and domestic & international corporates. The engagement will be for one year – June 1, 2017 to May 31, 2018, covering six bimonthly issues of the magazine, starting June-July, 2017.

- a) The task will include providing support in terms of content and design services on a per issue basis for the magazine and positioning of IBEF as a credible institution for reference and a knowledge centre on Indian business and economy.
- b) The Agency will be connecting and engaging with the influencers in domestic and international markets for their perspectives on India.
- c) The Agency has to complete the work within deadlines and with the level of quality expected by IBEF.

### 1.3.2 Web content package

Providing content for IBEF website [www.ibef.org](http://www.ibef.org): The Agency is expected to deliver original, analytical, interesting and insightful blogs/articles/interviews with relevant high quality images and infographics for IBEF's exclusive website on Indian business and economy – [www.ibef.org](http://www.ibef.org). The website has been set up to promote India's strengths as a business destination and opportunities for long term business growth.

The content will be part of a monthly newsletter that IBEF sends to its target audiences within India and abroad, and also feature prominently on the IBEF website.

The agency will have to deliver articles as well as blogs from/interviews with industry experts on the topics mentioned below. Key subject areas identified for the blogs/articles/interviews are as follows:

- Economy
- Governance (Central and State)
- Agriculture and agri-business
- Infrastructure
- Technology
- Industry (including the wide gamut of sectors in India that have strong potential for growth)
- Investment
- Entrepreneurship
- Exports
- Services
- Talent
- Innovation
- Consumer Markets

The participating agency can suggest addition/deletion of various topics from the above mentioned list.

The selected Agency has to provide articles and influencer blogs for the website as per the following break up per month:

- i) 8 articles/blogs/interviews with high resolution pictures as required, from the topics mentioned above or additional topics that may be suggested by the Agency.
- ii) To create an optimum balance, the monthly contribution should have a good mix between articles, blogs and interviews. For the purpose of understanding, blogs/interviews have to come from leading voices across industry, academia,

government, etc. that are relevant to the topic. There should be a minimum of 3 articles and 3 blogs/interviews in each package.

- iii) The articles/blogs have to be around 500-600 words and relevant images/infographics for the website have to be provided by the Agency. Interviews can go up to 1,000-1,200 words.
- iv) The Agency has to suggest a possible name and theme for this content series as part of its proposal. It will also have to prepare a concept note for the same, with story/interview/blog ideas for the first two issues.
- v) The articles have to be backed by credible research, updated data points and opinions of experts/thought leaders in the arena.
- vi) The ideation of the package will be done jointly with IBEF taking the final call on the topics, the articles to be uploaded and in the case of interviews/blogs/articles, on the personalities who are being featured/contributing to the package.

#### **1.4 Delivery**

1.4.1. The Agency should be able to effectively contribute the required articles/blogs/interviews for both the magazine and the website as specified. It should have a qualified editorial team in place to conceptualise and execute high impact issues of the magazine and content packages for the website. The Agency should also have competent resources for copy editing in place to ensure error free copy.

1.4.2. The Agency should be able to provide an integrated design strategy and comprehensive design services for the magazine to develop and nurture long term objectives while laying emphasis on immediate needs and short term deliverables. The design support will also encompass usage of images and infographics in the articles.

1.4.3 A dedicated Content and Design Team will have to work as an integral component of IBEF. The Agency has to provide details of the internal team that will be working on the project.

1.4.4 The Agency has to provide open files of every issue of the magazine in an appropriate storage format after the entire package has been approved for printing.

1.4.5 The Agency also has to provide word files of final magazine articles/interviews with images, graphs, etc. for uploading on the website.

1.4.6 It must be noted that the magazine and the content package have to be treated as two separate projects for the purpose of execution. There should be no duplication of content and/or personalities being featured for blogs and interviews for the website with the contents of the magazine.

## **1.5 Preparation of Proposals**

1.5.1 Agencies are required to submit a Pre-qualification Proposal (Section 1.2), a Technical Proposal and a Financial Proposal as specified below.

### **(a) Technical proposal**

1.5.2 The Agencies are expected to provide the Technical Proposal as specified in the RFP Document. Material deficiencies in providing the information requested for may result in rejection of a proposal.

### **1.5.3 The Technical Proposal shall contain the following documents:**

- (i) Letter of Technical Proposal Submission
- (ii) Profile and Track Record of the Agency, including strength and credentials of the agency network (details of organisation, number of employees, publications being brought out, in-house facilities, etc).
- (iii) Details of two similar projects being handled/handled in the recent past.
- (iv) Proposed Vision for the magazine for a period of one year with section by section break up. IBEF welcomes any new and innovative ideas for sections and stories.
  - a) A proposed section-wise story list for the first issue of the magazine with suggested ideas and a brief about the articles. The previous issues of the magazine can be accessed at: [www.ibef.org/resources/ibef-publications/business-economy-magazines-india.aspx](http://www.ibef.org/resources/ibef-publications/business-economy-magazines-india.aspx).
  - b) A sample design template for the cover story of 4-5 pages for the first issue of the magazine (as proposed by the Agency) with two cover designs, detailed concept note of the story, planned interviews and themes of articles within the cover package.
- (vi) Defined deliverables have to be mentioned in the technical proposal with timelines for each of the six issues starting June-July 2017.
- vii) Detailed concept note for the web content package, suggested name and articles/blogs/interviews that the Agency proposes to cover in the first month.

Participating Agencies have to provide new and innovative ideas for both properties (magazine and online content package) detailing how they plan to improve their reach and impact across target audiences.
- (vii) Details of the internal team proposed to be deployed to work with the IBEF for the two projects as specified in section 1.4, with qualifications and experience of the team members must be provided.
- (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 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 will be binding on the Agency.

**1.5.4 The Technical Proposal shall not include any financial information.**

**(b) Financial Proposal**

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

1.5.6 Letter of Financial Proposal should include:

(i) Fixed Annual Fee, from the date of issue of work order.

For Financial Evaluation, the total fee for one year will be considered.

This Fixed Annual Fee should include costs/expenses of the Agency for undertaking work as detailed in the Scope of Work in Section 1.3.

(ii) Break-up of costs for each of the items of work listed in the Scope of Work (Para 1.3 of this RFP Document) are to be submitted on a separate sheet of paper.

The financial quote has to be submitted in the following format:

<b>Expense head</b>	<b>Amount per magazine/content package in INR</b>	<b>Total cost (for 6 issues of the magazine and 11 content packages for the website)</b>
<b>Cost for India Now Magazine – Conceptualisation, content, designing and editing for one issue of the magazine of 64 pages including front and back cover as defined in Section 1.3.1.</b>		
<b>Cost for one content package for the website as defined in Section 1.3.2</b>		
<b>Total</b>		

1.5.7. Taxes/VAT as applicable in India will be paid as per actuals and the same are **not** required to be indicated in the financial bid.



1.5.8. 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. Number of content pages in the magazine can deviate by up to +/-8 pages. Agencies must factor that in when they submit their proposals.

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

## **1.6 Submission of Proposals**

1.6.1 The original proposal (Pre-qualification, 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. **Agencies must ensure that the Pre-qualification, Technical and Financial proposals are in separate sealed envelopes, else these would constitute grounds for rejection of the proposal.**

1.6.2. The Pre-qualification Proposal should be placed in a sealed envelope and super scribed **“Pre-qualification Proposal for Appointment of Content and Design Support Partner for IBEF for India Now magazine and web content package”**.

The Technical Proposal should be placed in a sealed envelope and super scribed **“Technical Proposal for Appointment of Content and Design Support Partner for IBEF for India Now magazine and web content package”**.

Further, the Financial Proposal shall be placed in a sealed envelope and super scribed **“Financial Proposal for Appointment of Content and Design Support Partner for IBEF for India Now magazine and web content package”**.

1.6.3. If the Financial Bid is not submitted in a separate sealed envelope duly superscripted as indicated above, this will constitute grounds for declaring the Bid non-responsive.

1.6.4. Both the sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall be super-scribed **“Proposal for Appointment of Content and Design Support Partner for IBEF for India Now magazine and web content package”** with the due date for submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone nos.; e-mail ID etc. of the agency submitting the Proposal.

1.6.5. The outer envelope containing the sealed Technical and Financial Proposals should be addressed to:

Mr. Virat Bahri  
Associate Director- Knowledge Centre  
India Brand Equity Foundation  
20<sup>th</sup> Floor, Jawahar Vyapar Bhawan  
Tolstoy Marg, New Delhi - 110001  
[virat.bahri@ibef.org](mailto:virat.bahri@ibef.org)

1.6.6. The Proposal should be submitted on or before May 31, 2017.

1.6.7 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.

**Important dates:**

Launch of RFP: May 17, 2017, 10 am

Opening date for addressing queries: May 17, 2017, 11:00 am

Pre-bid meeting: May 24, 2017, 11:00 am at IBEF office. Interested agencies are requested to communicate their presence along with the names of the authorized representatives by May 23, 2017.

Closing date for addressing queries: May 25, 2017, 6:00 pm

Last date for submission of proposals: May 31, 2017, 6:00 pm

**1.7 Opening of Proposals and Selection Process**

1.7.1. The Combined Quality Cum Cost Based System will be followed for evaluation. The technical bids will be opened at first instance. At the second stage, the financial bids of only technically qualifying bidding parties will be opened. The weightage for quality/technical proposal and the price bid will be in the ratio of 70:30.

1.7.2. Financial proposals of only the qualifying agencies who cross the threshold of 60% in the technical proposal, will be opened.

1.7.3. The Technical proposals will carry a weightage of 70% in the final evaluation. Please refer to Annexure 1 for the evaluation criteria for the technical proposal.

1.7.4. The Financial proposal, will carry a weightage of 30% in the final evaluation. Please refer to Annexure 2 for the evaluation criteria for financial proposal.

1.7.5. 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.

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## **Annexure 1**

### **Technical Proposal**

1. Completeness of proposal - 5%
2. Design and concept - 70%
  - Concept Note
  - Understanding of objective of the proposal
  - Proposed content format of the magazine
  - Samples of the designs and content provided
  - Uniqueness of ideas and suggestions presented
3. Agency Credentials - 20%
  - Profile
  - Similar projects handled earlier
  - Quality of team assigned
4. Discipline and commitment to timelines, supported by completed work statements from past clients - 5%
5. It is clarified that prospective bidders scoring over 60% in the Technical Proposal will deem to qualify for the second stage of the bid.
6. At the second stage, the proposals will be evaluated on Combined Quality cum Cost Basis.

**Annexure 2**

**Financial Proposal**

- The financial proposal has to be submitted as follows:

<b>Expense head</b>	<b>Amount per magazine/content package in INR</b>	<b>Total cost (for 6 issues of the magazine and 11 content packages for the website)</b>
<b>Cost for India Now Magazine – Conceptualisation, content, designing and editing for one issue of the magazine of 64 pages including front and back cover as defined in Section 1.3.1.</b>		
<b>Cost for one content package for the website as defined in Section 1.3.2</b>		
<b>Total</b>		

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**Annexure 3(a)**

Format for Annexure 3(a)-

Certificate of Chartered Accountant- Annual Revenue (Turnover) during last three financial years 2013-14, 2014-15 and 2015-16

[Location, Date]

From: [Name of the Firm]

To:

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

Subject:- Certificate of Chartered Accountant- for Annual Revenue (turnover) during last three years 2013-14, 2014-15 and 2015-16

Sir,

This has reference to the IBEF RFP dated 17.05.2017 titled 'Request for Proposal for India Now Business and Economy magazine and web content package for India Brand Equity Foundation (IBEF)'.

I..... here by certify that the Company/ firm is having the below mentioned turnovers for the respective financial years.

Financial Year- 1

1<sup>st</sup> April 2013- 31<sup>st</sup> March 2014 – Annual Revenue (Turnover) - INR

Financial Year- 2

1<sup>st</sup> April 2014- 31<sup>st</sup> March 2015 – Annual Revenue (Turnover) - INR

Financial Year-3

1<sup>st</sup> April 2015-31<sup>st</sup> March 2016 – Annual Revenue (Turnover) - INR

Thanking you,

Name of the Certifying Authority

Signature of Certifying Authority (with firm seal)

Name of Firm

Authorized Signatory

Date:

Place:

Name of the Bidder:

Authorised Signatory \_\_\_\_\_

Name:

Seal:

**Annexure 3(b)**

Format for Annexure 3(b) - Certificate for Providing Qualified team

[Location, Date]

From: [Name of the Firm]

To:

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

Subject:- Certificate for providing qualified team.

Sir,

This has reference to the IBEF RFP dated 17.05.2017 titled 'Request for Proposal for India Now Business and Economy magazine and web content package for India Brand Equity Foundation (IBEF)'.

In this context, I, as an authorized representative of company, certify that we shall be able to provide a qualified servicing and content team for undertaking the work as detailed in the mentioned RFP. The team would work closely with IBEF.

Thanking you,

Name of the Bidder:

Authorised Signatory \_\_\_\_\_

Name:

Seal:



**Annexure 3(c)**

Format for Annexure 3(c) - 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 dated 17.04.2017 titled 'Request for Proposal for India Now Business and Economy magazine and web content package for India Brand Equity Foundation (IBEF)'. .

In this context, I, as an authorized representative of company, declare that presently Company/ firm is having 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, and the tender if any to the extent accepted may be cancelled.

Thanking you,

Name of the Bidder:

Authorised Signatory \_\_\_\_\_

Name:

Seal:

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