

Request For Proposal (RFP)
for Developing and Maintaining
Dashboard

RFP Reference No.: IBEF/DM/21/10/01

Date of Issue: October 12, 2021

Issued by:

India Brand Equity Foundation

16th Floor, Dr Gopal Das Bhawan

28, Barakhamba Road

New Delhi – 110001

INDIA

Terms and Legends used in this document

Symbol / Terms	Meaning
<< >>	Text to be filled in by the bidder in response to this document.
India Brand Equity Foundation (IBEF)	India Brand Equity Foundation (IBEF), the “owner” of the project under which this RFP document is being issued.
Bidder / Vendor	Any firm offering the solution, service(s) and /or materials as required in the RFP.

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1 Important Information

S. No.	Particular	Details
1.	Start date of issuance of RFP document	October 12, 2021
2.	Last date and time for Bid Submission	November 2, 2021, 5:00 PM
3.	Date and time of opening of Pre-Qualification bids	Will be informed later
4.	Date and time for opening of Technical bids	Will be informed later
5.	Date and time of Presentation by the bidders	Will be informed later
6.	Date and time for opening of Financial bids	Will be informed later

2 Request for Proposal – Selection of Vendor

2.1 Fact Sheet

Reference	Topic
Section 2.7	The method of selection is: QCBS (Quality Cum Cost Basis) in the ratio of 70:30 for technical and financial evaluation respectively.
Section 2.5	RFP can be downloaded from www.IBEF.org
Section 2.5	The address and telephone number of nodal officer: Pawan Chabra Senior Manager India Brand Equity Foundation 16th Floor, Dr Gopal Das Bhawan 28, Barakhamba Road New Delhi – 110001 INDIA Email: pawan.chabra@ibef.org All the queries should be received by October 26, 2021.
Section 2.5	Proposals should be submitted in English language
Section 2.6	Taxes: As applicable
Section 2.5	Bid validity Period Proposals must remain valid for 180 days after the last date of Proposal Submission as mentioned in section 1.
Section 2.5	Submission of Proposals Bidders must submit <ul style="list-style-type: none"> •One original of each proposal – Pre-qualification & Technical •One original copy of the Financial Proposal
Section 2.5	The proposal submission address is: India Brand Equity Foundation 16th Floor, Dr Gopal Das Bhawan 28, Barakhamba Road New Delhi – 110001 INDIA Tel: 011-43845501
Section 2.5	Proposals must be submitted no later than the last date and time of Proposal Submission as mentioned in section 1. Any submission later than this date and time shall not be accepted.
Section 2.4	Contract Period Any contract that may result from this project will be issued for two years (“the Term”) extendable by another two years

2.2 Request for Proposal

Sealed tenders are invited from eligible, reputed, qualified vendors with sound technical and financial capabilities for providing but not limited to dashboard development and maintenance as detailed out in the Scope of Work under Section 2.8 of this RFP Document. This invitation to bid is open to all Bidders meeting the minimum eligibility criteria as mentioned in this RFP Document.

2.3 Structure of the RFP

This Request for Proposal (RFP) document for the project of “Development and maintenance of dashboard” comprise the following.

- i. Instructions on the Bid process for the purpose of responding to this RFP. This broadly covers:
 - a. General instructions for bidding process
 - b. Bid evaluation process including the parameters for Pre-qualification, Technical evaluation and Financial evaluation to facilitate IBEF in determining bidder’s suitability as the implementation partner
 - c. Financial bid and other formats
- ii. Functional and Technical Requirements of the project. The contents of the document broadly cover the following areas:
 - a. About the project and its objectives
 - b. Scope of work for the Implementation Partner
 - c. Functional requirements

The bidder is expected to respond to the requirements completely and in as much relevant detail as possible, and focus on demonstrating bidder’s suitability to become the implementation agency for IBEF.

The bidders are expected to examine all instructions, forms, terms, Project requirements and other information in the RFP document. Failure to furnish all information required as mentioned in the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the Bidder's risk and may result in rejection of the proposal.

2.4 Background Information

2.4.1 Basic Information

- a) IBEF invites responses (“Tenders”) to this Request for Proposals (“RFP”) from eligible Service Providers/Agencies (“Bidders”) for providing dashboard development and maintenance as described in Section 2.8 of this RFP, Scope of Work.
- b) Any contract that may result from this procurement competition will be issued for a term as mentioned in the Fact Sheet.
- c) Proposals must be received not later than time, date and venue mentioned in the Fact Sheet. Proposals that are received late WILL NOT be considered in this procurement process.

2.4.2 Introduction

a. About India Brand Equity Foundation

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. About the Dashboard

IBEF, on behalf of Department of Commerce, intends to Design, Develop and Maintain an "Export Monitoring Portal". The objective of this portal would be to allow stakeholders a comprehensive picture of the export landscape and help in monitoring and review the exports targets.

The portal should be able to provide 360 degrees view of export performance across markets and commodities groups and should provide actionable insights. (details of any other considerations and sub-features within the below core considerations and features to be discussed during requirements phase):

2.5 Instructions to the Bidders

2.5.1 General

- a) While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, Bidders must form their own conclusions about the solution needed to meet the requirements.
- b) All information supplied by Bidders shall be treated as contractually binding on the Bidders, on successful award of the assignment by IBEF on the basis of this RFP.
- c) No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of IBEF. Any notification of preferred bidder status by IBEF shall not give rise to any enforceable rights by the Bidder. IBEF may cancel this public procurement at any time prior to a formal written contract being executed by or on behalf of IBEF.
- d) This RFP supersedes and replaces any previous public documentation & communications from IBEF regarding developing and maintaining dashboard, and Bidders should place no reliance on such communications.

2.5.2 Compliant Proposals / Completeness of Response

- a) Bidders are advised to study all instructions, forms, terms, requirements and other information in the RFP documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b) Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Bidders must:
 - i. Include all documentation specified in this RFP;
 - ii. Follow the format of this RFP and respond to each element in the order as set out in this RFP
 - iii. Comply with all requirements as set out within this RFP.

2.5.3 Pre-Bid queries & Clarifications

- a. The Bidders will have to ensure that their queries should reach IBEF by email on or before October 26, 2021.
- b. At any time prior to the last date of bid submission, IBEF may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by a corrigendum.

The Corrigendum (if any) & clarifications to the queries from all bidders will be posted on the www.ibef.org.

- c. In order to provide prospective Bidders reasonable time for taking the corrigendum into account, IBEF may, at its discretion, extend the last date for the receipt of Proposals.

2.5.4 Key Requirements of the Bid

2.5.4.1 Consortium

Consortium shall not be permitted to bid.

2.5.4.2 Sub-contracting

The selected Vendor will undertake to implement the dashboard as mentioned in this RFP for IBEF and will not outsource or subcontract any or all of the services being offered to the department to any company or to a company fully / partly owned by the Vendor, without the written consent of IBEF.

2.5.4.3 Right to Terminate the Process

- a. IBEF may terminate the RFP process at any time and without assigning any reason. IBEF makes no commitments, express or implied, that this process will result in a business transaction with anyone.
- b. This RFP does not constitute an offer by IBEF. The bidder's participation in this process may result IBEF selecting the bidder to engage towards execution of the contract.

2.5.4.4 RFP Document

The bidder can download the RFP document from the website provided in the Fact sheet.

2.5.4.5 Submission of Proposals

- a. The bidders should submit their responses as per the format given in this RFP in the manner mentioned in the Fact sheet.
- b. The Response to Pre-Qualification criteria, Technical Proposal and Financial Proposal should be covered in separate sealed envelopes super-scribing "Pre-Qualification Proposal", "Technical Proposal" and "Financial Proposal" respectively. All pages should be numbered as "Page # of n".
- c. The documents to be submitted as part of the Pre-Qualification & Technical proposals are stated in Appendix I: Pre-Qualification & Technical Bid Templates.
- d. The documents to be submitted as part of the financial proposal are stated in Appendix II: Financial Proposal Template.
- e. Please note that prices should not be indicated directly or indirectly in the Pre-Qualification Proposal or Technical Proposal but should only be indicated in the Financial Proposal.

- f. The three envelopes containing copies of Pre-qualification Proposal, Technical Proposal and Financial Proposal should be put in another single sealed envelope clearly marked << RFP Reference Number>> and the wordings "DO NOT OPEN BEFORE" <<Date and Time as mentioned in the Fact sheet>>.
- g. The outer envelope thus prepared should also indicate clearly name, address, telephone number, E-mail ID and fax number of the bidder to enable the Bid to be returned unopened in case it is declared "Late".
- h. All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bid.
- i. The original proposal/bid shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder itself. Any such corrections must be initialed by the person (or persons) who sign(s) the proposals.
- j. All pages of the bid including the duplicate copies, shall be initialed and stamped by the person or persons who sign the bid.
- k. In case of any discrepancy observed by IBEF in the contents of the submitted original paper bid documents with respective copies, the information furnished on original paper bid document will prevail over others.
- l. All pages of the bid shall be initialed and stamped by the person or persons who are authorized to sign the bid.

2.5.5 Preparation and Submission of Proposal

2.5.5.1 Proposal Preparation Costs

The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by IBEF to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process.

IBEF in no circumstances will be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

2.5.5.2 Language

The Proposal should be filled by the Bidder in the language as mentioned in the Fact sheet. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the Proposal, the translation in the language as mentioned in the Fact sheet shall govern.

2.5.5.3 Venue & Deadline for Submission of Proposals

Proposals, in its complete form in all respects as specified in the RFP, must be submitted to the department as mentioned in the Fact sheet.

2.5.5.4 Late Bids

- a. Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained and shall be returned unopened.
- b. The bids submitted by telex/telegram/fax/e-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- c. IBEF shall not be responsible for any postal delay or non-receipt/ non-delivery of the documents. No further correspondence on the subject will be entertained.
- d. IBEF reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.

2.5.6 Deviations

The bidder may not provide any deviation / non-compliance to the contents of the RFP document. Any deviation /non-compliance may lead to rejection.

2.5.7 Evaluation Process

- a. A Proposal Evaluation Committee shall be formed to evaluate the responses of the bidders
- b. The Proposal Evaluation Committee shall evaluate the responses to the RFP and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.
- c. The decision of the Proposal Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of negotiation/ discussion with the Committee.
- d. The Proposal Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals if the committee desires and feels the need for it.
- e. The Proposal Evaluation Committee reserves the right to reject any or all proposals on the basis of any deviations.
- f. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

2.5.7.1 Tender Opening

The submitted Proposals will be opened by the proposal evaluation committee, in the presence of Bidders or their representatives who may like to be present at the time of opening. The date of opening shall be updated on IBEF website only.

The representatives of the bidders should be advised to carry the identity card or a letter of authority from the tendering firms to identify their bonafides for attending the opening of the proposal, besides personal photo id.

2.5.7.2 Tender Validity

The offer submitted by the Bidders should be valid for minimum period mentioned in the Fact sheet.

IBEF may, at its discretion, extend the bid's validity period. Extension of validity period by the Bidder should be unconditional and irrevocable.

2.5.7.3 Tender Evaluation

- a. Initial Bid scrutiny will be held and incomplete details as given below will be treated as non-responsive, if Proposals :
- Are not submitted in as specified in the RFP document
 - Received without the Letter of Authorization
 - Are found with suppression of details
 - With incomplete information, subjective, conditional offers and partial offers submitted
 - Submitted without the documents requested in the RFP document
 - Have non-compliance of any of the clauses stipulated in the RFP
 - With lesser validity period
- b. All responsive Bids will be considered for further processing as below.
A list of responsive bidders shall be prepared, who comply with all the terms and conditions of the tender. All eligible bids will be considered for further evaluation by a Committee according to the Evaluation process defined in IBEF document. The decision of the Committee will be final in this regard. Financial bids of successful bidders shall be opened on a date which shall be specified on IBEF website. Interested bidders may attend if they so desire.

2.6 Criteria for Evaluation

2.6.1 Pre-Qualification Criteria

Bidders who meet the below given eligibility requirements would be considered as qualified to move to the next stage.

S. No.	Basic Requirement	Specific Requirements	Documents Required
1.	Particulars of the Bidders	Details of the bidder as per format provided in the RFP	Form 2
2.	Legal Entity	The Bidder should be a company registered under Indian Companies Act 1956. Registered with the Indian Tax Authorities. Should have been operating for the last 2 years as on issue date of this RFP.	1) Certificate of Incorporation 2) Registration Certificate 3) Memorandum and Articles of Association or Filings to the Stock Exchanges
3.	Turnover	Bidder's Annual Sales Turnover (global / India based) should be at least INR 2 Crore for each of the last two financial years as on March 31, 2021.	Certificate from the statutory auditor
4.	Net Worth	Positive during each of the last two financial years (as per the last published/audited Balance sheets).	Certificate from the statutory auditor
5.	Dashboard development experience	The Bidder shall have proven experience of developing and maintaining at least two (2) dashboard applications for Government Departments/Ministries.	Completion Certificates from the client; OR Purchase / Work Order + Self Certificate of Completion (Certified by the Statutory Auditor); OR Purchase / Work Order + Phase Completion Certificate from the client
6.	Manpower	The bidder should have at least 15 professionals on its rolls as on the date of bid submission.	A Self Certified letter by the Authorized Signatory which should be HR head or Company Secretary
7.	Blacklisting	The bidder should not be currently blacklisted or banned by any Government / Government Department for corrupt or fraudulent practices or non-delivery or non-performance as of submission of their bid.	A Self Certified letter by the Authorized Signatory

2.6.2 Technical Scoring Model

- Bidders who meet the pre-qualifications requirements would be considered as qualified to move to the next stage - Technical scoring. Bidders will either get the assigned mark on fulfilling a criteria or will get zero (no mark) if a criteria is not met.
- It is expected that the Bidders shall provide solutions which are highly scalable and support the future requirements of the project.

No	Evaluation Criterion (Figures in brackets indicate the maximum score)	Max score
1	Previous Project Experience (Weightage will be given for project references where the bidder has implemented solutions in the cited projects that match the proposed solution for Dashboard development and maintenance)	25
1. A	Previous project experience in implementation of dashboard solutions for Government of India Departments/Ministries.	15 ≥ 3 projects : 15 ≥ 1 projects: 10 No projects: 0
1. D	Previous project experience in implementation of similar dashboard solutions for non-government entities.	10 More than 3 projects : 10 ≥ 3 projects: 6 No projects: 0
2.	Proposed Solution	40
2. A	Underlying Solution (Response will be evaluated on Openness, Flexibility, Maintainability and Configurability: <ul style="list-style-type: none"> i. Overall Design & Architecture of the Proposed Solution (15) ii. Design and layout of the dashboard pertaining to ease of use, ease of search, presentation of data, dashboard navigation and functionality of dashboard search based on various attributes etc. (15) iii. Methodology and approach for updating the dashboard content (10) 	40
3	Demonstration of the similar projects	20

	Vendor needs to show the following capabilities in the already implemented dashboard applications for other clients on the live working system. i. Design of dashboard-5 ii. Responsiveness of the dashboard to user queries, search capability, page loading etc. -5 iii. Ease of downloading searched data and taking print outs of search info-5 iv. Ease of sharing of required data through email, social media etc.-5	20
4	Technical Presentation	15
	i. Walk-through of the proposal in the presentation (5) ii. Presentation by the team proposed by the bidder (5) iii. Clarity of understanding of the project and risks (5)	
	Total	100

Bidders, who score at least 70% in the defined technical scoring mechanism, would be considered technically qualified. Price Bids of such technically qualified bidders alone shall further be opened.

2.6.3 Financial Bid Evaluation

- a. Only fixed price financial bids indicating total price for all the deliverables and services specified in this bid document will be considered.
- b. This Fixed Annual Fee will cover costs/expenses of the design, development and maintenance of dashboard by Agency for undertaking work as detailed in the Scope of Work.
- c. Fixed Annual Fee, to be quoted year-wise for two years, from the date of issue of work order, along with the total for two years, as given below:
 - 1. 1st year: Rs.-----
 - 2. 2nd year: Rs.-----
 - 3. Total for 2 years: Rs.-----

This break-up of cost will not be considered for financial evaluation.

- d. The bid price will exclude all applicable taxes and shall be in Indian Rupees and mentioned separately.
- e. The evaluation of bids shall be done after excluding the applicable taxes.
- f. Any conditional bid would be rejected.

2.7 Appointment of Dashboard Service Provider

2.7.1 Award Criteria

Selection of the agency will be based on the aggregate of the Technical and Financial Evaluation.

The technical score of the agency will be ascertained as follows as per the technical evaluation criteria: $St = \text{Sum of \{(i) till (iv)\}}$

Agencies scoring 70% marks or more in the Technical Evaluation i.e. (70 or more out of 100) will be shortlisted for opening of financial bids.

The financial score of the agency will be ascertained as follows: 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:

$$Sf = 100 \times Fm/F$$

(Sf = Financial score of agency under consideration; Fm = Lowest Financial Proposal; and F = Financial proposal under consideration)

The aggregate score will be adjudged as follows:

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

(S = Combined Score; Tw and Fw are weights assigned to Technical Proposal and Financial Proposal i.e. 0.70 and 0.30 respectively)

- In the event two bids are 'tied' on the basis of their Total Cost, the bid securing the highest technical score will be adjudged "the Best Value Bid".
- The bid price will exclude all taxes and levies and shall be in Indian Rupees and mentioned separately.
- Any conditional bid would be rejected.
- Errors & Rectification: Arithmetical errors will be rectified on the following basis, if there is a discrepancy between words and figures, the amount in words will prevail".

2.7.2 Right to Accept Any Proposal and To Reject Any or All Proposal(s)

IBEF reserves the right to accept or reject any proposal, and to annul the tendering process / Public procurement process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for the action.

2.7.3 Notification of Award

Prior to the expiry of the validity period, IBEF will notify the successful bidder in writing or email, that its proposal has been accepted. In case the tendering process / public procurement process has not been completed within the stipulated period, IBEF may like to request the bidders to extend the validity period of the bid.

The notification of award will constitute the formation of the contract.

2.7.4 Signing of Contract

After IBEF notifies the successful bidder that its proposal has been accepted, IBEF shall enter into a contract, incorporating all clauses, pre-bid clarifications and the proposal of the bidder between IBEF and the successful bidder.

2.8 Scope of Work

Broad Scope of Work

The successful bidder is fully responsible for the following broad categories of work:

1. Dashboard design and development
2. Maintenance of Dashboard

Detailed Scope of Work

These are minimum indicative requirements and the bidder is required to fully comprehend and develop the solution best suited to meet the requirements of the RFP. The detailed scope of work is as given below and is applicable for the Contract Period.

1. Dashboard design and development

Scope and Requirements

User groups

The portal is to be used by a variety of stakeholders across the foreign trade ecosystem. The broad user groups are mentioned below

- a. Ministry of Commerce and Industry and other allied/relevant ministries
- b. All embassies and mission across the globe
- c. States and Union Territories
- d. Trade promotion bodies
- e. Industry associations, Export promotion council etc.

The application will have around 500 users spread across the world with ~15-20% of concurrent users.

Data: Data for the application will be provided in a clean and structured manner through excel sheets. Data will be provided monthly with a week lag (e.g. Aug '21 data will be available by 10th Sep'21). Data starts from April'21

Application Hosting: The application will be hosted on NIC. NIC will provision for all infrastructure requirements.

Application Security Audit: Application shall be audited by a CERT empaneled audit agency before deploying it on the NIC system. The selected agency will be responsible for get the audit done.

Admin Module: An admin module is to be built that will allow super-users manage user access. Super admin would be able to create a new user, delete user, revoke access, reset passwords and see usage pattern by the users.

Download: The portal should have ability to download data into excel and PDF.

Solution and Use Cases

The proposed portal would have two broad sections i.e. Country and Commodities.

Country view will allow users to look at a country (or group of countries/region) and evaluate the performance of the country across the months and across the commodities group.

Commodity view will allow users to identify how a particular commodity (or commodity group) is performing and where is the growth coming from.

Users will have a variety of filters to slice and dice data and generate actionable insights.

Use Cases to be covered by the dashboard

Listed below are the use cases to be covered by the portal (this is an indicative list; final list of use cases will be made in consultation with the Department of Commerce)

- a) What is the total export value from India?
- b) How does it look at a region and country level?
- c) What commodity groups are driving most exports?
- d) Are there some commodity/ country combinations that are doing very well or poorly?
- e) How are the countries performing against their targets?
- f) What is the desired monthly run rate to achieve the targets? Etc.

Timelines

The entire portal is to be made in a phase wise manner with Phase 1 to be delivered in 2 weeks. Additional requirements can be taken up in Phase 2 of the delivery.

2.9 GO-LIVE and Acceptance Criteria

IBEF or its nominated agency will carry out User Acceptance Test, System Acceptance Test and /or Certification to ensure that the implementation meets all the requirements including but not limited to processes, standards, specifications, and performance as detailed in the RFP.

Once “Certificate of System Acceptance” is provided to Service Provider by IBEF, it will consider Go-Live of the Dashboard.

2.10 Fraud and Corrupt Practices

- a. The Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, the Department shall reject a Proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the “Prohibited Practices”) in the Selection Process. In such an event, IBEF shall, without prejudice to its any other rights or remedies, forfeit and appropriate the Bid Security or Performance Security, as the case may be, as mutually agreed genuine pre-estimated compensation and damages payable to the Department for, inter alia, time, cost and effort of the Department, in regard to the RFP, including consideration and evaluation of such Bidder’s Proposal.
- b. Without prejudice to the rights of IBEF under Clause above and the rights and remedies which IBEF may have under the LOI or the Agreement, if an Bidder or Service Provider, as the case may be, is found by IBEF to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the LOI or the execution of the Agreement, such Bidder or Service Provider shall not be eligible to participate in any tender or RFP issued by the Department during a period of 2 (two) years from the date such Bidder or Service Provider, as the case may be, is found by the Department to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.
- c. For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them:
 - i. “corrupt practice” means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of IBEF who is or has been associated in any manner, directly or indirectly with the Selection Process or the LOI or has

dealt with matters concerning the Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the Department, shall be deemed to constitute influencing the actions of a person connected with the Selection Process); or (ii) save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the LOA or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the LOA or the Agreement, who at any time has been or is a legal, financial or technical consultant/ adviser of IBEF in relation to any matter concerning the Project;

- ii. “fraudulent practice” means a misrepresentation or omission of facts or disclosure of incomplete facts or presenting incorrect information in order to influence the Selection Process;
- iii. “coercive practice” means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person’s participation or action in the Selection Process;
- iv. “undesirable practice” means (i) establishing contact with any person connected with or employed or engaged by Department with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a Conflict of Interest; and
- v. “restrictive practice” means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the Selection Process

2.11 Conflict of Interest

- a. A bidder shall not have a conflict of interest that may affect the Selection Process or the Solution delivery (the “**Conflict of Interest**”). Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, IBEF shall forfeit as mutually agreed genuine pre-estimated compensation and damages payable to IBEF for, *inter alia*, the time, cost and effort of IBEF including consideration of such Bidder’s Proposal, without prejudice to any other right or remedy that may be available to IBEF hereunder or otherwise.
- b. IBEF requires that the Service Provider provides solutions which at all times hold the IBEF’s and Department of Commerce’s interests paramount, avoid conflicts with other assignments or its own interests, and act without any consideration for future work. The Service Provider shall not accept or engage in any assignment that would be in conflict with its prior or current obligations to other clients, or that may place it in a position of not being able to carry out the assignment in the best interests of IBEF.
- c. Without limiting the generality of the above, an Bidder shall be deemed to have a Conflict of Interest affecting the Selection Process, if:
 - i. the Bidder and any other Bidder have common controlling shareholders or other ownership interest; provided that this disqualification shall not apply in

cases where the direct or indirect shareholding or ownership interest of an Bidder (or any shareholder thereof having a shareholding of more than 5 per cent of the paid up and subscribed share capital of such Bidder in the other Bidder is less than 5% (five per cent) of the subscribed and paid up equity share capital thereof. For the purposes of this Clause, indirect shareholding held through one or more intermediate persons shall be computed as follows:

- where any intermediary controlled by a person through management control or otherwise, the entire shareholding held by such controlled intermediary in any other person (the “**Subject Person**”) shall be taken into account for computing the shareholding of such controlling person in the Subject Person; where a person does not exercise control over an intermediary, which has shareholding in the Subject Person, the computation of indirect shareholding of such person in the Subject Person shall be undertaken on
 - a proportionate basis; provided, however, that no such shareholding shall be reckoned under this Sub-clause if the shareholding of such person in the intermediary is less than 26% (twenty six per cent) of the subscribed and paid up equity shareholding of such intermediary; or
- ii. a constituent of such Bidder is also a constituent of another Bidder; or
- iii. such Bidder receives or has received any direct or indirect subsidy or grant from any other Bidder; or
- iv. such Bidder has the same legal representative for purposes of this Application as any other Bidder; or
- v. such Bidder has a relationship with another Bidder, directly or through common third parties, that puts them in a position to have access to each other’s’ information about, or to influence the Application of either or each of the other Bidder; or
- vi. there is a conflict among this and other solution assignments of the Bidder (including its personnel and other members, if any) and any subsidiaries or entities controlled by such Bidder or having common controlling shareholders. The duties of the Service Provider will depend on the circumstances of each case.

Appendix I: Pre-Qualification & Technical Bid Templates

The bidders are expected to respond to the RFP using the forms given in this section and all documents supporting Pre-Qualification / Technical Evaluation Criteria.

Forms to be used in Pre-Qualification Proposal

Form 1: Compliance Sheet for Pre-qualification Proposal

Form 2: Particulars of the Bidder

Form 3: Financial Details of the Organization

Forms to be used in Technical Proposal

Form 1: Letter of Proposal

Form 2: Experience in implementing dashboard solution

Form 3: Personnel Profiles

Form 1: Compliance Sheet for Pre-qualification Proposal

The pre-qualification proposal should comprise of the following basic requirements. The documents mentioned in this compliance sheet along with this form, needs to be a part of the Pre-Qualification proposal.

S. No	Basic Requirement	Documents Required	Provided	Reference Page Number
1.	Particulars of the Bidders	Form 2		
2.	Legal Entity	1) Certificate of Incorporation 2) Registration Certificate 3) Memorandum and Articles of Association or Filings to the Stock Exchanges		
3.	Turnover	Certificate from the statutory auditor		
4.	Net Worth	Certificate from the statutory auditor		
5.	Dashboard development experience	Completion Certificates from the client; OR Purchase / Work Order + Self Certificate of Completion (Certified by the Statutory Auditor); OR Purchase / Work Order + Phase Completion Certificate from the client		
6.	Manpower	A Self Certified letter by the Authorized Signatory which should be HR head or		

S. No	Basic Requirement	Documents Required	Provided	Reference Page Number
		Company Secretary		
7.	Blacklisting	A Self Certified letter by the Authorized Signatory		

Form 2: Particulars of the Bidder

SI No.	Information Sought	Details to be Furnished
A	Name and address of the bidding Company	
B	Incorporation status of the firm (public limited / private limited, etc.)	
C	Year of Establishment	
D	Date of registration and registration No.	
E	ROC Reference No.	
F	Details of company registration	
G	Details of registration with appropriate authorities for service tax	
H	Details of registration with appropriate authorities for Sales tax/VAT	
I	Name, Address, email, Phone nos. and Mobile Number of Contact Person	

Form 3: Financial Details of the Organization

Financial Information			
		FY 2018-19	FY 2019-20
Revenue (in INR)			
Profit Before Tax (in INR)			
Revenue from IT services (in INR)			
Other Relevant Information			
<p>Mandatory Supporting Documents:</p> <p>a. Auditor Certified financial statements for the following two financial years – 2018-19 and 2019-20. (Please include only the sections on P&L, revenue and the assets, not the entire balance sheet.).</p> <p>b. Certification by the company auditors supporting the above information.</p>			

Forms for Technical Proposal

Technical Proposal Form 1: Letter of Proposal

To:

<Location, Date>

**India Brand Equity Foundation
16th Floor, Dr Gopal Das Bhawan
28, Barakhamba Road
New Delhi – 110001
INDIA**

Subject: Submission of the Technical bid for <Name of the assignment>

Dear Sir/Madam,

We, the undersigned, offer to undertake the assignment of design, development and maintenance of a dashboard for IBEF with your Request for Proposal dated <insert date> and our Proposal. We are hereby submitting our Proposal, which includes this Technical bid and the Financial Bid sealed in a separate envelope.

We hereby declare that all the information and statements made in this Technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our Proposal is accepted, to initiate the Implementation services related to the assignment not later than the date indicated in Fact Sheet.

We agree to abide by all the terms and conditions of the RFP document. We would hold the terms of our bid valid for < > days as stipulated in the RFP document.

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

Yours sincerely,

Authorized Signature [*In full and initials*]: _____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

Location: _____ Date: _____

Technical Proposal Form 2: Experience in implementing dashboard solution

Previous Project experience	
General Information	
Name of the project	
Client for which the project Was executed	
Name and contact details of the client	
Project Details	
Project Name & Description of the Project	
Scope of work	
Outcomes of the project	
Underlying Solution Components of the Project	
Other Details	
Total cost of the project	
Total cost of the services provided by the Bidder	
Duration of the project (no. of months, start date, completion date, current status)	
Mandatory Supporting Documents:	
a) Letter from the client to indicate the successful completion of the projects	

Technical Proposal Form 3: Personnel Profiles

Summary of Profiles of the resources proposed for the project.	
Role	Name of the Proposed Resource

Format for the Profiles	
Name of the person	
Current Designation / Job Title	
Current job responsibilities	
Proposed Role in the Project	

Proposed Responsibilities in the Project	
Academic Qualifications: <ul style="list-style-type: none"> • Degree • Academic institution graduated from • Year of graduation • Specialization (if any) 	
Professional Certifications (if any)	
Total number of years of experience	
Experience in similar Projects as proposed in RFP (Provide the details of the projects such as project name, customer name, key project features, duration of the project, and status of the project)	

A separate undertaking with the format as below with all the names of the proposed profiles should be provided.

Certification

I, the undersigned, certify that to the best of my knowledge and belief, the proposed CVs correctly describes the qualifications and experience of the respective resource. I understand that any willful misstatement described herein may lead to disqualification of the bid.

Names of the proposed profiles:

- 1.
- 2.
- 3.
-
-

Signature:

Date:

[Signature of authorized representative] Day/Month/Year

Full name of authorized representative:

Appendix II: Forms for the Financial Proposal

Form to be used in Financial Proposal

Form 1: Financial Proposal

Form 1: Financial Proposal Letter

To:

<Location, Date>

India Brand Equity
Foundation
16th Floor, Dr Gopal Das
Bhawan
28, Barakhamba Road
New Delhi – 110001
INDIA

Subject: Submission of the Financial bid for <Provide Name of the Assignment>

Dear Sir/Madam,

We, the undersigned, offer to the assignment of design, development and maintenance of a dashboard for IBEF in accordance with your Request for Proposal dated <<Date>> and our Proposal (Technical and Financial Proposals). Our attached Financial Proposal is for the sum of <<Amount in words and figures>>. This amount is exclusive of all applicable taxes.

Fixed Annual Fee

1st year: Rs.-----

2nd year: Rs.-----

Total for 2 years: Rs.-----

* Excluding applicable taxes. Applicable taxes shall be paid (extra) as per applicable rates at the time of Invoice generation.

1. PRICE AND VALIDITY

- All the prices mentioned in our Tender are in accordance with the terms as specified in the RFP documents. All the prices and other terms and conditions of this Bid are valid for a period of <days> calendar days from the date of opening of the Bid.

2. TENDER PRICING

We further confirm that the prices stated in our bid are in accordance with your Instruction to Bidders included in Tender documents.

3. QUALIFYING DATA

We confirm having submitted the information as required by you in your Instruction to Bidders. In case you require any other further information/documentary proof in this regard before evaluation of our Tender, we agree to furnish the same in time to your satisfaction.

4. BID PRICE

We declare that our Bid Price is for the entire scope of the work as specified in the RFP document. These prices are indicated Financial Bid attached with our Tender as part of the Tender.

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

We declare that all the services shall be performed strictly in accordance with the Tender documents.

We hereby declare that our Tender is made in good faith, without collusion or fraud and the information contained in the Tender is true and correct to the best of our knowledge and belief.

We understand that our Tender is binding on us and that you are not bound to accept a Tender you receive.

Thanking you,

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address: