Project on design, print and production of a coffee table book for Tea, Coffee and Spices for India Brand Equity Foundation (IBEF)

Request for Proposal [RFP]

India Brand Equity Foundation,
Apparel House, 5th Floor,
# 519-22, Sector 44,
Gurgaon - 122003, Haryana.

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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. The objective of IBEF is to generate awareness about Indian products to promote India as a preferred business destination.

1.1.2 The IBEF proposes to appoint a creative agency for undertaking the project of design, print and production for a Coffee Table Book on Tea, Coffee and Spices.

1.1.3 The Agency should be a multi-disciplinary design house that has diversified interest in working across sectors. Agencies need to have a strong design and aesthetic sense with comprehensive ability to conceive and execute design ideas. Prior experience of conceptualising and designing of Coffee Table Books will be an added advantage. Comprehensive details on present clientele are to be included in the proposal.

1.1.4 The Creative Agency would be appointed for on a project basis for the said project.

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:

(i) A Technical Proposal and

(ii) A Financial Proposal

1.1.6 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.

1.1.7 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.

1.2 Minimum Eligibility Criteria

1.2.1. The Agency should be able to provide a qualified Creative team for undertaking the project for IBEF. The Agency team would work closely with the IBEF.

1.3 Scope of Work

1.3.1. The project comprises

a) Conceptualising a design for the cover and inside pages
b) Design and concept for packaging of the book
c) Printing and production of the book
d) Printing and production of the packaging

1.3.2. The Coffee Table book will be a hardcover book. Pages will consist of photographs, small blocks of text/quotations, anecdotes, a brief note on the aspects covered for each sector is given in Annexure 1.

1.3.3. Target Audience will be the International Market, Decision makers, Investors, Missions abroad
1.3.4. The Book would have approximately 150 pages.

1.3.5. Design samples for the cover and inside pages are to be submitted as a part of the technical proposal.

1.3.6 Design samples for the packaging are to be submitted as part of the technical proposal.

1.4 **Creative Agency Delivery**

1.4.1. The Agency should be able to effectively bring out the essence of all there sectors through a design concept.

1.4.2. Agencies need to have a strong design and aesthetic sense with comprehensive ability to conceive and execute design ideas. Prior experience of handling a similar project will be an added advantage.

1.4.3. Samples of similar project done earlier can be submitted along with the proposal

1.4.4 Prints and production of all the concepts will have to be submitted. This should include:

- Design for the cover and inside pages for the coffee table book.
- Design for the packaging for coffee table book
- Packaging sample for the coffee table book

1.4.5. The participating agencies will also have to undertake the print and production for:
- Coffee table book
- Packaging for the book

1.5 **Preparation of Proposals**

1.5.1 Agencies are required to submit 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.

(iv) Samples of similar projects handled in the past.

(v) An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the Agency in the financial proposal (the cost is not to be indicated in the undertaking). The above undertaking submitted by the agencies would 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) Complete cost of the project with break-up of costs for each of the items of work listed in the Scope of Work (Para 1.3.1 of this RFP Document) are to be submitted, namely,

- Design of the Coffee table book
- Design of packaging
- Print and production of the coffee table book for 200 nos
- Print and production of packaging for 200 nos

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.

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 (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.

1.6.2. The Technical Proposal should be placed in a sealed envelope and super scribed “Technical Proposal” for **Appointment of Creative Agency for Design, print and production of Coffee table book on Tea, Coffe and Spices** for IBEF.

Further, the Financial Proposal shall be placed in a sealed envelope and super scribed “Financial Proposal” for **Appointment of Creative Agency for Design, print and production of Coffee table book on Tea, Coffe and Spices** for IBEF.

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 **“Technical & Financial Proposal for Appointment of Creative Agency for Design, print and production of Coffee table book on Tea, Coffe and Spices for IBEF” 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:

Ms Monika Choudhry  
Associate Director- Communication & Branding  
India Brand Equity Foundation  
5th Floor, 519-522, Apparel House  
Sector-44, Gurgaon  
Phone: 0124- 4499616

1.6.6. The Proposal should be submitted on or before December 15, 2013.

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.

1.7 Opening of Proposals and Selection Process

1.7.1. The two bid system will be followed, the technical bids will be opened at first instance. At the second stage, the financial bids of only technically qualifying biding parties will be opened and the L1 bid from among the technically qualifying bidder will be accepted. The weightage for quality/ technical proposal and the Price bid will be in the ratio of 60:40.

1.7.2. The Technical proposals, will carry weightage of 60%. Please refer to Annexure 2 for the evaluation criteria for the technical proposal.

1.7.3. The Financial proposal, will carry a weightage of 40%. Please refer to Annexure 3 for the evaluation criteria for financial proposal.

1.7.4. Financial proposals of only the qualifying agencies, which cross a threshold score of 55 over a total 60 in the technical proposal, will be opened.

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.
This RFP is not an agreement and is neither an offer nor invitation by IBEF to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in preparing their proposal pursuant to this RFP (the "Bid"). This RFP includes statements, which reflect various assumptions and assessments arrived at by IBEF in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for IBEF, its employees to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.

IBEF may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.

The issue of this RFP does not imply that IBEF is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, for the Project and IBEF reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.

Further, all information/data/reports/pitches/data or other material submitted to IBEF under this Tender/RFP/RFQ by the Applicant shall become the property of IBEF. The Applicant hereby agrees that they shall not have any right claim, authority whatsoever over the submitted information/reports/pitches/data or other material to IBEF. The Applicant further agrees and undertakes that IBEF may use the aforesaid information/data/reports/pitches/data or other material at its sole discretion and the Applicant shall not have any objection whatsoever in IBEF using the same.

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Annexure 1

Overall brief on the book

The book endeavours to provide an unprecedented insight into the evolution of the tea, coffee and spices sectors of India; and also what the ‘Made in India’ brand promise signifies for these three products. Each of these products from India has a rich historical and cultural context to them. Besides, one can find an impressive kaleidoscope of high quality products in all three sectors with distinct attributes like aroma, taste, flavour; which emanate from the diverse natural conditions, cultural traditions, experiences, growth practices and techniques of diverse geographical regions from India.

TEA

1) Origins, history, evolution of Indian tea and India’s tea growing regions. We will bring out the finer points of their culture, lifestyles, values and traditions and how tea making has passed down from generation to generation.

2) Varieties of Indian teas, insights into their respective processes – cultivation, harvesting, processing and classification. In addition, information on various blends, value added tea products, and successful R&D initiatives. Providing a rich perspective on the Indian tea making process.

3) Live perspective on tea plantations across major regions, supported by field visits and interactions with players for both CTC and orthodox varieties. Case studies on some successful players will be given.

4) Overview of the tea marketing process and various channels explored to reach and cater to potential buyers and the role played by different stakeholders, including the Tea Board.

5) Interactions with overseas buyers, tea experts and tasters to understand the taste and aroma that defines different Indian tea varieties, and how we should present them in global markets. This should also talk about tea brewing techniques and how they are different for different varieties, possibly mentioning do’s and don’ts.

6) A better understanding of the health benefits of tea, particularly black tea; since that is India’s strength.

COFFEE

1) Indian coffee origins and evolution. India’s production and export position with respect to coffee along with key markets – Discussion on some major players as successful case studies.

2) Coffee growing regions (traditional, non-traditional and North East), varieties (Arabica vs Robusta, specialty coffees like monkey parchment coffee), climatic conditions; Discussions on shade grown coffee and how it is grown in tandem with other crops (especially spice crops), wild life in these regions. We will be promoting the ecological and organic perspective, and highlighting that Indian coffee growers sacrifice quantity in favour of quality. How this brings a unique flavour and substance to Indian coffees, and how the labour intensive process enables better customisation.

3) The coffee growing process, the efforts made by the workers in India to ensure organic output, the different stages and how they add value to the end product. R&D initiatives by the coffee research board and how they have contributed to the industry should be discussed. Key trends in the past few years that have brought Indian coffee at par with global standards.

4) Coffee and sustainability – in terms of benefits to the local people and how the industry supports their livelihoods. The SHG approach to coffee growing has to be highlighted. We should talk about how the board and the government support sustainable growth in the industry. Also a discussion on Andhra Pradesh has to be added as a case for tribal coffee development. Special incentives provided to coffee growers have to be highlighted.
5) Overview of the coffee marketing process must be provided to give institutional buyers an insight on how they can source coffees from India and access the right channels/events/etc. ‘Special coverage on Fine Cup Awards’ and other regular events held for the benefit of current/potential buyers must be given.

6) Health benefits of coffee and coffee as a lifestyle product in India, with a discussion on how the coffee drinking culture has evolved in India. We will have a discussion on brewing South Indian filter coffee and also talking about some other interesting coffee growing recipes. We can also talk to roasters on the techniques they deploy.

7) Road ahead… we have to discuss the next level, in the sense that how Indian coffee growers are looking to improve their global standing and improve their product

SPICES

1) History and traditions of Indian spices, how they added flavour to cuisines across the globe, since the Roman and Greek civilisations.

2) Highlighting India’s leadership in spices backed by data on exports and global market share. Special discussion on Malabar pepper, Alleppey green cardamom, Coorg green cardamom, Guntur sannam chilli and Bydagi chilli; which have won GI.

3) Spice production process in India, with particular focus on Turmeric, Cardamom, Chilli, Pepper and Cumin. We will discuss the regions, key players (case studies), production techniques, best practices, etc. and bring out perspectives from live visits to spice plantations. Sustainability initiatives undertaken for workers will also be discussed.

4) Spice marketing process in India, and how buyers are facilitated through the entire process. Major spice markets and how they see Indian spice products. Discussion on initiatives like introduction of e-auction systems and participation in spice fairs.

5) Key initiatives taken to improve quality - Adoption of upgraded technology in spice processing, research programs setting up of quality evaluation labs by exporters, quality certification, packaging development and bar coding, product development and research for high-end value addition, sending business samples abroad, setting up of common sterilization units and participation in international fairs/meetings/seminars. Special coverage on Spices Parks, which are being set up for providing common infrastructure facilities for cleaning, grading, processing, packing, storing, primarily to promote value addition and quality improvement of spices, along with backward linkages.

6) Utility of different spices as flavouring agents, cosmeceuticals and also their health benefits will be discussed in detail; feedback from medical practitioners (Ayurveda), other experts. Will add a few exquisite recipes where different Indian spices can be showcased prominently.
Annexure 2

Technical Proposal – 60% weightage

1. Completeness of proposal - 5%
2. Clarity on the Objective of the proposal - 5%
3. Design and concept – 40%
   - Concept Note
   - Uniqueness of ideas and suggestions presented
   - Samples of the designs provided
4. Agency Credentials - 5%
   - Profile and track record
   - Samples of similar projects undertaken earlier
5. Discipline and commitment to timelines - 5%
Annexure 3

Financial Proposal – 40% weightage

1. Complete cost of the project
2. Breakup cost, where required, is essential
3. Clear indication on cost components as follows:
   - Design for Coffee table book
   - Design for packaging
   - Print/production of Coffee table book for 200 nos
   - Print/ production of packaging for 200 nos

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