

## **REQUEST FOR PROPOSAL**

Invitation of Tender Documents for selecting agency in respect of

**“Coffee-table book on  
INDIAN RED CROSS : JOURNEY OF 100 YEARS”**

*Issued by*

Secretary General  
IRCS, New Delhi, 2020

### **1. Background**

The Secretary General, Indian Red Cross Society (IRCS), National Headquarters (NHQ) has decided to commission a coffee-table book, showcasing the IRCS: Journey of IRCS 100 years in accordance with the Scope of work and Deliverables mentioned in this tender document. This book would also give a detailed overview of the IRCS key achievements, functions, formation and highlighting the major milestones in past 100 years in India.

### **2. Terms & Conditions**

- i. Agency, printer or publisher, to be eligible, should have created such publication(s) minimum of 6) commissioned by the Central/State Govt or national/international development agencies/ organisations.
- ii. Further, the individual, firm or publisher should be able to partner in digital marketing or social media marketing for the promotion of the book.
- iii. The bidders that are registered with Directorate of Printing, M/o Urban Development or Directorate of Advertisement and Visual Publicity will be given preference.
- iv. IRCS reserves the right to cancel any/all the tender(s) without assigning any reason.
- v. The work is required to be done with precision and high quality is to be maintained
- vi. Any extra job(s), if required to be executed for due completion of the work are to be attended to by the contractor and the rates for such job(s) will be decided on mutual negotiations. However, the final rates for such items fixed by IRCS would be binding on the contractor.
- vii. IRCS's decision in any of the matter(s) is final and binding on each other.
- viii. The annual turnover of the firm should be a minimum of Rs50 lakhs and the firm should have been in existence for at least last 5 years. Certificates may be summoned to check authenticity of Incorporation and GSTN, Pan Card etc.
- ix. The bidder must carefully study all pages, as printed here, and adhere to the contents and conditions.
- x. The rate quoted by the bidder shall remain valid for a period of one year or as the case may be, during the extended period, if any. No case of escalation cost will be entertained.
- xi. Any breach of the contract will result in cancellation of the work order in part or whole.
- xii. Secretary General (SG), IRCS, does not bind himself to accept the lowest of any rates and reserves to himself the right of accepting the whole or any part of the tender and the bidder shall be bound to perform the same at the rates quoted or, as the case may be, accepted.
- xiii. Canvassing in connection with acceptance of the tender is prohibited and the tenders submitted by the bidder who resort to canvassing will be rejected.
- xiv. Non compliance of directions on production, carried out editing etc shall be ample reason to withdraw the order given to the successful bidder.

### 3. Relevance and Content of Coffee Table book

A 'coffee table book' is a hardbound book that is intended to place on a coffee table or similar surface in an area where guests are made to sit and entertained, thus inspiring conversation on the desired subject. Subject matter is generally confined to non-fiction, and is usually visually-oriented. Pages consist mainly of photographs and illustrations, accompanied by captions and small blocks of text, as opposed to long prose. Since they are aimed at anyone who might pick the book up for a light read, the analysis inside is often more basic and with less jargon than other books on the subject. Because of this, the term "coffee table book" can be used to indicate an illustrative rather than exhaustive approach to the subject.

The intended coffee-table book shall mandatorily carry information on (but not necessarily limited to) the following tentative topics with a rich collection of photographs:-

- a) Introduction/ Foreword/ Editor's note
- b) Navigation to support it is India's most creditable organization.
- c) Formations: The origin, the Act and early Governance.
- d) Notable personalities of Red Cross
- e) Timelines
- f) Achievements and awards
- g) Other topics as per IRCS requirements

Bidder is expected to do conceptualization, Designing, Lay-out, Photography, Photo-development, Text Content Development, Editing, Printing, Distribution, Publicity and Promotion of Coffee table book.

### 4. Scope of Work

The company/firm/agency would work under the instructions and overall supervision of the Deputy Secretary, IRCS, New Delhi. Quotation is invited for designing & printing of the said coffee table book, as per following requirements.

- a) Content writing and editing, preparing the design/layout
- b) Ensuring quality (editorial and production)
- c) Effective coordination with content and reference material and design
- d) Ensuring high quality of work
- e) Type settings
- f) Organization of content
- g) Photos
- h) Headings
- i) All the references to be edited in consistent format
- j) Setting of the book
- k) Bibliography
- l) Ensure illustrations and captions are correct.
- m) Delivery of soft copies in DVDs and the printed 1000 hard-bound copies of the approved Coffee Table Book on mutually agreed date(s)

NOTE: The aspect of creativity, innovation and high standard of work will be considered for selection. The capacity to complete the job within the given time frame and with desired quality will also be considered.

## 5. Technical Specifications

Sno	Name of work	Creation (Designing) & Printing of Coffee Table Book
1	Quantity	1000 copies
2	Layout/Concept designing	To be designed by agency as per requirements/briefings of the IRCS, 3 options for cover and 3 options for layouts for inside papers
3	Size/Lay out	11X11" (Landscape)
4	Paper & Pages	(i) Inner Pages: 170 GSM Imported Magno Art Paper (ii) Cover (PLC) –300 GSM. Imported Magno Art Paper – Hard bound
5	Colour Scheme	Inner Pages: 4 colours + Varnish Cover: 4 Colours + (Gold) leaf printing and UV coating on cover.
6	Offset Printing of Photographs Charts & Drawings	To be designed/created by the agency, anywhere and in any size as per requirement /design. In consonance of the character of a classic coffee table book, efforts shall be made to make it asphoto-heavy rather than text heavy book. Photos need to be supported by an authentic, yet highly readable English text duly vetted by IRCS and the ratio between Photos and Text should be broadly 70:30.
7	No. of pages	80-100 pages (excluding cover)
8	Language	English
9	Lamination/Varnishing	Cover Matte lamination + UV
10	Binding	Hard Case with Jacket Cover Matt Laminated / Perfect binding section sewing
11	Proof Reading	It will be the sole responsibility of the agency/firm/printer. Dummy print to be provided before final printing
12	Liaison	It will be the responsibility of the Agency/firm/Printing to Collect & deliver the proofs and each & every related job

## 6. Submission of proposal and selection of agency

- i. The theme of Coffee Table Book is "INDIAN RED CROSS : JOURNEY OF 100 YEARS"
- ii. Bids to be received in the office of Secretary General, Indian Red Cross Society at 1-Red Cross Road, New Delhi up to 6:00 p.m. on 29 October, 2019
- iii. Technical Bid and Financial bid should be separately sealed and super subscribed as "Technical Bid" and "Financial Bid". Both sealed envelopes should be in the third outer sealed envelope and super subscribed as "Coffee Table Book: INDIAN RED CROSS : JOURNEY OF 100 YEARS".
- iv. First inner separately sealed envelope super-scribed "Technical Bid" should contain the following documents, failing which the bid will be rejected and will not be considered further:
  - a. The requisite information may be duly filled-in as per proforma at Annexure-IIA;
  - b. Attested copy of Income Tax Return files for last three financial years
  - c. The annual turnover of the firm should be a minimum of Rs 50 lakhs and the firm should have been in existence for at least last 5 years. Certificates may be summoned to check authenticity of Incorporation and GSTN, Pan Card etc.
  - d. details of annual turnover for the last three years
  - e. registration of the agency with the competent authority for GST and

- v. Second inner separately sealed envelope superscribed "Financial Bid" should contain consolidated single price containing all jobs (for development and printing of the coffee table book, and its publicity and promotion) as included in scope of work by specifically mentioning the book size, the number of pages, and the number of copies for the proposed Coffee Table Book. This price should be inclusive of all taxes. The agencies are required to understand the work properly before quoting the rates. While submitting the bids, the agency would have to enclose (i) the Chartered Accountant's certificate indicating the turnover of the agency in the last three years, (ii) particulars of latest GST & PAN

## **7. Shortlisting**

- i. Short listing will be made on the evaluation of Technical Bids. Minimum qualifying score (points) in technical evaluation will be 50%. Financial Bids will be opened only for short-listed agencies.
- ii. **Award of Contract:**
  - a. Final selection would be made on the basis of quality and price. Evaluation Committee will evaluate the design submitted by the Agency. The proposal securing the highest combined marks and ranked H-I will be considered for award of work. The evaluation criteria and weightage is detailed at Annexure I
  - b. The terms of payment are as per Annexure III
- iii. The decision of the IRCS with regard to selection of agency will be final and binding and no communication in this regard will be entertained.

## **8. Disclaimer**

- i. The information contained in this Request for Proposal ("RFP") or subsequently provided to Bidders, whether verbally or in documentary or any other form, by or on behalf of Secretary General or any of his authorized officers or advisors, is provided to Bidders on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.
- ii. This RFP is not an agreement and is neither an offer nor invitation by the Secretary General to the prospective Bidders or to any other person. The purpose of this RFP is to provide interested individuals with information that may be useful to them in the formulation of their Bid for qualification pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by SG, IRCS and other Agencies 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 SG, IRCS to consider the objectives, financial situations and particular needs of each individual who reads or use 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. Information provided in this RFP to the Bidders is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. SG, IRCS accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law

- expressed herein.
- iii. SG, IRCS or officers/advisors of IRCS make no representation or warranty and shall have no liability to any person, including any Bidder or Bidders, under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way with qualification of Bids and participation in the Bidding Process.
  - iv. SG, IRCS also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon statements contained in this RFP. SG, IRCS 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 SG, IRCS is bound to select and shortlist Bidders and to appoint the selected Bidder for the Project. SG, IRCS reserves the right to reject all or any of the Bids without assigning any reasons whatsoever.
  - v. The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by SG, IRCS or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and SG, IRCS, shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

### Information Sheet / Critical Data Sheet

Item	Date	Time
1. Date of Announcement	01 October, 2019	
2. Date of Submission of Bids – All bids should have name details and contact information (address, email, telephone, mob) of Agency on the outer envelop	29 October, 2019	6:00 pm
3. Presentations by Bidders and Scrutiny of Technical Bids(design, theme options etc)	05-08 November, 2019	
4. Declaration of Results of Technical Bids	19 November, 2019	
5. Date of Opening of Financial Bids All bid responses should be submitted at the address mentioned in the tender.	21 November, 2019	
6. Date of Announcement for the selection of Agency	03 December, 2019	

**Annexure I****Evaluation Criteria:**

The applicants will be asked to present a few samples for the Coffee table book on the basis of their understanding of the Request for Proposal (RFP) document and the specifications mentioned.

**The technical bid will be evaluated as follows (Total 100 points):**

- a) Compliance with documents requested in Annexure IIA (**Maximum 10 points**)
- b) Layout, Concept development, Design templates and creativity and designing ability (**Maximum 70 points**): Concept development, layout and design templates are key elements of the presentation of the book. Samples of concepts, layout and design templates should be presented by the bidder for the coffee table book. An interview to ascertain designing, concept development capabilities of the bidder may be done by the Office of SG to ensure their expertise and compatibility with our requirement. The breakup of marks are as follows:
  - a. Concept and theming: 20 points
  - b. Methodology to be adopted for digitization and photographs/images inclusion and layout: 10 points
  - c. Design templates: 30 points
  - d. Material / Texture proposed: 10 points
- c) Prior Experience (**Maximum 20 points**): The firm will be expected to provide details their experience in specific contracts of this nature/ type/ complexity. Bidders must also provide samples of the books/coffee table books they have designed. Bidder may also present testimonials from previous or existing clients. The bidders that are registered with Directorate of Printing, M/o Urban Development or Directorate of Advertisement and Visual Publicity will be given preference of 5 points.

Note: An interview (as mentioned in (b) above) of the bidder may be called separately to ensure the proper evaluation of technical bid.

The technical evaluation team shall contain representatives from

- i. International Federation of Red Cross (IFRC)
- ii. International Committee of Red Cross (ICRC)
- iii. Red Cross, National Headquarters
- iv. Publishing House
- v. National Disaster Response Force (NDRF)

**The Financial Bids will be evaluated as per the evaluation criteria mentioned below (Total 100 points):**

The bidder with lowest financial bid (L1) will be awarded 100% score. The Financial Scores for other than L1 Bidders will be evaluated using the following formula:

**Financial Score of a Bidder = {(Financial Bid of L1 / Financial Bid of the Bidder) X 100} % (adjusted to 2 decimals)**

**Errors and Rectification:**

Arithmetical errors will be rectified on the following basis:-

If there is discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail.

**Joint Evaluation of Technical & Financial Bids:**

The following is the procedure for evaluation for the award of tender: The technical and financial scores secured by each bidder will be added with weight of 70:30 respectively and a Cumulative Bid Score arrived at, using the formula:

$$CS = S(T) * 0.7 + S(F) * 0.3$$

Where

CS is Cumulative Score;

S(T) = Technical bid Score;

S(F) = Financial bid Score

The bidder with highest Cumulative Score (CS) will be the successful bidder and be eligible to become the service provider.

**TECHNICAL BID**

Sno	Particulars	To be filled by tenderer
1.	Name of the Agency	
2.	Date of establishment of the Agency	
3.	Detailed office address of the Agency with Office Telephone Number, Fax Number and Mobile Number and the names of the Contact persons ( The firm should have an office in Delhi NCR)	
4.	Whether computerised formatting, printing, binding and other facilities are available at one address. If not, give addresses for them separately.	
5.	Whether registered with all concerned Government Authorities (attested copies of all Licenses/Registrations to be enclosed)	
6.	PAN/GIR/TAN Number (attested copy to be enclosed)	
7.	GST Registration Number (attested copies to be enclosed)	
8.	Income Tax Returns for the last three years to be attached	
9.	Past experience of the company/firm/agency along with profile and past projects handled and minimum turnover for a year	
10.	Experience in dealing with Government Departments(Indicate the names of the Departments and attached list of few clients)	
11.	Experience in creating a publication on Investment Guides/Bilateral Relations/Coffee Table Books. Kindly provide atleast three samples.	
12.	Minimum one year experience in editing photographs (give details and knowledge and experience in latest photography software)	
13.	Whether the terms and conditions in the tender notice are acceptable to the bidder	
14.	Agency profile to be attached	
15.	List of other clients with letter from at least three customers in the last 3 years regarding Satisfactory Performance of the bidder for providing services for design and publication	
16.	Sample of the Coffee Table Book	

**Annexure II B****FINANCIAL BID**

To  
 The Secretary General  
 Indian Red Cross Society  
 1, Red Cross Road  
 New Delhi - 110001

**Subject: Quotation for award of contract for “Coffee Table Book for IRCS”**

Sir,

With reference to your tender published in -----on ----- the subject mentioned above, on behalf of M/s -----, I/We quote the following rates: -

<b>S. No.</b>	<b>Particulars</b>	<b>Rates</b>
1.	Price for entire scope of work in the tender	Rs. ..../- (Rupees in words : - .....)

Note :-

1. Rates quoted above shall be inclusive of all taxes.
2. Evaluation of financial bid will be on the basic rate including taxes.
3. IRCS reserves the right to recover / deduct tax(s) as per the law of land before making any payment to the successful bidder(s).

Yours faithfully,

(Authorised Signatory)  
 (With name/designation, contact No.& seal)

**Annexure III****Terms of Payment**

(a) 1st instalment -1% of the total approved cost	On submission of design to IRCS and after all presentations as required by IRCS for consideration of approval of book
(b) 2nd instalment - 25% of the total approved cost	After approval of the content and layout
(c) 3rd instalment - 35% of the total approved cost	After first print
(d) Final payment (39%) of the total approved cost.	After final print and printing and submission of all copies.