

Tender

FOR

**DESIGN, PREPARATION & PUBLICATION
OF COMPENDIUM/ BOOKLET/ COFFEE
TABLE BOOK, POCKET BOOKLET,
BROCHURE AND VIDEO**

ON

**“Good e-GOVERNANCE IN the State of
GUJARAT”**



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**TENDER FOR
DESIGN, PREPARATION & PUBLICATION OF COMPENDIUM/ BOOKLET, POCKET BOOKLET,
BROCHURE AND VIDEO ON GOOD GOVERNANCE IN THE STATE OF GUJARAT**

Gujarat Informatics Ltd. (GIL) is a nodal agency under the DST, Government of Gujarat responsible for Project promotion and implementation of IT sector in Gujarat. GIL facilitates speedy implementation of E-Governance activities in the state by helping the Government offices define their requirements and by carrying out the tender procedure for selection of vendor for providing various solutions including development of software application, website, etc.

GIL is also implementing the State IT, Electronics and Start up Policy.

GIL intends to develop its Compendium/Booklet, Pocket Booklet, Brochure and Video on “making of e-Governance” in state with core focus on -

- Transformation of eGovernance
- Corporate Governance
- Capacity Building
- Process streamlining
- Success stories
- Enablers of eGovernance
- State of the art infrastructure

In this regard, GIL requires proposals from qualifying firms / organizations having vast experience and expertise in the fields of Compendium/Booklet, Pocket Booklet, Brochure and Video for designing, content development and printing of material.

1. Objective:

- To present the high points attained by the State of Gujarat in the eGovernance Sector
- To enhance and glorify, further, the image of Gujarat as an Industry friendly state.
- To Create and Enhance “Gujarat” Brand in the area of eGovernance.
- To communicate about the developments, which has taken place in the area of e-Governance in Gujarat to the Target Audience and also to the citizens at large.

2. Scope of work:

The scope of work includes

1. Writing and editing Compendium/Booklet, Pocket Booklet, Brochure and Video contents
2. Developing layout and designing Compendium/Booklet, Pocket Booklet, Brochure and Video with specifications of size and volume.
 - a. Taking and Providing all relevant photographs.

- b. Providing an appropriate title for the Compendium/Booklet, Pocket Booklet, Brochure and Video.
- c. Ensure that feedback from GIL is incorporated in the Compendium/Booklet, Pocket Booklet, Brochure and Video.
- d. Ensure that a printer ready copy both in print and soft copy is submitted to GIL.

Method of Execution: The work is to be executed on a turn key basis. Agency will undertake all production related activities such as research, compiling of information, preparation of text, designing, photography, copywriting, proof reading, editing and printing.

Product Specification:

1. Compendium/Coffee Table Book:

- The Compendium/ Booklet will have approximately 120-150 pages + 4 pages Title (hard bound)
- The book has to be Hard bound
- The quality of the paper used has to be at least 170 gsm art card matt finishes.
- No. of Images to be used: Max. **120-150 images**
- Language: **English**
- No. of Coffee Table Book: **1000 books (Quantity may be increased, as per the future requirements)**
- Approx. Size of Page: **9.5 Inch – 12 Inch (with hard bound) - Size may vary by 10-15% at the time of finalization**

Scope of activities and milestone:

Sr. No.	Activities	Time limit in days	Responsibility
1	Issue of Work order	T0 = 0	GIL
2	To arrange for relevant images and photography	T1 = T0 + 1	Agency /GIL
3	To provide content	T2 = T0 + 15	GIL
4	To design draft book and get it approved	T3 = T2 + 5	Agency
5	To print the Brochure and submit to GIL	T3 = T3 + 3	Agency

2. Pocket Booklet:

1. No. of Pages: **20 Pages**
2. No. of Images to be used: Max. **10 images**
3. Language: **Gujarati & English**
4. No. of Pocket Booklet & Language : **1000 each**
5. Size of Page: **2.5 Inch – 3 Inch**
6. Quality of Page: **Glossy imported art**

Scope of activities and milestone:

Sr. No.	Activities	Time limit	Responsibility
1	Issue of Work order	T0 = 0	GIL
2	To arrange relevant images & Messages	T1 = T0 + 1	Agency /GIL
3	To provide content in English	T2 = T0 + 1	GIL
4	To Translate content in Gujarati/Hindi and get it approved from GIL	T3 = T2 + 1	Agency
4	To design draft Pocket Booklet and get it approved	T4 = T3 + 1	Agency
5	To print the Pocket Booklet and submit to GIL	T5 = T4 + 1	Agency

3. Brochure (for GIL and for the 3 Policies):

1. No. of Pages: **3 Pages (6 sides)**
2. No. of Images to be used: Max. **10 images**
3. Language: **English**
4. No. of Brochures: **1000**
5. Approx. Size of Page: **8 Inch - 10 inch (Size may vary by 20% at the time of finalization)**
6. Quality of Page: **Glossy imported art**

Scope of activities and milestone:

Sr. No.	Activities	Time limit in days	Responsibility
1	Issue of Work order	T0 = 0	GIL
2	To arrange relevant images	T1 = T0 + 1	Agency /GIL
3	To provide content	T2 = T0 + 1	GIL
4	To design draft Brochure and get it approved	T3 = T2 + 1	Agency
5	To print the Brochure and submit to GIL	T3 = T3 + 1	Agency

4. Creating Video:

1. Duration of Video: **5 mins to 7 mins.**
2. Language: **English & Gujarati**
3. No. of CD-DVD: **1000 each**

Note: Agency needs to take the Videos of the applicants across the State. GIL team may help in coordination. Agency needs to make some testimonials, who have taken the benefits of the incentives from the State Policy)

Scope of activities and milestone:

Sr. No.	Activities	Time limit in days	Responsibility
1	Issue of Work order	T0 = 0	GIL
2	To arrange demo version	T1 = T0 + 2	Agency
3	To deliver final Video in CD-DVD	T2 = T0 + 2	Agency

5. Policy booklet (3 Policies: IT, Electronics and Start up):

1. Language: **English**
2. No. of prints: **2000 each (of the currently existing policy books)**

3. Approx. Size of Page: **8 Inch - 10 inch (Size may vary by 20% at the time of finalization)**
4. Quality of Page: **Glossy imported art (agency may also offer, as we need to make it little light weighted)**

Scope of activities and milestone:

Sr. No.	Activities	Time limit in days	Responsibility
1	Issue of Work order	T0 = 0	GIL
2	To arrange relevant images	T1 = T0 + 1	Agency /GIL
3	To provide content	T2 = T0 + 1	GIL
4	To design draft booklet and get it approved	T3 = T2 + 1	Agency
5	To print the booklet and submit to GIL	T3 = T3 + 1	Agency

Eligibility criteria and work experience:

1. Agency should have full-fledged client servicing facilities including permanent staff recruited for conceptualization, designing, copy writing, proof reading, specialized / qualified professionals having adequate experience in dealing with Public Relations/Communications requirements of Information Technology Sector/Public Sector Undertaking/ State Government. The agency should have linkages with translators, freelancer for photography etc. Required details may be submitted.
2. Agency should have minimum 5 years' experience in handling similar work for Private Corporates / Government Departments / Government Corporations. Minimum 5 work orders/ completion certificates of such work to be submitted.
3. The agency shall have requisite experience in making Compendium/ Booklet/ Coffee Table Book (Supporting proof to be attached, to see the creativity). Supporting work orders and the designed books/ compendium/ booklet/ coffee table book. Sample to be attached
4. The agency should have done similar kind of work in any Government Departments/Boards/ Corporations/ Private Corporates. The agency needs to attach the proof of the same for the evaluation.
5. Samples to be submitted with the name of an agency unambiguously reflected in the publication and the work order thereof.
6. The agency shall attach the list of creative team with their profile.
7. The agency shall submit the experience working for clients in the IT/ITES sector
8. The agency should have minimum average Turnover of Rs. 25 lakhs in each of the last 3 financial years. CA certificate to be attached.
9. Agency must furnish a list of at least 10 reputed clients served during last 2 years along with the details of work carried out for them.
10. For agencies applying for making videos, they should have minimum 5 year past experience of making promotional videos/ films for State/ Central/ reputed NGOs/ reputed Corporates and international organizations must provide 5 such work orders/ completion certificates as proof. For bidders bidding for this segment, the minimum average turnover of past 3 financial years must be Rs. 50 Lakhs.

Other terms & conditions:

- Physical inspection to the local office and workshop may be undertaken if deemed fit for the process of selection. The selection is subject to immediate termination if at any given point of time the information provided by the agency is found contracting, violating, or misleading the facts.

- The amount to be paid to agency is inclusive of packaging, transport and delivery charges at ahmedabad/Gandhinagar as well as of all taxes and levies.
- The agency shall submit the scripts for the films and the text/pictures for the coffee table book to this office and shall commence the production only after approval of the office.
- The agency at the time of submitting their bill/s will have to provide the original artwork/CD/Positives, etc. The same would be considered to be the property of Gujarat Informatics Limited. Further, the material developed by the agency will not be utilized by the agency without obtaining written permission of Gujarat Informatics Limited.
- GIL reserves the right to reject any or all applications without assigning any reason therefore. Canvassing is prohibited and would lead to disqualification.
- It is mandatory to Stamp and Sign on each page of the Tender document.

Submission of Interest:

- Agencies fulfilling the above criteria may submit their “Proposal in the prescribed format as per **Annexure - A** in one sealed cover superscribing “**Proposal for Preparation of eGovernance Compendium/ Booklet/ coffee table book and other promotional material,**” and Commercial Bid in another sealed cover superscribing “**Commercial bid for Preparation of eGovernance Compendium/ Booklet/ coffee table book and other material**”.
- The Agency is required to submit its “Commercial Bid” as per **Annexure - B**.
- The agency will also have to submit Demand Drafts, issued by any Scheduled bank, of Rs. 5900/- (Bid processing fees) and Rs. 100,000/- (EMD) drawn in favour of “Gujarat Informatics Limited” payable at Gandhinagar, Gujarat towards Processing Fees(Non-refundable) and Earnest Money Deposit (Refundable) respectively, in sealed cover superscribing “ Processing Fees & EMD”. Earnest Money Deposit will be refunded after completion of selection process. However the EMD of the empanelled agency will be retained with GIL as Security Deposit bearing no interest.
- The above i.e. Technical documents (with necessary proofs), EMD and Processing Fees should be submitted on or before **1500 Hours** on **July 24, 2018** at the following address:

**Shri Vivek Upadhyay
DGM (Tech)
Gujarat Informatics Ltd.
Block No.1, 8th Floor, Udyog Bhavan,
Sector-11, Gandhinagar-382010**

Evaluation Criteria:

Responses will be evaluated based on the following criteria:

1. Demonstrated experience of the firm based on similar projects. The Agency needs to submit the proof/sample creative idea in the bid.
2. Qualifications, ability, and experience
3. Anticipated lead time
4. Selection will be based on QCBS (50% based on Quality & 50% based on Cost)
5. The Agency need to submit the physical bid (proofs and samples as well) in proper spiral binding.
6. Proposed Technical Approach and Solution structure addressing but not limited to the following items: -

Sr. No	Criteria	Marks
1	Creativity, content, presentation of material	25
2	Design & Color Combination (appearance)	25
3	Utilization of Space (Images & Content Placement)	25
4	Past Experience	25
	Total Marks	100

- 50% weighting will be assigned to the Presentation out of 100 Marks..

Technical Bid Evaluation:

Technical Bid will be assigned a technical score (Tb) out of maximum 50 points by the Committee at the evaluation in the commercial process.

Financial Bid evaluation:

The Financial bid (as per the formats provided in Form III) of all the bidders will be evaluated. The financial score of a bidder 'Fb' will be assigned to the bidder. 'Fb' will be the total financial quote made by the bidder (excluding the Optional Services quotes sought in the financial bid)

- F_n = normalized financial score for the bidder under consideration
- F_b = commercial quote for the bidder under consideration
- F_{min} = commercial quote of the lowest evaluated financial proposal

The lowest evaluated Financial Proposal (F_{min}) will be given the maximum financial score (F_n) of 100 points. The financial scores (F_n) of the other Financial Proposals will be calculated as per the formula for determining the financial scores given below:

$$\text{Normalized Financial Score (F}_n\text{)} = 100 \times \text{F}_{\text{min}} / \text{F}_b$$

Final Evaluation of Bid

Proposals will be ranked according to their combined technical (Tb) and financial (Fn) scores using the weights (T = 0.50 the weight given to the Technical Proposal; P = 0.50 the weight given to the Financial Proposal; T + P = 1). The final evaluation will be based on Final Score which shall be calculated as shown below:

$$\text{Final Score (S)} = T_n \times T + F_n \times P$$

The bidder achieving the highest combined technical and financial score will be invited for negotiations for awarding the contract. In case of a tie where two or more bidders achieve the same highest combined technical and financial score, the bidder with the higher normalized technical score will be invited first for negotiations for awarding the contract.

Annexure A

**Proposal for
Design, Preparation & Publication of Compendium/ Booklet and other promotional
material**

1. General Details of the Organization:

Company Name :
Address :
Phone :
Fax :
E-Mail :
Website :
Contract Person :
CEO :
Year of Establishment :
Legal Structure :
(Mark with sign on appropriate Legal Structure)

- Public Limited / Private Limited/ Partnership/Proprietorship/Other
- Please specify other:

Authorized Capital :
Paid up Capital :

Total Revenue:

- Revenue in 2015-16 :
- Revenue in 2016-17 :
- Revenue in 2017-18 :

Note: Please attach the copy of audited annual account for the last three financial years ending March 31, 2018.

Company Profile (Not to exceed 100 words):

Any other important Detail, which you feel worth mentioning (like award, recognition, special achievement, etc.):

2. Details of Branch / Location Offices (National):

General Information:

- Location :
- Type of Presence (Direct/Alliance) :
- Address :
- Services offered :

3. Details of Employees (Branch/Location wise):

- Total No. of employees :
- Management :
- Skilled Employees :
- Support Staff :
- Linkages with translators, Freelancers, Photographers, videographers etc. :

4. Details of Global presence directly or working alliance with Global Partner(s) if any :

- Location :
- Type of Presence (Direct/Alliance) :
- Address :
- Service offered :
- No. of Employees :

5. Details of last 5 years' experience in handling similar work for Government Department / Government Corporations/ Private Corporates:

- Name and Contact details of the client:
- Details of Project and Duration :
- Outcome of the Project :

6. Work done for 10 reputed clients served during last 2 years:

- Name and contact details of client :
- Type of work done for them :

7. Work orders/ completion certificates of 5 similar Projects executed in Past 5 years:

- Name and contact details of the client :
- Details of Project :
- Outcome of the Project :

8. Work orders/ completion certificates of compendium/ coffee table book/ promotional book or booklet executed in last 3 years.

9. Name of IT/ITeS companies / offices with which the agency has worked for similar activities in last 5 years (supporting proof of work order/ completion certificates)

10. For agencies bidding for making Videos- Supply minimum 5 work orders along with samples, in last 5 years

Other Details:

- Details of printing facility if available with agency or tie up, if exist.

- List of clients (last three years). Clients handled by the local office in last three years should be narrated separately and exclusively.
- Copies of latest brochures/ books/ booklets/ coffee table book designed by agency may be sent along with the offer. List of assignments carried out for State Government/ State Government organizations during last 3 years.
- List the computer hardware and software available with the agency locally.
- Any other information/documents which you may like to submit for your selection.

Annexure B

Commercial Bid for Design, Preparation & Publication of Compendium/ Booklet

1. General Details of the Organization:

Company Name :
Address :

Phone :
Fax :
E-Mail :
Website :
Contract Person :
CEO :
Year of Establishment :
Legal Structure :

(Mark with sign on appropriate Legal Structure)

- Public Limited / Private Limited/ Partnership/Proprietorship/Other
- Please specify other:

2. Charges: (considering the scope of work)

Any single agency can apply for 1 or more items mentioned below. Individual items L1 will be selected

Sr. No.	Particulars	Unit Cost (Rs.)	Qty.	Total Cost (Rs.)
		A	B	C = A*B
1	Charge per Pocket Booklet		2000 (1000 each)	
Total Cost (Rs.)				
Sr. No.	Particulars	Unit Cost (Rs.)	Qty.	Total Cost (Rs.)
		A	B	C = A*B
2	Charge per Brochure		1000	
Total Cost (Rs.)				
Sr. No.	Particulars	Unit Cost (Rs.)	Qty.	Total Cost (Rs.)
		A	B	C = A*B
3	Charge per Booklet (3 booklets)		6000	
Total Cost (Rs.)				

Sr. No.	Particulars	Unit Cost (Rs.)	Qty.	Total Cost (Rs.)
		A	B	C = A*B
4	Charge per Compendium/Booklet/ Coffee Table Book		1000	
Total Cost (Rs.)				
Sr. No.	Particulars	Unit Cost (Rs.)	Qty.	Total Cost (Rs.)
		A	B	C = A*B
5	Per minute charge for creating Video		5 to 7 mins.	
Total Cost (Rs.)				

Note:

1. The L1 will be selected based on the QCBS method.
2. Taxes are extra at the time of invoicing
3. The payment will be released after completion of work.
4. The above rates will be valid for next one year from the issue of work order.
5. It may be noted that, initially the order would be valid for the period of one year, and may be extended for the further period of one year, considering the performance.

Name of the Agency

Sign & Seal of the Agency