NOTICE
INVITING TENDERS FOR DESIGNING AND ARTWORK OF MONTHLY MAGAZINE OF MPEDA “MPEDA NEWSLETTER”

The Marine Products Export Development Authority (MPEDA), Ministry of Commerce and Industry, invites tenders for the designing and artwork works of its monthly magazine ‘MPEDA Newsletter’ which is proposed to be published in TEN languages.

The sealed tenders should reach the following address not later than 2.00 p.m. on 05.09.2017

Deputy Director (Publicity & Market Promotion)
The Marine Products Export Development Authority MPEDA
House, Panampilly Avenue,
Kochi — 682 036, Kerala

Eligibility criteria

- The bidder should have own fully fledged designing and artwork systems with all the required state of the art infrastructure facilities like hardware and software systems.

- Capability to arrange content creation, content editing, proof reading, quality translation and typesetting in ten languages viz; English, Hindi, Telugu, Tamil, Bengali, Kannada, Marathi, Malayalam, Odiya and Gujarati and any other Indian Language, as and when required

- The bidder shall do the laying out of the pages, with the capability to do even last minute changes and corrections.

- The bidder should be able to ensure that the manpower in hand is capable of executing the work of the journals at a fast pace and execute the raw data given authentically.

- The bidder should have at least 10 years of experience in production of magazines, brochures, journals and annual report and multi language work.

- The bidder should have an annual turnover of at least Rs.50 Lakhs, average for last three years.

- The bidder should have a dedicated team with sufficient employee strength including designers, content writers/editors with journalism background for undertaking this project.
Scope of Work

1) Subject to overall supervision and control by MPEDA, the scope of services to be provided will include:
   - Designing and layout of the monthly magazine *MPEDA Newsletter* in English, Hindi, Telugu, Tamil, Bengali, Kannada, Marathi, Malayalam, Odiya and Gujarati and any other Indian Language, required along with the artwork works for an initial period of one year, extendable on the basis of performance. All magazines in language other than English will include translation into the respective language from English.
   - The input matter will be given as softcopy or hardcopy. Photographs will be provided by MPEDA.
   - The agency shall preferably use the services of the approved translators who are presently associated with the Authority, wherever available, for translating and editing in the languages prescribed, the information of which shall be shared with the identified agency. If the agency wishes to use other translators for the specified job, clearance for the same has to be sought from MPEDA.
   - The input matter will be given to the agency 4 weeks prior to the printing of the issue.
   - The agency shall design the layout of all pages including the cover page and back cover page based on the theme selected for each issue and as per the guidance given by the Authority's officials.
   - The agency will also do content creation, content editing and proof reading in the mentioned languages, vetted by MPEDA officials.
   - The magazine will feature photographs which may appear as a part of articles, in-between the articles or as separate collage pages. Good quality photographs will be provided by MPEDA. In case of scanning or basic colour correction, the agency will handle the same.

2) In rendering the required services as per the scope of work, the agency will be required:
   - To be subject to MPEDA’s overall supervision and control.
   - To be responsible for the timely delivery of the print ready files as per the timeline prescribed by MPEDA.
   - To provide all such services as may be reasonably required by MPEDA for the layout and design of the magazine.

3) The final typeset vetted proof shall be given in print ready format as pdf file or in any other appropriate format.
4) A low resolution copy of the version in each language shall also be provided for placing the same in MPEDA website for readers.

5) Payment Terms: MPEDA will pay 40% advance payment in the beginning of every month and the remaining 60% payment will be done after the printing of the issue every month.

6) All data and inputs for the monthly magazine of the designated month will be handed over by MPEDA 4 (FOUR) weeks prior to the corresponding month of release of the magazine.

7) The final printable version of the magazine in all languages for a month shall be made available by the approved agency by 25th of every month.
GENERAL INSTRUCTION TO CONTRACTORS AND SPECIAL CONDITIONS

1. Sealed Tenders shall be submitted in two envelopes consisting of following:

   Cover 1: Part -I - Technical Bid accepting terms and conditions of the tender furnishing details as per Annexure A

   Cover 2: Part- II - Commercial Bid as per Annexure B

Both the covers should be properly sealed and clearly super-scribed as

"Part-1 Technical Bid - Tender for designing and artwork of MPEDA Newsletter’ for 'The Marine Products Export Development Authority'

and

"Part- II Commercial Bid- Tender for designing , artwork and translation of “MPEDA Newsletter” for ‘The Marine Products Export Development Authority”

Tenders should be addressed to Deputy Director (Publicity & Market Promotion), The Marine Products Export Development Authority, MPEDA House, Panampilly Avenue, Kochi — 682 036, Kerala, with respective cover details, so as to reach not later than 2.00 p.m. on 05.09.2017.

Bids not submitted in two separate covers will be summarily rejected.

2. No Tender will be entertained after 2.00 p.m. on 05.09.2017 under any circumstances, whatsoever.

   Part - I: Technical Bid will be opened on 06.09.2017 at 3.00 p.m.

   Part - II: Commercial Bid of the technically qualified vendors will be opened on the same day or later, which shall be advised separately to them.

3. Technical Bid will be evaluated by the committee of MPEDA Officials and the commercial bid for only the technically acceptable tenderer shall be opened and reckoned for deciding the commercial bid.

4. The bidder must substantiate all claims made in the Technical Bid by submitting the copies of the following documents as enclosures to the technical bid:

   - Copy of The Annual Reports/Audited Balance Sheet, IT Return for the last 3 years
   - Statement of Experience (including name of clients/s, nature of project and no. of years) in executing Multilanguage work, designing and production of brochure and other journals.
   - PAN No, TAN No, ST No. & Service Tax No., GST / VAT No (whichever is applicable )
   - Profile of Management Team, Organization Structure, Employee Strength
   - Photographs of office/ Facility
5. The Tender shall remain valid for an acceptance period of 45 days from the date of opening the financial bid and the tenderer shall not cancel or withdraw the tender during this period.

6(a) Each page of the Tender documents should be signed by the person or persons submitting the tender in token of his/their having acquainted himself/themselves with the General Conditions of Contract, General Specifications, and Special Conditions etc., as laid down. Any tender with any of the documents not so signed will be rejected.

6(b) The tender submitted on behalf of a firm shall be signed by the person who has the necessary authority on behalf of the firm to enter into the proposed contract. Otherwise the tender may be rejected by MPEDA.

7. MPEDA reserves the right to reject any/fail applications without assigning any reasons thereof. Mere submission of an offer to MPEDA does not entitle an applicant to any benefits/rights/preference. Canvassing in any form is prohibited and will lead to disqualification.

8. The bidder shall keep confidential all the information relating to work or to any other aspect of MPEDA’s business that comes into its possession as a result of or in connection with its work under this work.

9. CONTRACTOR TO INFORM HIMSELF FULLY:

If the contractor shall have any doubt as to the meaning of any portion of the general conditions, or the special conditions or the size and scope of the work or the specifications and drawings or any other matter concerning the contract he shall in good time, before submitting his tender, put forth the particulars thereof and submit them to MPEDA in writing in order that such doubts may be clarified authoritatively in writing before tendering. Once a tender is submitted the matter will be decided according to tender conditions in the absence of such authentic pre-clarification.

In case of any clarification you may please contact the following officials on any working day during office hours:

Deputy Director (Publicity & Market Promotion)
The Marine Products Export Development Authority
MPEDA House, Panampilly Avenue,
Kochi — 682 036, Kerala
Tel. No.: 0484-2321722
Email: pub@mpeda.gov.in
I/We hereby declare that I/ We have read and understood the above instructions for the guidance of tenderers.

Authorised Signatory Name:
Date:
Place:
Seal:
### Annexure A

#### TECHNICAL BID

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Description</th>
<th>Details</th>
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<tbody>
<tr>
<td>1.</td>
<td>Name of the bidder/printer</td>
<td></td>
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<tr>
<td>2.</td>
<td>Address — Office With Name of the contact person and telephone &amp; fax numbers and email address</td>
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<tr>
<td>3.</td>
<td>Local sales tax Registration No., PAN No., TAN No, and VAT No.</td>
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<tr>
<td>4.</td>
<td>Whether all ARTWORK related activities are done at one place or at different place.</td>
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<td>5.</td>
<td>Banker and their address, a/c no. with RTGS/N EFT details.</td>
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<td>6.</td>
<td>Capability of handle Multilanguage work.</td>
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<td>7.</td>
<td>Whether you have minimum 10 years of experience in handling typesetting, designing, artwork works and translation for brochures, magazine etc. Say &quot;Yes&quot; or &quot;No&quot;</td>
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<td>8.</td>
<td>Constitution of the company</td>
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<td>9.</td>
<td>Whether you have done any work for MPEDA or any other government organizations in the past If yes, give details</td>
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Checklist for documents enclosed:
1. Copy of the Annual Report/Audited Balance Sheet, IT Return for the last 3 years
2. Copies of satisfactory work completion certificates from the client (at least two.)
3. Statement of Experience (including name of clients/s, nature of project and no. of years) in executing the project similar to the scope of work mentioned above.
4. PAN No., TAN No., ST NO. & Service Tax No., GST /VAT No. (Whichever is applicable)
5. Profile of Management Team, Organization Structure, Employee Strength
6. Photographs of office /facility.
7. The Signatory of the tender should be duly authorized by the concerned firm to sign these kinds of tender documents on behalf of the firm. Authority given by the firm to the signatory of the tender document to be attached.
8. Proof of 10 years of experience in typesetting and designing of magazine/brochures/News -letters and such print artworks including translation.
9. Acceptance of all the terms and conditions stipulated in the tender document by signing on each page of the document.

I / We confirm that the information provided above is correct to the best of my knowledge and any concealment of facts will read to my disqualification at any stage by the Board.

Authorized
Signatory
Name:
Date :
Place :
## COMMERCIAL BID

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Description</th>
<th>Cost per page (Rs.)</th>
<th>Taxes (Rs.)</th>
<th>Total (Rs.)</th>
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<tbody>
<tr>
<td>1.</td>
<td>Designing of pages including Content creation, content editing, DTP works, layout, typesetting of text and pictures and proof reading language-wise for following 10 Languages English- Translation cost also need to be included for the following 9 languages. Hindi- Gujarati- Marathi- Kannada- Marathi- Malayalam- Tamil- Telugu- Odiya - Bengali-</td>
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<td>2.</td>
<td>Designing of cover page</td>
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**Note:**
Commercial bid shall be evaluated on the basis of unit cost per page for designing, layout and DTP works
Bidder must submit all inclusive quotation indicating the cost of completing the jobs, mentioned under ‘Scope of Work’.

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