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Website: [www.iica.nic.in](http://www.iica.nic.in)**

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Tender No. :I-22012/4/2019-NFCRSR

12.04.2021

**Request for Proposal (Through E-Procurement) for Designing and Digital publishing / E-Publishing (E-Books) of Documents Viz. Brochure/Booklets on NATIONAL CSR AWARDS – 2020. (in Hindi as well as English languages)**

**Purpose/Scope of Work:**

**A) Interactive PDF with hyperlinks, Buttons & Transition effects video embedded, if video available with final softcopy output in Web optimized/interactive PDF Format and EPUB/MOBI format**

**B) Print Ready Version**

Request for proposals are invited under Two-Bid system(Quality and Cost Based Selection (QCBS) criteria from the interested and eligible entities from reputed agencies for printing of brochures, sectoral booklets, coffee table books and case study books etc.

Detailed information regarding terms and conditions of the Tender / Contract along with tender form can be downloaded from the CPPP at [eprocure.gov.in](http://eprocure.gov.in) as well as the official website of IICA ([www.iica.nic.in](http://www.iica.nic.in)). The tender documents can be downloaded from IICA's website [www.iica.nic.in](http://www.iica.nic.in)

2. Last date/ time for submission of e-tender(s) is **03.05.2021** as per timeline prescribed by CPPP the Proposer should sign at the bottom space of all pages of tender document. The proposals received after the above said scheduled date and time will not be considered. No tender by post/fax/ e-mail will be entertained. The technical and financial bids shall as per timelines indicated in CPPP.

3. The technical bids shall be opened first and evaluated by the Evaluation Committee. At the second stage, financial bids of only the technically qualified bidders will be opened.

4. DG & CEO, IICA reserves the right to reject any or all of the tenders in part or full without assigning any reason(s).

5. DG & CEO, IICA may, at its discretion, extend the deadline for submission of tenders.

(Anil Kumar)  
Administrative Officer

The Indian Institute of Corporate Affairs, a registered society functions under the administrative control of Ministry of Corporate Affairs (MCA).

**1. Scope of Work: Designing and Digital publishing / E-Publishing (E-Books) of Documents Viz. Brochure/Booklets on NATIONAL CSR AWARDS – 2020. (in Hindi as well as English languages)**

**A) Interactive PDF with hyperlinks, Buttons & Transition effects video embedded, if video available with final softcopy output in Web optimized/interactive PDF Format and EPUB/MOBI format**

**B) (Print Ready Version)**

- a. Extracting and Collating the content from the raw material provided by the buyer;
- b. Editing and proof reading of raw content providing all the required and relevant information and producing highly standardized and creatively appealing content as per the trends of Corporate Social Responsibility communication;
- c. Translation of the Content from English to Hindi (only in case of Brochure);
- d. Preparing highly creative Design/layout of the all the publications;
- e. Designing of Cover pages (front and back);
- f. Organization of Content, Photos and Headings;
- g. Ensuring high quality (editorial and production);
- h. Type settings; and
- i. Print ready version of the interactive e-books.
- j. ISBN for all the publications except the Brochure

**1.1. Specifications for e-publishing of Coffee Table Book shall be as under:**

i)	Quantity	1
ii)	Size/Lay out	14"x10"
iii)	Colour Scheme	Inner Pages: 4 colours Cover: 4 Colours
iv)	No. of pages	100 + Cover + Jacket (additional pages if any will be calculated on pro-rata basis)
v)	Language	English
vi)	Time-frame for printing	30 days from date of providing inputs from IICA

ISBN required

**1.2. Specifications for e-publication of the Sectoral Booklets shall be as under:**

i)	Quantity	11*
ii)	Size/Lay out	A- 4
iii)	Colour Scheme	Inner Pages: 4 colours Cover: 4 Colours
iv)	No. of pages	12 (inner) + 4 (Cover) in each booklet (additional pages if any will be calculated on pro-rata basis)
v)	Language	English
vi)	Time-frame for printing	30 days from date of providing inputs from IICA

*\*Total 11 booklets on different themes with different content, having 12 inner pages in each booklet, having unique ISBN for each of the 11 booklets.*

**1.3. Specifications e-publishing of the Case Study Booklets shall be as under:**

i)	Quantity	1
ii)	Size/Lay out	9.5"x7"
iii)	Colour Scheme	Inner Pages: 4 colours Cover: 4 Colours
iv)	No. of pages	300+ 4 (Cover) (additional pages if any will be calculated on pro-rata basis)
v)	Language	English
vi)	Time-frame for printing	30 days from the date of providing inputs from IICA

**1.4. Specifications of the NCSRA Brochure Booklet shall be as under:**

i)	Quantity	1
ii)	Size/Lay out	A- 4
iii)	Colour Scheme	Inner Pages: 4 colours Cover: 4 Colours
iv)	No. of pages	100 + 4 (Cover) (50 English + 50 Hindi)( additional pages if any will be calculated on pro-rata basis)
v)	Language	English & Hindi (English to Hindi translation required)
vi)	Time-frame for printing	330 days from the date of providing inputs from IICA

All the items (e-publishings) as indicated at clause 1.1 to 1.4 shall be in form of Interactive e-Book (in Hindi as well as English languages)

**A) Interactive PDF with hyperlinks, Buttons & Transition effects video embedded, if video available with final softcopy output in Web optimized/interactive PDF Format and EPUB/MOBI format**

**B) (PRINT READY VERSION)****2. Technical competencies / eligibilities for bidders:**

- a) Bidder should be a registered Pvt. Ltd. Company/LLP/Partnership firm/Proprietorship firm having appropriate licenses, with PAN & GST in its own name;
- b) Public Procurement Policy Order in respect of MSEs will be followed. In case bidder is an MSME, proper Certificate is to be attached. Relaxation in turnover and years of experience in case of Micro & Small Enterprise will be considered as per relevant rules.
- c) Bidder should have at least Two (2) years' of experience in: **Interactive Designing and Digital publishing / E-Publishing (E-Books) of Documents Viz. Brochure/Booklets (Bilingual–Hindi and English) preferably for Government of India Ministries / Departments Ceremony and its institutions and departments. (DOCUMENTARY EVIDENCE REQUIRED - WORK ORDER & INVOICES);**

- d) Team of the Designer/s to be involved must have (Provide CVs and Documentary Evidences):
- i) capacity to think creatively and develop new design concepts / graphics / layouts; and
  - ii) Proven track record of producing such documents.
- e) Annual average turnover of the bidder during the last two years should be at least INR 50 lacs;
- f) The firm should not have been blacklisted by any Government organization/ Dept. (Undertaking required form seller);
- g) The bidder should have the proven ability to deliver in a time bound manner. The work is required to be done with precision and high quality is to be maintained;
- h) The aspect of creativity, innovation and high standard of work will have high consideration for selection (Samples of the work executed in past are to be provided).

3. IICA would endeavour to adhere to the following schedule:

Sl. No.	Event Description	Indicative Dates
1	Published Date	<b>12.04.2021</b>
2	Pre BID Conference	<b>23.04.2021</b>
3	IICA's response to queries latest by	<b>26.04.21</b>
4	Bids Submission End Date (Online)	<b>03.05.2021</b>
5	Date of presentation	To be communicated after opening of technical bid

#### 4. SELECTION CRITERIA

The selection of the successful bidder would be based on Quality and Cost Based Selection (QCBS) Criteria as per following method:

##### 4.1. Technical Evaluation:

- a. To check and evaluate based on 02 marks for each year of experience of the company/firm/entity with the Government of India for different Ministries / Government Departments/Government organizations established by an Act of Parliament for similar type of work, with maximum ceiling of 10 Marks in this category;
- b. 5 marks for each similar type of e- publishing with maximum sealing of 60 marks in this category; (Detailed list of e-publication with number of pages and interactivity level to be enclosed for evaluation by TEC).
- c. Accordingly, total maximum evaluation marks for Technical Evaluation will be 70. There will be 70% weight-age to technical evaluation. However, minimum 60% marks out of 70 will be required in technical bid to be considered as qualifying technical bid.

**4.2 After opening of the technical bids, the eligible deemed bidders would be required to make a presentation before the Tender Evaluation Committee of the IICA, for final evaluation of the technical bids, on the date and time, shall be communicated by IICA**

**4.3. Financial proposals of only those bidders will be evaluated, who secure a minimum of 60% marks in the technical evaluation**

**4.4. Financial Evaluation:**

- a. There is 30% weightage to financial evaluation. Maximum marks for financial evaluation will be 30;
- b. To identify lowest quoted rates (L1);
- c. To apply formula for each firm-  $L1 / A * 30$   
Where "A" = Rate quoted by the firm; and  
"L1" = lowest rate out of all the financial bids
- d. The Company/firm/entity, securing highest marks on the basis of QCBS criteria shall be eligible to get purchase order.

**4.5 Combined Evaluation**

The combined score shall be obtained by weighing the technical and financial scores in the ratio of 70:30 and adding them up. The bidder will be selected under the Quality cum Cost Based System method (QCBS) with weightages of 70:30 (70% for technical proposal and 30% for financial proposal).

Based on combined weighted score for technical and financial, the bidder shall be ranked in terms of total score obtained. The proposal obtaining the highest combined score in evaluation will be ranked as H-1 followed by the proposals securing lesser marks as H2, H3, etc. **The bidder securing the highest combined marks will be considered for award of the contract.**

**Example:**

As an example, the following procedure will be followed. The minimum qualifying marks for technical qualifications are 60% and the weightage of the technical bids and financial bids is kept as 70:30. If in response to the RFP, 3 proposals, A, B & C are received. The technical evaluation committee awards them 75, 80, and 90 marks respectively. The minimum qualifying marks are 60%.

All the 3 proposals are, therefore, found technically suitable and their financial proposals will be opened after notifying the date and time of bid opening to the successful participants. If the evaluation committee examines the financial proposals and the quoted total bid values are as under:

Proposal Total Bid Value  
A : INR 120  
B : INR100  
C : INR 110

Using the formula  $LTBV / TBV$ , where LTBV stands for Lowest Total Bid Value and TBV stands for Total Bid Value, the committee will give them the following points for financial proposals:

A :  $(100 / 120) * 100 = 83$  points  
B :  $(100 / 100) * 100 = 100$  points  
C :  $(100 / 110) * 100 = 91$  points

In the combined evaluation, thereafter, the evaluation committee will calculate the combined technical and financial score as under:

Proposal A :  $75 \times 0.70 + 83 \times 0.30 = 77.4$  points.

Proposal B :  $80 \times 0.70 + 100 \times 0.30 = 86$  points

Proposal C :  $90 \times 0.70 + 91 \times 0.30 = 90.3$  points.

The three proposals in the combined technical and financial evaluation will be ranked as under:

Proposal A: 77.4 points : H3

Proposal B: 86 points : H2

Proposal C: 90.3 points : H1

Proposal C at the total bid value of INR 110 will, therefore, declared as winner and recommended for approval, to the competent authority.

In the event of a tie in the final scores, the agency having the lower financial quote amongst the two would be preference

## **5. EARNEST MONEY**

- 5.1. As per Rule 170 of General Financial Rules (GFRs) 2017, Micro and Small Enterprises (MSEs) and the MSEs registered with concerned Ministries/ Departments are exempted from submission of Bid Security. Further, in lieu of Bid Security, other bidders are required to sign "Bid Security Declaration" accepting that if they withdraw or modify their bids during period of validity etc., they will be suspended for the time specified in the tender documents.

## **6. VALIDITY PERIOD OF BID**

The Bid shall remain valid for a period of 90 days from the date of issue of this document and the conditional bid shall be out-rightly rejected.

## **7. MODIFICATION AND WITHDRAWAL OF BIDS**

The Institute has right to modify or withdraw the bid at any point of time by notifying it on the Institute's website (IICA's website.) No bidder may modify or be allowed to withdraw bid subsequent to the deadline for submission of bids.

## **8. CLARIFICATION OF BIDS**

To assist evaluation and comparison of the bids, the IICA may ask the bidders for any clarification of the bids/documents. The clarification/documents and response from bidder shall be in writing. In case, the said clarification/documents are not submitted within the specified timelines, the bid of the bidder will be evaluation by the Tender Evaluation Committee on the available/provided document by the bidder.

## **9. SUBMISSION OF TECHNICAL BID**

The Format as per **Annexure-II** duly filled and signed by the authorized signature in should also be submitted.

## **10. FINANCIAL BID**

The Price shall be inclusive of all applicable taxes, transit insurance and freight etc. The price quoted by the bidder shall remain firm till final delivery of the goods. The bid submitted with a variation clause will be treated as non-responsive and shall be rejected. **Financial Bid Format is provided at Annexure-III.**

## **11. ACCEPTANCE OF CONDITIONS OF BID**

The bidders are required to submit the TECHNICAL (PART – 1) AND FINANCIAL BID (PART – 2) DULY SIGNED BY THE AUTHORISED SIGNATORY through E-Procurement (CPP Portal) with Covering letter as per **Annexure-V.**

## **12. PRE BID MEETING**

**The pre-bid meeting will be held through video conferencing as per date and time schedule allocated in the CPPP Portal. For obtaining link of video conferencing, an email may be sent to [anil.kkr1976@gov.in](mailto:anil.kkr1976@gov.in)**

## **13. OPENING OF TECHNICAL BID**

On the date of BID opening or as specified IN CPPP in E-procurement system only the technical bid (part-1) shall be opened.

## **14. EVALUATION OF BID**

The Tender Evaluation Committee (TEC) at IICA shall evaluate the bids in respect to the substantive responsiveness of the bid or otherwise and shall carry out detailed evaluation thereof. The TEC shall have right to seek further clarification/documents/additional documents from the bidder(s) while evaluating the bids.

## **15. PERFORMANCE GUARANTEE:**

The successful bidder shall be required to furnish a performance security amount i.e. 3% of the estimated amount of the tender value i.e. Rs...../- (Rupees ..... ) within fifteen days after receipt of Award Letter in the form of a Bank Guarantee from a nationalised / scheduled bank in favour of 'Indian Institute of Corporate Affairs' and valid for a period of for three months beyond the final delivery of the goods. Copy of the same is provided at **Annexure-VI.**

**16.** The Service Level Agreement as appended in Annexure-VII shall be binding upon the selected bidder.

## **17. RIGHT TO VARY QUANTITIES**

IICA reserves the right at the time of award of the purchase order to increase or decrease the quantities of the goods and services specified in the schedule of requirements without any change in unit price of the ordered quantity and the payment would be made to the finally selected bidder as per actual supplied quantity.

## **18. RIGHT TO ACCEPT ANY BID AND TO REJECT ANY OR ALL BIDS**

IICA does not bind itself to accept the lowest or any other bid and has the right to cancel the bidding process and reject all bids at any time prior to award of the contract without assigning any reason whatsoever and without thereby incurring any liability to the affected bidder on the grounds of IICA action.

## **19. NOTIFICATION OF SUCCESSFUL BIDDER**

Upon selection of the successful bidder, the Letter of Intent/Purchase Order will be uploaded in the CAPP portal and the same will also be sent through an email. The issue of letter of intent/purchase order shall constitute the intention of the IICA to place the purchase order / work order with the successful bidder.

## **20. CANCELLATION ON LETTER OF INTENT/PURCHASE ORDER**

Failure of the successful bidder to comply with the requirement of submission of Bank guarantee in time shall constitute sufficient ground for the cancellation of the acceptance of bid and forfeiture of the EMD, in such case IICA may make the offer to the next eligible bidder at the discretion of the IICA or call for new bids.

## **21. POST BID CLARIFICATIONS**

No post bid clarification at the initiative of the bidders shall be entertained and any effort by the bidders to influence the IICA in bid evaluation, bid comparison or award of the work shall result in rejection of the bid.

## **22. OPENING OF FINANCIAL BID**

Financial bids of only those bidders will be opened whose technical bids are found to be qualified and acceptable to IICA.

## **23. SUB-CONTRACTING**

The bidder cannot assign or transfer and sub-contract its obligations for supply of goods to any other entity.

## **24. BLACKLISTING / CRIMINAL CASE:**

The Proposer shall submit a certificate on the letter head of the company/firm that they have never been blacklisted/ banned/ delisted by any of the Govt. Deptt./ Institutions/ Local Bodies/ Municipalities/ Public Sector Undertakings, Banks etc. Also a certificate shall be provided that no criminal case is pending against the firm's/company's proprietor/partners/directors.

## **25. QUALITY ASSESSMENT**

It shall be the responsibility of the successful bidder to maintain the quality as per specification mentioned in this RFP document.



## **26. REJECTION OF MATERIALS**

In case it is found that that material supplied by the successful bidder is not up-to the mark or up-to the required parameters, the consignment will be rejected and no payment of whatsoever nature will be made by the IICA to the bidder of any entity.

## **27. TAXES AND DUTIES**

**Bid Prices are shall be inclusive i.e. including all taxes, duties, local levies / etc. Break up of GST shall be indicated by the Bidder (Seller).** While submitting the Price bid Seller shall undertake that the Goods and Services Tax (GST) charged on is not more than what is payable under the provision on the relevant Act or the Rules made there under and that the Goods on which GST has been charged have not been exempted under the GST Act or the Rules made there under and the charges on account of GST on these goods are correct under the provision of that Act or the rules made there under.

## **28. TERMS OF DELIVERY**

The items will be delivered as per clause 1.1. to 1.14. The delivery will be made at site including loading/unloading, with-in 30 days from the date of Award of Contract (AOC).

## **29. PENALTY CLAUSE**

In case, the successful bidder is failed to supply the final goods within the due date of delivery, a penalty of Rs. 1,000/- shall be levied per day upon the successful bidder till final delivery of goods and in such case, the IICA may also cancel/withdraw the letter of intent/purchase order. In the event, if any losses incurred by the IICA due to late delivery, the IICA shall have rights to recover such losses by invoking the performance security amount. Therefore, delivery is the essence of the RFP/work order.

## **30. PATENT RIGHTS**

The supplier shall indemnify the purchaser against all third-party claims of infringement of patent, trademark or industrial design rights arising from use of the goods

## **31. ARBITRATION**

In the event of any dispute arising between IICA and the agency in any matter covered by this contract or arising directly or indirectly there from or connected or concerned with the said contract, the matter shall be referred to the Director General & CEO, IICA who may name and authorise the person as sole arbitrator an officer of IICA notwithstanding the fact that such officer has been directly or indirectly associated with this contract and the provisions of the Indian Arbitration Act shall apply to such arbitration. The agency expressly agrees that the arbitration proceedings shall be held at IICA Manesar, Gurugram.

**FORMAT FOR DETAILS OF WORKS DONE**

Bidders should provide necessary information about their current commitments on all contracts that have been awarded, or for which a 'Letter of Intent/Purchase Order' is placed or 'Letter of Acceptance' has been received or for contracts approaching towards completion and full completion certificates has yet to be issued. In support of submitted information, it is essential to submit copies of orders in hand or copies of Letter of Intent / Work Order as the case may be.

**Please attach copies of Work orders of the following:**

**Coffee Table Books**

Sl.No.	Name of the Ministry /State Governments/ /Departments	Nos. of pages	Value of Purchase Order
1.			
2.			
3.			
4.			
5.			
6.			
7.			

**Brochures**

Sl.No.	Name of the Ministry /State Governments/ /Departments	Nos. of pages	Value of Purchase Order
1.			
2.			
3.			
4.			
5.			
6.			
7.			

**Sectoral Books**

Sl.No.	Name of the Ministry /State Governments/ /Departments	Nos. of pages	Value of Purchase Order
1.			
2.			
3.			
4.			
5.			
6.			
7.			

**Case Books**

Sl.No.	Name of the Ministry /State Governments/ /Departments	Nos. of pages	Value of Purchase Order
1.			
2.			
3.			
4.			
5.			
6.			
7.			

**Attach copy of Work orders**

**Place:**

**Signature of Bidder.....**

**Date:**

**Official Seal.....**

**Note: In Support of submitted information, it is essential to submit copy of purchase orders. The satisfactory performance certificates issued by such Ministry/Department/State Government, if any.**

**Annexure- II****CHECK LIST FOR TECHNICAL BID**

(To be submitted through e-procurement module of Central Public Procurement Portal-CPPP  
(eprocure.gov.in))

Affix duly attested  
P.P size, recent  
photograph of the  
authorised  
representative of  
the prospective  
bidder

<b>Sl. No.</b>	<b>Documents asked for</b>	<b>Page no. at which document is placed</b>
1	Name of Proposing Company/firm/entity (Attach Certificate of Registration)	
2	Name of Proprietor/ Director of Agency/Authorised person (Authority letter to be attached)	
3	Full Address of Registered Office	
4	Telephone No. : Mob. No. FAX No. : E-Mail Address :	
5	Full address of Operating/ Branch Office	
6	PAN/GIR No. (Attach attested copy)	
7	PAN Details of Authorised Representative (Attach attested copy)	
8	GST Registration certificate	
9	Given details of gross income of the Agency as per IT Returns for the years 2017-18 : 2018-19 : 2019-20 : (Duly audited balance sheets and CA certificate for turn over of last three years to be attached)	

10	Details of Earnest Money Deposit (DD/ PO No.& Date) Drawn on Bank. Bank branch address	
11	Purchase Orders/Award of Contracts for similar types of works for the five years to the Government of India/State Government/Department (Attach documents)	
12	Letter of Intent/purchase orders for ongoing work issued by other Government organizations, if any	
13	Authority letter for signing of the document on behalf of firm.	
14	A certificate regarding non-relationship with IICA employees	
15	Undertaking stating the firm is not blacklisted by any Central/ State Government/ Local Authorities, PSBs, PSUs, Autonomous Bodies, etc.	
16	Undertaking stating that no criminal case is pending against the Proprietor, any of the Partners, Directors, Key Managerial Persons etc.	
17	Additional information, if any (Attach separate sheet, if required)	

Signature of authorized person

Date:

Full Name:\_\_\_\_\_

Place:

Seal:\_\_\_\_\_

**Declaration**

1. I. \_\_\_\_\_Son/ Daughter/ Wife of Shri..... Proprietor /Director/Authorised signatory of the Agency, mentioned above, is competent to sign this declaration and execute this RFP document;
2. I have carefully read and understood the “Scope of work and General instructions for the Proposer, the “terms and conditions” to this TENDER DOCUMENT, all the terms and conditions of the TENDER DOCUMENT / RFP and undertake to abide by them;
3. The information/ documents furnished along with the above application are true and authentic to the best of my knowledge and belief. I/ we are well aware of the fact that furnishing of any false information/ fabricated document would lead to rejection of my Proposal at any stage besides liabilities towards prosecution under appropriate law.

Full name of authorised person

Signature of authorized person

Date:

Seal\_\_\_\_\_

Place:

**Indian Institute of Corporate Affairs**

**Annexure-III**

**FINANCIAL BID**

<b>Sl. No.</b>	<b>Particulars</b>	<b>Price per work with GST/taxes etc. (Rs.)</b>	<b>Total Financial Bid value (Rs.)</b>
1	E-publishing of Coffee Table Book (Specification as per clause 1.1, Quantity 1)		
2	E- publishing of Sectoral Book (Specification as per clause 1.2, quantity 11)		
3	E-publishing of Case Study Book (Specification as per clause 1.3, quantity 1)		
4	NCSRA Brochure Booklet (Specification as per clause 1.4, quantity 1)		
		<b>Total combined value</b>	

**NOTE :TOTAL COMBINED FINANCIAL BID VALUE FOR ALL ABOVE WORK/ITEMS ( Sl number 1, 2, 3 and 4) WILL BE CONSIDERED FOR comparison of FINANCIAL BID VALUE**

**Declaration by the bidder**

This is to certify that I/We before signing this RFP have read and fully understood all the terms and conditions contained herein and undertake myself/ourselves to abide by them.

**Signature of the Proposer**

**ACCEPTANCE CERTIFICATE**

To,

Administrative Officer  
Indian Institute of Corporate Affairs  
Plot No. P-6,7& 8, Sector-5  
IMT Manesar  
Gurugram-122050

Subject TENDERFOR **Designing and Digital publishing / E-Publishing (E-Books) of Documents Viz. Brochure/Booklets on NATIONAL CSR AWARDS – 2020. (in Hindi as well as English languages)** as per Scope of Work :

**A) Interactive PDF with hyperlinks, Buttons & Transition effects video embedded, if video available With final softcopy output in Web optimized/interactive PDF Format and EPUB/MOBI format**

**B) (PRINT READY VERSION)**

Sir,

I/We\_\_\_have read the conditions of the TENDER DOCUMENT attached hereto and agree to abide by such conditions of the tender document. I/We offer to job work of the items specified in clause 1.1 to 1.4. of this RFP document.

I/We further agree to abide by the conditions of contract and to carry out all work within the specified time in accordance with specifications and workmanship and instructions referred to in the Notice Inviting Tender (NIT)

In case of acceptance of the TENDER/BID by IICA, I/We bind myself/ourselves to supply the goods as per specification of item mentioned in the TENDER documents, failing which; I/We shall have no objection to the forfeiture of the Earnest Money Deposit lodged with Indian Institute of Corporate Affairs, Manesar.

Thanking you,

Yours faithfully,

For M/s. \_\_\_\_\_  
(Signature of Contractor/ Proposer with SEAL)

Address:\_\_\_\_\_



**Annexure-VI**  
**PERFORMANCE GUARANTEE BOND FORM**

1. In consideration of Indian Institute of Corporate Affairs (hereinafter) called IICA at Manesar having awarded to M/s ..... (hereinafter called the Contractor) under the terms and conditions of an agreement (hereinafter called the contract), IICA have agreed to accept a deed of guarantee as herein provided for Rs. -(Rupees ..... Only) from a scheduled bank towards due performance of the contract by the contractor as per the terms & conditions of the contract.
2. We (Name of the Bank) do hereby undertake to pay the amount due and payable under this guarantee without any demur, merely on a demand from the IICA stating that the amount claimed is due by way of loss or damage caused to or suffered by the IICA by reason of breach by the said Contractor(s) of the terms and conditions contained in the said Agreement or by reason of the Contractor(s) failure to perform the said Agreement. Any such demand made on the bank shall be conclusive as regard the amount due and payable by the Bank under this guarantee where the decision of the IICA on these counts shall be final and binding on the Bank. However, Bank's Liability under this guarantee shall be restricted to an amount not exceeding Rs...../-.
3. We undertake to pay to the IICA any money so demanded notwithstanding any dispute, or dispute raised by the Contractor(s) in any suit or proceeding pending before any court or tribunal relating thereto Bank's liability under this present being absolute and unequivocal. The payment so made by us under this bond shall be valid discharge of our liability for payment there under and the Contractor(s) shall have no claim against us for making such payment.
4. We (Name of the bank)\_\_\_\_\_ further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the *said* agreement and that it shall continue to be enforceable till all the dues of the IICA under or by virtue of the said Agreement have been fully paid and its claims satisfied or discharged or till IICA certifies that the terms and conditions of the said Agreement has been fully and properly carried out by the said Contractor(s) and accordingly discharges this guarantee. Unless a demand or claim under this guarantee is made on us in writing on or before the expiry of ..... months from the date of purchase order, we shall be discharged from all liability under this guarantee thereafter.  
  
We..... (Name of the Bank) further agree with the IICA that the IICA shall have the fullest liberty without affecting in any manner our obligation hereunder to vary any of the terms and conditions of the said agreement or to extend time of performance by the said Contractor(s) from time to time or to postpone for any time or from time to time any of the powers exercisable by the IICA against said Contractor(s) and forbear or enforce any of the terms and conditions relating to the said agreement and we shall not be relieved from our liability by reason of any such variation, or extension being granted to the said Contractor(s) or for any forbearance, act or omission on the part of the IICA or any indulgence by the IICA to the said Contractor(s) or by any such matter or thing whatsoever which under the law relating to sureties would, but for this provision, have effect of so relieving us.
6. This guarantee will not be discharged due to the change in the constitution of the Bank or the Contractor(s)1supplier(s).

7. We (Name of the Bank) ..... lastly undertake not to revoke this guarantee during its currency except with the previous consent of the IICA inwriting.

Dated the \_\_\_\_\_ day of \_\_\_\_\_

For  
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***(Indicate the name of the Bank)***

IN WITNESS whereof I/ We of the bank have signed and sealed this guarantee on the \_\_\_\_\_ day of \_\_\_\_\_(Month)\_\_\_\_\_ (year) being herewith duly authorized.

For and on behalf of the \_\_\_\_\_ Bank.

Signature of authorized Bank official

Name \_\_\_\_\_

Designation \_\_\_\_\_

I.D. No. \_\_\_\_\_

Stamp/Seal of the Bank.

Signed, sealed and delivered for and on behalf of the Bank by the above named \_\_\_\_\_ in the presence of:

Witness-1.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

**Service Level Agreement:**

Area	Action	Detail
(i) Product	E Publication of Coffee table book, a customised product exclusively for the buyer	<p>a) The seller will be responsible for producing the Electronic version of the product in PDF and print ready files;</p> <p>a) The seller will be responsible for all the copywriting, content editing, layout designing, of the product as per the agreed timeline and approvals of the buyer; and</p> <p>b) The seller will be responsible for securing ISBN number only for the E-book version of the product.</p>
(ii) Content/ Copywriting	Collation & Editing	<p>a) The seller will receive the content from the buyer and/or its representatives/associates;</p> <p>b) The provided content including text, images / videos will be edited &amp; curated by the experts</p> <p>c) Raw content provided by the buyer will be processed by the seller and the product will be customised as per the guidelines of the buyer;</p> <p>d) The edited/processed content will be provided to the buyer before customisation of the product after due approval from the buyer;</p> <p>e) One time alteration, demanded by the buyer will be processed within 10 working days; and</p> <p>f) The seller will proof-read the content and get a written approval through e-mail from the buyer or its authorised representative.</p>
(iii) Creative	Layout/ Design	<p>a) The images including pictures, info graphics, charts, figures and graphic designs provided by the buyer will be of high resolution, suitable to be included in the customised product as per the agreed quality;</p> <p>b) The layout and design work will be created by domain experts whose details have been provided under technical competencies – III (e);</p> <p>c) To customise the product as per the buyer's requirement, the seller will provide two design concepts in line with buyer's brand requirements within 7 working days of receiving</p>

		<p>the content;</p> <p>d) The design will be supported with a creative rationale. Recommendation provided if requested; and</p> <p>e) Alterations, if any, will be processed within 5 working days and the re-done product design will be provided to the buyer.</p>
(iv) Timeline	The product customisation and production schedule	<p>a) A detailed customisation and production timeline will be presented by the seller with design concepts for the approval of buyer;</p> <p>b) Project and production timing plans will be adhered to and in the event of milestones being missed, a revised timing plan will be provided. Any changes to ultimate delivery will be discussed and agreed with the buyer;</p> <p>c) The delays more than 30% of the decided timeline will be discussed with the buyer; and</p> <p>d) The buyer is expected to revert on the iteration within 3 working days of getting the processed content and design concepts. Any delays on behalf of the buyer will be taken into account and will add extra days in the agreed timeline.</p>
(v) Communication & Updates	Presentation and Approvals	<p>a) All the content edited and re-written will be provided through e-mails as well as in hard drives (HDD) attachment. and</p> <p>b) The design options for the customised product will be provided in the email in PDF format and/or will be presented at a mutually agreed location in the physical presence (If required) of authorised representatives of the buyer and seller, empowered enough to take the final decision as the time is of the essence for this project.</p>

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