

INDIAN INSTITUTE OF CORPORATE AFFAIRS
(Ministry of Corporate Affairs)

**EXPRESSION OF INTEREST (EOI) FOR THE PUBLICATION AND DISTRIBUTION OF
A HANDBOOK/COMPENDIUM ON CORPORATE GOVERNANCE**

1. Background

Indian Institute of Corporate Affairs (IICA) has been established by the Ministry of Corporate Affairs (MCA), Government of India to act as a think-tank and centre of excellence to support the growth of the corporate sector in India through an integrated and multi-disciplinary approach. The state-of-the-art campus of IICA is located at Manesar, Haryana.

IICA offers capacity building and advisory solutions to the Government, Statutory Authorities, Private Sector and other stakeholders through its various Schools, Centres and Foundations. It creates tailored made programmes for ministries, departments, companies or other stakeholders that provide training as per their requirement. Apart from specialized training, the institute continues to play an important role in education and awareness through creation of focused and highly specialized content/material for public dissemination as well as seminars and workshops on topics that are of current relevance.

With the objective of delving on pertinent issues relating to corporate governance, the School of Corporate Governance and Public Policy, plans to bring out a Handbook/compendium on Corporate Governance, consisting of chapters on related themes/ topics under the subject of corporate governance contributed by distinguished experts and faculties.

Accordingly, IICA invites 'Expression of Interest' (EOI) from interested parties for the design, publication and distribution of a Publication on Corporate Governance. Further details are as set out below.

Publishers submitting 'Expression of Interest' for the Handbook/Compendium could also consider this EOI as an invitation to 'Engage in Publishing the Pre and Post National Research Workshop Proceeding on Corporate Governance – A Collection of Research Papers submitted and presented at the National Research Workshop 2015. The National Research Workshop in 2015 is the Second Annual event organised by the School in the month of February. The engagement of any publisher for the Workshop Proceedings and Research Papers is subjected to the submission of quality papers.

2. Description of the Publication:

Brief

- Description:**
- i. The Publication would be in the form of a Handbook/Compendium
 - ii. The Publication would be a compilation of papers on the overall theme "Corporate Governance" prepared by distinguished experts in the subject.

- iii. The publication would cover five (5) modules on major themes: Corporate Governance - conceptual framework, Indian Regulatory Environment, International Corporate Governance, Responsible Governance and Indian Corporate Sector. Each module will be divided into chapters.

Size & Design

- i. IICA and the selected publisher will decide on the size and design for the Handbook.
- ii. The Publication will be a hardbound/hard back, friendly and attractive book.
- iii. The handbook could be a voluminous book or in the form of set of books depending upon the volume, content, marketability, and printing technicalities.
- iv. From such proposals the best Size and Design will be selected that will be suited for a publication and the related technical specification mentioned in PART A.

Indicative Timelines: Subject to final approval of IICA the broad time lines will be as under:

- Finalization of modules to be included in the publication – March 2015
- Release of publication – Last quarter of 2015

Copyright: Copyright of the Handbook shall remain with IICA.

3. Scope of the EoI

- A. Finalizing the publication (including design and copyrighting/proofing the content) version of the Handbook on Corporate Governance (or similar topic) with IICA;
- B. Ascertaining market intelligence on pricing of similar publications and recommending the appropriate reasonable pricing for third party sales by the publisher/distributor;
- C. Publishing the Publication in both soft copy and physical forms with an aim to maximize distribution for spreading awareness and education on the matters covered under the Publication;
- D. Assisting IICA in any matter connected therewith.

4. Other Terms

- A. The engagement of the selected party responding to the EoI shall be without any remuneration, fees, payment and the like for the entire scope of work set out hereunder. No payment of whatsoever nature will be made to the party.
- B. Copyright and any other intellectual property in the Publication shall vest with IICA only. The party selected under this EoI shall have a non-assignable and non-transferable marketing right, from the date of execution of the contract or the extension thereof.
- C. The publisher expressing Expression of Interest need to indicate clearly in their proposal the following items:
 - i. Number of complementary copies to be provided to IICA
 - ii. Percentage of Royalty to be paid to IICA
 - iii. Percentage of discount offered on additional copies to be purchased by IICA
- D. All items related to timelines, content, presentation and mode/manner thereof within the Publication shall be subject to final approval and inputs from the DG & CEO, IICA or any other officer of IICA specifically authorized by IICA in this behalf. The selected party shall agree to the said inputs from time to time.
- E. IICA reserves a right to appoint any other party who has responded to EoI in the event of delayed or unresponsive behaviour of the selected party, at its sole discretion, to complete the work and in such eventuality all content/work undertaken by the selected party responding to the EoI till the said date shall stand transferred to the other party so appointed by IICA.
- F. IICA reserves the right to, defer or cancel the EoI at any time without assigning any reason therefor.

5. Eligibility Criteria for organisations to apply

- A. The responding organisation must have experience in publishing both in India and Globally. Preference shall be given to the parties having not less than five years' experience and good standing in business and corporate affairs publication.
- B. Responding organization must have been in existence for five (5) years or more;
- C. Responding organization must have published at least (5-10) publications in the area of Corporate Governance/Business Studies/Corporate Affairs. Preference shall be given to applicants that have past experience in maintaining a handbook/volume (on a continuous basis);
- D. Responding organization should have a strong team of professionals/resource persons experienced in creating academic publications and capable of

providing high quality services as per requirements of IICA hereunder. At least one member from the team identified by the organization shall have five (5) years of work experience relevant for the purposes of this EOI.

6. Documents Required:

The following documents are required to be submitted by the organisation(s) to the IICA along with the EOI Form:

- A. Registration Certificate of the organization;
- B. Professional profiles of the members identified by the organisation for this EoI, with details that clearly satisfy the Eligibility Criterion set out above;
- C. Complete details of publications(Brief write-up on the subject-matter expertise/credentials of the organisation (please refer to 5 A. above);
- D. Brief write-up on the proposed plan of the organisation to distribute the Publication, and the various channels/modes it intends to use for such distribution (please refer to 5 D. above);
- E. Fixed terms, consistent with the requirements under this EoI, on the basis of which the organisation would undertake the services set out herein.

7. Selection Criteria

- A. The selection shall be through a two-part bid (Part A and Part B, respectively). Selection will be on the basis of both qualification under the General/Technical (Part A) conditions and the response which scores the highest points under the Financial bid (Part B).
- B. At the first stage, the qualification for General/Technical (Part A) conditions shall be considered by opening the responses/bids for the General/Technical criterion (which shall be in a separate and clearly marked envelope). The General/Technical conditions required to be met by every party responding to this EoI have been set out in Part A herein below. Parties not meeting the General/Technical (Part A) conditions shall not be considered and their Financial bid (Part B) will be returned unopened.
- C. Financial bid (which shall be in a separate and clearly marked envelope) shall be opened and evaluated only for firms/agencies found eligible under Part A that submit the EOI Form within the stipulated date/time. Broadly, these Financial bids would be evaluated on the basis of:
 - a. Their relevant experience and expertise of providing similar publications;
 - b. Ability to distribute the Publications to the greatest extent in both online and physical forms;
 - c. The amount of royalty that the organisation is willing to provide to IICA (please refer to 4B above).

- d. Keeping the cost of publication reasonable without compromising on quality so that the publication is affordable and accessible to all stakeholders
 - e. Preference would be given to publication agencies that provide definite number of free copies to IICA, where such will be treated as outgoes from IICA, insuring minimum outgoes from IICA,
- D. The organisation may provide the details of assignments undertaken by them in the form of website links, power point presentations, printed literature viz. profile, brochures etc along with the EOI Form;
- E. The applicants may also be required to make a presentation before a Selection Committee. The firms/agencies will be shortlisted on the basis of details given in the application and presentation made, if any, before the Selection Committee;
- F. The Copyright of the publication as well as any future derivatives will belong with IICA, only a limited right of publication would be granted to the identified publication agency through EoI process
- G. Selected party will execute an Agreement with IICA.
- H. Interested firms/agencies which meet the eligibility criteria may submit their EOI as per the Form available at the IICA website, in two separate sealed envelopes for each part of the bid, along with a *Covering Letter* duly signed by an authorized signatory, all put in an outer envelope super scribed **“Expression of Interest’ (EoI) for the publication and distribution of Handbook/Compendium on Corporate Governance”** and delivered to:
- Dr Niraj Gupta, Associate Professor**
School of Corporate Governance and Public Policy, Indian Institute of Corporate Affairs (IICA), 3rd Floor, Plot-P 6,7,8, Sector 5 IMT Manesar, Pin code: 122050, Dist. Gurgaon, Haryana
- I. No request for information/clarification from the interested applicants shall be entertained after the last date for submitting the EOI and interested parties are requested to respond to the EoI on the basis of the instructions contained herein alone. Bids with assumptions/qualifications and/or any other deviations shall be rejected on grounds of being ‘conditional or inconsistent’ bids.
- J. The last date for submitting the EoI is 25 February, 2015.

PART A.

**GENERAL & TECHNICAL CONDITIONS
DATASHEET**

S.No	Conditions	Yes	No
1.	The publishing agency will provide royalty on net price		
2.	The publishing agency will follow a timeline – delivery within 12 months		
3.	The agency shall offer complementary copies		
4.	Agency possess a minimum of five (5) years of experience in publishing domestically/internationally		
5.	The publication agency has atleast one (1) member of its team with an experience of over 5 years, in publishing business		
6.	The publication agency has published 5-10 credible publications in the area of corporate governance and business.		
7.	The Agency will provide discounted copies at a to IICA for all order of buyback copies by IICA		

PART B.

**FINANCIAL BID AND FURTHER TECHNICAL EVALUATION
DATASHEET**

S.No	Conditions	Unit	Value
1.	Royalty to IICA on publications (%age of MRP)	% of MRP	
2.	Discount on publication for IICA's internally procured copies	% of MRP	
3.	Experience in handling similar work	-	Documentary Evidence
4.	Educational Qualification and experience of team associated with the publication	-	Documentary Evidence
5.	Timeframe to complete the publication before	-	Documentary Evidence

Note: Any amount of false information/misrepresentation or instances of bid-rigging shall invite penal action(s) including but not limited to blacklisting.

APPLICATION FORM

APPLICATION FORM FOR EXPRESSION OF INTEREST' (EOI) FOR THE
PUBLICATION AND DISTRIBUTION OF A COMPILATION OF BROAD MODULES ON
CORPORATE GOVERNANCE

(To be filled and submitted along with the required documents)

Name of the organization/firm/agency:	
Established (year):	
Registration Details: (Act & Reg. number)	
Type of Organisation/firm/agency (entity type – company/ partnership/LLP/society etc.)	
Registered Address:	
Phone Nos:	
Fax:	
E-mail:	
Team Details (for each resource working under the EoI; please expand as per requirement):	
Name:	
Professional experience:	
Relevant experience as per EoI (please specify particular projects):	
Mobile Phone:	
E-mail:	
Team lead (Y/N):	
Location (please mention the city/state):	
Supporting documents as	(applicants can also provide bulleted list of the

per EoI attached (Y/N):	supporting documents submitted – i.e., name of document, content, which Para of the EoI it relates to, number of pages)
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Applicant, needs to meet/satisfy the criteria’s mentioned under Part A (General and Technical Bid), and Part B (Financial Bid) to be selected for screening.

Documents required checklist

The following documents are required to be submitted by the organisation to the IICA at the time of submitting the application:

S.No.	Name/Type of Documents	Yes	No
1.	Registration Certificate		
2.	Individual profiles of professionals of the identified team		
3.	Complete details publications/journals		
4.	Brief write-up on the subject matter expertise		
5.	Draft Plan for distribution of publication, clearly identifying the minimum number of copies the applicant expects to distribute		
6.	Fixed Terms under which the applicant would undertake the services set out		
7.	Credentials of the Applicant		
8.	Sealed Part A Bid		
9.	Sealed Part B Bid		

Please enclose along with this Application Form, the “Documents Required” as referred to in Page No. 3 of the EoI.

Mandatory Undertaking (to be filled in by the applicant firm/agency)

On this _____ day of, 2014, I hereby agree and accept that all information given above and under the supporting documents attached herewith is true to the best of my knowledge and if found false or misappropriating, shall be liable to disqualification from associating or working with the IICA in the future.

Signature: _____

Date: _____

Name: _____

Designation: _____

Contact Details: _____

Organisation: _____

Name & Signature of the Head/Promoter/Managing Partner/Trustee/President of the Organisation (with Organisation Seal)

Date/Place: _____

Note: Any amount of false information/misrepresentation or instances of bid-rigging shall invite penal action including but not limited to blacklisting.