



Government of India

Ministry of Personnel, Public Grievances and Pensions  
Department of Administrative Reforms and Public Grievances

5<sup>th</sup> Floor, Sardar Patel Bhavan,  
Sansad Marg, New Delhi – 110 001

Dated the 19 February, 2019

**Sub: Limited Tender for Engagement of an Agency for Content Writing, Editing and Designing of One Coffee Table Book proposed to be published by the Department.**

Sealed tenders are invited under two bid system (Technical & Financial) for Content writing, editing and designing of one Coffee Table Book to be published by the Department of Administrative Reforms & Public Grievances. The services are being hired only for this particular task.

**1. Introduction:-**

- a) **Background:** The Government of India, Department of Administrative Reforms and Public Grievances, invites and receives a number of nominations for grant of Prime Minister's Awards for Excellence in Public Administration in two Categories viz., (a) Excellence in implementation of select Priority Programmes; and (b) Innovative work done by the organizations of Central / State Governments and Officers including Districts. The awards are presented on Civil Services Day i.e. 21<sup>st</sup> April every year. On 21<sup>st</sup> April, 2017 two Coffee Table Books consisting of 75 to 100 success stories on experiences and outcome in implementation of Priority Programmes and exemplary initiatives/ innovations for addressing the problems of the public or making their life better were published. On 21<sup>st</sup> April, 2018 one Coffee Table Book consisting of 62 Success Stories was published. Earlier publications are available on DARPG website for reference.
- b) **Requirement:** One Coffee table Book is proposed to be published by the Department and released on the occasion of Civil Services Day on 21<sup>st</sup> April, 2019 and to be uploaded simultaneously on the website in the form of e-Book and PDF.
- c) **Technical Specifications:-** The book will be designed by the agency as per requirements/briefings of this Department with options for cover and options for layouts for inside papers,
- Size – 10" X 12" (Landscape/ Portrait)
  - Approximate Number of pages – 160 (excluding cover);
  - Language – English;



- iv. Proof Reading will be the sole responsibility of the agency/ firm.
- v. It will be the responsibility of the Agency/Firm to collect and deliver the proofs and each and every related job and carry out amendments/ corrections suggested by this Department.

## 2. Scope of work:

Work with the Department of AR&PG on shortlisted initiatives, theme and content writing, compiling and editing of collected information, including cover designing, layout styling, composing, arranging text, editing/rewriting and proof reading text, arranging photographs & visuals, **making ready to print electronic file**, presenting digitally printed dummy for approval, implementing changes and corrections, and submitting Ready to Print file on CD with corrected final copy and e-book format. Selection of appropriate photographs, system work on photographs to enhance printing quality will also be done by the awarded bidder. The bidder shall submit **ready to print file**, without which it shall be presumed that the work has not been completed as per requirements of DARPG. The aspect of creativity, innovation, high standard of work, capacity to complete the job within the given time frame and with desired quality will be considered for selection.

## 3. Eligibility Criteria

The Technical bids will be evaluated on the basis of the marks awarded on eligibility criteria as under:

- i. The bidder should have minimum experience of 5 years in Publishing or Content Creation and having adequate manpower for Content Writing, Editing and Designing for which 10 marks will be awarded and for every additional year of experience 1 additional mark will be awarded (Maximum 15 marks). [Please attach certificate of incorporation].
- ii. The bidder should have either published or managed content of and designed minimum 3 Coffee Table Books/ journals/magazines, during the last three years, for which 10 marks will be awarded and for every additional Coffee Table Book/ journals/magazines 2 additional marks will be awarded (Maximum 16 marks). [Please attach work order for each Coffee Table book/ journal/magazine and also sample copies of each, which shall be returned after the bids, have been evaluated].
- iii. The bidder should submit 3 latest Coffee Table Books/journals/magazines for which the content has been written, managed, designed by it in hard copy form for evaluation by the Committee (Maximum marks-45). The evaluation shall be done keeping in view the quality of content, quality of photographs, designs and other things that are capable of attracting the attention of the reader and keep him/her riveted to it.
- iv. The bidder should have the services of at-least four persons with proven credentials for Writing, Creating, Editing & Managing Content and two persons with proven credentials for Designing (Total-6) Maximum Marks 24 for this



criteria. The competence of the persons will be measured by the Committee on the basis of their qualification, experience and output. Details of each member along with their work experience details of previous work & their content must be submitted with the bid. If nothing is submitted it will be presumed that experienced manpower is not available with the firm & marks will be deducted/or the firm will not be considered for further evaluation i.e. the offer will be summarily rejected.

- v. The bidder should have the proven ability to deliver the works in a time bound manner.
- vi. The firm should not have been blacklisted by any Government organization/ Department.
- vii. The agencies, which are into printing and publication of journals, magazines, newspapers or any other material, shall also be considered as Publishers.

4. Technical bid will be evaluated as under:-

S. No.	Criteria	Min. Marks	Max. Marks
1	Minimum 5 years in Publishing or Content Creation for every additional year of experience one mark will be awarded.	10	15
2	No. of Coffee Table Books/ journals/magazines either published (For Publishers) or for which Content has been Written/Managed/Designed (by Content Creating Agencies) in last three years (minimum 3 must). For every additional publication two marks will awarded.	10	16
3	Reviewing of the Latest 3 Coffee Table Books/ journals/magazines (Hard Copy) Published or for which the content has been written, managed, designed		45
4	Availability and Evaluation of at-least four competent persons for Writing, Creating, Editing & Managing Content and two for Designing (Total-6)		24
	Total		100

#### 5. Terms and conditions:

- i. The response to the present tender shall be submitted in two stage bidding process. The Technical details with the relevant information/ documents/ acceptance of all terms and conditions strictly as described in this tender document. **Financial bids of only technically qualified bidder will be opened.**
- ii. Tender should strictly conform to the specifications. Tenders not conforming to the specifications will be rejected summarily. Any incomplete or ambiguous terms/conditions/quotes will disqualify the offer.
- iii. Copyright of the publication of these Coffee Table Books shall be with DAR&PG only.

GA2  
19/2/19



- iv. DAR&PG reserves the right to accept/ reject any or all the quotations without assigning any reasons thereof.
- v. DAR&PG reserves the right to stop the tender process at any stage and go in for fresh tendering without assigning any reasons.
- vi. Bids must remain valid for a period of at least six months from the time of submission. DAR&PG may, in its absolute discretion, seek additional information or material from any respondents after the bids close and all such information and material provided must be taken to form part of that bidder's response.
- vii. DAR&PG, in its absolute discretion, may engage in discussion or negotiation with any respondent (or simultaneously with more than one respondent) after the bid closes to improve or clarify any response.
- viii. Any form of canvassing / lobbying/ influence/ query regarding short listing, status, etc. by the bidder during the process, will be a disqualified.
- ix. Payment will be released after completion of entire work. No advance payment or part payment will be made. No price escalation adjustment or any other escalation will be payable at any time.
- x. TDS will be deducted as per Income Tax Rules.
- xi. Any extra job(s), if required to be executed will be done as per rates quoted in Annexure II.
- xii. The work is required to be done with precision and high quality is to be maintained
- xiii. The bidder is required to submit the EMD along with Technical Bid of Rs. 30,000/- (Rupees Thirty thousand only). The successful bidder is required to deposit Security Deposit @ 10% amount of awarded work in the form of Bank Guarantee or Demand Draft from a scheduled Bank in favour of the DDO, Department of Administrative Reforms & Public Grievances, New Delhi. The same will be refunded after successful completion of work. Proposals not accompanied by EMD/ Bid Security shall be rejected as non- responsive. No interest shall be payable by the Department of Administrative Reforms & Public Grievances on the sum deposited as EMD/ Bid Security. The EMD of unsuccessful bidders would be returned back within thirty days of issue of the work order / contract to the successful bidder. EMD will be returned to the successful agency on issue of work order and receipt of performance guarantee. The Technical Proposal shall not include any financial information.
- xiv. **Interested and eligible firms may submit Technical and Financial Bids** (in prescribed Formats as given in Annexure-I & Annexure-II respectively) **in separate sealed covers**. Both these covers should be further sealed in a separate cover along with Coffee table books for review which should be superscribed "**Quotation for Coffee Table Book**" addressed to the "Under Secretary (D&D), Department of Administrative Reforms & Public Grievances, 5<sup>th</sup> Floor, Sardar Patel Bhavan, New Delhi-110001 and **may be submitted in the O/o Shri Jitendra Sihwag, Under Secretary (D&D) on or before 05.03.2019 upto 15:00 hours positively. Bids received after the stipulated date/time shall not be entertained. The bid documents will be opened on the same day at 16:00 hrs. Only one representative is permitted at the time of opening of bids.** The dates for opening of financial bids will be intimated in due



course and representatives of only those firms which qualify technically shall be permitted to be present at the time of opening of financial bids.

- xv. The rates must be inclusive of all taxes and other costs and complete in itself, properly worked out to cover all the bidder's obligations under the contract and all matters and things necessary for efficient completion of the work. The same shall not be allowed to be reworked.
- xvi. The selected agency will not divulge any information and data provided by the DAR&PG, to any other party without the written consent of the DAR&PG. The selected agency shall not use any documents, data and other information received from the DAR&PG for any purpose other than content written/editing /designing of the Coffee Table Book.
- xvii. Awarded agency is required to appoint a Resource Person of repute on the subject matter with effect from the award of work till completion of work for overall supervision/ suggestions for bringing out excellent Coffee Table Book, who may be required to be stationed at DAR&PG Office till completion of this work. All the expenses for the appointment of consultant will be borne by the awarded agency.
- xviii. The bidder has to bear all the costs associated with the preparation of the tender.
- xix. The bidder may also be required to co-operate and work in co-ordination with other government organizations or district administrations in connection with the project, if need be.
- xx. Awarded bidder must deliver first draft (soft copy) within 10 days of provisioning of content by DAR&PG and adhere strictly to the timeline.
- xxi. The minimum annual turnover of the bidder must be approximately Rs. 50.00 lakhs per annum for last 3 years.
- xxii. In case, some additional editing, designing etc., work like publication of any other book or pamphlets, preparation of any report etc., is generated/ required to be done, which is not foreseen at this stage, the agency should be committed to cooperate with the Department for working on the same. The payment for such work will be made on pro-rata basis.

## 6. Penalty Clause

- a) In case of delay by the agency, 0.5% of the total value will be recovered for every single day's delay subject to a maximum of 10% of the total cost.
- b) In case bidder withdraws or changes his quotation, EMD will be forfeited. Refusal or inability or delay by the successful bidder to supply all deliverable as per scope of work at the contracted rate or any false statement in the bid may result in termination of the contract and forfeiting of EMD/performance guarantee as well as disqualification of the bidder from participating in future tenders. For any kind of delay in adhering to the time schedule, bidder shall be liable to pay 5 % of total amount of the bill for every ten days, of delay and multiples thereof. By virtue of being a Government of India publication, bidders are expected to deliver the work of extremely high quality. Delivery of any kind of substandard work will attract penalty of upto 20% of the total amount of the bill.



## 7. Bid Award Criteria


Financial bids of only those bidders who get minimum 60% marks in Technical Bid will be opened. The bid shall be awarded to the lowest bidder.

## 8. Documents to be enclosed with the Technical Bid

The bidder should provide the following information / document along with the Technical Bid.

- i. A one Page write-up on the activities of the Bidder along with copies of work orders for Content Writing, Editing and Designing of the Coffee Table Books/ journals/magazines/Publication of the Books by the agency or any other authentic proof of having accomplished the work.
- ii. Latest three Coffee table books/journals/magazines in hard copy form (returnable after bidding is over).
- iii. Terms and Conditions of Tender along with Annexure-I of the tender duly signed and stamped.
- iv. Copy of TAN/TIN allotted to the firm/proprietor by Income Tax Department.
- v. Agency profile with the detail of Content Development Team and Bio-data clearly indicating the Educational/Professional Qualification, Experience and expertise of at least 6 professionals mentioned in Para-3 (iv) above along with certificates of their qualification, experience and employment.
- vi. Documents in support of the Annual Turn Over declared.
- vii. Income Tax Returns for the last three years;
- viii. A declaration that the firm has neither been black-listed by any Government Department nor any criminal case has been registered against the firm or its owner/partner anywhere in India.

Attention: It may be noted that quality of output and adherence to time limits are sine-qua-non for the delivery of this work. The officers and staff of this Department work against all odds and unexpected obstructions/delays in receipt of material from the field. Same level of cooperation, commitment and dedication is expected from the people that the agency deploys for this particular work.

  
19/2/19

**Technical Bid****Format for the Technical Bid for content writing, editing and designing of one Coffee Table Book**

(All columns are mandatorily to be filled. Enclosures, wherever applicable, must be enclosed)

<b>S. No.</b>	<b>Particulars</b>	<b>Bidders Response</b>
01	Name of the Organization/agency/firm	
02	Name of the Owner/Proprietor/Managing Director/ Director	
03	Address and Telephone number of the Organization	
04	Annual Turn Over	
05	PAN No. (copy to be attached)	
06	GST Registration No. (Copy to be attached)	
07	Experience (in number of Years) :	
	i) In Publishing/ Content Writing, Editing and Designing	
	ii) In Publishing/ Content writing, editing and designing publications for central and state Govt. organizations	
08	No. of Coffee Table Books/ journals, magazines published or for which content has been managed/ designed (attach Release Order)	
09	Hard copy of the Latest 3 Coffee Table Books/ journals/ magazines for which the content has been written, managed, designed.	
10	Names, Qualifications, Experience & Expertise of the 6 Professionals mentioned in para 3 (iv) (Copies of certificates of their qualification, experience and employment should be attached)	

**(Seal and Signature of Company)**



**Format for Financial Bid for Content Writing, Editing and Designing of one Coffee Table Books**

S. No.	Name of the Item	Total amount in Rs.
01	Content Writing, Editing and Designing of one Coffee Table Book in ready to print copy and e-book format (Without Tax) For One Coffee Table Book Only* approximately for 160 Pages excluding Cover plus minus 10 %**	
02	Applicable Taxes (GST)	
<b>Total</b>		

\* The quotation should be only for one book. For two or more books, the amount will be proportionately multiplied.

\*\* In case the number of pages in the final work varies more than 10 % the payment will be proportionately increased/ decreased.

(Rupees in words \_\_\_\_\_)

**(Seal and Signature of Company)**