



**Government of India
Ministry of External Affairs
External Publicity & Public Diplomacy (XPD) Division
Shastri Bhawan, New Delhi-110001, INDIA**

Tender No: K/IP/302/01/2016

Dated: 08, June, 2018

E- REQUEST FOR PROPOSAL (RFP) FOR ENGAGING SERVICES OF A COMPANY FOR OUTSOURCING INDIA PERSPECTIVES MAGAZINE ON A NEW DIGITAL AND E-BOOK FORMAT FOR A PERIOD OF THREE YEARS.

CRITICAL DATE SHEET			
S. No.	Item	Date	Time
1	Date of Publishing the tender	08.06.2018	1700 hrs
2	Bid document download	08.06.2018	1800 hrs
3	Bid submission Start Date (Online)	08.06.2018	1800 hrs
4	Bid submission End Date (Online)	02.07.2018	1100 hrs
5	Clarification Start Date	08.06.2018	1800 hrs
6	Clarification End Date	20.06.2018	1500 hrs
7	Pre-bid meeting	18.06.2018	1500 hrs
8	Technical Bid Opening date (Online)	03.07.2018	1500 hrs
9	Financial Bid Opening date (online)	To be notified later	

*When submitting clarifications, please identify clearly your agency's contact details and the Tender Reference number provided by MEA. All questions will be answered (in writing) as long as they are considered as confidential. Queries, if any, can be directed to poip@mea.gov.in with a copy to osdpd@meaindia.in

The bid shall be submitted online only at Central Public Procurement Portal Website: <http://eprocure.gov.in/eprocure/app>. Manual bids shall not be accepted.

For any clarification regarding any terms and conditions of the tender, bidders may contact the undersigned.

**Publicity Officer (PMS/IP)
XPD Division,
Ministry of External Affairs,
Room No. 255, 'A' Wing,
Shastri Bhawan,
New Delhi – 110001.**

E-REQUEST FOR PROPOSAL (RFP)

1. Introduction:-

Online bids are invited for engaging services of a content marketing company for outsourcing omnichannel digital services including content website, video and social media integration and flipbook, EDM (Electronic Direct Mailer) for 'India Perspectives' published in 16 languages (Arabic, Bahasa Indonesia, Chinese, English, French, German, Hindi, Italian, Japanese, Pashto, Persian, Portuguese, Russian, Sinhala, Spanish, and Tamil) by Ministry of External Affairs, External Publicity and Public Diplomacy Division.

2. Objective:-

2.1 The External Publicity and Public Diplomacy (XPD) Division of the Ministry of External Affairs will be bringing out India Perspectives digital publication in 16 Indian and International languages across omnichannel digital platforms. The objective of the digital magazine and the website is to provide its readers an overview of India and will cover a wide range of subjects including India's global partnerships, economy, business, industry, science & technology, travel, tourism, art, culture etc.

2.2 The objective of this Request for Proposal (RFP) is to outline the scope, responsibility, contractual terms and conditions, for purpose of engaging a company to generate and edit content, translate, conceptualise and create a multilingual web portal with omnichannel integration, host the flip book and engage in constant editorial updates in all the 16 languages simultaneously.

2.3 The company will also be responsible to create a separate section on the 'India Perspectives' website for Indian Missions/Posts abroad to include a few articles & features of local interest of their country of accreditation. The company will have to provide technological solutions wherein the Missions are able to easily update their local content on their own.

3. Scope of Work:-

3.1 The company would work under the instructions and overall supervision of the Joint Secretary (XP), Ministry of External Affairs, New Delhi. The company would be responsible for conceptualizing, designing, translating, creating and hosting the multilingual India Perspectives website in 16 languages (Arabic, Bahasa Indonesia, Chinese, English, French, German, Hindi, Italian, Japanese, Pashto, Persian, Portuguese, Russian, Sinhala, Spanish, and Tamil) following the scope of work mentioned below:

Content Creation :

- (i) Commissioning high quality articles and visuals, including editing of articles.
- (ii) Preparing the design/layout of each bi-monthly issue of the India Perspectives magazine.
- (iii) Presenting the finalized English edition to the XPD Division for approval in a format of a printed magazine.

- (iv) The number of pages for the flip book will be 92 pages including covers in size 20.8 cms X 27.6 cms.
- (v) The company would also be responsible for conceptualizing, translating (native translation), designing, creating and hosting of exclusive additional digital content/video for the website “www.indiaperspectives.in” on thrice-a-week basis. Translated version in all other languages should be uploaded as well.
- (vi) The company has to ensure that the content produced are sound and will not affect MEA & the Indian Government’s reputation negatively.
- (vii) Develop mirror sites in 16 languages and allow users to switch between languages sites easily. This includes developing content for the flipbook version on India Perspectives in 16 languages.
- (viii) Attending regular meetings and discussions at MEA regarding the content strategy and content review of website/Content management System (CMS)/E-book.

Mission Corner :

- (i) The company will also be responsible for creating separate sections called ‘**Mission Corner**’ on www.indiaperspectives.in website for 184 Missions/Posts abroad.
- (ii) The company should provide technological solutions for the Missions to have their respective pages/space on the above mentioned section where they can upload the local content in their respective local language on a regular basis. The Missions will add their own local content in PDF format.

Dissemination Modes:

- (i) After approval by MEA, the company has to host the content on the content website “www.indiaperspectives.in” along with the flipbook in all 16 languages.
- (ii) The website also needs to have social media sharing capabilities, hyperlinking, video integration with infographics to engage readers.
- (iii) All the language editions will follow the same pattern and production as the English edition.
- (iv) The company should conceptualise, create & design social media feeds (Facebook, twitter, instagram) for MEA to upload.
- (v) The company should conceptualise and design Electronic Direct Mails (EDMs) for each bi-monthly issue of the India Perspectives with hyperlinks to the website in all 16 languages. Apart from this, the company should be flexible to create one or more multilingual EDMs as per MEA’s request.

Content Marketing:

The company will also be responsible for generating traffic to the website. Generate traffic to website via:

- (i) Social Media Marketing (SMM): Twitter, Instagram, Facebook etc.
 1. Facebook: Minimum of 2 million reach including both organic and paid.
 2. Twitter: 5 posts per week.
 3. Instagram: 2 posts per week.

- (ii) SEO (Search Engine Optimization): Create optimized content keeping in view search trends.
- (iii) Search engine marketing /display ads of “India Perspectives” magazine on specific occasions with a focus on different international users.

Newsletters:

- (i) Design newsletters on a bi-monthly basis and sent to subscribers.
- (ii) Develop high quality content for newsletters.
- (iii) Regular design inputs to MEA on improving newsletters performance basis analytics data.
- (iv) Monitor newsletter performance and publish analytics reports (with metrics including total database, open rate and clicks).
- (v) SEO analytics for selection of best suitable keywords must be provided. Improve the keywords list on regular basis.

Maintenance of Website:

- (i) CMS/website/ebook should be intuitive, flexible, scalable, user friendly and Mobile responsive.
- (ii) Rigorous testing on all reading platforms must be done to ensure no outage on any account.
- (iii) Quality validation during the process of electronic publication of magazine.
- (iv) Quality control report on the quality control procedure, tests and validations of e-reading applications, e-link reading devices and other devices on which the e-books have been tested.
- (v) Users can read the magazine in all 16 languages as flappable e-book and other formats.
- (vi) No Installation of third party scripts to track user activity ad-scripts, hidden back links to other irrelevant website at all level of development.
- (vii) Data Migration from Current Website “**www.indiaperspectives.in**” will be successful bidder’s responsibility.
- (viii) RTL (Right-to-left) should be supported.
- (ix) Resolution of errors/bugs (if any), website updates, changes in the website/E-book that may be necessary due to legal / statutory changes etc.
- (x) Providing all software updates and patches released by the OEM, update and patch management, resolution of any issues / problems with the software etc as per Ministry of External Affairs directives.
- (xi) The company should share bi-monthly report of traffic on the website by analyzing the data and provide valuable insights on the media consumption behavior of the readers.
- (xii) Bidder shall comply with secure coding practice such as OWASP (Open Web Application Security Project Guidelines).
- (xiii) It should be compatible and optimized for all major browsers and also support search ability within website.
- (xiv) Content must not violate any copyright law.
- (xv) Integration with Social Media (Facebook, Twitter, Instagram etc).
- (xvi) Website visitors counter should be supported.
- (xvii) It must backup the previous data/version before any content update.
- (xviii) Successful bidder shall provide a dedicated project manager (though not required to be deployed full time) during the period of the contract that

should be present for discussions, important meetings and should act as one point contact for Ministry of External Affairs, New Delhi.

- (xix) Submit a program to Ministry showing the general methods, arrangements, order and timing for all activities before commencement of the services.
- (xx) Any security breach identified must be informed to MEA immediately and attended instantly in coordination with NIC. Selected bidder would be responsible for providing fix to the problem in consultation with NIC.
- (xxi) Develop mirror of website and maintenance of Disaster recovery.

Hosting Infrastructure

- (i) Department will host the complete solution on NIC Server and all the required hardware and Software infrastructure for hosting the website will be provided by NIC.

Application Security

- (i) Website should be hosted and released only after undergoing the Security Audit as per the guidelines of Government of India and obtaining a Security Audit Clearance certificate from CERT in empanelled IT Security Auditors. Payment of Security audit would be paid by the selected bidder. Selected Bidder should be responsible to fix the vulnerabilities found even after the hosting is completed till the completion of its contract period with Ministry of External Affairs, India.

Timeline:

- (i) Once the “Edit List” of India Perspectives flipbook is approved by Competent Authority, the articles, photos (dummy copy) should be provided to the XPD Division, Ministry of External Affairs by the tenders/bidder(s) in three weeks.
- (ii) Post approval on the English hard copy, the company is responsible to translate and upload the flip books in all languages on the website along with uploading the content website within 30 days.

Digital Rights Management (DRM) :

All copyright reserved of the e-magazine will be held by Ministry of External Affairs.

Monitoring the Contract:

The service provider shall submit a program showing the general methods, arrangements, order and timing for all activities along with activities mentioned in timeline.

4. Eligibility Criteria for Bidders:

As part of the evaluation, the Pre-Qualification Proposal submission shall be checked to evaluate whether the Applicant meets the prescribed Minimum Qualification Criteria. Subsequently the Technical Proposal submission, for Applicants who meet the Minimum

Qualification Criteria (“Shortlisted Applicant”), shall be checked for responsiveness in accordance with the requirements of the RFP and only those Technical Proposals which are found to be responsive would be further evaluated in accordance with the criteria set out in this RFP document.

4.1 Minimum Eligibility Criteria

Sr. No.	Scoring Criteria	Supporting Documents
1.	The bidder should have a registered office in New Delhi/NCR and should have been in operation for last three (3) years.	Certificate of Incorporation/Registration.
2.	The Bidder should have an average annual turnover of at least Rs. 10 Crore (Rupees Twenty Crore Only) during the last three financial years (2015-2016, 2016-2017 and 2017-2018).	Copies of audited financial statements and CA Certificate or annual report highlighting the turnover.
3.	The Bidder should have an average annual turnover of at least Rs. 25 Lakhs (Rupees Twenty five Lakhs Only) during the last two financial years (2016-17, 2017-2018). from Content creation/Editing/translation services	Copies of audited financial statements and CA Certificate or annual report highlighting the turnover.
4.	The Bidder should have an average annual turnover from Software Development of at least Rs. 1.0 Crore (Rupees One Crore Only) during the last three financial years (2015-2016, 2016-2017 and 2017-2018).	Copies of audited financial statements and CA Certificate or annual report highlighting the turnover.
5.	The bidder shall submit a self-declaration for being not under legal action for corrupt or fraudulent practices(blacklisted) or black listed by any Ministry/ Department of GoI / State / UT Govt/Govt Organizations.	Self-Attested Declaration on company letter head (signed by Authorized Signatory).
6.	The bidder must have appropriate Registration Certificates/ licenses like PAN, TAN/GST Number etc. in their own name.	Attested copies of the same.
7.	The bidder shall have minimum 02 years experience of publishing, editing, translating and providing omnichannel digital solutions (as per GIGW Guidelines).	Copies of Work-order from client.

8.	The bidder shall have the logistics support, in house or external, for translation and proofreading of content in the 16 mentioned languages.	Valid proof and samples of published translation to be attached.
9.	The bidder should have capability to create hyperlinked EDM, social media feeds, original video.	Valid proof and samples to be attached.
10.	The bidder should have a strong digital, IT team and video team to be able to provide the work as mentioned in the scope of work.	Attach list of staff and their work experience.
11.	The bidder shall have at its disposal a talent pool of highly competent editorial staff, writers, native translators, designers, video creation and editing team with extensive experience in creating content on partnerships, India economy, business, etc.	Valid proof of published articles on India's partnership/Foreign policy. Attach a list of staff and list of expert writers/translators, designers, video creators and editors along with their work experience and credentials.

Other Instructions

4.2 TDS, if applicable, will be deducted as per Income Tax Rules.

4.3 The bidder should have the proven ability to deliver in a time bound manner.

4.4 The quoted price should include all taxes & GST etc.

4.5 The documents submitted by the bidders for Eligibility Criteria and Technical Evaluation Criteria shall be kept confidential by MEA till the process of selection is completed.

4.6 A write up in English is enclosed which needs to be translated in all 16 languages mentioned earlier. Evaluation of technical bid will include quality of such translations and presentation on web-site prior to upload of the magazine on web-site. XPD division, Ministry of External Affairs reserves the rights to disqualify bid(s) based on quality of the translations.

4.7 Qualification in technical bid is subject to satisfactory report of translations at Annexure-I verified by the concerned Mission/post abroad and satisfactory presentation.

5. Earnest Money Deposit (EMD):-

5.1 The original Earnest Money Deposit (EMD) of **₹ 10,00,000/- (Rs. Ten Lakh only)** in the form of Demand Draft / Pay Order in favour of "Pay & Account Officer, Ministry of External Affairs" is also required to be submitted in a sealed envelope superscribed "**Tender for engaging services of a content marketing company for**

outsourcing omnichannel digital services including content website, video and social media integration and flipbook, EDM (Electronic Direct Mailer) for ‘India Perspectives’, on or before the closing date and time of e-submission of online bids to Publicity Officer (IP) , Room No. 255 A-Wing, Shastri Bhawan, New Delhi-110001, failing which the bids will not be considered.

5.2 The scanned copy of Earnest Money Deposit (EMD) for a value of ₹ 10,00,000/- (Rs. Ten Lakh Only) in the form of Demand Draft drawn in favour of **‘Pay and Accounts Officer, Ministry of External Affairs’** payable at New Delhi should also be e-submitted as .pdf file along with envelope 1 (technical bid).

5.3 Tender received without EMD or EMD for lesser amount will be **summarily rejected**.

5.4 The submission of EMD is compulsory for all the Bidders and no exemption will be granted for submission of EMD in any case except where bidder(s), if any, intends to seek exemption from furnishing EMD submits proof of relevant documents authorizing the same. **The bidders will have to submit ink-signed certificate of such document for verification of their authenticity as and when required.**

5.5 The EMD shall be returned to the bidder(s) whose offer is not accepted by the Ministry within 30 days from the date of signing contract with the successful bidder. No interest/penalty shall be payable to the bidder on the sum deposited as EMD/Bid Security.

5.6 The EMD of the successful bidder(s) will be returned on receipt of Performance Guarantee.

5.7 EMD of a tenderer will be forfeited, if the bidder withdraws or amend its tender, impairs or derogates from the tender in any respect within the period of validity or fails to extend the validity if required and as requested.

6. Performance Bank Guarantee (PBG):-

6.1 Successful Tenderer (s) will be required to submit a performance bank guarantee of **10%** of the total value of the contract.

6.2 Bank guarantee shall be made in favour of Pay & Accounts Officer, Ministry of External Affairs, New Delhi.

6.3 Bank guarantee shall be valid up to **three years and two months from the date of signing the contract.**

6.4 Performance Bank Guarantee shall be submitted by bidder through a nationalized bank before the commencement order is given at the time of signing the final agreement.

6.5 If successful Tenderer(s) fails to furnish the required **Performance Bank Guarantee** in case of award of tender within 15 days of award of LOI or awarding contract whichever is earlier, EMD will be forfeited and the bidder will be barred from participating in future tenders of the Ministry.

6.6 No Interest shall be paid on the Performance Bank Guarantee.

6.7 In case of any deficiency and unsatisfactory performance by the agency, the performance guarantee will be invoked and the payment due to the agency would be withheld.

6.8 In the event of any amendments to Agreement, the Bidder shall within 15 days of receipt of such amendment furnish the amendment to the performance guarantee as required.

7. Disqualification:- Even if the bidders meet the above criteria, they will be subject to disqualification if any bidder (or constituents) has:-

7.1 A criminal history or has been convicted by any court of law for any of the offences under any Indian laws.

7.2 Any criminal proceeding(s) is/are pending in any court of law in India against any of the Bidder and if any such proceeding culminates into conviction.

7.3 Made misleading or false representation in the forms, statements and attachments submitted.

7.4 Has not submitted hard copy of EMD.

8. Substandard work and Penalty for delayed Services:-

8.1 The scope of work as per the given particulars and specifications shall be submitted within 30 (Thirty) days from the date of issue of the work order post approval on the English flip book dummy. For typographical/ grammatical errors/mistakes/non adherence to approved content inaccurate translation, or delay in uploading on the website/E-book, a penalty will be imposed @ 0.5% of the total bill of that particular issue.

8.2 In the event of any delay (delay in submission of English text, photos, dummy, uploading content on the website, E-book, EDMs, etc.) in adhering to the time schedule, vendor shall be liable to pay penalty @ 0.5% of the total bill for every day of delay.

9. Pre-bid Meeting:-

All prospective Bidders, requiring clarification on the RFP shall notify MEA at e-mail poip@mea.gov.in within 1 week (sat/sun and holidays included) after uploading of RFP. A Pre-bid Meeting would be held on next working day at 1100 hrs. in the Conference Room of the Ministry of External Affairs, 1st Floor, Shastri Bhawan, New Delhi – 110001 to clarify queries, if any, regarding the RFP. All queries would be addressed only during the Pre-bid meeting.

10. Submission of online bids:-

10.1 The bid shall be submitted only at Central Public Procurement Portal Website: <http://eprocure.gov.in/eprocure/app>. Manual bids will not be accepted under any circumstances

10.2 The online bids (complete in all respect) must be uploaded online in **Two Covers (Technical and Financial bids)** as explained below:-

Cover 1 – (Technical Bid) (following documents to be uploaded online in .pdf format)		
Sl No.	Document	File Type
1.	Name of the Company with address, telephone number and date of establishment with profile to be attached.	.pdf
2.	A talent pool of highly competent editorial staff and writers, designers, video creators with extensive experienced in creating content on different aspects related to India's foreign policy. Bidder shall attach proof of published articles on India's partnership/Foreign Policy and attach a list of staff and list of expert writers along with their work experience.	.pdf
3.	Whether editorial, design, digital and IT facilities are available with the bidder in-house. Give details of editorial and digital services provided with work details for clients	.pdf
4.	Whether registered with all concerned Government Authorities (attested copies of all Registrations/ Licenses to be enclosed	.pdf
5.	Income Tax return for last three and PAN, TAN/VAT/GST Number (attested copy to be enclosed)	.pdf
6.	EMD of ₹ 10,00,000/-(Rs. Ten Lakh only) (scanned copy)	.pdf
7.	The bidder shall have minimum 02 years experience of publishing, editing, native translation and providing omnichannel digital solutions as per the scope of work. (Valid proof on how omnichannel digital solutions have been provided by the bidder to clients should be attached. The company should also attach case studies to prove the above).	.pdf
8.	The bidder shall have experience in native translation and proofreading of content in the 16 mentioned languages. (Kindly attach samples of books/magazines published by your company in the foreign languages in which India Perspectives is presently published. Attach samples of last three years)	.pdf
9.	The bidder should have capability to create hyperlinked EDMS, social media feeds, original video content (Valid proof and samples to be attached)	.pdf
10.	The bidder should have a strong digital, IT team and video team be able to provide the work as mentioned in the scope of work (Bidder shall attach list of staff, their qualification, work experience and work done by the bidding company)	.pdf
11	Undertaking that the bidder has not been blacklisted by any Departments/ Ministry/ Organizations of the Govt of India / State Govt.	.pdf
12.	Whether the terms and conditions in the tender notice are acceptable to the bidder.	.pdf
13.	Attested copies of Minimum turnover of ₹ 10 Crores (Rs. Ten Crores) per annum for each of the last three years, certified by Chartered Accountant	.pdf

14.	Attested copies of average annual turnover from Content creation/editing/translation of at least Rs. 25 Lakhs (Rupees Twenty five Lakhs Only) during the last two financial years (2016-17, 2017-2018).	.pdf
15.	Attested copies of average annual turnover from Software Development of at least Rs. 1.0 Crore (Rupees One Crore Only) during the last three financial years (2015-2016, 2016-2017 and 2017-2018).	.pdf
16.	List of other clients with letter from at least three customers in the last three years regarding satisfactory performance of the bidder for providing services for design and publication.	.pdf
17.	Kindly translate the paragraph given at Annexure – I in all 16 languages (except English) and submit along with technical bid.	.pdf
Cover 2 – (Financial Bid) (to be submitted in BOQ format online)		
Sl No.	Item Description	Cost (in Rs.)
1.	Content generation for “India Perspectives” magazine in English (92 pages in appx. 18000 words).	
2.	Native translation in all 15 languages (92 pages in appx. 18000 words).	
3.	Digitization including: 1. Development of website/CMS and flipbook. 2. Uploading of created content onto website, flipbook and managing CMS. 3. Converting old IP editions archives into e-books in CMS.	
4.	Maintenance of website/CMS/E-book including: 1. Marketing/dissemination/SMM/SEO. <ul style="list-style-type: none"> • Social media (Facebook, Twitter etc). • Promotion (on prior permission of Ministry of External Affairs). Refer para 3 Content Marketing for more information. 2. EDM/Newsletter sendouts.	

	3. Analytics on bi-monthly basis.	
	Grand Total	

10.3 Tenderer/Bidders are advised to follow the instructions provided in the ‘**Instruction to Tenderer**’ for e-submission of the bids online through Central Public Procurement Portal Website: <http://eprocure.gov.in/eprocure/app> before proceeding with the tender.

10.4 All documents as per tender requirement shall be uploaded online through Central Public Procurement Portal Website: <http://eprocure.gov.in/eprocure/app> and further **no documents will be accepted offline.**

10.5 Bidders not submitting any of the required documents online will be summarily rejected.

10.6 Both technical and financial bid are to be submitted concurrently duly digitally signed on the Central Public Procurement Portal. No proposal shall be accepted after the closing time for submission of Proposals

10.7 The bidders shall have a valid digital signature certificate for participation in the online tender. The cost of digital signatures, if any, will be borne by respective tenderer.

10.8 Prospective bidders are accordingly advised to go through instructions provided at Central Public Procurement Portal.

10.9 **Annexure ii** should be duly certified as accepted.

11. Financial Bid:-

The bidder must submit their financial bid in the prescribed format (BOQ.XXXX File) and no other format is acceptable. Bidders are required to download the BOQ File, open it and complete the unprotected cells with their respective financial quotes [**the total cost in both figures and words (including all taxes)**] and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the file name. **If the BOQ file is found to be modified by the bidder, the bid will be rejected. The bidders are strictly advised to refrain from quoting unrealistic prices, at which they may not make supplies later.**

12. Opening of Technical Bid & Financial Bid:-

12.1 Online bids (complete in all respect) received along with demand draft of EMD (Physically) will be opened as per stipulated time and date indicated in page 01 of the tender document in presence of bidders representative, if available at room No. : 255 A-Wing, Shastri Bhawan, New Delhi - 110001. Bid received without EMD will be rejected straightaway.

12.2 A duly constituted committee will evaluate eligibility criteria of bidders.

12.3 Technical bid of only those bidders, whose bids are declared eligible by the committee, will be evaluated.

12.4 It shall be noted that required documents submitted online along with the technical bid will be perused/examined and in case of any deficiency, the technical bid will be rejected and financial bid will not be opened.

12.5 After scrutiny of technical bids, the Ministry shall shortlist the eligible bidders and inform them of the date and time of opening of the Financial Bids (Preferably by e-mail).

12.6 The representatives of the bidders willing to attend tender opening process will have to submit a letter of authorization to this effect.

12.7 In case the date of opening of tender is declared a holiday for unexpected reasons, the tender shall be opened same time on the next working day.

12.8 Bids shall be summarily rejected, **if it is received other than online through Central Public Procurement Portal.**

13. Bid Evaluation:

Evaluation Committee (EC) formed by the MEA will evaluate both technical & commercial bids.

Technical Evaluation

Bidders who have qualified as per the Pre-Qualification Eligibility Criteria of this RFP document shall be evaluated and scored by the Evaluation Committee based on the basis of technical evaluation criteria mentioned in table below, assessing each bidder's ability to satisfy the requirements set forth in the document. The minimum marks for qualifying through the technical evaluation round are 70 out of 100.

Sr. No.	Scoring Criteria	Supporting Documents	Max. Points
1.	The bidder should have a registered office in India and should have been in existence. (Regional office in Delhi/NCR will be preferred) * Relative grading will be done	Certificate of Incorporation.	10

2.	<p>The Bidder should have an average annual turnover of at least Rs. 10 Crore (Rupees Ten Crores Only) during the last three financial years (2015-2016, 2016-2017 and 2017-2018).</p> <p>* Relative grading will be done</p>	Copies of audited financial statements and CA Certificate or annual report highlighting the turnover.	15
3.	<p>The Bidder should have experience for Content Generation where the value of the assignment should be at least Rs.25 Lacs during last two financial years(2016-17, 2017-18).</p> <p>(Projects for Govt. Organizations/PSU's will be preferred)</p> <ol style="list-style-type: none"> 1. 1 Project = 5 Points 2. 2 Projects and above = 10 Points 	Copies of orders and/or completion letter from client.	15
4.	<p>The Bidder should have experience for Content Language translation.</p> <p>(Projects for Govt. Organizations/PSU's will be preferred)</p> <ol style="list-style-type: none"> 1. 1 Project = 5 Points 2. 2 Projects and above = 10 Points 	Copies of orders and/or completion letter from client.	10
5.	<p>The Bidder should have successfully completed, at least 01 Website/Portal/Web-Application/e-book Development Projects as per GIGW Guidelines where the value of the assignment should be at least Rs. 25 Lacs within last FIVE financial years.</p> <p>(Projects for Govt. Organizations/PSU's will be preferred)</p> <ol style="list-style-type: none"> 1. 1 Project = 5 Points 2. 2 Projects and above = 10 Points 	Copies of orders and/or completion letter from client.	15
6.	<p>Native translation in 16 languages.</p> <p>(Vetting by respective Missions/Post abroad)</p>	Copies of translation in 16 languages.	15

7.	<p>Technical Presentation (Maximum 10 minutes). It will be evaluated on following parameters:</p> <p>1. Sample booklet on content, design and artwork for following topics:</p> <p>*All topics must be prepared in view of promoting India</p> <ol style="list-style-type: none"> Partnership (Foreign policy) Achievement Sports Heritage Snapshots(covering event, festival etc) Travel Music Dance Theatre Fashion Cinema Cuisine Innovation <p>2. Previous works (ebooks) including translation and high resolution digital quality.</p> <p>3. Domain knowledge on above topics.</p> <p>4. How the workflow will be executed.</p> <p>5. Strategy and treatment of the subject and storyline. Innovative ideas and suggestions will be preferred.</p> <p>* For any query/clarification refer Para 9 Pre-bid Meeting.</p>	3 rd working day after opening of RFP.	20
	Total Points / Marks		100
	Cut Off Points for Qualifying		70

Financial Evaluation

In this process, the financial proposal of the Agency declared qualified shall be opened by indicating the date and time set for opening of its Financial Proposal. The information of this date and time may be sent by registered letter, facsimile, or electronic mail.

Selection Procedure

QCBS (Quality and Cost Based Selection) method shall be adopted with weightage of 70% for technical proposal and 30% for the financial proposal.

- **Technical Bid Score:** The Technical Bid Score ' S_t ' of the Bidder shall be derived as under

$$S_t = (S_{tm} / S_H * 100), \text{ where}$$

S_t is the Technical Bid Score

S_{tm} = Total technical bid marks of the bidder under consideration

S_H = Highest Total Technical bid marks amongst all evaluated bids.

- **Financial Bid Score:** The Financial Bid Score ' S_f ' of the Bidder shall be derived as under

$$S_f = (F_L / F * 100)$$

Where

S_f is the Financial Score

F_L is the value of the lowest Commercial Bid

F is the price quoted in the bid under consideration.

- The Total score of the Bidder will be determined as under

$$\text{Total Score} = (T_s) = (0.7 \times S_t) + (0.3 \times S_f)$$

- The bid of the bidder, who obtains the highest T_s value, will be rated as the Most Responsive Bid. In the event of the same T_s score of bidders, the bid with the highest technical score (S_t) will be rated as the most responsive bid. Beyond that, Bid Evaluation Committee will decide the matter in its full discretion.
- It may be noted that the total cost for three years submitted in the financial quote is based on estimated requirement. The payment shall be made on pro-rata basis on actual requirement. In case of difference in total cost quoted by bidder for three years and total cost calculated for three years from unit rate and multiplication factor, the minimum of two shall be taken into account for payments. The unit rate for making payments shall be considered as per the considered total cost.

14. TERMS OF PAYMENT

14.1 Payment against Bill/Invoice shall be released only after satisfaction of the work as per MEA. The MEA will pay the Vendor within 30 days of submission of the bills/Invoice, if the bills/Invoice is found to be in order.

14.2 Payment will be made direct to the supplier through NEFT/RTGS. No request for other mode of payment will be entertained.

14.3 No advance payment will be made in any case.

14.4 Payment will be done after completion of entire workflow of creation of electronic version of “India perspectives” magazine and its digitization process completed as per satisfaction of ministry.

14.5 The subsequent bi-monthly payment will be done after completion of creation of the content, its translation in 16 languages and website and e-book updation along with other promotional and technical activities.

14.6 For facilitating Electronic Transfer of funds, the selected agency will be required to indicate the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the agency.

Grant of Work Order

- (i) On selection of the agency and acceptance of financial quote submitted by the selected agency, a Letter of Intent (LOI) would be issued to the agency. On receipt of LOI, the agency would submit a letter of acceptance. A Performance Bank guarantee will be submitted within 15 working days of receiving LOI. Thereafter, a detailed work order will be issued to the agency.

15. Amendment of Bidding Document:-

15.1 At any time prior to the deadline for e-submission of bids, the Ministry may, for any reason, whether on its own initiative or in response to the clarification request by a prospective bidder, modify the bid document.

15.2 Any amendment in the bidding document, at any time prior to the deadline for e-submission of bids, shall be uploaded as “corrigendum” on <http://eprocure.gov.in/eprocure/app> and www.mea.gov.in.

15.3 Ministry at its discretion may extend the deadline for the e-submission of bids if the bid document undergoes changes during the bidding period, in order to give prospective bidders time to take into the consideration the amendments while preparing their bids;

15.4 The Ministry reserves the right to amend or withdraw any of the terms and conditions contained in the tender document or to reject any or all the tenders in whole or in part without giving any notice or assigning any reason.

15.5 Further Addendum/Corrigendum if any will be uploaded onto website of MEA only besides the CPP portal. The decision of Ministry, in this regard, shall be final and binding on all.

16. Force Majeure:-

16.1 Ministry may consider relaxing the penalty and publishing requirements, as specified in this Tender Document, if and to the extent the delay in performance or failure to perform its obligations under the contract is the result of a Force Majeure.

16.2 Force Majeure is defined as an event of effect that cannot reasonably be such as natural disasters, act of states, the direct and indirect consequences of wars (declared or undeclared), hostilities, national emergencies, civil commotion and strikes at successful bidders premise, etc.

16.3 Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.

16.4 A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

17. Extension of last date at the Discretion of the Ministry:-

The Ministry, may in its discretion extend the last date for e-submission of the online bids and such extension shall be binding on all the Bidders. Addendum/Corrigendum, if any in this regard, will be published on the Ministry of External Affairs' website: www.mea.gov.in and Central Public Procurement Portal Website: <http://eprocure.gov.in/eprocure/app>

18. Validity of Bid:- The bids shall be valid for a period of **six months** from the date of opening of bids. A bid for a shorter period of validity shall stand rejected;

19. Non Transferability:- This tender is non transferable. The incomplete and conditional tenders will be summarily rejected;

20. Non-withdrawal of Bids:- No bidders will be allowed to withdraw after e-submission of bids/ opening of the tender; otherwise the EMD submitted by the tenders will be forfeited.

21. Bid Currency :- Prices shall be expressed in Indian Rupees only.

22. Corrupt or Fraudulent Practices:-

22.1 It is expected that the bidders who wish to bid for this tender have highest standards of ethics.

22.2 Ministry shall reject bid if it determines that the bidder recommended for award has engaged in corrupt or fraudulent practices while competing for this contract.

22.3 Ministry may declare a bidder ineligible, either indefinitely or for a stated duration, if it at any time determines that the bidder has engaged in corrupt and fraudulent practices during the execution of contract.

23. Termination :-

23.1 MEA reserves the right to terminate the contract at any time, if the performance of the agency so selected is not to the satisfaction of the Ministry after Fifteen(15) days notice. In that case the authority may forfeit the Performance security deposit.

23.2 MEA reserves the right to terminate the contract at any time in case of material breach of any terms and conditions mentioned in the tender without assigning any reason and nothing will be payable by the Ministry. In that case the authority may forfeit the Performance security deposit.

24. Settlement of Disputes and Arbitration:-

24.1 All disputes, differences and questions arising out of or in any way touching or concerning this Request for Proposal (RFP) or subject matter thereof or the representative rights, duties or liability of the parties shall be referred to the sole arbitration under the Arbitration and Conciliation Act, 1996.

24.2 The arbitration shall be in accordance with the Arbitration and Conciliation Act, 1996. The arbitrator shall be entitled to extend the time of arbitration proceedings with the consent of the parties.

24.3 No part of the Request for Proposal (RFP) shall be suspended on the ground of pending arbitration proceedings.

24.4 The decision of the sole arbitrator shall be final and binding on the parties.

25. Contract Period:- The period of the contract will be for **three years from the date of signing of the contract**. However, the Ministry of External Affairs, reserves the right to terminate the contract earlier at the discretion of the Ministry of External Affairs, New Delhi without assigning any reasons therefore.

26. Agreement Deed:- The successful bidder shall execute an agreement for the fulfilment of the contract on Rs.100/- non-judicial stamp paper within 15 days from the date of award of LOI. Agreement/contract will be signed after the submission of the performance security. The incidental expenses of execution of Agreement/contract shall be borne by the successful bidder. **In case of successful bidder not submitting agreement within stipulated time of 15 days, EMD will be forfeited and the bidder will be barred from participating in future tenders of the Ministry. In such event, L2 will be considered subject to same conditions.**

27. Governing Laws and Disputes:- This shall be construed and governed by the Laws of the India and the parties hereby submit to the exclusive jurisdiction of the New Delhi Courts of Law.

28. General Terms and Conditions:

28.1 To ensure that websites comply with the “Guidelines for Indian Government Websites (GIGW)”’ <http://guidelines.gov.in>

28.2 Redevelopment and Maintenance of Web based applications and integration with technologies.

28.3 Design should comply on all parameters with guidelines issued by Government of India for websites.

28.4 Comply with website security guidelines issued by NIC, GoI.

28.5 Complete regular repairs as needed to scripting languages, basic HTML, broken images, broken links and all other malfunctioning code or components.

28.6 Coordinate with the web hosting agency and ensure full backup of website through the duration of the contract.

28.7 Provide a report on site traffic statistics and search engine analysis reports.

28.8 Maintain Site Search Engine by ensuring any content updates and new pages are searchable.

28.9 Development and implementation of the online web strategy with major upgrades in the design and content of the current website.

28.10 Editing and proof reading of the website content.

28.11 Development of new content for the website.

28.12 Prompt and Proper Maintenance of website.

28.13 The Source Code of the website should be security compliant as per GIGW guidelines.

28.14 The Source Code should be hosted on secured platform like GI cloud/ MeiTy empanelled, Virtual Private Cloud (VPC) with data centre in India.

28.15 The Source Code should be device responsive.

28.16 The Source code will be handed over to XPD Division, along with its all patches and latest update.

28.17 Future scalability for mobile application creation for “India Perspectives” magazine should be factored in the website/CMS/E-book.

28.18 Option of inclusion of User response management module may be kept scalable into the application.

28.19 The Source Code should support open source software (OSS) platform.

28.20 MEA reserves the right to accept or reject any or all the bids in part or full without assigning any reason whatsoever.

28.21 MEA reserves the right to cancel the project completely at any point of time without assigning any reason whatsoever.

NEEDS TO BE TRANSLATED IN ALL 15 LANGUAGES

Ancient Indian History

The core of ancient Indian diplomacy was a civil state and paramountcy of law and ethics, as opposed to militarism or its ramifications of aggrandizement and expansionism. The state and monarchy were treated, by and large, as a sacred trust conducive to security, peace and prosperity of the people. The ideal was derived from the Manava Dharma Shastra, which stands even at this distance as an exalted enunciation of humane rationality. It was this all pervading sense of just eluded Indian diplomacy, so noted Arrian in the Indika (IX), from conquests beyond India's natural frontiers. That was Niti, a harmonious development of mankind as much as the right conduct of a right policy. The Panchtantra, for instance, apart from being a dynamic collection fables with a moral, is a text-book of Niti which is an inimitable interpretation of diplomatic conduct. It is clear that Indian diplomacy, the hoary past, was not divorced from philosophical considerations. Despite a deep knowledge of the science of war, it was never war intellectual and cultural impacts that earned for India universal renowned respect. It was also disfavored that means should jeopardize or justify the end.

The ideal of righteousness in India was as much part of individual ethics as of diplomatic procedure. The Monarchs were king-pin of interstate relations held diplomacy ethical and above the attributes of a mere weapon of statecraft. The political geometry that was taken for granted as a prelude to diplomatic activities serves even today as a remarkable piece of political ingenuity, foresight and wisdom. Kautilya's hypotheses of such a system of mandala 12 deserve special attention.

Annexure ii

Declaration Certificate

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

Signature

Name:

Stamp