



Embassy of India

Beijing

Request for Proposals (RFP)

for Production of

Make in India Publicity Material

RFP No. PEK/MII/Publicity Kit Tender/2018

Last date for Submission of bids

10 August 2018 Up to 1730 hrs (Beijing Time)

Date of Opening Technical bids

13 August 2018 at 1100 hrs (Beijing Time)

Embassy of India Beijing, No.5, Liang Ma Qiao Bei Jie, Chaoyang District,
Beijing 100600

Tel-00-86-10-8531 2500/2501/2502/2503

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1. Introduction:

1.1 Introduction and Issuer:

Embassy of India in Beijing requests for proposals for producing Make in India Publicity Kits, as per the specifications mentioned under the Scope of Work, from companies/vendors based in China with experience and background in production of customized publicity kits for the purpose of branding and publicity used by companies, government agencies and organizations.

1.2 Purpose:

Branding and publicity of Make in India (MII) initiative of Government of India. The logo of MII initiative will be prominently displayed on all items of the publicity kits. The publicity kits will be distributed among prospective Chinese investors attending Embassy's Make in India investment promotion seminars and present to the dignitaries on special occasions.

2. Scope of Work

2.1 RFP is invited for producing 1200 sets of Make in India Publicity Kits.

2.2 Each Publicity Kit will contain 5 items:

2.2.1 Tea Container (2 Nos)

2.2.2 Porcelain Cup (1 No.)

2.2.3 MII Publicity Leaflet (1 No.)

2.2.4 Cardboard Box (1 No.)

2.2.5 Carry-Bag (1 No.)

2.3 *Specification of each item:*

2.3.1 Tea Container:

2.3.1.1 Material: Tin / Iron (Tin finished, rot-free) metal gauge 0.2mm. Inside the container below the lid, there shall be a hard paper seal (tear to open type)

2.3.1.2 Color: A sticker wrap around type, covering the whole circular wall, printed with MII graphics and logo. No color on inside walls.

2.3.1.3 Size: Diameter 10 cm, height 7 cm

2.3.1.4 Packing Type: Tea shall be packed in vacuumed tinfoil bags/pouches, which can then be put inside the container. Tea will be provided by the Embassy.

2.3.1.5 Printing Type: The wrapping sticker should be printed and stuck on the outer-wall covering full circular area of the container. The printing shall be done in laser type 3d glossy print. The design element shall be prepared by vendor in consultation with the Embassy.

2.3.2 Porcelain Cup

2.3.2.1 Material: Porcelain clay, oven baked and hardened.

2.3.2.2 Size: 78 mm diameter, 89 mm height, volume capacity: 310 ml

2.3.2.3 Each kit will have 1 cup with lid.

2.3.2.4 Color: While or Red.

- 2.3.2.5 Type: Tea drinking cup with a handle.
- 2.3.2.6 Printing: MII logos in circular pattern at the lower side of the outer wall.

2.3.3 MII Publicity Leaflet

- 2.3.3.1 Paper Specification: 200 gm,
- 2.3.3.2 Size: A5 size folded into 2
- 2.3.3.3 Printing Type: Glossy 3D Print of MII logo and pictures. Text in Matt finish.

2.3.4 Cardboard Box

- 2.3.4.1 Material: Water resistant hard cardboard box, thickness 2 mm, coated with colored leaflet paper 157 gm.
- 2.3.4.2 Size: LxWxH:20x38x9CM
- 2.3.4.3 Color: Red
- 2.3.4.4 Printing: Printing of logo in silver/gold color on the box.
- 2.3.4.5 EVA/Foam Lining: Inside the box EVA/foam (BPA free) covered with silk cloth should be fixed at bottom to be able to hold two tea containers, a porcelain cup and a business card type USB.

2.3.5 Carry Bag with Cotton Ribbon handle

- 2.3.5.1 Paper specification: Matt lamination, 300GM
- 2.3.5.2 Size: LxWxH:28x40x10CM
- 2.3.5.3 Color: Glossy (3D Laser) Color Print as per the design element of DIPP.
- 2.3.5.4 Printing: MII logo and branding material provide by the Embassy shall be printed on all 4 sides of the bag.
- 2.3.5.5 Handle: Handle should be red linen/cotton straps in red/black color. Width of strap should be 1.5 cm, while length of each strap should be 30 cm.

3. Eligibility criteria for bidders:

- 3.1 The applicant/company should have valid registration under a competent local authority.
- 3.2 The applicant/company should be in operation for more than three years.
- 3.3 The applicant/company should not be black listed by Embassy of India or any agency/entity of government of India or state governments in India.
- 3.4 An applicant/company (including its Personnel) that has a business or family relationship with a member of the Employer's staff who is directly or indirectly involved in the preparation of the Terms of Reference of the Assignment/job, the selection process for such Assignment/job, or supervision of the Contract, is not eligible.
- 3.5 One applicant/company may only submit one proposal. If a company submits more than one proposal, such proposals shall be disqualified.

4. Submission of Bids:

- 4.1 The applicant/bidder shall submit offer in a single sealed envelope containing the technical specification of the goods procured along with the cost of procurement. The sealed envelope should be kept inside a large sealed envelope and subscribed as "Tender Quotation for production of Make in India Publicity Material". It should be superscripted at the bottom left corner with Full name, Postal address, fax, email, telephone number of the bidder.
- 4.2 The sealed quotation shall be submitted to the **Embassy of India Beijing, No.5, Liang Ma Qiao Bei Jie, Chaoyang District, Beijing 100600.**
- 4.3 The bids may be submitted by hand in person or by courier. Tenders by "Fax/email" shall not be accepted.
- 4.4 Tenders received after the closing date and time as prescribed in the tender notice shall **NOT** be accepted under any circumstances.
- 4.5 The bid shall be opened on the date and time as given in the tender notice at the **Embassy of India Beijing, No.5, Liang Ma Qiao Bei Jie, Chaoyang District, Beijing 100600** in the presence of authorized representatives of the companies, who may wish to attend.

5. Instruction for Bidders regarding submission of Bid:

5.1 Bid must be submitted as per the format specified at Annexure 1 and should also include the documents in support of eligibility criteria, profile and track-record of the Agency. All the documents should be self-attested with the seal of the bidders. Unsigned/overwritten quotations will not be considered, and incomplete/conditional bids will be rejected.

6. Selection Procedure

6.1 Bids will be opened by a Constituted Committee which will screen them for eligibility as per the eligibility criteria enumerated at point 2 above.

6.2 The committee will then mark the bid as per marking criteria detailed below:

| SN | Component | Marks |
|-----------|--|--------------|
| 1 | Quality and technical specification of the material used in production | 15 |
| 2 | Price Quoted | 30 |
| 3 | Time period for finishing the work | 5 |
| | Total | 50 |

6.3 The company which scores the highest aggregate marks on the basis of above mentioned evaluation will be awarded the contract for production

7. Validity of Bids:

7.1 The bids shall be valid for a period of three months from the date of opening the bids. A bid for shorter period of validity shall be rejected.

8. Payment:

8.1 Payment against bill/invoice shall be released on receipt of the publicity material.

9. Special Condition of Contract:

- 9.1 **Jurisdiction:** The disputes, legal matters, court matters, if any shall be subject to jurisdiction as defined by Indian legal system only;
- 9.2 **Arbitration:** All disputes of any kind arising out of service shall be referred by either party after issuance of 30 days of notice in writing to the other party clearly bringing out the nature of dispute to a single arbitrator acceptable to both parties;
- 9.3 **Force Majeure:** Any shortfall in service or failure in fulfillment of obligations under contract due to *force majeure* like natural disasters of the nature of earthquake, floods, storm or man-made ones like war, civil strife shall be looked into in consideration of those extenuating circumstances by either side;
- 9.4 **Embassy of India Beijing** reserves the right to reject or accept any or all of the bids without assigning any reasons.



PROFORMA TO BE FILLED UP AND SUBMITTED IN THE BID

| | | |
|----|--|--|
| 1. | Name of the Bidder Company | |
| 2. | Address of the Bidder Company | |
| 3. | Contact details of the Bidding Company | |
| 4. | Name of the Proprietor/Partners/Directors of the Company | |
| 5. | Company's bank details- name, address and Current Account number | |
| 6. | Registration and incorporation particulars of the Agency/Company | |
| 7. | Period of Bid validity | |
| 8. | Any other information | |

| SN | Item of work as per scope of work of Tender Notice | Amount inclusive of all taxes/VAT (RMB) |
|----|--|---|
| | | |
| | Total= (In words) | |

Declaration

I hereby certify that the information furnished above is full and correct to the best of our knowledge. The self-attested copies of required documents as mentioned in para 5 of the Tender notice have been submitted. We understand that in case of non-submission of required documents, the bid shall stand rejected.

(Signature of the authorized signatory)

Dated _____

Name and address of the Agency/Company _____

Seal of the firm