

**Indian Institute of Foreign Trade
B-21, Qutab Institutional Area, New Delhi – 110016**

Expression of Interest (EOI)

INDIAN INSTITUTE OF FOREIGN TRADE is a Deemed University under the control of Department of Commerce, Ministry of Commerce & Industry, Government of India. It is one of the premier Business Schools of the country with thrust on International Trade issues.

The Institute invites Expression of Interest (EOI) from reputed firms for Designing and Printing of Placement Brochures and CDs. The complete EOI document duly filled-in and appended along-with the required documents may be submitted in a sealed envelope to the undersigned **latest by 23.03.2015**.

Details of EOIs:-

| Sl. No. | Event | Date and time |
|----------------|---|-------------------------------|
| 1. | Commencement of issue of EOI form | 03.03.15 |
| 2. | Last date and time of receipt of EOI form | 3.00 p.m. on 23.03.15, |
| 3. | Date and time of opening of EOI form | 11.30 a.m. on 24.03.15 |

Place of submitting and opening
of EOI forms and address
for communication

: - Indian Institute of Foreign Trade,
B-21, IIFT Bhawan,
New Delhi - 110016

sd/-

Section Officer (Admn.)
011-26968315

Scope of Work:-

Indian Institute of Foreign Trade invites Expression of Interest (EOI) from reputed firms for Design, Development and Printing of Placement Brochure as per specification and quantity given here as under :-

- 1. The Placement Brochures** with Booklet should meet the following specifications (it would include designing, development and printing of Corporate Brochures, designing and development of new Corporate Video and a Photography shoot of all the students):-

| Sl No. | Description | Qty. (Nos.) |
|--------|---|--------------------|
| 1. | Full Brochures (MBA IB Booklet): <ul style="list-style-type: none">4x4 colour, Size A4, 42-46 Pages, 170 GSM MagnoMatt4 Hard Cover Pages Front & Black, 4x4 colour, size A4, 300 GSM MagnoMatt | 1000 |
| 2. | Student Profile for 2014-16: <ul style="list-style-type: none">4x4 Colour, Size A4, 18-20 Pages, 170 GSM MagnoMatt | 1000 |
| 3. | Student Profile for 2015-17: <ul style="list-style-type: none">4x4 Colour, Size A4, 18-20 Pages, 170 GSM MagnoMatt | 1000 |
| 4. | Outer cover with flaps: <ul style="list-style-type: none">A 2 Flap Folder with Pocket to hold the brochures: 4x4 Color, 350GSM MagnoMatt Finish with Magnastar Printing Inside and Outside | 1000 |
| 5. | Envelope for Brochure <ul style="list-style-type: none">Single Colour, 95 GSM, Supersunshine Print, laminated from inside | 1000 |
| 6. | Digital Still Photography Shoot- <ul style="list-style-type: none">Campus photos and student profile shoot for the Brochures including image optimization | As per requirement |
| 7. | Designing and preparing of new Corporate Video for 2015-16 (10 minutes) | 300 |

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BIDDING PROCEDURE

1. The complete EOI document form along-with the latest brochure prepared is available in the Administration Branch of IIFT (Room No.522) and can be obtained at a cost of Rs.500 (Rs five hundred only) payable by way of cash/DD of a Scheduled/Nationalized bank in favour of Indian institute of Foreign Trade payable at New Delhi.
2. The prescribed EOI document consists of (i) Scope of work (ii) Bidding procedure containing the parameters for evaluation as well (iii) Instructions to bidders (iv) Conditions of Contract (v) Checklist of the documents to be attached (Technical bid)(vi) Financial bid(to be invited from the bidders who qualify in technical bid and presentation)
3. The bidders found to be eligible on the basis of the technical bid will be invited for a presentation at IIFT, New Delhi. Their performance will be evaluated by a designated team of IIFT. The evaluating team will take into account the following broad parameters for declaring a firm qualifying/non-qualifying.

| Parameters for Evaluation | |
|----------------------------------|--|
| Brochures | |
| 1. | Print Quality |
| 2. | Quality of Photograph |
| 3. | Creativity/Innovation |
| 4. | Conceptualizing |
| 5. | Theme Ideas |
| 6. | Resources |
| 7. | Clarity/Understanding of the Process and Concept |
| 8. | Previous Work |
| 9. | Critical Evaluation of reference Brochures |
| CDs | |
| 1. | Theme ideas and Conceptualizing |
| 2. | Database Design capability |
| 3. | Resources |
| 4. | Previous work |
| 5. | Creativity and innovation |
| 6. | Critical Evaluation of reference CD |
| 7. | Clarity / Understanding of the process and concept |

4. The firms, who qualify in the presentation round, will then be asked to submit their sealed financial bid with in the period to be specified later.
5. The firms found eligible for submitting Financial Bids will be required to submit an EMD of Rs.17500/- in form of DD drawn in favour of Indian Institute of Foreign Trade, New Delhi. Financial bid received without the EMD will be out rightly rejected.

In case an acknowledgement of receipt of EOI document is desired (applicable to EOIs sent THROUGH POST ONLY), it should be sent under Registered Post with an acknowledgement due cover and superscribed as '**EOI for Placement Brochures**', so as to reach IIFT, B-21, Qutab Institutional Area, New Delhi-110016 by **3.00 p.m. on 23.03.2015**

Note:

1. Fax/Telex and incomplete offers will be rejected.
2. Indian Institute of Foreign Trade reserves the right to accept or reject any or all EOIs in part or full, at its absolute discretion without assigning any reason, whatsoever or any notice.

Instructions to Bidders

1. This EOI document will form an integral part of the Contract to supply.
2. The EOI document can be directly downloaded from Institute's website www.iift.edu. No editing, addition/deletion of matter is permitted. If such action is observed at any stage, such EOIs are liable for outright rejection. In case the EOI document is downloaded, copies of previous placement brochures can be obtained from Section officer (Administration).
3. Only enclosed formats as provided in original should be used. All sheets need to be submitted after affixing seal of the Company and signature of the authorized signatory. Additional sheets, duly authenticated, may be attached to elucidate specifications or clarify the specific issues.
4. The prescribed EOI document containing all the documents asked-for along with the receipt of Rs.500 paid towards the cost of EOI document may be sealed in an envelope and superscribed "EOI for Placement Brochures" and submitted to The Section Officer (General Administration) so as to reach **latest by 3.00 p.m on 23.03.2015**. EOIs received after the due date and time will not be entertained under any circumstances.
5. Two three copies of brochures of similar job should be submitted alongwith the Technical Bid.
6. Bidders must have proper fully functioning design department for the purpose of designing of Placement brochures and Corporate Video. Designing jobs cannot be further sub-contracted. An undertaking in this regards is require to be attached alongwith the Technical Bid.
7. Financial bid will be invited only from those bidders who qualify on the basis of technical Bids and presentation.
8. Firms, who qualify for submitting financial bids, will be required to submit an EMD of Rs.17500/- in form of DD drawn in favour of Indian Institute of Foreign Trade, New Delhi. Financial bid received without EMD shall be summarily rejected. The EMD shall be refunded (without interest) after the execution of the contract. The EMD of successful bidder may be adjusted against the performance security, if so desired.
9. IIFT reserves the right to forfeit the EMD amount on non-acceptance/non-compliance of offer in full or part or if IIFT feels that the bidder has misguided in any way.
10. The bidder shall quote the prices of goods/services including all taxes, levies or other transportation charges. No price revision/alteration will be allowed after the receipt of the Bid.
11. Any conditions/terms given in the bid by vendors shall not be binding on the Indian Institute of Foreign Trade. All the terms and conditions for the supply, delivery, payment, penalty, etc. will be as given herein and no change in any term or condition by the vendors will be acceptable.
12. Canvassing in any form will be viewed seriously and if any tendered is found to be resorting to such practice, the tender of such firm will be rejected.
13. EOI document should be signed and stamped by the bidder on each page accepting tender terms and conditions.
14. All columns of this bid should be filled. Any additional information should be enclosed separately and referred to in the relevant column of the bid form.

15. The bidder should not have been blacklisted by any Govt organization. A self attested declaration for the same may be enclosed with the tender.

Conditions of Contract

1. The contract for preparing Placement Brochures and CDs, will initially be for one year. However, the same can be extended annually for two more years on the basis of mutual agreement between the vendor and IIFT.
2. The firm should have a minimum turnover of Rs. 50.00 lakhs in all the preceding three years in similar work. Audited copies of Balance Sheet to be attached.
3. The firm should have catered to at least two government departments/Educational Institutes/eminant corporate in each of the preceding three years. Self attested copies of documents in support to be attached.
4. The firm should be well equipped with a proper fully functioning design department for the purpose of designing and designing jobs will not be further sub-contracted.
5. The bidder with whom the order is placed will be required to submit a Bank Guarantee/DD equivalent to 10% of the order value (Including taxes and other levies) within seven working days of placing the order towards the performance security. In case the firm fails to submit the performance guarantee of the specified amount within the prescribed time line, the order is liable to be cancelled and EMD forfeited.
6. Before going ahead with the Designing & Printing of Brochures and CDs, the firm will be required to get approved the dummy print of the items. The bulk Printing of Brochure shall commence only after the dummy is approved by IIFT.
7. All Brochures, CDs, envelopes etc. will be required to be submitted latest by **15th April, 2015**. In case the firm fails to meet the same, IIFT may cancel the order, liquidate the BG and further contemplate blacklisting the firm.
8. The visual print quality of the brochure should be as selected and specified by IIFT. No deviation, whatsoever, will be accepted. Institute holds the right to reject the printed material if the quality of work is not satisfactory.
9. Payment shall be released on successful and satisfactory completion of contract.
10. The contract may be terminated at any point of time on dissatisfaction by the Institute for any one of the following reasons:-
 - a) Poor Quality of materials
 - b) Lack of co-operation with the Institute.
 - c) Failure to fulfill the dead line
 - d) Failure to abide by the agreed terms and conditions
11. No conditional tender will be accepted.
12. IIFT reserves the right to accept or reject any/all bids without assigning any reason.
13. Any disputes arising out of this tender will be under the jurisdiction of court of Delhi only.

Checklist of the documents to be attached (Technical Bid)

| Sl. No. | Documents |
|----------------|--|
| 1. | Copies of audited balance sheet of 2011-12, 2012-13, 2013-14 in support of the firm having minimum turnover of fifty lacs annually |
| 2. | Copy of valid Sales tax/VAT registration certificate and PAN Card |
| 3. | List of clients two government departments / premier Educational Institutes / eminent corporates |
| 4. | Two three copies of brochures of similar job |
| 5. | Receipt of Rs.500 paid towards the cost of EOI document |
| 6. | A self declaration to the effect of not ever been blacklisted by any Govt Department/organization. |
| 7. | A self declaration to be effect that Bidder have fully functioning designing department for the purpose of designing of Placement brochures and Corporate Video and the designing jobs will not be further sub-contracted by the bidder to any other firms/designer etc. |

FINANCIAL BID

Rates for Preparation of Brochures

| SI No. | Description | Qty. | Total Cost (incl. taxes) |
|----------------------------------|--|--------------------|---------------------------------|
| 1. | Full Brochures (MBA IB Booklet): <ul style="list-style-type: none">o 4x4 colour, Size A4, 42-46 Pages, 170 GSM MagnoMatto 4 Hard Cover Pages Front & Black, 4x4 colour, size A4, 300 GSM MagnoMat | 1000 | |
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| 7. | Designing and preparing of new Corporate Video for 2015-16 (10 minutes) | 300 | |
| TOTAL COST INCL ALL TAXES | | | |

Name and Address of Firm/Bidder: - _____

Contact No.:- _____

E-mail ID: - _____

Signature and Stamp of authorized signatory: - _____