



**Request for Proposal (RFP)**  
**for engaging**  
**Printing Agencies**  
**for designing and printing Sunrise Newsletter**

**February 10, 2018**

**Economic Development Board,  
Lake View House, Raj Bhavan Road,  
Somajiguda Hyderabad**  
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## Disclaimer

This “**Request for Proposal**” (**RFP**) is issued by the Andhra Pradesh Economic Development Board (APEDB), which was established by the Government of Andhra Pradesh vide G.O. Ms. No. 87, G.A. (SC.B) Dept., dated 17-03-2016.

This “Request for Proposal” is neither an agreement, nor an offer or invitation to perform work of any kind to any party. The purpose of this REP is to provide interested parties with information to assist in the preparation of their Proposals.

Whilst the information in this **RFP** has been prepared in good faith, it is not and does not purport to be comprehensive or to have been independently verified. Neither APEDB, nor any of its officers or employees, nor any of their advisers nor consultants accept any liability or responsibility for the accuracy, reasonableness or completeness of, or for any errors, omissions or misstatements, negligent or otherwise, relating to the proposed Project, or makes any representation or warranty, express or implied, with respect to the information contained in this RFP or on which this RFP is based or with respect to any written or oral information made or to be made available to any of the recipients or their professional advisers and, so far as permitted by law and except in the case of fraudulent misrepresentation by the party concerned, and liability therefore is hereby expressly disclaimed.

The information contained in this RFP is selective and is subject to updating, expansion, deletion, revision and amendment at the sole discretion of APEDB prior to the last date of submission of the bid by prospective bidders. It does not, and does not purport to, contain all the information that a recipient may require for the purposes for making a decision for participation in this process. Neither APEDB nor any of its officers, employees nor any of its advisers nor consultants undertakes to provide any Party with access to any additional information or to update the information in this RFP or to correct any inaccuracies therein which may become apparent. Each Party must conduct its own analysis of the information contained in this RFP, to correct any inaccuracies therein and is advised to carry out its own investigation into the proposed project, the regulatory regime which applies thereto and by and

all matters pertinent to the project and to seek its own professional advice on the legal, financial, regulatory and taxation consequences of entering into any agreement or arrangement relating to the Project.

This RFP includes certain statements, estimates, projections, targets and forecasts regarding the project. Such statements estimates, projections, targets and forecasts reflect various assumptions made by the management, officers and employees of APEDB, which assumptions (and the base information on which they are made) may or may not prove to be correct. No representation or warranty is given as to the reasonableness of forecasts or the assumptions on which they may be based & nothing in this RFP is, or should be relief on as, a promise, representation or warranty.

## **1. Background of the Tender**

The mandate of the APEDB includes active promotion of the State of Andhra Pradesh as the ideal destination for investments, facilitating Ease of Doing Business in the state, being a single point of contact for investments into the State of Andhra Pradesh, entrepreneurship development, structuring finances for major projects of the state, acting as a think tank for development of economic policies, promotion of venture funds, and developing strategies for accelerated economic growth etc.

The endeavor to promote and project the State of Andhra Pradesh as India's most attractive investment destination includes participating and conducting of road shows, meetings, seminars, programs and other related events in India and abroad. To showcase the opportunities for investment in Andhra Pradesh in various forums, it is necessary to disseminate the investment opportunities, success stories of new start-ups through the sunrise newsletter to all potential investors across the globe so that the newsletter will become a ready-beckoner for all investors to come and invest in the state of Andhra Pradesh. Hence, APEDB has decided to bring sunrise monthly newsletter.

- a. A Tender Committee is formed in APEDB to design and print the sunrise newsletter. The number of copies of newsletter may vary between 3000 to 5000

- b. APEDB invites bids from reputed agencies, with experience in similar design and printing works, to undertake the printing of the newsletter.
- c. Both design and printing services may be provided by the same agencies
- d. Bidders should quote the all-inclusive fee for executing the assignment.
- e. Key Address and Contact Details are as follows:

**For all queries and clarifications on the RFP**

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## 2. Notice Inviting Bids

The Chief Executive Officer, APEDB invites online tenders from reputed Agencies for the **Design and Printing of Newsletter**.

### Key Dates

| No | Events                              | Details             |
|----|-------------------------------------|---------------------|
| 1  | Issue of Advertisement in Newspaper | 10-02-2018          |
| 2  | Last Date of Submission             | 2.00 pm, 19-02-2018 |
| 3  | Opening of Technical Bid            | 3.00 pm, 20-02-2018 |
| 4  | Opening of Financial Bid            | 4.00 pm, 21-02-2018 |
| 5  | Declaration of Successful Bid       | 5.00 pm, 21-02-2018 |

## 3. Scope of Services Newsletter

For the delivery of the Sunrise Newsletter within the stipulated time period, the Scope of Work of the printing Agency shall be broadly as listed below, but not limited to these:

- Designing
- Printing
- Delivery at the office of APEDB

Once the APEDB gives a deadline for printing the newsletter, the agency should be ready to print and deliver the newsletter without delay.

#### **4. Eligibility Criteria for Participation:**

##### **i. Pre-qualification Requirements for Sunrise Newsletter**

- A. The Bidder should have at least Ten years of prior experience in the field of design and printing of high end publications.
- B. The Bidder should have had an average annual turnover of at least Rs 20 crores over the past three years from design and printing related works.
- C. In the last 5 years, the Bidder should have successfully produced at least 5 high quality newsletters/magazines of international standard of circulations or similar works. As a proof of it, the Bidders should present to the Tender Committee, samples of such quality newsletters/magazines produced by them.

#### **5. Disqualification**

Even if a Bidder meets the above criteria, APEDB may, at its discretion and at any stage during the selection process or execution of the Project, order disqualification of the Bidder, if the Bidder has:

- a) Made misleading or false representations in the forms, statements and attachments submitted; or
- b) The Bidder has been blacklisted by any Government Agency after the Pre-Qualification Stage
- c) Engaged in corrupt or fraudulent or collusion or coercive practices with regard to tender process mentioned in this RFP.

#### **6. Amendment to RFP Document**

- a. At any time prior to the last date for the submissions of quotations as

Mentioned in this RFP, APEDB may, for any reason, whether at its own initiative or in response to a clarification requested by prospective Bidders, modify the RFP Document by a Corrigendum/Corrigenda.

- b. Such Corrigendum/Corrigenda, if issued, would form part of this RFP and Bidders would be advised to prepare their Proposal in accordance with such corrigendum/Corrigenda.
- c. Such Corrigenda, if any, shall be uploaded in the website [www.apedb.gov.in](http://www.apedb.gov.in).
- d. Intending bidders must check the website on daily basis for any amendments.

## **7. Bidder's Responsibility**

- a. The Bidder is solely responsible for the details of its Bid and the preparation of Bids.
- b. The Bidder is expected to examine carefully all the contents of RFP document, including instructions, conditions, forms, and terms etc and take them fully into account before submitting his offer. Bids, which do not satisfy all the requirements, as detailed in these documents, are liable to be rejected as being unresponsive.
- c. The items to be supplied and the work to be executed against this tender are detailed in Annexure 1 of this RFP.
- d. Those bids which do not conform to the terms and conditions of this RFP will not be considered for Financial Evaluation and shall be summarily rejected.
- e. The bidder shall bear all costs associated with the preparation and submission of his Bid, and the Authority shall in no case be responsible and liable for these costs.

## **8. Bid Validity**

Bids shall be valid for a period of 60 days from the last date of submission of Bids or the extended date thereof. APEDB reserves the right to reject any Bid, which does not meet this requirement. Prior to the expiry of the original Bid

Validity Period, APEDB may, at its discretion, request Bidders to extend the Bid Validity Period for a specified additional period.

## 9. Documents Comprising the Bid

**Part 1-** The “**Technical Package**” should have the following documents.

- i. Certificate of Incorporation/ Firm Registration Certificate/ Partnership Deed.
- ii. Financial Information, including Audited balance sheet for last Three (3) years.
- iii. Five (5) Sample Works to be produced by Bidder, which shall be returned after the Technical Evaluation.
- iv. Work Orders/Contracts/other documentary proof for works executed.
- v. Evidence of Office setup including design, equipments, and printers etc.

**Part 2-** The “**Financial Package**” should be submitted as per the specifications mentioned in Annexure 1.

## 10. Submission of Bids

- a. The bidder shall quote the rate for each item in figures as well as in words and if there are any discrepancies, the rate quoted in words shall be taken as final.
- b. Prices quoted in the Bid must be firm and final and shall not be subject to any upward modifications, on any account whatsoever. However, APEDB reserves the right to negotiate the prices quoted in the Bid to effect downward modification before award of contract.
- c. Price quoted in the bid must be full and final amount inclusive of all taxes.

## 11. Due Date of Bid Submission

- a. Bids should be submitted on or before the stipulated date and time referred to in the newspaper advertisement.
- b. APEDB may, at their discretion, extend the target dates mentioned in the advertisement, in which case all rights and obligations of APEDB and the Bidder shall thereafter be subject to the

new deadline as extended.

c. If such nominated date for submission of Bid is subsequently declared as a public holiday, the next official working day shall be deemed as the date for submission of Bid.

## **12. Late Bids**

a. Any Bid received after the deadline prescribed in the advertisement or after an extended submission date and time so intimated by the Authority, shall not be considered and returned unopened to the Bidder.

b. No further correspondence on this shall be entertained.

## **13. Right to accept any Bid and reject any or all Bids**

i. Notwithstanding anything contained in this RFP, APEDB reserves the right to accept or reject any or all Bids at any time prior to award of contract without thereby incurring any liability to the affected Bidder or Bidders.

ii. APEDB reserves the right to cancel/annul the selection process, at any stage prior to the award of the Contract, in larger public interest, on account of the following:

- a) Occurrence of any event due to which it is not possible to proceed with the selection process.
- b) An evidence of a possible collaboration/mischief on part of Bidders, impacting the competition and transparency of the selection process.
- c) Any other reason, which in the opinion of the Authority necessitates the cancellation of the selection process.

iii. On occurrence of any such event, APEDB shall notify all the Bidders within Seven (7) days of such decision. APEDB is not obligated to provide any reimbursements of costs/ expenses incurred by the Bidder on this account.

iv. The Authority further reserves the right to retender the process or get the work done by a Government agency or Quasi



Government agency if the Authority is of the opinion that the bids received are not economically or otherwise feasible or not acceptable due to reasons in sub clauses (a) to (c) above.

#### **14. Jurisdiction**

- a. Any matter related to this RFP shall be subject to the jurisdiction of the Courts at Hyderabad, India and will be governed by the Laws of India.

#### **15. Applicable Law**

- a. The contract shall be governed by and interpreted in accordance with the laws of India for the time being in force.

#### **16. General Instructions**

- a. APEDB reserves the right not to follow-up this RFP process and terminate the entire selection process without any obligation to any of the Agencies at any stage.
- b. The Bids will be opened in the presence of Bidders or their authorized representatives who may choose to attend on date & time as mentioned in this RFP at APEDB. If such nominated date for opening of Bid is subsequently declared as a public holiday for APEDB, the next official working day shall be deemed as the date of opening of the Bid.
- c. Bids which have not complied with one or more of the foregoing instructions shall not be considered.
- d. Bids shall be firm for a period 120 days from the last date of submission of Bids or the extended date thereof.
- e. The Tender Committee of APEDB shall examine and evaluate the Bids received, as per the criteria set out in this RFP

#### **17. Technical & Financial Evaluation**

- a. The Technical Package of the responsive Bids shall be opened first and verified against a checklist for completeness and conformity to the requirements of the Technical package including the submission of the requisite Bid Security. If the documents do not meet the requirements of the RFP, the bid shall be considered as non-responsive and shall be summarily rejected.
- b. Applications shall undergo Technical Evaluation as per the criteria mentioned in the RFP.
- c. Only the Financial Packages of Technically Qualified shall be opened for scrutiny process and others will not be considered.

#### **18. Notification of Award**

- a. APEDB shall issue the Letter of Award to the Successful Bidder, notifying him of being selected as the Successful Bidder. No correspondences from the unsuccessful bidders shall be entertained.

#### **19. Rectification of Errors**

- a. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and shall be considered for future calculations.
- b. If a Bidder does not accept the correction of errors, his bid shall be rejected.
- c. In any other case of discrepancy, APEDB reserves the right to pick the value which it considers as beneficial to the Government.

#### **20. Financial Bid Rejection Criteria**

- a. Financial Bid of the Applicants shall be rejected including but not limited to the following cases:

- i. Incomplete Price Bid
- ii. Conditional Price Bid
- iii. The Bidders should quote for carrying out the entire scope of services described, otherwise Bid shall be rejected.
- iv. Price Bid that does not conform to the BoQ format given as part of this RFP.
- v. Financial Bid not satisfying any of the criteria mentioned in this RFP document.

## **21 . Other key information**

- EDB will provide the error-free text and photographs to Printing Agency for design and printing process
- The bidder will do the page layout and designing part and send the same for the proof reading
- The newsletter, before go for the final print may undergo the revisions/changes for up to 10 times if necessary.
- No. of copies of newsletters may increase or decrease based on the requirement. In case of it, APEDB may seek for fresh quotations from the short-listed bidder
- The function and head office of Printing Agency should be either in Andhra Pradesh or Telangana.

## **Annexure 1**

### **Specifications for design and printing of Sunrise Newsletter**

#### **Newsletters in ENGLISH – 3000 copies**

**Closed Size** – 8.25 x 11.75 open size – 11.75x16.5

**Colors: 4+4 No. of pages:** between 16 – 32 (separate quotations required for 16 pages, 20 pages, 24 pages, 28 pages and 32 pages respectively)

**Paper:** 130 GSM Sinarmas Art Paper –gloss

**Online Silk Varnish**, Centre pinning, Folding-Imposing-Book

**Title:**

**Closed Size** – 8.25 x11.75 open size- 11.75x16.5

**Colors:** 4+4 No. pages: 4

**Paper:** 220 GSM Sinarmas Art Paper- gloss

**Online Silk Varnish-**, Matt Lamination-One side, creasing

**In others:** centre pins, Proofing: PDF

#### **Newsletters in Telugu – 1500 copies**

**Closed Size** – 8.25 x 11.75 open size – 11.75x16.5

**Colors: 4+4 No. of pages:** between 16 – 32 (separate quotations required for 16 pages, 20 pages, 24 pages, 28 pages and 32 pages respectively)

**Paper:** 130 GSM Sinarmas Art Paper –gloss

**Online Silk Varnish**, Centre pinning, Folding-Imposing-Book

**Title:**

**Closed Size** – 8.25 x11.75 open size- 11.75x16.5

**Colors:** 4+4 No. pages: 4

**Paper:** 220 GSM Sinarmas Art Paper- gloss

**Online Silk Varnish-**, Matt Lamination-One side, creasing

**In others:** centre pins, Proofing: PDF

**Packing:**

Every 20 newsletter shall be wrapped up in small pack and 10 such packs (total:200 copies) shall be packed in one cotton box

**Delivery:** either at APEDB office, Raj Bhavan Road, Hyderabad or Vijayawada Office as specified by APEDB