

Request for Proposal (RFP)

For E-Newsletter and E-Magazine for Bihar Foundation

Bihar Foundation is currently accepting proposals for the designing, development, creation and digital publication of E-newsletter and E-Magazine. The details are as mentioned below:

	Name	Periodicity	Pages (including cover)
E - Newsletter	'Bihar '- land of Enlightenment	Monthly	8
E - Magazine	मन मे बिहार	Quarterly	24

The Bid should be submitted in two separate sealed envelopes clearly marking “**Technical Bid**” and “**Financial Bid**”. These two envelopes should be placed in bigger envelope and super scribed by - **Request for Proposal (RFP) for E-Newsletter and E-Magazine for Bihar Foundation**. The bidder should submit their bid addressing to **CEO, Bihar Foundation** and sent to the address: **6th Floor, Indira Bhawan, RCS Path, Patna, Bihar (INDIA)**. Only sealed and hand/post delivered bid will be accepted. Sealed proposals must be submitted, bearing on the outside the name and address of the proposing party. The bid document can be downloaded and viewed at the Bihar Foundation website: www.biharfoundation.in. Bids shall be publicly opened at the date and time specified below or as soon as practicable thereafter.

Important Dates:

- 1) Last date of acceptance of Bid : 18/08/2016 (before 5:00 pm)
- 2) Opening of Bid (Technical Bid) : 19/08/2016 (at 5:00 pm)
- 3) Opening of Bid (Financial Bid) : To be announced later

Conditions for outright rejection of the Bid:

- 1) Bids completed in pencil
- 2) Bids not sealed properly
- 3) Bids received after the last date
- 4) Financial Bid not submitted in the prescribed format (as given in Annex I)

Note: The Bihar Foundation reserves the right to accept or reject any or all bids.

General Expectations

- i. All proposals must be signed in the blank spaces provided herein.
- ii. JVs (Joint Ventures) are not allowed.
- iii. Bidder must be registered under Indian Companies Act.
- iv. For successful submission of proposal an authorized official must sign it in the name of said company.
- v. The Bihar Foundation reserves the right to reject any and all proposals/bids which are inconsistent with regards to service, experience and compliance to specifications. The Bihar Foundation accepts no responsibility for expenses incurred in the proposal preparation and presentation. Such expense is to be borne exclusively by the proposing bidder.
- vi. Bihar Foundation reserves the right to reject any and all proposals/bids, and to negotiate further with any proposing parties. Any disputes, or interpretations, will be resolved by the Bihar Foundation and will be final and binding on both the parties.

Terms of Contract

The contract will initially be for 12 (Twelve) months period with two 12 (Twelve) month renewal options in the Bihar Foundation discretion.

Bidding and Eligibility Criteria:

- i. Bid Amount – A non-refundable DD of Rs. 1000/- (One thousand) in favor of Bihar Foundation payable at Patna
- ii. EMD Amount – An amount of Rs 20,000/- (Twenty Thousand) should be given by the vendor as EMD for the project in favor of Bihar Foundation payable at Patna.
- iii. Signature of Official Signatory and Seal on Declaration (Annex II)
- iv. CD containing presentation
- v. Company registration certificate.
- vi. Documents supporting work experience of similar work for not less than 3 years.
- vii. IT Return for the three consecutive financial years viz. 2012,-13, 2013-14 & 2014-15.
- viii. Documents supporting average annual turnover (along with audited balance sheet) of Rs 10 lacs or above in all the financial year 2012,-13, 2013-14 & 2014-15
- ix. Undertaking from Court/Notary Public that the firm has not been blacklisted by government of India or in any state of India

Scope of Work

The scope of work of the successful bidder can broadly be outlined as follows:

- i. Agency will provide professional service related to production schedules, creative content, including interviews, writing, editing, editorial content, design layout, digital publication, photography, proofreading, and distribution to the Bihar Foundation.
- ii. Complete production of a full Color E-Newsletter and E-Magazine of good quality.
- iii. Agency must supply samples of design layout proposed, to assist in determining artistic, production and editorial quality.
- iv. Agency will provide all design layout, editorial content, digital publication and sorting pursuant to publication guidelines at no extra charge to the Bihar Foundation.
- v. Unless otherwise requested, agency will digitally publish and mail the Bihar Foundation E-Newsletter (12) times (one every month) per calendar year and E- Magazine (4) times (quarterly) per calendar year. All issue dates will be coordinated with the Bihar Foundation.
- vi. Agency will provide digital copy to the CEO for the Bihar Foundation website. Additionally, bidder will mail a copy of each issue of the e-newsletter and e-magazine to each subscriber and member of Bihar Foundation, including All the Departments coming under Bihar Government. E-Newsletters will be sent via emails with delivery info.
- vii. Agency is expected to have rich experience in publishing physical Books, e-Content, E books, E brochure, Documentaries, Story boarding, Website & social media networking related to Bihar in specific.

Content

Bihar Foundation E-Newsletter and E-magazine content will include but is not limited to:

- i. Letter from the CM/Respective Departments Minister.
- ii. Letter from designated CEO.
- iii. Master Calendar / City Notices.
- iv. Interesting Articles related to the Bihar Foundation, Bihar Residents and Bihar Businesses.
- v. Places of Tourist interests/Events – Things to see and do in Bihar.
- vi. News and Events.
- vii. City News.
- viii. Village News.
- ix. Art & culture
- x. Library/Senior Center News.
- xi. Pilgrim Directory.

Topics may change as per the theme

Evaluation Criteria

Bidders having fulfilled all the criteria of Technical Bid (as mentioned in Bidding and Eligibility criteria) will advance to the next stage of selection process and their proposal will be evaluated on the basis of three parameters mentioned below with the weightage assigned alongside. The final score of a bidder shall be prepared by adding up the score obtained in each of these categories. Bidder securing highest points (sum total) will be awarded the contract.

Parameter		Points
A	Design/Creative Ability & Experience	40 (Maximum)
B	Presentation	30 (Maximum)
C	Price	30 (Maximum)
Total Points		100 (Maximum)

A. Design/Creative Ability & Experience

S No	Criteria for the score			Score obtained
1	Lead Member's experience in media (in years)	0-3	2	
		3-8	5	
		8+	10	
2	Average Annual turnover for the year 2012,-13, 2013-14 & 2014-15	50 lakh – 100 lakh	2	
		100 lakh – 150 lakh	5	
		150 lakh +	10	
3	No of coffee table book published	0-3	2	
		3-8	5	
		8+	10	
4	Other relevant experience of the company	Website building or Social Media	5	
		Website building and Social Media	10	

B. Presentation

Presentation of 30 minutes in front of Chief Executive Officer, Bihar Foundation describing the following:

- Company's profile and strength in carrying out the project
- Basic approach, content layout, ideas and other relevant issues related to E-newsletter to achieve the core values of Bihar Foundation viz. Bonding, Branding and Business.

C. Price

Following formula will be used in calculating score based on the price proposed by the bidder.

$$\text{Score} = \frac{L}{X} * 30$$

Where: L = Lowest price offered by any bidder;

X = Price of a bidder (whose score is to be calculated)

Annex I

Financial Bid

Bidder _____ Telephone _____

Address _____ E-Mail _____

City, State, Zip _____

S No	Journal	No of issue in a year	Price per issue (Including all Taxes)	Total price (Including all Taxes)
1	E-Newsletter	12		
2	E-Magazine	4		
Grand Total (Including all Taxes)				

Note: Number of issue may be increased or decreased subject to requirement of Bihar Foundation.

This Bid Must Be signed below by Bidder's Owner/Principal/Authorized Person

Authorized Signature: _____

Name: _____

Title: _____

Sworn To And Subscribed Before Me On This _____ Day Of _____, 2016.
