



## National Games Secretariat

Chandrasekharan Nair Stadium, Palayam, Thiruvananthapuram, Kerala

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### **Notice Inviting Request for Proposal (RFP) for selection of Design & Graphics Agency for Games Coffee Table Book**

The National Games of India is the premier Multi Discipline Sporting Event held in the country, once in every two years. The 35th National Games is now scheduled to be held in Kerala from January 31 to February, 14, 2015. The National Games Secretariat (the "NGS") is the Nodal Agency of the State Government of Kerala, mandated with the responsibility of organizing the 35<sup>th</sup> National Games.

In connection with the National Games, NGS intends to publish a Coffee Table Book in 200 + pages. For preparing the design, layout and graphics for the Coffee Table Book, NGS intends to engage the services of a Professional Agency. Further details of the Tender are given in this document.

Sealed tenders are invited as per the enclosed Proforma attached herewith for engaging the services of a Professional Agency for preparing the design, layout and graphics for the Coffee Table Book that is to be published by NGS in connection with the 35<sup>th</sup> National Games.

**Chief Commissioner & Principal Coordinator  
National Games Secretariat,  
Chandrasekharan Nair Stadium, Palayam,  
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## 1. ***Background***

The National Games of India is the premier Multi Discipline Sporting Event held in the country, once in every two years. The 35<sup>th</sup> National Games is scheduled to be held in Kerala from 31<sup>st</sup> January, 2015 to 14<sup>th</sup> February, 2015. The National Games Secretariat (the “NGS”) is the Nodal Agency of the State Government of Kerala, mandated with the responsibility of organizing the 35<sup>th</sup> National Games of India. The 35<sup>th</sup> National Games will be held in 31 Venues located across seven Districts of Kerala. Competitions will be held in 31 Disciplines, which will attract the crème-de-la-crème of the Sports Fraternity of India to the State of Kerala to participate in this largest multi-sport Event of India.

As part of the legacy of the National Games, NGS proposes to bring out a Coffee Table Book in 200 + pages. It will carry large number of photographs on the heritage and traditions of Kerala with special reference to the evolution and history of traditional Sporting Events of the State. The Book shall adopt high standards of designing, incorporating rare photographs of the sports heritage of the State.

The book will be printed in high quality imported 170 gsm paper and will have a hard cover and spine. The book will be printed in four colours and the closed size will be 270x 219mm and cover in hard case bind board. The production quality will be comparable to those of international standards in Coffee Table Books in English. A substantial portion of the book will be photographs and images and a few graphics. The book will carry articles on historical traditions and heritage of Kerala and the evolution of Sports of different kinds including rural and folk items some of which are no more in practice.

## 2. ***Scope of Work***

For preparing the design, layout and graphics for the Coffee Table Book, NGS is planning to engage the services of a Professional Agency, having the requisite prior experience and in-house expertise for execution of this work.

For the time bound delivery of the Coffee Table Book, the Scope of Work of the Design & Graphics Agency shall be broadly as listed below, but not limited to these:

- Editorial Support
- Content Processing Support
- Proof Reading

- Page Layout
- Cover Design
- Picture Editing

### 3. **Assignment Timelines and Payment Schedule**

The Games Coffee Table Book is expected to be published ahead of the Games and therefore, time is the essence of this assignment. Hence the selected Agency shall be required to follow a very tight execution timeline for the submission of the major deliverables of this assignment. The timeframe for the assignment as per this Tender requirement is given in the Table below. NGS reserves the right to suitably revise this timeline, taking into account the exigencies of the requirements of this assignment.

No	Milestones	Timelines	Payment Schedule
1	Date of Contract Signing	T	
2	Submission of Draft Design, Graphics and Layout	T+30 days	50% on approval of Draft Design, Graphics and Layout
3	Submission of Final Design, Graphics and Layout	T+60 days	50% on approval of Final Design, Graphics and Layout

### 4. **Bid Process:**

NGS is inviting Request for Proposal (RFP) from suitably experience Agencies for this assignment. The RFP involves a two stage process, comprising of Technical Evaluation, followed by Financial Evaluation of those technically qualified Agencies. To be considered for the technical evaluation, the Applicant should meet the minimum pre-qualification criteria set out below:

#### A. **Pre-qualification Criteria**

1. Five Years of prior experience in the field of designing and making graphical layouts of such high end publications;
2. The Applicant should have had an average annual turnover of Rs. 10 lakhs over the past three years from similar works

3. The Applicant should have successfully designed at least one standard Coffee Table Books and should have had the regular experience of designing pictorial Books or Magazines.
4. The Applicant should have a library of photographs on sports and sporting events from which, if so required, photographs could be sourced.

#### **B. Technical Evaluation**

NGS has constituted a Technical Evaluation Committee for evaluating the pre-qualified Applicants. From those Applicants meeting the aforesaid pre-qualification criteria, the technical evaluation shall be carried out wherein the following parameters shall be evaluated and marks shall be granted to the Applicant. Only those Applicants, who score minimum of 75 marks out of the total of 100 Marks in Technical Evaluation, shall qualify to be considered.

The parameters to be considered for the technical evaluation and the marks awarded for each parameter is listed below:

<b>Sl No</b>	<b>Parameter</b>	<b>Marking Criteria</b>	<b>Maximum Marks</b>
1	Average Annual Turnover of the Applicant;	Up to Rs. 10 lakhs: 10 Marks  Above Rs 10 lakhs upto Rs 25 lakhs: 15 Marks  Above Rs 25 lakhs: 20 Marks	20
2	Similar prior experience in the field; marks based on the qualitative evaluation of number of Coffee Table Books produced before the Committee. Up to 6 books may be submitted for evaluation.	The Committee will evaluate and segregate the Coffee Table Books submitted into “Excellent”, “Good” and “Average” and “Below Average”.  For each Coffee Table Book judged to be “Excellent”: 10 Marks  For each Coffee Table Book judged to be “Good”: 7 Marks  For each Coffee Table Book judged to be “Average”: 3 Marks	40
3	The pre-qualified Applicants will be required to make a presentation on their thought process for the design and graphics of the proposed Coffee Table Book, citing specific experiences from their prior experience in similar assignments. Unique ideas for the design of the book may also be presented during the presentation. (The presentation will be held in the NGS Conference Hall in Thiruvananthapuram)	Marks will be awarded by the Committee based on a qualitative evaluation of the presentation.	20
4	The Applicant shall provide details of the Creative Team and the samples of their previous work should be made available for perusal during the presentation.	Marks will be awarded by the Committee based on a qualitative evaluation of the Creative Team and their previous work	20

### **C. Financial Evaluation**

The Financial Bids of only those technically qualified Applicants, who score at least 75 marks out of 100 marks, shall be opened and the work shall be awarded to the L-1 Bidder from among the technically qualified Applicants.

## 5. *Timeline of Bid Process*

No	Events	Details
1	Issue of RFP Document	September 1, 2014
2	Last date for receipt of queries	September 4, 2014
3	Last Date for issue of Corrigendum, if any	September 10, 2014
3	Last date & time for Submission of Bid	3 pm on September 20, 2014
4	Date and Time for Opening of Technical Bid	3.30 pm on September 20, 2014
5	Declaration of Pre-Qualified Bidders	To be announced later
6	Presentation by Pre-Qualified Bidders	To be announced later
7	Opening of Financial Bids	Will be intimated later

## 6. **Document Fee:**

The Bidder shall be required to remit a non-refundable sum of **Rs. 500/-, plus VAT @ 5%** towards the cost of the Document Fee as a Demand Draft in favour of “**CEO & Secretary, National Games Secretariat**”, payable at **Thiruvananthapuram**. Any Bid that is not accompanied by the Document Fee, shall be summarily rejected.

## 7. **Earnest Money Deposit**

The Applicant shall be required to remit a sum of **Rs. 5,000/-** (Rupees Five Thousand only) towards Earnest Money Deposit (EMD) by way of a Demand Draft in favour of the “**CEO & Secretary, National Games Secretariat**”, payable at **Thiruvananthapuram**, along with their Tenders. The EMD of unsuccessful Bidders will be refunded. The Earnest Money of the Successful Bidder will be refunded upon submission of the Performance Security deposit and award of work.

## 8. **Performance Security:**

The successful bidder will have to give performance security @10% (by way of Demand Draft) of the total amount of order within one week from the date of receiving of the Work Order, which will be refunded after 30 days from the date of completion of the contract successfully and payment of last Bill, whichever is later.

## 9. ***Submission of Tender***

Interested Applicants may submit their bid to the address mentioned below in a sealed Envelope, superscribing “**Tender for selection of Design & Graphics Agency for Games Coffee Table Book**”.

Inside the Sealed Envelope, there shall be two Envelopes, one Envelope containing the DD for **Document Fee**, DD for **Earnest Money Deposit (EMD)**, **Technical Bid** comprising of **Annexure A – Proforma For Technical Bid** and the Documents listed in **Annexure B**, superscribed “**Technical Bid for selection of Design & Graphics Agency for Games Coffee Table Book**”. All the documentation in the Technical Bid shall be submitted in duplicate.

The second Envelope shall contain the **Financial Bid** comprising of the financial quote given in **Annexure – C**, shall be submitted in duplicate.

The below referred address should be superscribed in all the three Envelopes.

**Chief Commissioner & Principal Coordinator**  
**National Games Secretariat,**  
**Chandrasekharan Nair Stadium, Palayam,**  
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## **Other Terms & Conditions**

1. The Tender may be sent by post sufficiently early so as to reach the National Games Secretariat or may be delivered by hand to the office of the undersigned within the closing date and time for submission of the tender. The tender received after due date and/or time and/or without earnest money.
2. Over-writing/over-typing or erasing of the figures in the tender submitted by the bidder are not allowed and shall render the tender invalid, if it appears to be ambiguous and doubtful.
3. Conditional tenders will be rejected outright.
4. Tender once submitted shall not be allowed to be withdrawn or altered.
5. The National Games Secretariat, in its discretion, reserves the right to reject or accept any or all the tenders, partly or completely, at any time without assigning any reason therefore.
6. The National Games Secretariat reserves the right to terminate the contract at any time, if the services of the successful bidder are not found satisfactory.
7. The payment will be made only after the Evaluation Committee assesses the deliverables and accepts them.



**Annexure – A**

**PROFORMA FOR TECHNICAL BID**

TO BE FILLED BY THE BIDDER

1. Name of the firm :
2. Address :
3. Telephone Nos. :
4. Mobile Phone Numbers with name of the contract person :
5. E-mail I.D. :
6. Name & Address of Proprietors/  
Partners/Directors of the applicant :
7. Permanent Account Number (PAN) of the Applicant (Attach Photocopy) :
8. Whether all the terms and conditions of the Tender Document are acceptable (*if not filled, it will be presumed that all the terms and conditions are acceptable*) :

Signature with date and Seal of the Tenderer

## **Annexure – B**

### **List of Documents to be submitted along with the Technical Bid (this list shall also be attached as a Check List)**

1. Completed Proforma of Technical Bid
2. Power of Attorney authorising the person who has signed the Bid
3. Certificate from Chartered Accountant, certifying the Turnover
4. Earnest Money Deposit (Demand Draft for Rs 5,000/-)
5. Document Fee (Demand Draft for Rs 500/-, plus VAT @5% )
6. Proof of Five Years of prior experience in the field of designing and making graphical layouts of such high end publications
7. Proof of having designed one standard coffee table books and at least 5 other books or magazines
8. Proof of having access to a library of photographs on sports and sporting events from which, if so required, photographs could be sourced.

**Financial Bid (in separate sealed cover)**

Financial Bid filled in and submitted in duplicate in the Proforma given as Annexure – C.

**Annexure – C**

**PROFORMA FOR FINANCIAL BID**

TO BE FILLED BY THE BIDDER

**Details of Rates**

<b>Sl No.</b>	<b>Item</b>	<b>Amount (in Rupees)</b>
A	Total amount quoted towards the cost for the Design, Graphics, Layout etc of the National Games Coffee Table Book	
B	Service Tax @ _____%	
	Total Value, inclusive of Service Tax	

Signature with date and Seal of the Tenderer