

PART I : CATALOGUES FOR GENERIC PROMOTION:

1. House ware, Decorative and Gifts
2. Fashion Jewellery, Bags, Scarves, Accessories & Handcrafted Garments
3. Furniture, Furniture Hardware & Accessories
4. Home Furnishings & Made-up, Carpets and Rugs
5. Christmas and Festive Decor, Handmade Paper, Gift Wraps & Ribbons

Technical specification of catalogue will be as follows:

Size	8.2" x 11.75"
No. of Pages including cover	80
Cover Page	250 GSM Art Paper (laminated)
Paper for inside page	130 GSM imported Art Paper
Printing	Offset
Colour	Four colour throughout
Binding	Perfect Binding
Quantity	5000 copies
Additional Quantity	1000 copies

	Cost of photography, models editing and studio and including applicable taxes	Cost of other components including taxes	Gross cost including applicable taxes
	1.	2.	3.
Total cost			
Cost of 5000 copies of 80 pages (incl. cover page)	Rs. _____	Rs. _____	Rs. _____
Cost of 1000 additional copies	Rs. _____	Rs. _____	Rs. _____
Cost of additional pages set of 4 pages on 130 GSM imported Art Paper	Rs. _____	Rs. _____	Rs. _____

The gross cost should be inclusive of editorial support, content writing, model, studio shoots etc., designing, photography development, processing, production & printing and any other component and the applicable govt. taxes.

The breakup of cost such as photography, model, editing, should be mentioned separately and the other component will be provided separately. The clients reserve the right to award the work with or without photography, model and editing work. However, the quotes be assessed for award of work on full cost basis (inclusive of photography, model and editing). Printing job should be got done only from the best quality and known printing press who has undertaken similar jobs of repute.

CONTENTS OF THE CATALOGUES:

- Catalogue will contain qualitative photographs with graphic design support, stylist presentation of product and brief write up of product. Catalogue product photography and designing shall be in synergy.

TERMS OF REFERENCE FOR AGENCY:

- Agency should have minimum cumulative turnover for last three years for approx. Rs. 50 crores.
- Photography, Editing, content writing, model, designing, development, processing, printing and publishing of Catalogue.
- Coordination with EPCH for finalizing the thematic content of each issue.
- Organizing photographs, designing and relevant text for each issue.
- Designs of each catalogue to be submitted to Council for approval before printing.
- EPCH will provide details of Geographical area from where products of artisans, entrepreneurs and exporters etc. be sourced.
- Agency need to be deputed photographer and their editing team to such geographical area on pan India basis and source pictures, contents and material for the catalogue
- EPCH reserve the right to issue instructions/guidelines from time to time for photography on all India basis.
- EPCH will only provide crafts/products details for each catalogue
- Approval of final dummy of catalogue subject to quality of photographs and designing of catalogue - at least 2 options of dummies shall be required for finalization.

GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL OFFERS

Sealed technical and financial proposal in two separate envelopes are required to be submitted. Organization/agency may note that conditional proposal are not allowed and shall be liable for rejection summarily.

Envelop 1: Technical Proposal: Super scribe “Technical Proposal” to include the following documents:

Details of the Organization/agency:

Provide each of the following details on separate sheets marked as same Sl. No. as Annexure.

1. Profile of the company/agency.
2. Track Record – Past experience of handling similar nature of work. Agency should have experience for printing of at least one Catalogue/similar job of international quality in last five year. Copies of such printed Catalogue should be enclosed.
3. The company must have 5 years work experience in the similar job.
4. Agency should be capable to have synergetic products photography and graphic designing
5. High-end digital photographers equipped with digital studio having in house image editing, processing facility.
6. Agency should submit concept/visual for two dummies of Catalogue with graphic design input /visual and content writing.
7. Agency should have infrastructure, manpower, key person, photographers, in house design studios/graphic designer/visualizer, creative, team content writer and award, if any won by the photographers is separately be mentioned.
8. Since Catalogues are required for overseas market to create brand image of Indian crafts, only experienced agency will be considered for the job.
9. Details of company, Delhi/NCR office and at least 2 branches in India or PAN India basis may be provided.
10. Company having affiliated with Government/PSU/Autonomous body should also give details. Such agency be given weightage.
11. Company should have provided the details of assignment of designing and printing of annual report/corporate brochure in the last 2 years of a body of repute.
12. A CA certificate verifying the turnover of the organization/agency for the last 3 financial years.
13. Latest Income Tax Return and copy of the PAN Card/TAN and service tax.

14. Earnest Money Deposit “EMD” for **Rs. 2,50,000/- (Rupees Two lakhs fifty thousand only)** in the form of draft / irrevocable and unconditional bank guarantee in favour of “Export Promotion Council for Handicrafts” payable at New Delhi. EMD will be returned to the unsuccessful organisation/agency after the final selection. For the selected agency, EMD amount would be adjusted in the final payment.

Envelop 2: Financial Proposal: Super scribe “Financial Proposal” To include the following documents/details:

- a) The Financial Proposal, duly dated, with detailed breakup of each component as stated above separately in Indian Rupees only. No lump-sum amount shall be considered.
- b) The applicable tax should be clearly mentioned separately in the cost estimates.

The outer sealed cover containing Envelop 1 and Envelop 2 as indicated above should be superscribed with “**Technical and Financial Proposal for catalogue for generic promotion**” and should have the full name, Postal Address, Fax, E-mail, Telephone number of the agency.

Other conditions:

- a) The proposal should be clear in all respect.
- b) Cost should be inclusive of all government of taxes & duties etc.
- c) Incomplete proposal or without documents/dummy copy are liable to be rejected.
- d) EPCH reserves the right to reject or accept any or all the proposals in part or full without assigning any reason whatsoever.
- e) Performance Bank Guarantee: The selected agency has to submit a bank guarantee/ demand draft in favour of Export Promotion Council for Handicrafts equivalent to 5% of total cost value of work. In case final catalogue is not as per approved concept and design, payment would be withheld and performance bank guarantee would be revoked.
- f) Once work is awarded and conceptual design/layout is finalized with coverage areas of products, the same will be approved copy (not one submitted with the proposal). Thereafter, no variation will be allowed for the work.
- g) Timeframe of completion of work will be 31st March, 2016.
- h) EPCH reserve the right to assign the work to one agency or more for printing of one catalogue or more catalogues.
- i) The EPCH reserve right to extend the date/waive the conditions penalty in the interest of the work/Organisation.
- j) Penalty: Penalty will be imposed in case any discrepancies are discovered from the original design, concept, contents, photographs layout etc. An amount of Rs.10000/- per variation will be deducted from the bill as penalty for the differences from the original design & concept and final print of Catalogue. This shall be in addition to the invoking of performance bank guarantee.
- k) Arbitration Clause: Any and all claims, disputes, controversies or differences arising between the parties out of or in relation to or in connection with this agreement or with a breach thereof, which cannot be satisfactorily settled by correspondence or mutual conference between the parties hereto, shall be determined by arbitration in accordance with the then prevailing rules or arbitration under the Arbitration and Conciliation Act 1996.

The venue of such arbitration shall be New Delhi and the language of arbitration shall be in English. Each party shall bear its own cost of arbitration.

For any further disputes or claims regarding the contract, the jurisdiction shall be Hon'ble Delhi High Court.

SELECTION PROCEDURE

A committee of EPCH will evaluate the technical proposals. Technical evaluation will be based on profile and track record of agency, past experience for printing Catalogue, design, concept, in-house creative and design team, content, photography and overall look of the Catalogue. Technical Evaluation will carry a weightage of 70% marks which will consider on annual turnover, experience, infrastructure, specimen/concept of the dummy copies for proposed work and other. The shortlisted organization may be asked for a presentation. Financial evaluation will carry a weightage of 30% marks. The agency with highest marks in total after adding the scores from the technical and financial evaluation will be awarded to the agency which gets the highest aggregate marks.

TERMS OF PAYMENT

The Terms of payment shall be as follow:

(i) 5% on the Work Order (on Zero date)	with the issue of Work order
(ii) 20% of the Work Order (within a maximum of 30 days from Zero Date)	at the time of presentation of concept /Design & photography and on submission of final dummy for approval with graphic design and content writing
(iii) 50% of the Work order (within 45 days from Zero date) of the complete supply but not beyond 45 days	on complete supply of the printed catalogue
(iv) Balance amount (within 30 days of the complete supply of the catalogues in good and approved condition after verification)	-

Zero Date: The date on which Work Order is issued.

Please note the deadlines of the photography, printing and supply of the catalogue are essence. Therefore, the time schedule if not met as mentioned above, the work order will automatically be cancelled without providing separate letter of cancellation. The proposal should reach to the Council's Office upto 11.00 am by 30th January, 2016.

The complete proposals should be addressed to:

**The Director
Export Promotion Council for Handicrafts
"EPCH House", Pocket 6&7, Sector 'C', LSC,
Vasant Kunj, New Delhi-110070**