REQUEST FOR PROPOSAL

(Bidding Terms & Scope of Work)

FOR

Selection of an agency for Design, Production and Printing of Coffee Table Book (Report) and Webpage Design for National Startup Awards

Dated: 01st July 2021

Invest India

Invest India is the National Investment Promotion and Facilitation Agency of India and acts as the first point of reference for investors in India.
DISCLAIMER

1. This Request for Proposal (“RFP”) is issued by Invest India, a joint venture between the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Industry Associations and State Governments of India.

2. The information contained in this RFP or subsequently provided to bidders, whether verbally or in documentary or any other form by or on behalf of Invest India or any of its employees or advisors, is provided on the terms and conditions set out in this RFP.

3. This RFP is not a contract and is not an offer by Invest India to the prospective bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by Invest India, in relation to the project. Such assumptions, assessments and statements do not purport to contain all the information that each bidder may require. This RFP may not be appropriate for all persons, and it is not possible for Invest India, its employees or advisors to consider the objectives, technical expertise and particular needs of each party, who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct. Each bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.

4. Information provided in this RFP to the bidders is on a wide range of matters and is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. Invest India accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the laws expressed herein. Invest India, its employees and advisers make no representation or warranties and shall have no liability to any person including any bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, claims, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained herein or deemed to form part of this RFP or arising in any way in this selection process. Invest India accepts no liability of any nature, whether resulting from negligence or otherwise, however caused, arising from reliance of any bidder upon the statements contained in this RFP.

5. Invest India is entitled, in its absolute discretion, but without being under any obligation, to update, amend or supplement the information, assessment or assumption contained in this RFP. The issue of this RFP does not imply that Invest India is bound to select a bidder or to appoint the selected bidder, as the case may be, for this project and Invest India reserves the right to reject all or any of the proposals of any bidder, without assigning any reason whatsoever.

6. Invest India or its authorized officers / representatives / advisors reserve the right, without prior notice, to change the procedure for the selection of the selected bidder or terminate discussions and the delivery of information at any time before the signing of any agreement for the project, without assigning reasons thereof.

7. The RFP does not address concerns relating to diverse investment objectives, financial situation, and particular needs of any party. The RFP is not intended to provide the basis for any investment
decision and each bidder must make its / their own independent assessment in respect of various aspects of the techno-economic feasibilities of the project. No person has been authorized by Invest India to give any information or to make any representation not contained in the RFP.

8. Invest India may terminate the bid process at any time and without assigning any reason and makes no commitments, express or implied, that this process will result in a business transaction with anyone.
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<td>Error! Bookmark not defined.</td>
</tr>
</tbody>
</table>
LETTER OF INVITATION

Dear Sir/Madam,

1. Invest India invites proposals from vendors for “Selection of an agency for Design, Production and Printing of Coffee Table Book (Report) and Webpage Design for National Startup Awards”

2. The vendors are requested to carefully study the Scope of Work and technical requirements attached below.

3. Please inform us within two (2) days of issue of RFP at the below mentioned address (email), upon receipt:

   3.1 that you will submit a proposal

4. The information may be submitted at the following address via email to:
   Swani Ramchandani
   Invest India.
   Vigyan Bhawan Annexe
   Maulana Azad Road | New Delhi 110011
   M: +91 9586811081
   E: procurement@investindia.org.in (cc to swani.ramchandani@investindia.org.in and sui.ns@investindia.org.in)
   W: www.investindia.gov.in

Yours faithfully,

Deepak Bagla

MD & CEO
1. INTRODUCTION

Invest India is set up as a non-profit venture under the Department of Industrial Policy and Promotion, Ministry of Commerce and Industries, Government of India. Operationalized in early 2010, the Agency has been set up as the dedicated investment promotion agency (IPA) for attracting investments into the country in a structured, focused, and comprehensive manner.

Invest India is the first point of reference for foreign investors, and investment promotion and facilitation constitute the core mandate of the Agency. Its services include providing quality input and support services to Indian and overseas enterprises — through granulated, sector- and state-specific information, assistance with location identification, expedition of regulatory approvals, facilitation of meetings with relevant government officials, organization of investment road shows and roundtables, and aftercare services that include initiating remedial action on problems faced by investors by involving the government department concerned.

Startup India is working on various initiatives to promote innovation and entrepreneurship across the states and UTs in the country. It is a flagship initiative of the Government of India, to build a strong eco-system for nurturing innovation and Startups in the country. The Startup India Hub was announced by the Hon’ble PM on 16th January 2016 and became operational on 1st April 2016. The Hub’s mandate is to serve as a single point of contact for the entire Startup Ecosystem and enable exchange of knowledge and access to funding.

2. DATA SHEET

<table>
<thead>
<tr>
<th>1</th>
<th>RFP Issuing Authority</th>
<th>Invest India is the National Investment Promotion and Facilitation Agency of India and acts as the first point of reference for investors in India.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Date of Issuance:</td>
<td>01st July 2021</td>
</tr>
<tr>
<td></td>
<td>RFP No:</td>
<td>IND/INV/21-22/SIH-1002</td>
</tr>
<tr>
<td></td>
<td>Method of selection:</td>
<td>Combined Quality cum Cost Based System (CQCCBS)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2</th>
<th>Documents part of RFP:</th>
<th>The RFP consists of the Bidding Terms and Draft Agreement. It details out all information that may be needed by the potential bidders to understand the financial terms and various bidding processes and explains the contractual terms Invest India wishes to specify at this stage. It also consists of a draft Agreement that needs to be signed between Invest India and the successful bidder.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>3</th>
<th>Pre-Qualification Criteria:</th>
<th>S.no. Criteria</th>
<th>Reference Document (mandatory)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(a) The Agency should be a company registered in India under the Companies Act, 2013 or a partnership firm registered under the Indian Partnership Act 1932 or LLP registered under LLP Act 2008 with their registered office in India for the last 3 (three) years as on 31st December 2020.</td>
<td>Copy of Certificate of Incorporation / Registration / MoA as applicable.</td>
<td></td>
</tr>
</tbody>
</table>

[DPIIT Startup Recognition certificate required, if applicable]
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
</tr>
</thead>
</table>
| **(b)** | The Agency should have a minimum annual turnover of at least INR 20,00,000 for each year over the period of past three financial years. (2017-18, 2018-19 & 2019-20) 
**DPIIT Recognized Startups are exempt from this criterion** |
| **(c)** | The Agency should have a valid PAN and GST in India |
| **(d)** | The bidder must have successfully completed at least 1 similar project (as per Section 5) over the last 3 years having a minimum order value of INR 5 Lakhs 
**DPIIT Recognized Startups are exempt** |
| **(e)** | The Agency should not have been blacklisted by central / state Government departments / undertakings. |

# Bidders not qualifying the above criteria or in case of any missing/invalid/inappropriate supporting evidence, bidder shall be disqualified.

# Note: **DPIIT Startup Recognition certificate is to be provided by the Startups in addition to the respective reference Documents where applicable.**

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**Bid Processing Fees & Earnest Money Deposit:**

- Each bidder needs to pay Non-refundable Bid processing fee of INR 10,000/- + 18% GST = 11,800/-
- The bid processing fee must be submitted through NEFT/RTGS to Invest India.
- **Bank details are mentioned below:**
  - Name of Account Holder: Invest India Startup Hub
  - Bank Account Number: 3697027212
Bank Name: Central Bank of India  
Branch Name: The Ashoka Hotel, New Delhi 110021  
IFSC: CBIN0280298  
MICR Code: 110016007  
Account Type: Current

Further soft copy of Bid Processing Fees shall be submitted with the proposal via email addressed to:  
Swani Ramchandani  
Invest India,  
Vigyan Bhawan Annexe  
Maulana Azad Road | New Delhi 110011  
M: +91 9586811081  
E: swani.ramchandani@investindia.org.in  
CC: procurement@investindia.org.in ; sui.nsa@investindia.org.in

[Bid Processing fees is non-refundable]

**Earnest Money Deposit (EMD):**
- The bidder must submit a bid security declaration (on company’s letterhead signed by authorized representative) in lieu of EMD to comply and adhere with all terms and conditions of the RFP.
- Proposals not accompanied by Bid Security Declaration will not be considered for Technical and Financial evaluation.

<table>
<thead>
<tr>
<th>5</th>
<th><strong>Technical and Financial Proposals:</strong></th>
<th>Yes. As per the clause 4(d)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Name, objectives, and description of the assignment:</strong></td>
<td>As detailed in TOR (Clause 7)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6</th>
<th><strong>Pre-bid queries:</strong></th>
</tr>
</thead>
</table>
|   | *All bidders may submit their pre-bid queries in writing to the undersigned before 03rd July 11:00 AM.*  
|   | Any queries received after the deadline will not be addressed.  
|   | All queries will be published on the website on 05th July 2021.  
|   | Swani Ramchandani  
|   | Invest India.  
|   | Vigyan Bhawan Annexe  
|   | Maulana Azad Road | New Delhi 110011  
|   | M: +91 9586811081  
|   | E: swani.ramchandani@investindia.org.in  
|   | CC: procurement@investindia.org.in ; sui.nsa@investindia.org.in |

<table>
<thead>
<tr>
<th>7</th>
<th><strong>Number of days during which clarifications to be sought before the Bid submission date:</strong></th>
</tr>
</thead>
</table>
|   | No clarifications for the queries will be sought after the date for pre-bid i.e., 3rd July 2021.  
<p>|   | Responses of queries received till 3rd July, 2021 will be released by 5th July 2021 on the Invest India website. |</p>
<table>
<thead>
<tr>
<th>8</th>
<th><strong>Clauses on fraud and corruption in the Contract:</strong></th>
<th>As per clause 8 (g)</th>
</tr>
</thead>
</table>
| 9 | **Address for requesting clarifications is:** | Swani Ramchandani  
Invest India.  
Vigyan Bhawan Annexe  
Maulana Azad Road | New Delhi 110011  
M: +91 9586811081  
E: swani.ramchandani@investindia.org.in  
CC: procurement@investindia.org.in; sui.nsa@investindia.org.in  
W: www.investindia.gov.in |
| 10 | **Language(s) of the submitted proposals & Reports that are part of the assignment must be written in the following language(s):** | English  
The Contract to be signed with the successful Agency shall be written in the English language, which shall be the language that shall govern the contractual relations between Invest India and the successful Agency. |
| 11 | **Contract, short listed Agency/entity may associate with other Agencies:** | Yes  
[Prior approval of Invest India required for the same] |
| 12 | **Training is a specific component of this assignment:** | No |
| 13 | **Taxes: [Specify Agency’s liability]:**  
Amounts payable by the Invest India to the Agency under the Contract shall be the Contract price inclusive of all taxes and duties and after deductions indicated on page 48 of the RFP) | As per 7(b)  
Yes |
| 14 | **Bidder to state cost in the national currency:** | Cost to be stated in Indian Rupees |
| 15 | **Proposals must remain valid for one hundred twenty (120 days) after the submission date, i.e., until:** | Date: 3rd November 2021 |
| 16 | **Address to submit one soft copy of all the documents in the form of an e-file over email** | Swani Ramchandani  
Invest India.  
Vigyan Bhawan Annexe  
Maulana Azad Road | New Delhi 110011  
M: +91 9586811081  
E: swani.ramchandani@investindia.org.in  
CC: procurement@investindia.org.in; sui.nsa@investindia.org.in  
W: www.investindia.gov.in |
### Technical Evaluation

Only the bidders qualifying the pre-qualification criteria mentioned in point 3 of the datasheet will qualify to give technical presentations and be evaluated on the below mentioned technical criteria.

**Number of points to be given under each evaluation criteria for technical evaluation: 100 Marks.**

<table>
<thead>
<tr>
<th>(i). Past Experience in work of similar nature</th>
<th>10 Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Past experience of similar nature as described in point number 3(e) of the data sheet, in terms of no of assignments in India, executed over the last 3 years,</td>
<td>10 Marks</td>
</tr>
<tr>
<td>• No of assignments &lt; 3</td>
<td>(3 Marks)</td>
</tr>
<tr>
<td>• No of assignments = 3</td>
<td>(5 Marks)</td>
</tr>
<tr>
<td>• No of assignments &gt;3</td>
<td>(10 Marks)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(ii). Manpower, Skill Set, Team Composition &amp; Deployment</th>
<th>10 Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Composition of the project team and details of specific qualifications, skills/ competencies/ expertise of the key professional staff.</td>
<td>10 Marks</td>
</tr>
<tr>
<td><em>Kindly refer to TECH FORM - 6</em></td>
<td>10 Marks</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(iii). Understanding of TOR, Methodology and design capabilities</th>
<th>80 Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding of the project and the quality of design capability of the agency to be evaluated. Please submit all similar design tasks accomplished by the organization.</td>
<td>80 Marks</td>
</tr>
<tr>
<td>I. <strong>Understanding and adherence of TOR</strong></td>
<td>20 Marks</td>
</tr>
<tr>
<td>II. <strong>Up to 5 sample pages of design of a coffee table book for National Startup Awards by Startup India + Design capabilities demonstrated through similar work samples.</strong></td>
<td>60 Marks</td>
</tr>
</tbody>
</table>

**Total** | **100 Marks**

The bidder will be required to make presentation on its Proposal covering Past Experience, Design approach for the project with samples, Project Team Composition and a suggestive project fulfilment timeline chart.

Committee will evaluate the proposal and allot the marks on the above-mentioned criteria.
### Financial Evaluation:
Invest India shall shortlist all the bidders who secure the minimum required marks in the technical evaluation. The minimum cut off will be 80% (Eighty Per cent). 
Financial proposals of only the Companies scoring minimum 80% marks in technical bid will be evaluated.
The Financial bids must be capped at/below **INR 14,00,000 (inclusive of taxes)**. Any bid above the mentioned cost will not be considered for evaluation.
The proposal with the lowest total bid value shall be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their prices.

### Combined Evaluation:
Based on the criteria in item No. 17 the Technical Scores will be assigned and will have a weightage of 80%. The Financial scores calculated based on the Financial Proposals will be allotted a weightage of 20%. The total score shall be obtained by weighing the technical and financial scores in the ratio of 80:20 and adding them up. Based on combined weighted technical and financial score, the bidder shall be ranked in terms of total score obtained. The proposal obtaining the highest total combined technical and financial score will be ranked as H-1 followed by the proposals securing lesser marks as H2, H3, etc.
The bidder securing the highest combined marks will be considered for award of the contract.

### Address for correspondence:
Swani Ramchandani  
Invest India.  
Vigyan Bhawan Annexe  
Maulana Azad Road | New Delhi 110011  
M: +91 9586811081  
E: swani.ramchandani@investindia.org.in  
CC: procurement@investindia.org.in ; sui.nsa@investindia.org.in  
W: [www.investindia.gov.in](http://www.investindia.gov.in)

### Return of unopened financial proposals:
The financial proposals of those bidders that do not meet the minimum qualifying criteria shall be discarded within 30 days of the completion of technical evaluation process.

### Terms of Payment:
The financial bid is to be submitted as per Financial Bid Proposal Sheet, Form Fin 2.  
For payment terms refer Clause 8 (f)  
The fees shall be paid only after submission of work done report and other supporting agreed at the time of finalization of contract for the respective deliverables and on satisfaction of Invest India.

### Commencement of assignment:
On the date and at the location specified in the LOA/Contract.

### Expected Timelines:
Project may be closed within 80 days, subject to the event date and fulfilment and delivery requirements.
3. IMPORTANT DATES

<table>
<thead>
<tr>
<th>Date Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP Issue Date</td>
<td>01/07/2021</td>
</tr>
<tr>
<td>Last Date for Query Submission</td>
<td>03/07/2021, 11:00 AM</td>
</tr>
<tr>
<td>Query Clarification</td>
<td>05/07/2021</td>
</tr>
<tr>
<td>Last Date for Bid Submission</td>
<td>07/07/2021, 12:00 PM</td>
</tr>
<tr>
<td>Technical Bid Opening</td>
<td>07/07/2021 4:00 PM</td>
</tr>
<tr>
<td>Technical Solution Presentation &amp; Evaluation</td>
<td>08/07/2021</td>
</tr>
<tr>
<td>Financial Bid Opening</td>
<td>09/07/2021 5:00 PM</td>
</tr>
<tr>
<td>Declaration of Results</td>
<td>12/07/2021</td>
</tr>
</tbody>
</table>

4. INSTRUCTIONS TO THE BIDDERS

a) **ONLY ONE PROPOSAL**
Bidders will submit only one proposal. If a Bidder submits or participates in more than one proposal, all such proposals shall be disqualified.

b) **PROPOSAL VALIDITY**
The proposal shall remain for 7 days from the submission date. During this period, Bidders shall ensure the availability of professional staff nominated in the Proposal. Should the need arise, Invest India may request Bidders to extend the validity period of their proposal further by 60 days. Bidders, who do not agree, have the right to refuse to extend the validity of their proposals.

c) **CLARIFICATIONS AND AMENDMENTS OF RFP DOCUMENT**
Bidders may request for clarifications on any part of the RFP documents up to 03rd July 2021. Any request for clarification must be sent in writing, or by standard electronic means to Invest India’s address mentioned below.
Swani Ramchandani
Invest India,
Vigyan Bhawan Annexe
Maulana Azad Road | New Delhi 110011
M: +91 9586811081
E: swani.ramchandani@investindia.org.in
CC: procurement@investindia.org.in; sui.nsa@investindia.org.in
W: www.investindia.gov.in

- Invest India will respond in writing, or by standard electronic means of the response (including an explanation of the query but without identifying the source of inquiry) to all Bidders. Should
Invest India deem it necessary to amend the RFP as a result of a clarification, it shall do so by the following procedure.

- At any time before the submission of Proposals, Invest India may amend the RFP by issuing an addendum in writing or by standard electronic means. The addendum shall be shared via email and will be binding on bidders. To give Bidders reasonable time in which to take an amendment into account in their Proposals, Invest India may, if the amendment is substantial, extend the deadline for the submission of Proposals.

- **Pre-bid query:** Pre-bid queries for clarifying issues and doubts, if any, concerning the subject matter of study can be sent over email till 11:00 AM 03rd July 2021. Inputs from the prospective bidders will also be sought if considered necessary.

- The response to queries will be published on the website on 05th July 2021.

d) **PREPARATION OF PROPOSAL**

i. In preparing their Proposal, bidders are expected to examine in detail all the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a Proposal.

ii. The proposals need to be addressed to

Swani Ramchandani  
Invest India,  
Vigyan Bhawan Annexe  
Maulana Azad Road | New Delhi 110011  
M: +91 9586811081  
E: swani.ramchandani@investindia.org.in  
CC: procurement@investindia.org.in ; sui.nsa@investindia.org.in

iii. **Language:** Documents to be issued by the bidders, as part of this assignment must be in English.

iv. The Financial Bid may be signed either by the Principal Officer of the Agency or his duly Authorized Representative, in which case the bid shall be accompanied by a certificate of authority.

v. Bidders shall bear all costs in connection with the preparation and submission of their proposals, attending pre-bid conference, etc.

vi. Invest India will not be liable for additional cost compensation in case bid proposal is based on inadequate or under-estimated staff months.

e) **SUBMISSION, OPENING AND RECEIPT OF PROPOSAL**

i. **Bid Processing fees:**
   - Each bidder needs to pay Non-refundable Bid processing fee of INR 10,000/- + 18% GST = 11,800/-
   - The bid processing fee must be submitted through NEFT/RTGS to Invest India.
   - **Bank details are mentioned below:**  
     Name of Account Holder: Invest India Startup Hub  
     Bank Account Number: 3697027212
Bank Name: Central Bank of India
Branch Name: The Ashoka Hotel, New Delhi 110021
IFSC: CBIN0280298
MICR Code: 110016007
Account Type: Current

ii. **Earnest Money Deposit (EMD):**
   - The bidder must submit a bid security declaration (on company’s letterhead signed by authorized representative) in lieu of EMD to comply and adhere with all terms and conditions of the RFP.
   - Proposals not accompanied by Bid Security Declaration will not be considered for Technical and Financial evaluation.

iii. **Pre-qualification criteria:**
   - The Agency should be a company registered in India under the Companies Act, 2013 or a partnership firm registered under the Indian Partnership Act 1932 or LLP registered under LLP Act 2008 with their registered office in India for the last 3 (three) years as on 31\textsuperscript{st} December 2020.
     \textit{[DPIIT Recognized Startups are exempt from this criterion]}
   - The Agency should have a minimum annual turnover of at least INR 20,00,000 \textit{for each year during the last three financial years} (i.e., 2017-18, 2018-19 & 2019-20)
     \textit{[DPIIT Recognized Startups are exempt from this criterion]}
   - The Agency should have a valid PAN and GST in India
   - The Bidder should have successfully completed at least 1 similar project (as per Section 5) over the last 3 years having a minimum order value of INR 5 Lakh
   - The Agency should not have been blacklisted by central / state Government departments / undertakings.

\textit{Supporting evidence needs to provided for the above criteria as detailed in point 3 of Datasheet and as per pre-qualification checklist, Appendix 1}

iv. **Technical Proposal:**
   - Bidders are required to submit an original Full Technical Proposal in an email to swani.ramchandani@investindia.org.in (CC: procurement@investindia.org.in ; sui.nsa@investindia.org.in) with the subject “Technical Bid - \textit{*AGENCY NAME* - Selection of an agency for Design, Production and Printing of Coffee Table Book (Report) and Webpage Design for National Startup Awards}”
   - Submission of the wrong type of Technical Proposal will result in the Proposal being deemed non responsive.
   - The Technical Proposal shall not include any financial information.
   - The Technical Proposal shall include the Standard Tech Forms provided in Appendix 2.

v. **Financial Proposal:**
   (a) Bidders are required to submit an original Financial Proposal in an email to swani.ramchandani@investindia.org.in (CC: procurement@investindia.org.in ; sui.nsa@investindia.org.in) with the subject “Financial Bid - \textit{*AGENCY NAME* - Selection of an agency for Design, Production and Printing of Coffee Table Book (Report) and Webpage Design for National Startup Awards}”
   (b) The bidder should submit the financial bid as per the format indicated in FORM FIN 2 in a separate file with password protected document.
(c) The quote should be in Indian Rupees and should be inclusive of all taxes as applicable. The Financial Proposal shall be prepared using the attached Standard Form (Form Fin 2) attached as Appendix 3.

(d) Note: E-file should be password protected and passwords will be disclosed only at the time of opening of the financial bid.

vi. It is proposed to have the following E-file System for this bid:

- **E-file 1: Technical Proposal**
  - Prequalification checklist and documents.
  - Proof of Bid Processing Fee submission
  - Technical proposal and Tech Forms

- **E-file 2: Financial Proposal**
  Financial Bid encrypted with password in format
  Form Fin 1: Financial Proposal Submission Form
  Form Fin 2: Financial Bid Amount

Note: Password will be disclosed at the time of Financial Bid opening

5. EVALUATION OF PROPOSAL

a) Proposal Evaluation:

From the time the Proposals are opened and up to the time the Contract is awarded, the bidders shall not contact Invest India on any matter related to its Technical and/or Financial Proposal. Any effort by bidder to influence Invest India in the examination, evaluation, ranking of Proposals, canvassing in any form or recommendation for award of Contract, may result in the rejection of the bidder’s Proposal. Evaluators of Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded, and financial bid opening conducted.

b) Technical Proposal:

i. Proposals which are not supported by adequate proof of the Signatory’s Authority shall not be evaluated.

ii. The Evaluation Committee shall evaluate the technical proposals only for those bidders who has submitted the bid on or before the due date and time, submitted the soft copy of bid processing fees.

iii. The technical proposals will be evaluated of only those bidders who qualify the pre-qualification criteria mentioned in point 3 of Data Sheet.

iv. In addition to the above, the technical proposals will be evaluated on the basis of their responses to the Terms of Reference (clause 7), applying the evaluation criteria, sub-criteria, and point system specified in point 17 of the Datasheet.

v. Evaluations will be based on documentary evidence submitted by the bidder with respect to technical proposal. Each responsive proposal will be given a technical score (Ts).

vi. The Technical proposals which are unsigned, and incomplete shall not be evaluated.

vii. **The bidders** will be required to make presentation on its Proposal covering Experience/Technical Proposal Including Implementation Methodology, Team Composition, Work Schedule and Activity Schedule, the date and time for which will be intimated individually.
c) Financial Proposal:
   i. Invest India shall shortlist all the bidders who secure the minimum required marks. The minimum cut off will be **80% (Eighty Percent)**.
   ii. **Financial proposals of only the Agencies scoring minimum 80% marks in technical bid will be evaluated.**
   iii. The proposal with the lowest total bid value shall be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their prices.
   iv. The Financial bids must be capped at/below **INR 14,00,000 (inclusive of taxes)**. Any bid above the mentioned cost will not be considered for evaluation.

d) Combined Evaluation:
   i. Based on the criteria mentioned above, the Technical Scores will be assigned and will have a weightage of 80%.
   ii. The Financial scores calculated based on the Financial Proposals will be allotted a weightage of 20%. The total score shall be obtained by weighing the technical and financial scores in the ratio of 80:20 and adding them up.

Based on combined weighted technical and financial score, the bidder shall be ranked in terms of total score obtained. The proposal obtaining the highest total combined technical and financial score will be ranked as H-1 followed by the proposals securing lesser marks as H2, H3, etc. The bidder securing the highest combined marks will be considered for award of the contract. As an example, the following procedure can be followed.

In a particular case of selection of vendor, it was decided to have minimum qualifying marks for technical qualifications as 70 and the weightage of the technical bids and financial bids was kept as 70:30. In response to the RFP, 3 proposals, A, B &C were received. The technical evaluation committee awarded them 75, 80 and 90 marks respectively. The minimum qualifying marks were 70. All the 3 proposals were, therefore, found technically suitable and their financial proposals were opened after notifying the date and time of bid opening to the successful participants. The price evaluation committee examined the financial proposals and evaluated the quoted prices as under:

Proposal Evaluated cost:
A. Rs. 120.
B. Rs. 100.
C. Rs. 110.

Using the formula LECx100/EC, where LEC stands for lowest evaluated cost and EC stands for evaluated cost, the committee gave them the following points for financial proposals:

A: 100x100/120. = 83 points
B: 100x100/ 100. =100 points
C: 100x100/ 110. = 91 points

In the combined evaluation, thereafter, the evaluation committee calculated the combined technical and financial score as under:

Proposal A: 75x0.70 + 83x0.30 = 77.4 points
Proposal B: 80x0.70 + 100x0.30=86 points

Proposal C: 90x0.70 + 91x0.30=90.3 points

The three proposals in the combined technical and financial evaluation were ranked as under:

Proposal A: 77.4 points H3
Proposal B: 86 points H2
Proposal C: 90.3 points H1

Proposal C at the evaluated cost of Rs. 110 was, therefore, declared as H1 (highest ranked) and recommended for negotiations/approval, to the competent authority.

6. AWARD OF CONTRACT
   a) The bidder securing the highest combined score will be considered for award of Contract.
   b) Invest India shall award the Contract to the selected bidder.
   c) The selected bidder is expected to commence the assignment on the date and at the location specified in the LOA/Contract.
   d) If the selected bidder does not sign the Contract within the stipulated period or does not submit the Performance Guarantee within time, the award may be cancelled and the bidder securing the next higher combined marks will be considered for award of Contract.

7. TERMS OF REFERENCE

The Terms of Reference includes:
(a) Coffee Table Book for ‘National Startup Awards 2021’ including startup handholding updates
(b) Website design for National Startup Awards 2021

- The bidder (s) is/are expected to deploy dedicated manpower for each deliverable.
- The report designs must be professional and easy to read, and design elements should have visual appeal and flow throughout the document.
- Designing and production of creatives for the publication, printing of the same, on the themes to be decided in consultation with Invest India.
- The bidder(s) need to have a strong design and aesthetic sense with comprehensive ability to conceive and execute design ideas – prior experience of handling a similar project will be an added advantage.
- The project staff should be available for detailed meetings, both face-to-face (from our Invest India office) and online for brainstorming, consultations on design, and production.
- Samples of similar project done earlier can be submitted along with the proposal.
- The vendor shall be open to edits and changes as need be from the various stakeholders of Invest India and DPIIT, and apply the same on an as per need basis.
- The vendor shall be responsible for proof-reading and producing ready-to-print files.
- The vendor shall be open and amenable to hard-pressed deadlines and projects that are brought to production with very short turnaround times.

- Final sign off on the deliverables will be done by the Invest India team.

- Due to short timelines, the vendor shall be open and amenable to completing projects that may spill over holidays (national and regional) and weekends due to project urgency.

- Invest India shall have the copyright and other related rights over publications and all the material.

**GRAPHIC DESIGN**

The partner will:

- Develop at least three (3) graphic design concepts for all the deliverables, incorporating color palettes, rough prototype cover designs, typographic design, rough page layouts, and order within the booklet for each of the principal content elements as noted above

- Meet with Invest India staff to present and review graphic design concepts and makeup to at least three rounds of revisions to one selected concept on need basis, and

- Deliver to Invest India documentation of the final graphic design concept as comprehensive page layouts for an initial page and a subsequent page for each of the principal content elements

- Research visual images to be used in the report to supplement, as needed, Startup India supplied images with stock images.

- Document and deliver to Startup India written permissions, together with required credit language, for the use of all visual matter not created as a work for hire within the scope of this project

- Edit and/or prepare at least 40-50 still images for use in the report

- Secure and deliver to Startup India — licenses for the use of any typographic fonts, maps, diagrams, illustrations, and other images to be used in the of the report

**Link:** https://www.startupindia.gov.in/nsa/

**PRINTING OF THE DELIVERABLES**

- Printing of deliverables will be compulsory part of the assignment. Particulars of the printing process are given below:
  - Type of printing: Offset Printing
  - Paper requirement: 170 gsm
  - Number of copies: 75
  - Size: TBD based on deliverable
• Minimum number of pages expected for the Coffee Table Book for ‘National Startup Awards 2021’ including startup handholding updates are given below:

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Number of pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee Table Book for ‘National Startup Awards 2021’</td>
<td>250 pages</td>
</tr>
</tbody>
</table>

• Printing of the reports to be undertaken ensuring quality of international standards. The quality of color separation would be the responsibility of the production agency and approval of Invest India with regard to machine proofs would be required to actual printing.

• Delivering the printed files within the required timelines at least 2 days before the event

• Prints and production of all the concepts will have to be submitted. This should include:
  a) Design for the cover and inside pages for the all the deliverables
  b) Design for the packaging for the deliverables

**Detailed scope of work of Coffee Table Book for National Startup Awards:**

Actions taken by Startup India initiative so far have resulted into a culture of innovation and entrepreneurship take firm roots across the length and breadth of the country. The results are visible across all fields of human endeavor and all sectors of economy.

The National Startup Awards have been conceptualized to further strengthen the startup ecosystem in the country. The National Startup Awards seek to recognize and reward outstanding startups and ecosystem enablers that are building innovative products or solutions and scalable enterprises, with high potential of employment generation or wealth creation, demonstrating measurable social impact. The measure of success will not only be the financial gains for the investors but also the contribution to the social good.

The Awards will recognize exceptional start-ups across various categories that are:

• Providing innovative solutions to solve real problems and challenges for India

• Developing innovative technologies, products and solutions from India to the world

• Building businesses that are scalable, sustainable and responsible

• Delivering measurable developmental gains

**Link:** [https://www.startupindia.gov.in/content/dam/invest-india/nsa/National%20Startup%20Awards%202020.pdf](https://www.startupindia.gov.in/content/dam/invest-india/nsa/National%20Startup%20Awards%202020.pdf)

1 The agency would be required to submit quotes for printing the given number of pages. However, the billing will be done as per the actuals.
The selected bidder will be required to carry out the preparation of the Coffee Table Book for ‘National Startup Awards 2021’ and startup handholding updates which includes but not limited to:

a) Conceptualizing  
b) Designing  
c) Content Preparation (forewords, text, graphics, and photographs)  
d) Editing  
e) Proof Reading all content to avoid any errors  
f) Validation  
g) Dynamic micro website designing and content for National Startup Awards 2021  
h) Logo Designing  
i) Creative one-page profiles for winners and finalists of National Startup Awards 2021  
j) Summary of first edition of National Startup Awards 2020  
k) Success stories of National Startup Awards 2020  
l) Highlighting Handholding support offered to winners and runners up of National Startup Awards 2020 across multiple tracks

The following considerations for the design of coffee table book are given below:

1. The language of the Coffee Table Book would be English. However, if directed by the Department for Promotion of Industry and Internal Trade (DPIIT), the bidder will have to extend support in providing the service for translation in Hindi. However, translation is not in the primary scope of work.

2. The background information for the content of the Book will be provided by the Invest India team and the vendor should work in close coordination with the partners for content creation and shoots.

3. Project Timelines:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Deliverable</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Conceptualization, shooting and design of report and website</td>
<td>15th July</td>
</tr>
<tr>
<td>2.</td>
<td>First draft for review and incorporation of feedback from Invest India and DPIIT</td>
<td>19th July</td>
</tr>
<tr>
<td>3.</td>
<td>Final draft and review</td>
<td>23rd July</td>
</tr>
</tbody>
</table>

4. Adoption: The selected agency may also have to take up adoption in the book subsequently, if asked, for which separate charge will be provided. Adoption means a) Change in layout b) Change of text c) Photographs and d) Language e) Major Design elements
8. TERMS AND CONDITIONS

a) INFORMATION:
Information relating to evaluation of Proposals and recommendations concerning awards shall not be disclosed to the bidders who submitted the Proposals or to other persons not officially concerned with the process. The undue use by any bidders of confidential information related to the process may result in the rejection of its Proposal and may adversely affect its prospects.

b) TAXES:
The bidder shall include in Bid Price all local taxes and duties as applicable on amounts payable by the Agency under the Contract. All taxes, duties and other impositions as applicable in India shall always be deemed to be included in the Financial Proposal. The Financial Proposal shall include all commercial implications and all applicable taxes should also be included in the Financial Proposal. Bid/Contract price shall remain fixed for the entire Contract period.

c) PERFORMANCE SECURITY
i. For the due performance of the assignment in accordance with the terms and conditions specified, the selected Agency shall on the day or before signing the contract which shall not be later than 30 (thirty) days from the Award of Contract, furnish to Invest India a performance security in the form of an irrevocable Bank Guarantee for an amount equal to three percent (3%) of cost mentioned in the financial bid. This performance guarantee will be released after successful completion of the whole Project.

ii. The Bank Guarantee/s shall be in favor of Invest India, issued by any nationalized or scheduled Indian Bank, approved by the Reserve Bank of India. The Bank Guarantee/s shall be on the Proforma, which shall be furnished by Invest India.

iii. It is expressly understood and agreed that the performance security is intended to secure performance of entire contract. It is also expressly understood and agreed that the performance security is not intended to cover all the damages detailed / stipulated in various clauses in the Contract document.

iv. Should the assignment period, for whatever reason be extended, the bidder, shall at his own cost, get the validity period of Bank Guarantee in respect of performance security furnished by him extended and shall furnish the extended/ revised Bank Guarantee to Invest India before the expiry date of the Bank Guarantee originally furnished.

d) CONFIDENTIALITY
Except with the prior written consent of Invest India, the Bidder and the Personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the Services, nor shall the Bidder and the Personnel make public the recommendations formulated in the course of, or as a result of, the Services. Except as otherwise permitted by the Contract, neither of the parties may disclose to third parties the contents of the Contract or any information/report/advice provided by or on behalf of the other that ought reasonably to be treated as confidential and/or proprietary. Parties may, however, disclose such confidential information to the extent that it:

i. is or becomes public other than through a breach of the Contract,

ii. is subsequently received by the receiving party from a third party who, to the receiving party’s knowledge, owes no obligation of confidentiality to the disclosing party with respect to that information,

iii. was known to the receiving party at the time of disclosure or is thereafter created
iv. is disclosed as necessary to enforce the receiving party's rights under the Contract, or
v. must be disclosed under Applicable Law, legal process, or professional regulations.

These obligations shall be valid for a period of six (6) months post the date of termination of the Contract.

e) OWNERSHIP

All deliverables in the form of data, software, designs, utilities, tools, models, systems, equipment, products and other methodologies and know-how (“Materials”) submitted by the Consultant/Contractor under the Contract shall, not later than upon termination or expiration of this Contract, be delivered to the Client, together with a detailed inventory thereof. The entire ownership of the deliverables shall remain with Invest India unless return of any deliverable is mutually agreed in the Contract post expiry or termination of the Contract.

f) PAYMENT TERMS

i. The payment would be as per the Financial Bid amount quoted in Form Fin 2.

ii. The payment would be made on deliverable basis after completion of the project to the selected vendor.

Note: The Monitoring Committee will conduct a periodic review of the project activities and deliverables to gauge output and to approve activities for the forthcoming period.

iii. The selected bidder has to give a Bank Guarantee for an amount equal to 3% of Financial Bid amount, Form Fin 2.

iv. The initial Bank Guarantee may be discharged at the final payment stage.

v. The Vendor will raise the invoice supported by summary of the work done during project duration.

vi. Bid/Contract price shall remain fixed for the entire Contract period.

vii. The payment will be made after Invest India’s Authorized Representative’s approval on the same.

viii. TDS deduction shall be made at the prescribed rates.

ix. Invest India shall not make any advance payment of amount payable to vendor.

g) FRAUD/CORRUPTION

i. Invest India requires that the bidders participating in the selection process adhere to the highest ethical standards, both during the selection process and throughout the execution of the Contract.

ii. In pursuance of this policy, Invest India defines, for this paragraph, the terms set forth as applicable to both the parties.

- “corrupt practice” means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value (whether in cash or kind) to influence the action of a public official in the selection process or in Contract execution;
- “fraudulent practice” means a misrepresentation or omission of facts to influence a selection process or the execution of a Contract;
- “collusive practices” means a scheme or arrangement between two or more bidders with or without the knowledge of Invest India, designed to establish prices at artificial, noncompetitive levels.
- “coercive practices” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process, or affect the execution of a Contract. Invest India will reject a proposal for award if it comes to know that the bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the Contract in question; and
Invest India will terminate the Contract, if already awarded and will declare the bidder ineligible, either indefinitely or for a stipulated period, to be awarded a Contract, if at any time it determines that the bidder has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, a Contract.

iii. Bidders shall be aware of the provisions on fraud and corruption prescribed in the specific clauses in the General Conditions of Contract.

iv. Bidders shall furnish information on commissions and gratuities, if any, paid or to be paid to agents relating to this proposal with details of name and address of agents, amount, and purpose, during contract execution as per details in the Financial Proposal submission form (Appendix 3)

h) Detailed Terms and conditions will be set forth at the time of finalization of the contract with the successful bidder.

9. STANDARD FORMS

Appendix 1- Pre-qualification Checklist:

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>(a)</td>
<td>The Agency should be a company registered in India under the Companies Act, 2013 or a partnership firm registered under the Indian Partnership Act 1932 or LLP registered under LLP Act 2008 with their registered office in India for the last 3(three) years as on 31st December 2020. [DPIIT Recognized Startups are exempt from this criterion]</td>
<td>Copy of Certificate of Incorporation/ Registration / MoA as applicable. [DPIIT Startup Recognition certificate required, if applicable]</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>(b)</td>
<td>The Agency should have a minimum annual turnover of at least INR 20,00,000 during the last three financial years (i.e., 2018-19, 2019-20 &amp; 2020-21) [DPIIT Recognized Startups are exempt from this criterion]</td>
<td>Statutory auditors’ certificate on the letter head or Audited copy of Financial statements for the financial year 2017-18, 2018-19 &amp; 2019-20. [DPIIT Startup Recognition certificate required, if applicable]</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>(c)</td>
<td>The Agency should have a valid PAN and GST in India</td>
<td>Copy of PAN card and Goods &amp; Service Tax Registration certificate</td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>
The Bidder should have successfully completed at least 1 (one) similar assignments in the last 3 years.

Self-declaration to be submitted by the authorized representative

[DPIIT Startup Recognition certificate required, if applicable]

The Agency should not have been blacklisted by central / state Government departments / undertakings.

Self-declaration to be submitted by the authorized representative

Bidders not qualifying the above criteria or in case of any missing/invalid/inappropriate supporting evidence, bidder shall be disqualified.

Appendix 2 - Tech Forms

Tech Forms Checklist:

<table>
<thead>
<tr>
<th>TECH FORMS</th>
<th>FORM NAME</th>
<th>Compliance X / √</th>
<th>Mention list of all supporting documents attached (if any)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TECH-1A</td>
<td>Letter of E-Proposal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TECH-1B</td>
<td>Bidder’s Authorization Certificate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TECH-2</td>
<td>Bidder’s organization and experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TECH-3</td>
<td>Comments or suggestions on the Terms of Reference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TECH-4</td>
<td>Understanding of TOR, Methodology and design capabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TECH-5</td>
<td>Work Schedule</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TECH-6</td>
<td>Team composition and task assignments/ jobs Daily reports with work allocated to each will be required during engagement.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TECH-7</td>
<td>Information regarding conflicting activities and wrong declaration thereof.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Tech From 1A: Letter of E - Proposal Submission on Email

To
Invest India,

Dear Sir,

We, the undersigned, offer to provide the complete solutions for Selection of an agency for Design, Production and Printing of Coffee Table Book (Report) and Webpage Design for National Startup Awards. In accordance with your Request for Proposal dated xxxx, we are hereby submitting our proposal, which includes Bid Security Declaration, Bid Processing Fees Technical Proposal and also the Financial Proposal as indicated in clause 4 (e)

We undertake the total responsibility for performance of the contract, if awarded to us.

We hereby declare that all the information and statements made in this proposal and the technical proposal shared via email are true and accept that any misrepresentation contained in it may lead to our disqualification.

We understand that Invest India is not bound to accept any proposal it receives.

Yours faithfully,

*Authorized Signatory [In full and Designation]:
Name and Title of Signatory:
Name of Bidder:
Address:

NB: Authorization in form of power of Attorney is required on a non-judicial Stamp Paper.
Form Tech 1B: Bidder’s Authorization Certificate

To,

Invest India,

<Bidder’s Name>, <Designation> is hereby authorized to sign relevant documents on behalf of the Agency in dealing with proposal of Selection of an agency for Design, Production and Printing of Coffee Table Book (Report) and Webpage Design for National Startup Awards, reference <Reference No. & Date>. He/ She is also authorized to attend meetings and submit technical & financial information as may be required by you in the course of processing above said proposal.

Thanking you,

Authorized Signatory.
<Agency Name>

Seal
Form Tech 2: Bidder’s Organization and Experience:

(A) Bidder’s Organization

Provide here a brief description of the background and organization details of your organization/entity and each associate for this assignment. The brief description should include following details with relevant supporting -

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization name</td>
<td></td>
</tr>
<tr>
<td>Nature of organization</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Company's website link</td>
<td></td>
</tr>
<tr>
<td>Company Landline and fax No.</td>
<td></td>
</tr>
<tr>
<td>CIN Number</td>
<td></td>
</tr>
<tr>
<td>GST Registration Number*</td>
<td></td>
</tr>
<tr>
<td>Ownership Details</td>
<td></td>
</tr>
<tr>
<td>Date &amp; Place of Incorporation</td>
<td></td>
</tr>
<tr>
<td>Objectives of the organization</td>
<td></td>
</tr>
<tr>
<td>Average Annual T/O (FY 17-18 to FY 19-20)</td>
<td></td>
</tr>
<tr>
<td>Contact person 1</td>
<td></td>
</tr>
<tr>
<td>Contact Person phone no</td>
<td></td>
</tr>
<tr>
<td>Contact Person Designation</td>
<td></td>
</tr>
<tr>
<td>Contact Person email ID</td>
<td></td>
</tr>
<tr>
<td>Contact person 2</td>
<td></td>
</tr>
<tr>
<td>Contact Person phone no</td>
<td></td>
</tr>
<tr>
<td>Contact Person Designation</td>
<td></td>
</tr>
<tr>
<td>Contact Person email ID</td>
<td></td>
</tr>
</tbody>
</table>

Relevant supporting for the above to be provided.

*In case not registered in GST, the bidder needs to provide the declaration in the below format:
Date: _________

Invest India  
Vigyan Bhawan Annexe  
Maulana Azad Road  
New Delhi - 110001

Dear Sir,

Sub.: Declaration for not furnishing GST number

I/We, << name of the business entity>>, do hereby declare that I/We am/are not registered under the Goods and Service Tax Act, 2017 as (select & fill below for the relevant reason)

i. I/We deal in/supply the category of goods or services .......................................................... (Describe the nature of the services/goods) which are exempted under the Goods and Service Tax Act, 2017.

ii. I/We have the annual aggregate turnover below the taxable limit as specified under the Goods and Services Tax Act, 2017.

iii. I/We are yet to register ourselves under the Goods and Services Tax Act, 2017.

I/We hereby also confirm that if anytime during any financial year I/we decide or require or become liable to register under the GST, I/we undertake to provide all the requisite documents and information.

I/We request you to consider this communication as a declaration for not requiring to be registered under the Goods and Service Tax Act, 2017.

Thanking you,

For << name of the business entity >>>

(Name & Designation of the Authorized Signatory)

(Stamp of the Business entity)

(B) Bidder’s Experience

Please share information about your best projects in last 5 years. This should include, the project brief, the business/organization problem which you addressed and the execution of the same. We have not prescribed any format here; the agency may showcase their work in the best possible format.
Form Tech 3: Comments and Suggestions on the understanding of the Terms of Reference:

On the Terms of Reference

Suggest and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the assignment/job (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point and incorporated in your Proposal inter-alia indicating the charges/amounts for proposed additions/deletions. However, Invest India is not bound to accept any/all suggestions proposed and may reject any such suggestion.

Form Tech 4: Understanding of TOR, Methodology and design capabilities

[Understanding of the project and the quality of design capability of the agency to be evaluated. Please submit all similar design tasks accomplished by the organization]. You are suggested to present your Technical Proposal divided into the following two chapters:

a). Understanding and adherence of TOR

b). Up to 5 sample pages of design of a coffee table book for National Startup Awards by Startup India + Design capabilities demonstrated through similar work samples
Form Tech 5: Work Schedule

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Activity (1)</th>
<th>Weeks (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td></td>
<td></td>
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<td>3</td>
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<td>5</td>
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<tr>
<td>1n</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Indicate all main activities of the assignment, including delivery of creatives (e.g.: pictures, videos, etc.), and other benchmarks such as client approvals. For phased assignments indicate activities, delivery of reports, and benchmarks separately for each phase.

2. Duration of activities shall be indicated in the form of a bar chart.

Form Tech 6: Team Composition and Task Assignment/ Jobs

(A) Summary of Project Team / Team Composition (Resumes to be attached)

<table>
<thead>
<tr>
<th>S. No</th>
<th>Name</th>
<th>Position</th>
<th>Experience</th>
<th>Nature of Tasks which will be performed by him/ her</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td>Account Manager</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td>Creative Director</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td>Graphic Designer 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td>Graphic Designer 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td>Content specialist</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#Resume of each of abovementioned members of the team composition to be provided.
Form Tech 8: Information regarding Conflicting Activities and Wrong Declaration thereof

Are there any activities carried out by your Agency which are of conflicting nature? If yes, please furnish details of any such activities. If no, please certify as under:

We hereby declare that our Agency, our associate / group Agency are not indulged in any such activities which can be termed as the conflicting activities. We also acknowledge that in case of misrepresentation of the information, our proposals / Contract shall be rejected / terminated by Invest India without any compensation which decision shall be binding on us.

Authorized Signature [In full and initials]:

Name and Title of Signatory: Name of Agency:
Address:
To: Invest India,

Dear Sir

We, the undersigned, offer to provide the Assignment/job for Selection of an agency for Design, Production and Printing of Coffee Table Book (Report) and Webpage Design for National Startup Awards. In accordance with your Request for Proposal dated xx and our Technical Proposal, our attached Financial Proposals is for the sum of [Insert amount(s) in words and figures]. This amount is inclusive of all taxes. We hereby confirm that the financial proposals are unconditional, and we acknowledge that any condition attached to financial proposal shall result in rejection of our financial proposals.

Our Financial Proposals shall be binding upon us up to expiration of the validity period of 120 days of the Proposal i.e. till __.

Name and Address, Amount and Purpose of Commission and Gratuity to be paid to the Agents relating to the Proposal and Contract execution, if we are awarded the Contract are listed below.

We understand that you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Agency:

Address:
**Form Fin 2: Financial Bid Amount - Lumpsum cost**

**BID PROPOSAL SHEETS**

Quotes submitted towards providing complete solutions to **Invest India**, the national investment promotion and facilitation agency for India, promoted by Department for Promotion of Industry and Internal Trade (DPIIT) **Ministry of Commerce and Industry, Government of India**, in accordance with the scope of work and terms & conditions mentioned under Clause 7.

Financial Bid

<table>
<thead>
<tr>
<th>S.no.</th>
<th>Scope of work</th>
<th>Amount in INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Content work, design &amp; production - (exclusive of taxes)</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Cost of Printing 1 Coffee table book – (exclusive of taxes)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cost of Printing 75 Coffee table books – (exclusive of taxes)</td>
<td>75 x</td>
</tr>
<tr>
<td>3.</td>
<td><strong>GST @</strong></td>
<td></td>
</tr>
</tbody>
</table>
| 4.    | **Total cost of the project (inclusive of taxes) - in digits**  
       | (Content work, design & production + Cost of Printing 75 Coffee table books) |               |
| 5.    | **Total cost of the project (inclusive of taxes) - in words**  
       | (Content work, design & production + Cost of Printing 75 Coffee table books) |               |

**Note:**

- The Financial bids must be capped at/below INR 14,00,000 (inclusive of taxes). Any bid above the mentioned cost will not be considered for evaluation.
- The prices stated in the Contract shall be deemed to include all amounts payable for the use of patents, copyrights, registered charges, trademarks and payments for any other intellectual property rights.
- For the purpose of evaluation for Selection of Bidder, the total cost inclusive of taxes of all the above will be considered. However, in case an agency is hired only for a specific section of the scope, the abovementioned cost against that activity will be considered for evaluation.
- Unit cost charges_______

Signature of the Authorized Signatory

Place: Name:  
Date: Designation:
1. BID SECURITY DECLARATION FORMAT

To,
Invest India,
First Floor, Vigyan Bhawan Annexe,
Maulana Azad Road, New Delhi – 110 011

<Bidder’s Name> __________________________, <Designation> _________________ is hereby authorized on behalf of the Agency in dealing with proposal of reference <Reference No. & Date> ____________________. In accordance with the terms and conditions of the RFE we are hereby submitting the Bid Security Declaration to Invest India in lieu of EMD. We acknowledge that in the event of our organization failing to comply with the terms and conditions of the RFE, Invest India can debar us for a period of 2 years from all future tenders released by Invest India.

Yours Faithfully,

Authorized Signatory Name & Stamp

[Signature]