

Tender Notification for
E. (DIGITAL) NEWS LETTER
20TH / DECEMBER / 2017

Due Date for Submission: 30th December,2017

Opened on: 01.01,2018

Detailed Tender Document

Tender	: Sealed tenders are invited from reputed professional Agencies for designing, Graphic, layout of the web based quarterly newsletter of NCHMCT of 14 pages (including front and back cover), in digital format for a period of one year. It would be a bilingual newsletter- both in Hindi and English. The digital newsletter should have an option of printing it so as to make hard copies of the same.
General Information	: 1) The National Council for Hotel Management and Catering Technology (NCHMCT) is an apex organization of Ministry of Tourism, Govt. of India, functioning from its campus at A-34, Sector 62, Noida, pin- 201309. The NCHMCT regulates and run the academic programs in 58 Hotel Management Institutes all over India, which are under affiliation with it. Fresh Bids are invited for designing, Graphic, layout of the web based quarterly newsletter for NCHMCT of 14 pages (including front and back cover), in digital format.
Qualification Criteria	: Reputed Agencies fulfilling the following minimum criteria are eligible to participate in this tender. <ul style="list-style-type: none"> i) A minimum of 3 years experience in designing, preparation, publication and management of digital online newsletter on multimedia apparatus as well as adept at digital content management. ii) A minimum turnover of Rs 50 Lakhs per annum during the last 3 financial years i.e 2014-15, 2015-16 and 2016-17 for similar work iii) The bidder should be a bona fide registered company having proper design team. <p>The bidder should furnish in the Technical Bid, details and proof of its entity through the relevant documents</p> <p>Bid security (EMD) shall be Rs. 10,000 (Rupees Ten thousand only) payable in the form of demand draft in favour of “National Council for Hotel Management & Catering Technology”</p> <p>Tender Document may be downloaded from the website of NCHMCT (www.nchm.gov.in).</p> <p>Samples of such newsletters/publications published by the Agency should be enclosed along with the bid. Bids not confirming to these conditions will be rejected outright.</p>

NCHMCT- TENDER for E. News Letter

<p>Scope of Contract</p>	<p>NCHMCT's E-Newsletter shall comprise of 14 pages including front and back cover. It should be a web based platform with easy availability and accessibility of its contents over Internet through all kinds of modern multi-media devices e.g Tablets, PCs and smart phones etc., in both English and Hindi and should be accessible over web, have RSS feed for automated delivery of content over the Web, Email and mobile networks. The entire activity shall be outsourced to an organization having experience in publishing digital/online newsletters/ magazines, in relation to complete execution of the Digital newsletter.</p>
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1 ELIGIBLE BIDDERS:

Reputed, professional Agencies/Companies capable of designing, preparation and management of web based newsletter/magazines in digital format as well as adept at digital content management should participate. Reputed Agencies fulfilling the following minimum criteria are eligible to participate in this tender.

- i) A minimum of 3 years experience in designing, preparation, publication and management of digital online newsletter on multimedia apparatus
- ii) A minimum turnover of Rs 50 Lakhs per annum during the last 3 financial years i.e 2014-15, 2015-16 and 2016-17 for similar work
- iii) The bidder should be a bona fide registered company. The bidder should furnish in the Bid, details and proof of its entity through the relevant documents. Samples of such newsletters/publications published by the Agency should be enclosed along with the bid. Bids not confirming to these conditions will be rejected outright.

2. COST OF BIDDING:

The bidder shall bear all costs associated with the preparation and submission of the bid. The NCHMCT, will in no case, be responsible or liable for these costs, regardless of the conduct or outcome of the bidding process.

3. BID DOCUMENTS:

3.1 The services required, bidding procedures and contract terms are prescribed in the Bid Documents. Documents to be enclosed along with the technical bid :

- 1. IT Return of last three (3) years
- 2. Experience Certificates
- 3. CA certified Annual Turnover Certificate of Minimum Rs. 50 lakhs each for last three (3) years
- 4. Earnest Money Deposit (EMD)/ Bid security of Rs. 10,000/- in the form of a DD in favour of National Council for Hotel Management & Catering Technology, payable at Noida

6. Other documents asked for in the tender form
7. Details of work done in similar domain and samples of the newsletters/publications published by the Agency
8. Price Bid
9. Copy of the bid document
10. A self certified undertaking has to be submitted mentioning that t h e y have not been blacklisted by any government organization and the same is not applicable as on date.
11. Any other document as the bidder may wish to submit in support of the bid.

The Bidder is expected to examine all instructions, forms, terms and specifications in the Bid Documents. Failure to furnish all information required as per the Bid Documents or submission of bids not substantially responsive to the Bid Documents in every respect will be at the bidders' risk and shall result in rejection of the bid. The Bidder is required to submit one copy of the Bid document with the company seal and signature of the Authorised signatory on each and every page, which signifies the Bidder's acceptance of all the terms and conditions of the Bid Document.

4. BID PRICES:

4.1 The agency shall quote as per price schedule for the items given in the schedule of requirement.

4.2 The prices quoted by the bidder shall remain fixed during the entire period of contract and shall not be subject to variation on any account. A bid submitted with an adjustable price quotation will be rejected.

5. DOCUMENTS ESTABLISHING BIDDER'S ELIGIBILITY AND QUALIFICATIONS:

5.1 The bidder shall furnish, as part of his bid documents, establishing the bidder's eligibility, the following documents: (i) Certificate of Incorporation. (ii) Articles of Memorandum of Association or Partnership Deed/Proprietorship Deed. (iii) Registration Certificate. (iv) CA certified Annual turnover certificate of Rupees 50 lakhs during the last 3 (three) financial years. (v) Certificate in respect of capability and experience of minimum 3 years. (vi) Samples of the newsletters/publications published by the Agency

6. BID SECURITY:

6.1 The bidder shall furnish, as part of his bid, a bid security (EMD) for an amount of Rs. 10,000/- (Rupees ten thousand only).

7. FORMAT AND SIGNING BID:

7.1 The bid shall be typed or printed and signed by the bidder or a person/persons duly authorized to bind the bidder to the contract. The letter of authorization shall be indicated by written power-of attorney accompanying the bid. All pages of the original bid, shall be signed by the person / persons signing the bid. The bids submitted shall be sealed properly.

7.2 The bid shall contain no interlineations, erasures or overwriting except as necessary to correct errors made by the bidder in which case such corrections shall be signed by the person/persons signing the bid.

8. SUBMISSION OF BIDS

The envelope shall be:

(a) Addressed to the Director (Administration and Finance) NCHMCT on the following address: National Council for Hotel Management and Catering Technology, A-34, Sec 62, NOIDA - 201309.

(b) Bearing 'tender inside' and the words 'DO NOT OPEN BEFORE -----'

(c) The envelope shall indicate the name and address of the bidder to enable the bid to be returned unopened in case it is received late.

(d) The responsibility for ensuring that tenders are delivered in time would vest with the bidder.

(e) Bids must be received by the NCHMCT at the address specified not later than ----- Hrs on -----

(f) NCHMCT may, at its discretion, extend this deadline for the submission of the bids.

9. BID OPENING AND EVALUATION

9.1 NCHMCT shall open the bids in the presence of bidder/s or his authorized representatives who choose to attend at 1500 Hrs on the due date. Authority letter to this effect shall be submitted by the bidder before they are allowed to participate in bid opening.

9.2 A maximum of two representatives for any bidder shall be authorized and permitted to attend the bid opening.

9.3 The Bidder's names, eligibility, Bid prices, and such other details as NCHMCT, at its discretion, may consider appropriate, will be announced at the opening.

10. SCOPE OF WORK

NCHMCT's E-Newsletter shall comprise of 14 pages including front and back cover. It

should be a web based platform with easy availability and accessibility of its contents over Internet through all kinds of modern multi-media devices e.g Tablets, PCs and smart phones etc., in both English and Hindi and should be accessible over web, have RSS feed for automated delivery of content over the Web, Email and mobile networks. The entire activity shall be outsourced to an organization having experience in publishing digital/online newsletters/ magazines, in relation to complete execution of the Digital newsletter.

11. PLAN

11.1 i) an online newsletter may be made available as part of NCHMCT's website

ii) An email version in both languages, which can be mailed to readers, with inbuilt content as well as links to online version for further reading (RSS feed).

iii) A mobile version, which can be downloaded to smart phones, tablets and similar kinds of devices

11.2 Editorial Services, which will include:

- i) Creative design of newsletter header and footer, one each for the first page and subsequent pages that shall remain consistent across multiple issues, languages and delivery options.
- ii) Design and layout of the newsletter on the basis of pictures and content provided by NCHMCT.
- iii) Proof reading and obtaining approval from NCHMCT for publishing.
- iv) Translation from English to Hindi.

11.3 Creation of pages for multiple delivery options:

- i. Online newsletter: Compatible to latest version of Internet Explorer, Google Chrome, Firefox etc.
- ii. Email version: HTML Mail version,
- iii. Mobile only version: mobi format

11.4. The digital newsletter, will be hosted in NCHMCT's official website

11.5 There should be an option of creating hard copy of the newsletter by getting it printed.

11.6. Creation of Social Media Optimization (SMO) landing page/brand feeds on Facebook, Twitter etc.

12. Validity of contract

The selected vendor shall be engaged for a period of one year, which can be extended up to 3 years subject to satisfactory services. The digital newsletter shall be published on a quarterly basis.

13. NCHMCT reserves the right to:

- a) Copy right of the digital newsletter.
- b) Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on the part of NCHMCT.
- c) Suspend the project, cancel the contract with the selected party in part or in the whole at any time. The decision of the NCHMCT shall be final and binding in this regard. NCHMCT shall also not be responsible for any damage or losses caused or arise out of aforesaid action.
- d) Modify terms and conditions of the contract, which shall be granted to the successful bidder after the tendering process, if in the opinion of the NCHMCT, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the NCHMCT shall be final and binding in this regard.
- e) For interpretation of any clause of this document, the decision of NCHMCT would be final and binding on the bidder.
- f) Initially the selection of vendor will be for one year. However, the contract may be extended upto three years on the basis of satisfactory work and report of the concerned division.

14. Terms of Payment

- a) No advance will be paid. In the initial phase, the selected Agency will have to submit a prototype. After the prototype is approved by Competent Authority of NCHMCT, the project can start. Payment will be released on quarterly basis after the timely release of issue and subject to submission of satisfactory performance report by the concerned division of NCHMCT

15. Arbitration

All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in NOIDA. Both the party shall make all effort to resolve any dispute by way of reconciliation. In the event of any question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to sole arbitration of the Director (Administration & Finance), NCHMCT and the decision given shall be binding on the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall apply on both the parties. The venue of the arbitration proceeding shall be the office of NCHMCT or such other place as the competent authority may decide.

16. Forfeiture of Performance Security

Forfeiture of Security Deposit: Security amount in full or part may be forfeited in the following cases:

1. When the terms and conditions of contract is breached.
2. When the bidder fails to make complete supply satisfactorily.
3. When contract is being terminated due to non-performance of the bidder.

Note: This is an indicative Tender document. Firm is free to give their own terms and conditions.

TECHNICAL BID -1

(to be filled in by the bidders)

INFORMATION TO BE GIVEN BY THE BIDDER

1. Name of the Bidder Firm/Company :

2. Address : _____

Telephone No. :

Registration particulars of the Firm/Company viz. Proprietary, Partnership, Private Limited, Public Limited etc. (attach photocopy of the Certificate of Incorporation) :

4. Name of Proprietor/Partner/Director signing the tender document. :

5. Name/Designation/Address of the Authorized Signatory holding the Power of Attorney (if any) :

6. Income Tax Return Particulars : Permanent Account Number (PAN) :

7. Trade License :

Certified that the information given above is true and if any information is found to be false or misleading the tender /contract may be cancelled.

Name:

Signature

Signature of authorised signatory with seal

FINANCIAL BID -

Format to be used for submission of commercials bids

Price quote should be submitted in the following format:

S.No.	Item Description	Charges payable per magazine edition(quarterly)
1	Design , Layout and preparation of the online E-Newsletter and to make it ready to host it on NCHMCT website along with an E-mail version: HTML Version (14 pages) . The option to print the newsletter in a hard copy format should be provided to NCHMCT	
2	Mobile only version : Mobi format	
3	Translation from English to Hindi (for the entire newsletter)	
4	Social Media optimization and related activities	
5	Production of additional page , if desired by NCHMCT (Rate for two additional pages to be provided)	
5	Total	

Applicable GST will be payable by NCHMCT in addition to the quoted price

Signature of authorised signatory with seal