



File No. ITPO/IGF-IHF-ISF/Pub./2019

INDIA TRADE PROMOTION ORGANISATION

ITPO is inviting online bids through two bid system from the interested companies/organizations for undertaking Publicity & Allied Services, Promotion and PR Activities for 40th India Garment Fair, 30th India Home Furnishing Fair and 2nd India Silk Fair - Osaka (Japan), July 17-19, 2019". **Manual bids shall not be accepted.**

b. The tender documents are available on www.eprocure.gov.in and on our website www.indiatradefair.com (for reference only) and same can be downloaded as per the schedule as given in CRITICAL DATE SHEET as under..

INDICATIVE CRITICAL DATE SHEET

Published Date	22/03/2019 at 6.30 pm
Bid Document Download Start Date	22/03/2019 at 6.45 pm
Bid Submission Start Date	22/03/2019 at 6.55 pm
Bid Submission End Date	12/04/2019 up to 3.00 pm
Technical Bid Opening Date	13/04/2017 at 3.30 pm

c. Bids shall be submitted online only at CPPP website: <https://eprocure.gov.in/eprocure/app>. Tenderers/Contractors are advised to follow the instructions provided in the 'Instructions to the Contractors/ Tenders for the e-submission of the bids online through the Central Public Procurement Portal for e-Procurement at <https://eprocure.gov.in/eprocure/app>'. Bid documents may be

scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

d. Not more than one tender shall be submitted by one contractor or contractors having business relationship. Under no circumstance will father and his son(s) or other close relations who have business relationship with one another (i.e. when one or more partner(s)/director(s) are common) be allowed to tender for the same contract as separate competitors. A breach of this condition will render the tenders of both parties liable to rejection.

e. Tenderers who have downloaded the tender from the ITPO's web site www.indiatradefair.com and Central Public Procurement Portal (CPPP) website <https://eprocure.gov.in/eprocure/app>, shall not modify the tender form including downloaded price bid template in any manner. In case if the same is found to be tampered/ modified in any manner, tender will be completely rejected and EMD would be forfeited and tenderer is liable to be banned from doing business with ITPO.

f. Intending Tenderers are advised to visit again ITPO website www.indiatradefair.com and CPPP website <https://eprocure.gov.in/eprocure/app> before submission of bids prior to closing date of submission of tender for any corrigendum / addendum/ amendment.

EMD Payment :

Earnest Money Deposit is to be deposited electronically by NEFT/RTGS in the account of ITPO at the below mentioned details or DD in favour of ITPO payable at New Delhi. Bidders are required to submit the details of EMD payment at the time of Bid Preparation.

BANK Details for EMD Payment through NEFT/RTGS:	
Name of the Beneficiary	India Trade Promotion Organisation
Name of the Bank	HDFC BANK LIMITED
Branch Address	G-3/4, SURYA KIRAN BUILDING, 19, K. G. MARG, NEW DELHI – 110001
Account No.	00031110005078
IFSC Code	HDFC 0000003
PAN NO. (ITPO)	AAATI2955C

The Hard Copy of original instruments in respect of earnest money must be delivered to : Mr. Vikas Malhotra, General Manager, India Trade Promotion Organisation, Pragati Bhawan, Pragati Maidan, New Delhi – 110001 (India) on or before bid submission date/time as mentioned in critical date sheet. Tenderers shall likely be liable for legal action for non-submission of original payment instrument like DD/RTGS etc., against the submitted bid. Bids will be opened as per date/time as mentioned in the Tender Critical Date Sheet. After online opening of Technical-Bid the results of their qualification as well Price-Bid opening will be intimated later.

Submission of Tender

The tender shall be submitted online in Two parts, viz., Technical bid and Financial bid. All the attachments to the bid being submitted must be signed wherever required, and sequentially numbered by the bidder irrespective of nature of content of the documents before uploading. The offers submitted by Telegram/Fax/email shall not be considered. No correspondence will be entertained in this matter.

Technical Bid

The following documents are to be furnished by the Contractor along with Technical Bid (Annexure-I) as per the tender document (As applicable):

- i) Scanned copy of appropriate valid registration certificate, PAN No as per the Tender documents.
- ii) Scanned copy of average annual turnover document and audited Balance sheet of last three years.
- iii) Scanned copy of experience certificate as per the Tender documents
- iv) Scanned Copy of Attested / True copy of Partnership deed as per the tender documents.
- v) Scanned copy of documents like Earnest Money Deposit.
- vi) Scanned copy of Tender Acceptance Letter (Annex. – AL)

Financial Bid

- (a) Price bid undertaking (Annex. - FB)
- (b) Schedule of price bid in the form of pdf.

FINANCIAL BID UNDERTAKING

(To be given on Company Letter Head)

From:

(Full name and address of the Bidder) _____

To,

Dear Sir/Madam,

1. I submit the Price Bid for "Construction, decoration and allied services for 40th India Garment Fair, 30th India Home Furnishing Fair and 2nd India Silk Fair - Osaka (Japan), July 17-19, 2019" and related activities as envisaged in the Bid document.
2. I have thoroughly examined and understood all the terms and conditions as contained in the Bid document, and agree to abide by them.
3. I offer to work at the rates as indicated in the price Bid, inclusive of all applicable taxes.

Authorized Signatory

(Signature of the Authorized Person)

Instructions for Online Bid Submission:

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>.

REGISTRATION

1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link "Online bidder Enrollment" on the CPP Portal which is free of charge.

- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

SEARCHING FOR TENDER DOCUMENTS

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate

the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.

3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

PREPARATION OF BIDS

1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.

2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document/ schedule and generally, they can be in PDF / XLS/ RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process. However, it may be

noted that the documents available in "My Space" will not be visible/ valid for evaluation, till the time required documents are not uploaded/ attached to the bid.

SUBMISSION OF BIDS

- 1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to any kind of issues.
- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidder has to select the payment option as "offline" to pay the tender fee/ EMD as applicable and enter details of the instrument.
- 4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- 5) Bidders are requested to note that they should necessarily submit their financial bids in the format provided on e-Tendering portal and no other format is acceptable. If the price bid has been given as a standard .pdf format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the .pdf file, open it and complete the white coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the .pdf file is found to be modified by the bidder, the bid

will be rejected.

6) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.

7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/ bid opener's public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.

8) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.

9) Upon the successful and timely submission of bids (i.e. after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

10) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

ASSISTANCE TO BIDDERS

1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk Number 0120-4200462, 0120-4001002 Mobile : +91 8826246593 and E-Mail : support-eproc[at]nic[dot]in.

TENDER ACCEPTANCE LETTER

(To be given on Company Letter Head)

Date:

To : _____

Sub. : Acceptance of Terms & Conditions of Tender.

Tender Reference No. : _____

Name of Tender / Work :- _____

Dear Sir,

1. I/ We have downloaded/ obtained the tender document(s) for the above mentioned 'Tender/ Work' from the web site(s) namely: _____ as per your advertisement, given in the above mentioned website(s).

2. I/ We hereby certify that I/ we have read the entire terms and conditions of the tender documents from Page No. _____ to _____ (including all documents like Annexure(s), schedule(s), etc .,), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.

3. The corrigendum(s) issued from time to time by your department/ organisation too has also been taken into consideration, while submitting this acceptance letter.

4. I/ We hereby unconditionally accept the tender conditions of above mentioned tender document(s) / corrigendum(s) in its totality / entirety.

5. I/ We do hereby declare that our Firm has not been blacklisted/ debarred by any Govt. Department/ Public sector undertaking.

6. I/ We certify that all information furnished by the our Firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then your department/ organisation shall without giving any notice or reason therefore or summarily reject the bid or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit absolutely.

Yours Faithfully,

(Signature of the Bidder, with Official Seal)

Subject : Consolidated Bid for Publicity & Allied services, Promotion and PR activities for 40th India Garment Fair, 30th India Home Furnishing Fair & 2nd India Silk Fair, Osaka, Japan, July 17-19, 2019

INTRODUCTION

India Trade Promotion Organization (ITPO) is a nodal agency of the Government of India (GOI) for promoting trade. To meet its objectives, ITPO organizes trade fairs, exhibitions and conventions in India and abroad including specialized trade fairs, India shows, buyer seller meets, market surveys, etc.

ITPO will organize 40th India Garment Fair (IGF), 30th India Home Furnishing Fair (IHF) and 2nd India Silk Fair these events at Mydome Osaka, (Japan) from July 17-19, 2019.

The 2019 editions of these events IGF/IHF/ISF are being organized in Halls 2BCD and foyer area at Mydome Osaka. Around 80 Indian exhibitors will showcase their

products, trends and innovations to sizeable trade visitors from Japan.

PRODUCT PROFILE

India Garment Fair 2019 - Men's wear, Women's wear, Children's wear, Fashion accessories (Shawls, Stoles, Belts, Bags, etc.), Leather Garments, Fabrics for Garments.

India Home Furnishing Fair 2019 – Home Furnishings and Made-ups, Cushion covers, Floor Mat Curtains & Embellishments, Bed Linen/ Bed Covers/ Spreads, Table linen, Kitchen linen, Bathroom linen, Napkins, Durries, Rugs, Interior Fabrics, Handloom clothing, Textile Based Handicrafts and other allied products etc

India Silk Fair 2019 - Silk and Silk products

ITPO is inviting bids from the interested companies/ organisations for undertaking following two activities:-

- (i) Publicity & Allied Services and
- (ii) Promotion & PR activities for the above shows.

1. OBJECTIVES

- 1.1 To create more awareness and increase in footfall amongst the buyers of apparels, garments and home furnishings etc. spread all over Japan with a view to evince their interest so that they visit the fair to source their requirements.

- 1.2 To get buyers from all regions of Japan and not only from Osaka/Nagoya regions.
- 1.3 Getting adequate media coverage at all stages of the event, i.e. pre, during and post. Besides getting coverage in the daily newspapers, specialized magazines and other print media, ITPO also desires adequate exposure in the electronic media and online social media.
- 1.4 Meeting the requirement of adequate manpower for various functions/tasks.
- 1.5 To have a complete bilingual database of the i) buyers contacted/ tele-marketed, ii) actual buyers visited/ registered, iii) press and media contacted/invited, iv) details of press and media, who actually visited the various press conferences, and v) The complete list with the name of publication, date of publication, page of publication, e-mail address of publication in which these events are advertised/covered. Further, it is important that the said bilingual data base, which will be provided in hard and soft copies, shall not be used by the agency for any reasons whatsoever. The said data base as produced shall be the property of ITPO. Accordingly, the selected agency shall be responsible to ensure that maximum number of buyers visit these events. Last year the footfall of more than 2000 buyers was recorded, therefore, the selected agency has to ensure there should be increase in the number of buyers.
- 1.6 To have completely bilingual directory/directories of the events.
- 1.7 To have a completely bilingual website of the events with hyperlinks to other relevant websites including ITPO-New Delhi, Embassy of India, Tokyo and Consulate General of India, Osaka.

- 1.8 To increase the number of supporting organizations and enhance the scope of support.

2. SCOPE OF WORK

2.1 Print Media :

- i) The Agency will prepare advertisement materials/ design in Japanese language from the basic design as prepared by ITPO. The basic design is in English language and as shall be provided is in colour. The agency shall be provided the PDF/working file of the basic design in pen drive/ CD. The base design for last edition is attached at **enclosures**. The agency will arrange advertisements, as per specified size in colour in the following Newspapers/ Magazines/ Trade Journals.

Sl. No.	Particular	Black & white/Colour (size)	No. of Insertion
1.	Sen-I News	H140 mm x W 250 mm	2
2.	Senken Shimbun	H 175 mm x W 250 mm	2
3.	Shinso-Living-Times	H 168 mm x W 185 mm	2
4.	Home Living	H 100 mm x W 240 mm	2
5.	Interiors Business News	H 97 mm x W 113 mm	2
6.	Asian Textile Business	H 130 mm x W 185 mm	2

- ii) Creative development/ preparation of designs of all publishing/ printing material.

- iii) The agency shall procure sufficient copies of the publication(s) of the date(s) in which the advertisement(s) will appear for distributing to the members of press and other government officials during – i) Press Conference, ii) Inauguration preferably on 17th July, 2019 and also iii) for keeping in VIP Room for VIP visitors during the tenancy of the fair (July 17-19, 2019). However, while submitting the final bills, two more copies each of the publications shall have to be attached as evidence at the time of presentation of the final bill to ITPO, New Delhi.

- iv) Some newspapers/ magazines offer 1+1 services and complimentary online advertisement as package advertisement. The agency shall try to avail of the same wherever possible and the payment towards complimentary advertisement is not to be charged. Agency may suggest scheduled date of advertisements in the above newspapers/ magazines for approval of ITPO before releasing. Even the final artwork/ matter will need the approval of ITPO.

- v) Online advertisement by having a static banner and/ or 1st click will be made in the in the home page of the website/ portals, in the newspapers/ magazines where advertisements will be released, for a period of 60 days during May - July 2019. Hard copies of the screen shots of the banner(s) shall be required to be submitted. Links have to be e-mailed on regular basis to ITPO.

- vi) On the click of the advertisement banner, the query should reach the website/ e-mail inbox of the agency. The same should be attended to within 3-4 days, after consulting with ITPO, if required. This should continue till 30th July, 2019. All the data-base of such queries shall be maintained confidential and passed

on to the ITPO after conclusion of the events both in hard and soft version. Copies of the e-mails received and referred have to be sent to ITPO.

2.2 **Digital Marketing** : The agency will run a digital and social media campaign at all the stages i.e. pre event, during the event and post event, with a view to create awareness and invite buyers from all regions of Japan. The agency will at least carry out the following activities :-

- (i) Create, manage and maintain the bilingual (English and Japanese) **website** for both the events with minimum of 10 pages each. The website shall have hyperlinks with websites of Embassy of India, Tokyo, CGI (Osaka), ITPO's main website, etc. The website has to be maintained all along during the currency of the contract. The queries raised on the website will be replied in English/ Japanese as per the case within 4-5 days after consultation with ITPO, if required. Translated copies of all e-mails/ queries received and replied have to be forwarded to ITPO.
- (ii) Promote and publicize the events through the mechanism of **social media** by carrying out following activities :-
 - a) The Agency shall be responsible to promote these fairs on various social media platforms. The promotion of the fairs should be campaigned in such a manner that the community/ target audience of the fairs be strategically reached out popularizing the fairs.
 - b) The Agency shall be responsible for Digital Content Creation. The work inter-alia includes designing creative – banners, Facebook, ads, etc. to promote the events, create relevant promotional material to draw people to the ITPO social media site and the events.
 - c) The content will be initially drafted in English and translated to other Japanese language as per need.
 - d) Regularly upload posts on chosen social media platforms.
 - e) Compilation and coordination of news, events and community

involvement postings within social media.

- f) Select and upload images that increase curiosity and engagement amongst people.
- g) Design creative piece in accordance with fair specific campaigns and adapt them to social media platforms.
- h) Curate topics on relevant Hash (#) TAGS on digital platform.
- i) All these activities are continuous activities and will be executed from time-to-time.
- j) Provide accurate, complete, polite, and prompt response and feedback mechanism to users via social media platforms. The agency shall gather inputs from users and respond back to their requests, queries, suggestions, etc. User interaction would initially be done in English/ Japanese.
- k) The agency will monitor the conversation management by proper tracking mechanism to track conversations relating to India Trade Promotion Organisation.
- l) The agency should take paid media and non-paid media activities and ensure that at least 2000 nos. of hits/ likes/ tags be outcome of this social media campaign.
- m) Integrate social media with the official portal (web-based) and vice-versa by coordination with the ITPO's web maintenance agency.
- n) Submit 'Effectiveness Analysis Reports' to the ITPO. The agency must submit a detailed analysis on the steps undertaken for promotion on the Social Media Platforms and the results achieved.

(iii) **Direct Mailing & Telemarketing** :

- a) The agency will procure database of 1000 potential buyer for the product profile of Garment and Home Furnishing & Silk Industry. The agency shall submit the copy of invoice against procurement of database to ITPO for its reimbursement in the final bill.

- b) ITPO will provide the old database of approx. 4000+ buyers who needs to be contacted through e-mail. This will be in addition to the latest database of 1000 potential buyers which the agency will procure specifically for these events. The purpose of e-mail announcement and e-mail reminder is to ensure that the footfall of buyers be increased.
- c) The agency shall send the **invitee of opening ceremony** and **visit to these event(s)** through post to 200+ VIP dignitaries and 500 important buyers respectively. The documentary proof of the postal charges is to be submitted by the agency.
- d) **Telemarketing**: Telemarketing to 5000 buyers be made at least 10-15 days prior to the event(s) to ensure a higher footfall of buyers from different regions of Japan.
- e) ITPO needs evidence preferably both in hard & soft versions of the direct mailing, reminders sent through e-mails and documentary proof of telemarketing. Please suggest how the same shall be provided. If not possible please state so.

2.3 **Printing - Translation, Page setting and Printing after approval of ITPO**

Adaption of the design & printing of following materials from the basic design in colour to be provided by ITPO

- i) **Flyers (Multi-colour)** – The agency will ensure distribution of Flyers to the important buyers through postal services as well as the Flyers will be make available at various important supporting organisations and at the venue.
- ii) **Admission Card** including Badges (English/ Japanese), PVC Pouch, Nylon Strip with Fair Name (Lanyard) for Exhibitors/ Importers/ Wholesalers/ Buyers/ Service Providers
- iii) **Registration Form** (English/ Japanese)
- iv) **Buyers Feedback Form** (English/ Japanese)
- v) **Publicity Poster** [size : W 514 mm x H 728 mm] :- The publicity posters as

shall be printed shall be displayed in the offices of the agency and all supporting organisations, at least one month in advance. It will be worth, if all these supporting organisations could publish the details of these events in their circular letters/ newsletters. Some of the organizations, which have supported these events in the past are listed in the enclosures.

- vi) **Invitation card with Envelop** (Japanese) for Opening Ceremony
- vii) **Invitation card with Envelop** (English/ Japanese) for visit to these events to the most important buyers

(Samples as per enclosures and quantities specified/ mentioned in the Financial Bid document)

2.4 Fair Catalogue with size: 5"x8.5"

- (i) **Translation, Page setting and Printing after approval of ITPO** : The ITPO proposes to publish bilingual fair directory (English/ Japanese) for the two events. The inputs will be provided in English which needs to be translated and the services of the following shall be required to be provided :-
 - a) Incorporation of Japanese language in the cover page as per design of ITPO [2 Pages]
 - b) Fact-Sheets [Approx. 1 page]
 - c) Locational map of MYDOME,OSAKA [Approx. 1 page]
 - d) Write up of ITPO/ Home furnishing industry/ Garment industry [Approx. 2-3 pages each]
 - e) Alphabetical list and details of exhibitors in Japanese language along with brief products profile of each exhibitor in the directory. [Approx. 80-100 pages – Mainly include translation work of Company Name, Product Profile & Export Market Area]
 - f) Message of CMD,ITPO [Approx. 1 pages]
 - g) Message of Embassy of India/CGI, Japan [Approx. 2 pages]
 - h) Messages of other organizations [Approx. 12 pages]

- i) Any other documents for translation into Japanese language (Approx 10-15 pages)

Sending of all the above document well in time to ITPO, New Delhi for printing, if executed by ITPO.

- (ii) **Printing** : ITPO may execute the printing of Fair Catalogue work through the selected agency. The printing of Fair Catalogue will be in the size: 5"x8.5" containing approx. 80-100 pages including cover (Text: 24 pages Colour and the rest in Black & White), Cover - 300 GSM art card and text -100 GSM art paper. The bidder is require to quote for this line item, however, ITPO at its on-discretion may decide whether to execute or not this line item. The payment to the agency will be based on the actual work executed by the firm.

2.5 **Photography:**

- (i) The agency shall arrange services of photographer (still photography) to cover press conference and opening ceremony/ VIPs visit/ display booths soft copy (Pen Drive) in high resolution as well as low resolution of photographs to be submitted

2.6 **Deployment of Manpower :**

- i) Provide manpower/girl guides/ local staff/ interpreters as per needs. They should have adequate fluency to read, write and speak in both Japanese and English (knowledge of Hindi preferred). The required manpower shall be for the following purposes. The rate for each purpose may be quoted. The number required is indicated here below. However, this may change nearer the events and the exact requirement will be provided only 4-5 days before the inauguration of the events.
 - a) Bilingual Interpreters: **10 Nos.**

- b) Computer literate bilingual staff for registration desks/ office work: **2 Nos.**
- ii) The agency shall provide ITPO the complete details of all the manpower provided/ deployed/ engaged for various activities/services under this bid document. The complete details include name, male/female, age, address, e-mail id, mobile/ telephone number. If possible, a photocopy of their personal identification is to be provided for records. In case the manpower is arranged through any other agency (outsourcing), then the complete details of the agency has to be provided, which will be responsible for the manpower engaged/ deployed.
- iii) During the events, all the manpower engaged for the events shall mark their attendance and the agency shall be responsible for giving the attendance records with signatures. The same (attendance record/statement) shall be got countersigned by the designated ITPO official everyday both in the morning and in the evening. Each interpreter shall maintain a log sheet of the work performed (giving the booth number of the company which availed of the services of the interpreter and the duration of the service). The fair officer/ ITPO team shall have the liberty to assign any interpreter at any floor or at the registration desk/ VIP room/ on the official telephone etc.
- iv) To assist at registration desks, collection of Registration forms, giving badges to the Buyers, if so required and collection of feedback forms from Buyers, Data entry, Submission of mailing reports etc.
- v) The payment will be made for actual deployment of manpower at the unit rates quoted in the bid.

2.7 **Promotion through FM**

ITPO may publicize these events on **FM Radio** locally for the duration of 15 days with 4 slots on prime time (2 each in the morning and evening on each day) from July 05 onwards The bidder is require to quote for this line item, however, ITPO at its on-discretion may decide whether to execute or not this line item.

2.8 Press Conference/ Media Coverage and other services

2.8.1 Press Conferences

- (i) ITPO may hold two press conferences preferably at Tokyo and Osaka (sometime in May or Jun). The agency shall organize the required work for holding two press conferences including booking of the venue, preparation of press kit folder in Japanese and English language, power point presentation of the Events, Writing Pad & Pen, arrangement of MC, lunch/dinner/refreshment for upto 40 persons at each venue.
- (ii) The agency shall invite Japanese eminent media persons/ journalists (Electronic and Print) (preferably Tokyo and Osaka based) for press conference and media coverage for the above events. The agency shall ensure at least 30 Japanese eminent media persons/ journalists must attend the press conference for adequate coverage in the print and electronic media. The details of invitee's vis-a-vis attendees shall be submitted to ITPO.
- (iii) Inviting and organizing visits of senior officials of supporting organizations and other dignitaries to the press conference and fairs. Issuing of press releases of their visits along with photo/video coverage and follow up with the media to ensure some coverage.
- (iv) The agency shall ensure adequate coverage of the press conference and about the events in Print & Electronic media. Minimum of 10-15 coverage in print and electronic media shall be mandatory for both, press conference and during the currency of the events. The media may be a mix of publications/ newspapers/ periodicals/ dailies (general & specialized). 2 sets of evidences/press clippings (Hard and Soft version) in the form of copy of

publications / periodical / screens and / or audio / video tapes / CDs / DVDs etc. to be submitted with the bills.

- (v) Continued PR and Press activities for up to 3-4 months for the event to ensure adequate interest of the Japanese Press & media (Print & Electronics) to ensure appropriate coverage of these events. The likely coverage which can be generated during each of the three phases i.e. pre fair, during the fair and post fair may be indicated.

2.8.2 Souvenir:

ITPO may provide a souvenir to the eminent media persons/ journalists during the press conference(s) and/or Opening Ceremony. The agency has to provide 4-5 alternatives with photographs of each gift and in a paper/cloth/jute bag of souvenir amounting to the range of Japanese Yen 3000-3500 each. ITPO may select any one of the souvenir and based on the requirement as specified by ITPO, the agency shall procure and distribute the souvenir on behalf of ITPO. The tentative numbers of souvenir may range from 65-70 nos. The agency has to quote for this item in their financial bid, however, ITPO at its own discretion may or may not execute this work. The souvenirs have to be procured & supplied duly packed in carry bags with handle. (This gift hamper will be in addition to the press kits, which has to be provided by agency appointed as a part of this contract.

2.8.3 ARRANGEMNT FOR LUNCH FOR EXHIBITORS (3 DAYS)

ITPO proposes to provide complimentary Lunch to the exhibitors for the duration of the events (for July 17-19, 2019). Kindly quote the rates for

approximate 150 persons per day (both for veg/nonveg) and provide the menu for lunch.

2.9 Assisting ITPO in coordinating with other Government bodies/ organisation/ agencies :

- i) **Liaison** with Consulate General of India, Embassy of India, Tokyo, Japan and various organizations of the Japanese Government for their support to these events. Arrange messages from supporting organisations and forward the same along with the photograph of the concerned official in Japanese and English to ITPO, New Delhi. These messages will be used for Fair catalogue.
- ii) Liaison with VIPs, dignitaries, construction agency for opening ceremony including Messages and ribbon cutting). The agency has to invite VIPs, dignitaries for the inauguration ceremony on behalf of ITPO with the approval of CGI, Osaka and ITPO. Preparation of bilingual minute-to-minute programme for the opening ceremony and distribution of the same to all the visitors/invitees.
- iii) Assist in booking of hotels/ apartments accommodation with special/ discounted rates for ITPO officials/ exhibitors.
- iv) Assist in coordination with various authorities in Japan for smooth conduct of business in events and other activities planned, e.g. press conferences, etc.
- v) Liaison with supporting organizations like JETRO, Osaka Authorities, Venue Management, Trade Associations, Chambers of Commerce, Importers Associations etc. Meetings of above organization may also be fixed with ITPO officers as and when required.

- vi) To arrange for one Courier Agency on the closing day (July 19, 2019 after 2 pm onwards) for assisting Exhibitors in shipment of their exhibits/ goods/ material to the destination required. The payments will be collected by the Courier Agency directly from the Exhibitors. Space will be provided by ITPO on the closing day.

3. **ELIGIBILITY CRITERIA**

Agencies having the following criteria shall be eligible for making the bids on turnkey basis.

3.1 Must be a registered business entity/service provider in Japan (directly or indirectly) or should have a Japanese associate. The Japanese company/counterpart/associate must have an office in Japan, preferably in Osaka/Kobe region besides other cities of Japan. Documentary evidence to that effect will be required. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable in India/Japan may be quoted along with similar/applicable numbers/details of Japanese associate in the format of technical bid.

3.2 Minimum average annual turnover Yen50.00 million/`30.00 million for the last 3 years. Proof of average annual turnover from the auditor or chartered accountant or any other empowered authority must be attached. In case it is joint offer, the turnover of Indian company & Japanese associate will be considered separately.

3.3 Japanese companies even if they do not have associate in India can directly participate in the bid. There is no condition to have an associate in India for Japanese companies.

3.4 A minimum of 2 years experience in publicity, event management, promotion and PR work etc in trade fairs/ International events organized outside India and for Japanese companies they should have experience preferably of an international event of an international client. List of major events undertaken and clients with whom they have worked in the past must be uploaded in the technical bid.

3.5 The agency should have successfully executed at least one (1) similar nature of work i.e. execution of publicity/ event management/ promotion and PR work etc. in trade fairs/ International events for a minimum value of Japanese Yen 10 million/ Indian Rupees Five (5) million. Proof of successful completion of work along with the work order/ contract/ order details be submitted. In case, the successful completion certificate is not issued by the client, the agency may submit the proof in form of total payment received as mentioned in the work order.

4. TERMS & CONDITIONS

4.1 The approved bidder will work under the directions and guidance of the ITPO. It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for ITPO are in accordance with the law of land i.e. Japan.

4.2 Rates should be quoted in Japanese Yen only inclusive of all taxes, etc.

4.3 Interested eligible agency may submit their bids (technical and Financial) with supporting documents including earnest money (EMD) of Japanese Yen 3,50,000/- or Rs 2,00,000/- in the form of a demand draft drawn in favour of India Trade Promotion Organization payable at New Delhi or electronically via

RTGS/NEFT, to ITPO's bank accounts, as per given details . Earnest Money Deposit (EMD) submission is essential and without EMD, the bid offer will be summarily rejected and the technical/financial bids will not be opened. The EMD will be refunded to the un-successful bidder(s) after the selection of the vendor/agency. The EMD will be refunded to the successful bidder only after submission of performance security. Misrepresentation of facts/withdrawals of bids will lead to forfeiture of EMD.

4.4 PERFORMANCE GUARANTEE

a) The agency shall submit Performance Guarantee @ 5% (five percent) of the tendered amount in addition to other deposits mentioned elsewhere in the contract for his proper performance of the contract agreement (notwithstanding and without prejudice to any other provisions in the contract) within 7 days from the date of issue of letter of acceptance.

b) This guarantee shall be in the form of Bank Guarantee/bankers cheque /demand draft /pay order of any scheduled bank. The performance guarantee shall be valid up to 31.08.2019. After full satisfaction of the work, the performance guarantee shall be returned to the Agency without any interest.

c) In the event of the contract being determined or rescinded under provision of any of the clauses of the agreement, the performance guarantee shall stand forfeited in full and shall be absolutely at the disposal of ITPO.

4.5 The visitor database in the softcopy as well as in the hard copy will be submitted to ITPO on a daily-basis and a comprehensive report soon after the completion of the Events. All databases are to be treated as confidential

and these are to be handed over to ITPO only. An undertaking needs to be provided that the information will not be given to any other party / agency.

- 4.6 The agency shall submit the database procured immediately after completion of the events. Upon termination of the agreement, the agency shall transfer, assign and make available to ITPO all property and materials in their possession, generated/procured in connection with these events.
- 4.7 While sending the invites/ mailers all and while issuing the press releases the agency has to ensure that ITPO logo, address, ITPO's website etc. is mentioned along with the website of the event as shall be hosted, to make it clear that ITPO is the organizer of these events. In the local contact, address, the offices of the CGI, Osaka-Kobe region may be mentioned along with the Govt. of India logo, if required. The agency shall refrain from publicizing their name and address at the cost of this project/events. However, after specific approval from ITPO, wherever required, they may mention their name as official PR agency/facilitator of the events.
- 4.8 The agency will submit the bills along with documentary proof in original for the job relating to newspaper/ magazines advertisements, printing, online promotion, etc. for releasing the payment.
- 4.9 All materials relating to design for printing, advertisement, online promotion, has to be approved by ITPO team before use, wherever possible.
- 4.10 Agency will ensure that the manpower engaged for Events/ jobs should be in line with the local laws. Further, submission of the bid implies that the Agency indemnifies ITPO against any claim whatsoever.

- 4.11 The Agency is required to numbering and sign each page of the bid document as well as other enclosures by the authorized signatory. Authorization letter is to be enclosed.
- 4.12 ITPO reserves the right to appoint different agencies for different services envisaged in the offer/bid.
- 4.13 ITPO requires that bidders under this contract to observe the highest standards of ethics during the period of agreement and should be free from any vigilance enquiry. Any false/ misleading information would lead to cancellation of the work award. The bidders have to bear the cost associated with the preparation and submission of bid documents at ITPO, New Delhi.
- 4.14 ITPO will reject a proposal for award of work if it is determined that the Applicant recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
- 4.15 ITPO will declare an Applicant/ Bidder ineligible, either indefinitely or for a stated period of time, to be awarded a contract/ contracts, if at any time, it determines that the Applicant/ Bidder has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.
- 4.16 Agency will indemnify ITPO against any claims, loss, suit, liability or judgment suffered or likely to be suffered.
- 4.17 ITPO reserves the right to :
- i) To engage services of any other organization including Air India, Tourism offices of Govt. of India or anyone else to sponsor or partly sponsor any of the activity or activities for promoting the events.
 - ii) Make minor changes in the Publicity plan or Scope of work.

- iii) Extend the deadline for the submission of applications/bid documents at its discretion.
- iv) Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on ITPO.
- v) Suspend the project; cancel the contract with the selected party in part or in the whole at any time if in the opinion of the ITPO it is necessary or expedient in the public interest. The decision of the ITPO shall be final and binding in this regard. ITPO shall also not be responsible for any damage or loss caused or arisen out of aforesaid action.
- vi) Modify terms and conditions of the contract which shall be granted to the successful bidder after the bidding process, if in the opinion of the ITPO, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the ITPO shall be final and binding in this regard.
- vii) The Agency is requested to quote for all items of the financial bid including options items. However, Agency will be paid only for the services actually rendered and as per unit rates / amount quoted in the bid.

4.18 For interpretation of any clause of this document, the decision of ITPO would be final and binding on the bidder. Selected images/material of the last events are annexed for reference purpose only.

4.19 The agency shall submit the bill along with all the two set of documentary evidence, photographs, albums, press clippings, advertisements etc., including

the sample copies of printed material latest by August 31, 2019 in order to timely processing the bills for release of payments.

- 4.20 Based on the performance of the Agency, the contract for award of work for the next two edition of the events, may be renewed on same rates and terms and conditions, if agreeable to the Agency.
- 4.21 The agency shall maintain a functional site office at the venue for 4 days, i.e. July 16-19, 2019 for which appropriate space will be provided by ITPO/venue authority. The agency shall have adequate supply of office material, stationery, laptop with wi-fi support/ internet connection. The office should be adequately manned and have sufficient other resources so as to ensure telemarketing, reply to the telephonic enquiries, organize and follow-up for the visits of senior government officials and other dignitaries, issue of press releases, so that media contacts may be maintained by telephones/e-mails or through personal visit to conference venues, supporting organizations, media houses etc.

5. GENERAL TERMS & CONDITIONS

- 5.1 Prices quoted will be inclusive of all taxes.
- 5.2 Only online tenders received as per bid documents will be considered. Tenders received through other modes like Fax and email/scan copy shall not be eligible for consideration. The tenders received after due time and date shall not be considered and shall not be opened. These will be returned unopened.
- 5.3 In the event that more than one bidder submits equal bids, ITPO's decision will be final and binding.

- 5.4 The bidder should not have been black-listed by any Govt. agency of India. In all such cases, the tender would be rejected and their earnest money so deposited would be forfeited.
- 5.5 EMD is to be deposited electronically by NEFT/RTGS in the account of ITPO as per details mentioned in the Tender Document or through DD in favour of India Trade Promotion Organisation payable at New Delhi. Bidders are required to submit the details of EMD payment at the time of Bid Preparation.
- 5.6 ITPO reserves the right to reject any or all the tenders received without assigning any reason. All tenders in which any of the prescribed condition is not fulfilled or any conditional bid, including that of conditional rebate, is put forth by the bidder shall be summarily rejected.
- 5.7 Canvassing whether directly or indirectly, in connection with tenders is strictly prohibited and the tenders submitted by the contractors who resort to canvassing will be rejected.
- 5.8 ITPO reserves the right of accepting the whole or any part of the tender and the bidder shall be bound to perform the same at the rate quoted.
- 5.9 The tender shall remain open for acceptance for a period of 90 days from the date of opening of tenders. If any bidder withdraws his tender before the said period or issue of letter of acceptance, whichever is earlier, or makes any modifications in the terms and conditions of the tender which are not acceptable to the department, then ITPO shall, without prejudice to any other right or remedy, be at liberty to forfeit 100% of the said earnest money as aforesaid. Further the bidder shall not be allowed to participate in the re-tendering process of the work.
- 5.10 This bid document shall form a part of the contract document, therefore, the

bidder has to sign each page as acceptance.

- 5.11 On acceptance of the tender, the name of the authorized representative(s) of the contractor who would be responsible for taking instructions from ITPO shall be communicated in writing.
- 5.12 ITPO will not entertain any claim whatsoever in respect of the taxes, if paid, by the selected agency.
- 5.13 The agency/ contractor shall comply with various local laws in Japan as may be applicable. The contractor shall comply with the provisions of all applicable local labour laws, minimum wages act, or all other similar rules/ bylaws. The submission of the bid means that the bidder indemnifies ITPO on any claim whatsoever in this regard.
- 5.14 The term 'Work' means any work required for execution of work, supply of materials, services and equipments, etc.
- 5.15 Any observation of Embassy/ CGI will be taken in to account while deciding the Eligibility of tender documents.
- 5.16 In case the bidder require any clarifications or further information may contact ITPO, Mr. Vikas Malhotra, General Manager, Tel. 91-11-23371868, e-mail- vikas@itpo.gov.in during office hours.
- 5.17 The evaluation of bids will be made in three stages –
- i. Earnest Money Deposit (EMD),
 - ii. Technical and
 - iii. Financial.

- 5.18 Those companies whose EMD will be found in order their Technical bids shall be opened on the same day in the presence of the bidders or their authorized representatives, who choose to attend the bid opening. Financial bids of only those firms will be considered for opening who have fulfilled the technical requirement/ evaluation. After opening of financial bids, financial evaluation will be made and financial ranking statement will be prepared and the selection of the vendor/ agency will be done on the basis of L1 (lowest) criteria.
- 5.19 The details of the financial bid as will be provided in Annexures re being asked in the case of any shortfall(s) in deliverance or deliberated upon, so that adequate deductions can be made for those particular shortfalls while making the final payment. All the bidders must provide this information of unit rate etc., specifically for each item in the scope of work.
- 5.20 Bids received after the deadline of submission of application will not be considered or opened under any circumstances.
- 5.21 No conditional bids shall be considered. This is very important
- 5.22 The draft of Earnest Money Deposit (EMD) has to be physical and encashable at sight instrument. No guarantees or other bank authority letter shall be accepted.
- 5.23 Bids received through email shall not be considered.
- 5.24 No modification or substitution of the submitted application/ bid shall be allowed. An applicant/ bidder may opt for withdrawal online of his application after submission, before the opening, and also by giving written notice of the withdrawal to ITPO before the due date. In case, an applicant/ bidder wants

to resubmit his application/ bid, he shall submit a fresh application/ bid following all the applicable terms & conditions by the stipulated date.

- 5.25 Any document received after the closing date and time shall not be accepted.
- 5.26 Bidders are requested to refrain from any communication after submission of bid till the opening of the financial bid excepting at the time of opening of the technical bid by the ITPO committee.
- 5.27 The comparative statement of technical bids will be made indicating qualifying criteria mentioned in the bid document declaring the company qualifying or not qualifying.

6 FORCE-MAJEURE

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate the this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of the CMD, ITPO as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and

conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

7. ARBITRATION

All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi.

Both the parties (i.e. ITPO and the agency) shall make all effort to resolve any dispute by way of reconciliation. In the event of any doubt, dispute or difference arising under the agreement/award/bid (except as to matters, the decision to which is specifically provided under this agreement/bid) remains unresolved, the same shall be referred to CMD, ITPO for appointment of Sole Arbitrator and the decision given by Sole Arbitrator shall be binding on both the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall also apply on both the parties.

The venue of the arbitration proceeding shall be the Head Quarters of ITPO in New Delhi. The fee payable to the Arbitrator, shall be paid equally by both the parties.

8. TERMS OF PAYMENT

Payments to the successful bidder will be made as per following schedule :

- (i) Payment would be released on completion of the event pursuant to receipt of satisfactory report of the officer(s) deputed for the event.
- (ii) The Bidder has to bear all the costs associated with the preparation and presentation.

- (iii) Else, total payment would be released on completion of the event and satisfactory report of the officer/ ITPO team deputed for the event subject to submission of soft and hard copies of evidences of all deliverables and report etc. as envisaged and elaborated in the previous pages. The complete bill along with all documents should be submitted by Agency within 30 days of completing the event. The payment will only be made for actual work performed/done at the unit rates quoted in the bid.

Performance Assessment (quantifiable and measurable deliverables).

- (iv) The performance of the agency shall be evaluated on the various deliverables mentioned herein based on the evidences provided (both hard and soft versions) and screen shots/ web links in case of website/ TV/ computer blogs etc.
- (v) Besides giving evidences as mentioned here above in case of measurable deliverables, attendance sheet of tele-marketers appointed for doing tele-marketing; their particulars, the daily sheet of the calls made, needs to be provided.
- (vi) The objective of this exercise/ publicity tender is to create more awareness amongst the buyers of apparels, garments, home furnishings etc. spread all over Japan with a view to evince their interest so that they visit the fair to source their requirements. Accordingly, one of the parameters on which performance will be evaluated is the total number of buyers registered during the last three editons More than 2000 visitors were reported registered during the last three editions. The agency has to provide a complete list (bilingual) of the buyers not only indicating the geographical region but also the category, i.e. wholesalers, manufacturers, retailers, stockiest etc. ITPO intends to increase number of buyers in view of higher number of exhibitors and larger exhibition area.

- (vii) The additional buyers and from the new regions, is therefore, one of the main criteria for performance evaluation.
- (viii) Second criteria of performance evaluation will be that the features/ articles/ coverage/ news/ photographs in the print and electronic media.
- (ix) The quality of contents of the final comprehensive report which has to be submitted at the conclusion of the contract of the 2019 editions at the time of submission of bills. The report must contain the suggestions to improve the quality of the event in the 2020 edition. Ways and means to improve the buyers reach and motivation to the buyers to visit the event should form an important part of the report.

9. PERFORMANCE ASSURANCE

If performance of the agency is not found up to the mark or is less in any of the deliverances / the measurable outputs / agreed deliverables or otherwise less than envisaged as per the scope of work mentioned herein, then ITPO may deduct up to 5% of the total bid value as performance assurance at the time of making final payment. The deduction will be over and above the unit rate deduction for those particular shortfalls as per the unit rate quoted/ given by the agency.

10. OTHERS

List of documents/ reference attached as enclosures for information and guidance:

- The basic concept design approved by ITPO for last editions
- Specimen of the supporting letters/Message from one of the supporting organization
- List of supporters in Japan (in previous editions)
- The cover page of Fair Catalogue of last editions.
- Inside pages of the Fair Catalogue of last editions.
- Photograph of the registration desk.
- Photographs of the inauguration ceremony of last editions
- Photographs of the press conference of last editions
- Printed message of the supporting organization in the fair catalogue of last editions.

INDIA TRADE PROMOTION ORGANISATION

40th India Garment Fair, 30th India Home Furnishing Fair & 2nd India Silk Fair
Osaka, Japan (July 17-19, 2019)

Technical Bids for (A) Publicity & Allied Services and(B) Promotion & PR
Activities

Sl. No.	Title	Details		
Eligibility				
1.	Registration No. (TAN/ Direct Tax/ Income Tax/ Trade/ VAT/ GST, etc. as may be applicable) (Please attach proof)			
2.	Annual Turnover (last three financial years) (Please attach Proof with certificate from Auditor or any other empowered Authority (Govt. or autonomous/ statutory)	Year I	Year II	Year III (Latest)
3.	Details of Past Experience (Please attach list of Projects/Clients)			
4.	Details of Earnest Money Deposit (EMD) Amount : RTGS/NEFT/DD No. : Date : Bank Name :			

Sl. No.	Title	Details
Company Profile		
5.	Name of the Company	
6.	Address	
7.	Telephone	
8.	Fax	
9.	E-mail	
10.	Name of CEO & Title	
11.	Name of the nodal contact person with designation, e-mail id and telephone No.	
12.	Bankers details with A/c No.	
13.	Year of Establishment	
14.	No. of employees	
15.	List of enclosures attached	
16.	Any other additional information, which you like to give	
17.	(A) Name & designation of contact person in Japan: Place : E-mail : Mobile : (B) Name & designation of contact person in India: Place : Email : Mobile :	

It is certified that all the above information is correct and valid on the date of submission of tender. We have numbered all the pages in this envelope. The total number of pages including those of enclosures are_____

DATE :

SIGNATURE OF AUTHORISED REPRESENTATIVE

Place :

NAME

COMPANY SEAL

(Please attach Authorisation letter for signatory)

INDIA TRADE PROMOTION ORGANISATION

**40th India Garment Fair, 30th India Home Furnishing Fair & 2nd India Silk Fair
Osaka, Japan (July 17-19, 2019)**

**FINANCIAL BIDS for Publicity & Allied Services and
Promotion & PR Activities**

Name address of the Agency	Amount in Japanese Yen Including All taxes <u>Total Bids Amount</u> Prices quoted will be inclusive of all taxes
Publicity & Allied Services, Promotion and Public relation activities (Press conference/ Media Coverage)	Bid for 2019 edition (.....Yen) (in words.....Yen)

We indemnify ITPO against any claims, loss, suit, liability or judgment suffered or likely to be suffered on account of execution of the contract before, during and after the event.

ITPO reserves the right to give above two parts to different agencies depending upon the permutations/ combinations available to the best interest of ITPO.

Date:

Signature of Authorized representative

Name

Company Seal

INDIA TRADE PROMOTION ORGANIZATION

**40th India Garment Fair, 30th India Home Furnishing Fair & 2nd India Silk Fair
Osaka, Japan (July 17-19, 2019)**

**Per Unit Details/ Break-up of Financial Bid (for considering final payment
depending on the usage of each item).**

1.	Newspaper/ Magazines (colour advertisements)	Size	No. of insertion	Dates	Unit Rates (JPY)	Amt. (JPY)
i.	Sen-I News	H140 mm x W 250 mm	2			
ii.	Senken Shimbun	H 175mm x w 250 mm	2			
iii.	Shin so-Living-Times	H 168 mm x W 185 mm	2			
iv.	Home Living	H 100 mm x W 240 mm	2			
v.	Interiors Business News	H 97 mm x W 113 mm	2			
vi.	Asian Textile Business	H 130 mm x W 185 mm	2			

Note: Online Advertisement for all the magazines / newspapers may be taken as package, wherever applicable.

Some newspapers/magazines offer 1+1 services and complimentary online advts. as package advts. The agency shall try to avail of the same wherever possible and the payment towards complimentary advts. are not to be charged. The rates of the respective publishers, preferably e-mails of the price may be attached.

Total Amount	
---------------------	--

2.	Digital Marketing	Amount (JPY)
i)	Create/ Update, manage and maintain the bilingual (English and Japanese) website for both the events with minimum 10 pages each. The website shall have hyperlinked with websites of Embassy of India, Tokyo, CGI (Osaka), ITPO's main website, etc. The website has to be maintained all along during the currency of the contract. The queries raised on the website will be replied in English/ Japanese as per the case within 4-5 days after consultation with ITPO, if required.	
ii)	Promotion and publicize both the event through the social media	
iii)	Procurement of Database of approx. 1000 nos. of Potential buyer for the product profile of Garment & Home Furnishing Copy of the invoice against procurement of database will be submitted to ITPO	
iv)	Direct mailing Services through E-Mail Announcement, e-Mail Reminders and Telemarketing to 5000 buyers to ensure a higher footfall of buyers from different regions of Japan.	
v)	Postal and operational charges including label Printing, labeling, Inserting classifying Postal Number, Postal	

2.	Digital Marketing	Amount (JPY)
	Charges to 200+ invitees for the Opening Ceremony and 500 Important Buyers	
Total Amount		

3.	Printing(Translation, PageSetting and Printing after approval of ITPO)	Quantity (Nos.)	Unit Rates (JPY)	Amount (JPY)
(A)	(B)	(C)	(D)	(E) = (C x D)
i.	Flyers(Multi-colour)/Direct Mailer	2000		
ii.	Admission Card including Badges (English/ Japanese), PVC Pouch, Nylon Strip with Fair Name (Lanyard) for Exhibitors/ Importers/ Wholesalers/ Buyers/ Service Providers	3000		
iii.	Registration Form (English/Japanese)	3000		
iv.	Invitation card with Envelop (bilingual for Opening Ceremony)	200		
v.	Publicity Poster [size : W 514 mm x H 728 mm]	100		
vi.	Invitation card with Envelop (bilingual) for visit to these events to the most important buyers	500		
Total Amount				

4.	Fair Catalogue	Quantity (Nos.)	Unit Rates (JPY)	Amount (JPY)
(A)	(B)	(C)	(D)	(E) = (C x D)
i.	<p><u>Translation and Page setting</u> <u>(Japanese to English or vice versa)</u> <u>for bilingual fair catalogues:</u></p> <ul style="list-style-type: none"> (i) Incorporation of Japanese language in the cover page as per design of ITPO (2 pages) (ii) Fact-Sheets (1 page) (iii) Locational map of MYDOME, OSAKA (1 page) (iv) Write-up of ITPO/Home Furnishing/ Garment Industry (2-3 pages each) (v) Alphabetical list and details of Exhibitor (Company profiles) and other pages in Japanese (approx 100 pages) (vi) Message of CMD, ITPO (1 page) (vii) Message of Embassy of India/ CGI, Japan (2 pages) (viii) Messages of other organizations (Approx 12 pages) (ix) Any other documents for translation into Japanese (Approx 10-15 pages) <p>Translation of the above documents, page setting in the relevant software</p>			

4.	Fair Catalogue	Quantity (Nos.)	Unit Rates (JPY)	Amount (JPY)
(A)	(B)	(C)	(D)	(E) = (C x D)
	format (PDF, illustrator etc.) and forwarding to ITPO, New Delhi within stipulated time for final checking with a view to make corrections in English. The corrections if any need to be carried out in English/ Japanese version.			
ii.	Printing(Translation, PageSetting and Printing after approval of ITPO) Size: 5"x8.5", Pages – 80-100 pages incl. cover (Text: 24 pages Colour and the rest in Black & White), Cover - 300 GSM art card and text -100 GSM art paper	1000		
Total Amount				

5.	Photography	Quantity (Nos.)	Unit Rates (JPY)	Amount (JPY)
(i)	Photographer for still photography to cover press conference(s) (if organised)/ inauguration ceremony and booths	02 days		

5.	Photography	Quantity (Nos.)	Unit Rates (JPY)	Amount (JPY)
(ii)	Soft copy of all photographs in CDs/ DVDs/Pen Drive in High Resolution and low resolution .	As per require- ments		
Total Amount				

6.	Deployment of Manpower	Quantity (Nos.)	Unit Rates (JPY)	Amount (JPY)
(i)	Deployment of Bilingual Interpreters from July 17-19, 2019	10		
(ii)	Computer Literate bilingual staff for registration desk or office work	2		
(iii)	Per day rate of Interpreter for assisting ITPO team for pre-event or post event day(s), if so required.	1		
Total Amount				

7.	Promotion through FM and Airport Hoarding			Amount (JPY)
(i)	Publicity on FM Radio (for the duration of 15 days with 4 slots on prime time [2 each in the morning and evening on each day)			
Total Amount				

8.	Liaison	Amount (JPY)
i)	Opening ceremony (Liaison with VIPs/ C&D Agency/ Messages, Ribbon Cutting, etc.)	
ii)	Liaison with Consulate General of India, Embassy of India, Tokyo, Japan and various organizations of the Japanese Government for their support to these events. Arrange messages from supporting organizations and forward the same along with the photograph of the concerned official in Japanese and English to ITPO, New Delhi. These messages will be used for Fair catalogue.	
iii)	Liaison with supporting organizations like JETRO, Osaka Authorities, Venue Management, Trade Associations, Chambers of Commerce, Importers Associations etc. Meetings of above organization may also be fixed with ITPO officers as and when required. Also, assisting ITPO team in coordination as defined in the scope of work	
Total Amount		

9	PRESS CONFERENCE		
S.No.	Two Press Conferences in Japan (1 st in Tokyo and 2 nd in Osaka) tentatively during April/ May	Amount (JPY)	Amount (JPY)
		<u>For Tokyo</u>	<u>For Osaka</u>
i)	Venue cost in a 4 star Hotel (Please indicate the venue in the technical bid, if possible)		
ii)	Inviting Eminent Press/ Journalist (Bilingual Japanese/ English)		
iii)	Preparation of press kit bilingual (Japanese/ English) as per data/ information provided by ITPO		
iv)	All arrangement for making Power Point presentation on the above events: Bilingual (Japanese/ English)		
	a) All audio-visual equipment (Screen, projector, mic (cordless) for the Dias and Media representatives etc.		
	b) Back-drop(s) (Bilingual (Japanese/ English))		

9	PRESS CONFERENCE		
S.No.	Two Press Conferences in Japan (1st in Tokyo and 2nd in Osaka) tentatively during April/ May	Amount (JPY)	Amount (JPY)
		<u>For Tokyo</u>	<u>For Osaka</u>
	c) Signages at the venue of press conference		
	d) Preparation of text in Japanese including graphics of the power point presentation on the basis of inputs provided by ITPO and presentation of the same in Japanese		
v)	Arrangement of one professional bilingual MC		
vi)	Arrangement of one professional Interpreter		
vii)	Lunch/ Dinner for upto 40 persons		
viii)	Refreshment(Tea/coffee/ snacks) for up to 40 persons		
ix)	Issue of Press Release (bilingual) with photographs immediately thereafter, both through electronic mails and hard copies to select media all over Japan, neighboring		

9	PRESS CONFERENCE		
S.No.	Two Press Conferences in Japan (1 st in Tokyo and 2 nd in Osaka) tentatively during April/ May	Amount (JPY)	Amount (JPY)
		<u>For Tokyo</u>	<u>For Osaka</u>
	<p>countries and India to ensure appropriate and adequate media coverage of these events in 3 Phases i.e. pre, during and post event. The agency will arrange publishing of coverage in 15-20 media (Print + Electronics) both general and specialized media (daily/periodical)</p> <p>Evidence (both in hard and soft copy) will be produced to ITPO).</p>		
Total Amount			

Note :-

1. ITPO may hold press conference, if required, using the aforesaid rates.
2. Two sets of evidences/press clippings (Hard and Soft version) in the form of copy of publications/periodicals/screenshots and/ or Audio/video tapes/ CDs/DVDs/Pen Drive etc. to be submitted for each coverage received in electronic or print media.

10. SOUVENIRS

(Cost of each Souvenir in the range of JPY 3000-3500)

Description of the Item(s)	Unit Cost (Yen)	Total cost for 70 items (Yen)
i)		
ii)		
iii)		
iv)		
v)		

ITPO may select any one of the souvenir based on the requirement. The tentative numbers of souvenir may range from 65-70 nos. The agency has to quote for this item, however, ITPO at its own discretion may or may not execute this work. The souvenirs have to be procured & supplied duly packed in carry bags with handle.

11. ARRANGEMNT FOR LUNCH FOR EXHIBITORS (3 DAYS)

		Quantity (Nos.)	Unit Rates (JPY)	Amount (JPY)
	To arrange for Lunch for the duration of the events (3 days) for 150 person per day (both veg/non veg) with Menu (The numbers of persons will be informed to the agency by ITPO latest by 15.07.19)			
Total Amount				

Date:

Signature of Authorized representative

Name

Company Seal

Please Note:

In case of shortfalls either because of reduce scope of work by ITPO or for other genuine reasons the deduction will be made as per unit rates.

e.g. If, one press conference in Tokyo is not organized by ITPO, then the amount quoted for one press conference will be deducted. Please note that ITPO will give minimum 15 days notice of such cancellation.

PROFORMA FOR PERFORMANCE BANK GUARANTEE

(To be given only if the agency wants to avail of advance of upto 50% amount of the bid. This can be given subsequently after the award of work/contract)

To

The General Manager
India Trade Promotion Organisation,
Pragati Bhawan,
Pragati Maidan,
New Delhi - 110001

1. In consideration of the President of India acting through the India Trade Promotion Organisation (hereinafter referred to as 'the ITPO') having agreed to grant a license to M/s.....of(hereinafter called the "LICENSEE') for carrying out the work of (i) **Publicity & Allied services and (ii) Promotion and PRactivities for 40th India Garment Fair, 30th India Home Furnishing Fair and 2nd India Silk Fair 2019, Osaka (Japan)** on the terms and conditions contained in the said Bid Document, which *interalia* provides for production of a Bank Guarantee to the extent of `..... (`..... in words) for the service by way of security for the due observance and performance of the terms and conditions of the said license we.....(indicate the name and address and other particulars of the bank) (hereinafter referred to as 'the Bank') at the request of the LICENSEE hereby irrevocably and unconditionally guarantee to the ITPO that the Licensee shall render all necessary and efficient services which may be require to be rendered by the LICENSEE in connection with and /or for performance of the said LICENSEE and further guarantees that the service which shall be provided by the LICENSEE under the said Bid Document, shall be actually performed in accordance with terms and conditions of the Bid Document to the satisfaction of the ITPO.
2. We, the; bank hereby undertake to pay to the ITPO an amount not exceeding Rupees./Yen (Rupees/ Yen only) against any loss or damage caused to or suffered or would be caused to or suffered by the Authority by reason of any breach by the said LICENSEE of any of the terms and conditions contained in the said license.
3. We, the bank hereby, in pursuance of the terms of the said license, absolutely, irrevocably and unconditionally guarantee as primary obligee and not merely as surety the payment of an amount of Rupees/ yen. (Rupees/ yen.....only) to the Authority to secure due and faithful performance by the LICENSEE of all his/their obligations under the said License.

4. We, the bank hereby also undertake to pay the amounts due and payable under this guarantee without any demur, merely on a demand from the ITPO stating that the amount claimed is due by way of loss or damage caused or would be caused to or suffered by the ITPO by reason of breach by the said LICENSEE of any of the terms or conditions contained in the said Bid Document or by reason of the LICENCEE's failure to perform any of its obligations under the said License.

5. We, the bank, do hereby agree that the decision of the ITPO as to whether the licensee has failed to or neglected to perform or discharge his duties and obligations as aforesaid and/or whether the service is free from deficiencies and defects and is in accordance with or not of the terms & conditions of the said License and as to the amount payable to the Authority by the Bank hereunder shall be final and binding on the Bank.

6. WE, THE BANK, DO HEREBY DECLARE AND AGREE that :
 - (a) the Guarantee herein contained shall remain in full force and effect for a period of three years from the date hereof and that it shall continue to be enforceable till all the dues of the Authority/ITPO and by virtue of the said License have been fully paid and its claims satisfied or discharged or till ITPO satisfies that the terms and conditions of the said license have been fully and properly carried out by the said LICENSEE and accordingly discharged this guarantee.

 - (b) the ITPO shall have the fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the term and conditions of the said License or to extend time of performance of any obligations by the said LICENSEE from time to time or to postpone for any time or from time to time any of the powers exercisable by the ITPO against the said LICENSEE and to forbear or to enforce any of the terms and

conditions relating to the said License and we shall not be relieved from our liability by reason of any variation or extension being granted to the said LICENSEE or forbearance act or omission on the part of the ITPO or any indulgence by the ITPO to the said LICENSEE or to give such matter or thing whatsoever which under the law relating to sureties would but for this provision, have effect of so relieving us.

- (c) any claim which we have against the LICENSEE shall be subject and subordinate to the prior payment and performance in full of all the obligations of us hereunder we will not without prior written consent of the ITPO exercise any legal right or remedy of any kind in respect of any such payment or performance so long as the obligations of us hereunder remains owing and outstanding.
- (d) This guarantee shall be irrevocable and the obligations of us herein shall not be conditional of any prior notice by us or by the LICENSEE.

7. We the BANK undertake not to revoke this Guarantee during its currency except with the previous consent of the Authority in writing.

Date.....day..... for _____
(name of the bank)

Witness :

1.....

2.....;

On company's letterhead)

Dated.....

The Fair In charge,
IGF/IHF/ISF 2019 editions,

India Trade Promotion Organisation,
New Delhi-110001

Sub: **Certificate of Authenticity/Genuineness**

(To be given along with the final report/bill while submitting hard evidences of deliverables)

Dear Sir,

We are pleased to enclose herewith our bill/invoice No. dated.... For an amount of Yen..... as per the job order received vide letter/e-mail dated.... from ITPO on the acceptance of our offer vide tender bid dated.....This is to certify that all the enclosures being given herewith as documentary evidence in the hard copy version/soft version are correct to the best of our knowledge/belief. We have provided the English translation wherever necessary so as to facilitate appreciation of the work undertaken. All the information provided in the CD/Pen drive is also correct and reflects the legitimate work performed by us.

The manpower engaged for carrying out the work under this contract/arrangement has been paid; their necessary remunerations as per our arrangement with them. Their particulars, names, addresses, telephone numbers etc. along with their attendance record and details of the work performed, are also enclosed. We indemnify ITPO for any claim whatsoever from any of the person engaged by us for executing the contract/work order.

Thanking you,

Yours sincerely,

Date:

Place:

Authorized Signatory

List of documents/ reference attached as enclosures for information and guidance:

SPECIMEN of LETTERS TO SUPPORTING ORGANISATIONS

Dear Sir,

India Trade Promotion Organisation (ITPO), a Government of India enterprise, is a nodal agency for trade promotion, under the aegis of Department of Commerce, Ministry of Commerce & Industry, Government of India.

With the unstinted support of (JETRO) and other associated local bodies, ITPO has been organizing the India Garment Fair (IGF), the India Home Furnishing Fair (IHF) and India Silk Fair (ISF) at Osaka Japan annually for over 2 decades. The 40th edition of India Garment Fair, 30th edition of India Home Furnishing Fair and 2nd edition of India Silk Fair are now scheduled to be held from July 17-19, 2019 at Mydome, Osaka, Japan.

These events have become a reliable partner of Japanese buyers of textiles, garments and home furnishings. ITPO has been maintaining the schedule of organising these events in July every year for over the last 2 decades.

During the 2018 editions of these events attracted more than 2000 business visitors registered and around 100 leading exhibitors showcased their products. From the feedback received from the exhibitors in the last edition, it is estimated that a high cumulative business has accrued.

We are hopeful that the 2019 editions of these events will attract much larger participation and a more variety of exhibits that will be able to attract more business visitors. As per past practice, forthcoming editions will have facilities, both for exhibitors and buyers, like Buyers' lounge, Facility centers, tea/refreshment corners, thematic displays and Cyber café/Wi-Fi connectivity etc. This will help the visit of business community more comfortable and fruitful. A copy of the fact sheet is enclosed for reference.

The inauguration of these events is scheduled for July 17, 2019 at 9.30 am at the Mydome, Osaka and we request you to block the date and time for attending the Inaugural ceremony. Formal invitation will be sent to you in due course.

We are grateful for your continued support in the past and seek your support once again for the 2019 edition of these event in the larger interest of the business community of two nations.

With best regards,

Yours sincerely,

Supporting Organisation for seeking their continued support for IGF, IHF & ISF 2019

- Ministry of Economy, Trade and Industry (METI)
- Ministry of Foreign Affairs
- Osaka Prefectural Government
- The Kansai Bureau of Economy, Trade and Industry
- The Kobe Chamber of Commerce and Industry
- Japan External Trade Organisation (JETRO)
- Japan India Business-Co-operation Committee
- Osaka Urban Industry Promotion Centre
- Osaka Foundation for Trade & Industry
- Nippon Interior Fabrics Association
- Osaka Chamber of Commerce & Industry
- Manufactured Import and Investment Promotion Organisation (MIPRO)
- The Japan Textile Importers Association
- The Indian Chamber of Commerce – Japan
- Japan DIY Industry Association
- Japan General Merchandise Promotion Centre
- Japan Gifts Association Centre
- Japan Association of Chain Drug Stores
- Japan Retailers Association
- Japan Hotel Association
- Japan Departmental Stores Association