Validate Print Help

Item Rate BoQ

Tender Inviting Authority: General Manager, IT Services Division, ITPO

Name of Work: Consolidated Bid for (A) Publicity & Allied services, (B) Promotion and PR activities for 38th India Garment Fair 2017 and 28th India Home Furnishing Fair 2017, Osaka,

Japan, July 19-21, 2017

Contract No: ITPO/IGF-IHF-17/Pub./2017

Bidder

Name :

PRICE SCHEDULE

(This BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filling the relevent columns, else the bidder is liable to be rejected for this tender. Bidders are allowed to enter the Bidder Name and Values only)

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. (i) 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. (ii) Actual requirement of manpower will be intimated well in advance before the start of the events and payments on actual utilization/deployment will be made on the basis of unit rates quoted.

SI. No.	Item Description	Item Code / Preferred Make	Quantity	Units	Dates	BASIC RATE In Figures To be entered by the Bidder <u>in</u> <u>JPY</u>	TOTAL AMOUNT
1		PART -A			I		
1.001	Newspaper/ Magazines (colour advertisements)						
1.002	Sen-I News (Size- H140 mm x W 250 mm)	itemcode01	2	Nos			0.00
1.003	Senken Shimbun (Size- H 175mm x w 250 mm)	itemcode02	2	Nos			0.00
1.004	Shin so-Living-Times (Size- H 168 mm x W 185 mm)	itemcode03	2	Nos			0.00
1.005	Home Living (Size- H 100 mm x W 240 mm)	itemcode04	2	Nos			0.00
1.006	Interiors Business News (Size-H 97 mm x W 113 mm)	itemcode05	2	Nos			0.00
1.007	Asian Textile Business (Size-H 130 mm x W 185 mm)	itemcode06	2	Nos			0.00
1.008	Note: Online Advertisement for all the magazines / newspapers may be taken as and complimentary online advts. as package advts. The agency shall try to avail are not to be charged. The rates of the respective publishers, preferably e-mails o	of the same	whereve	r possible			
2	Digital Marketing						
2.1	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.	itemcode07	1	Lumsum			0.00

2.2	Promotion and publicize both the event through the social media	itemcode08	1	Lumsum		0.00
2.3	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	itemcode09	1	Lumsum		0.00
2.4	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.	itemcode10	1	Lumsum		0.00
2.5	Postal and operational charges including label Printing, labeling, Inserting classifying Postal Number, Postal Charges to 200+ invitees for the Opening Ceremony and 500 Important Buyers	itemcode11	1	Lumsum		0.00
3	Printing (Translation, Page Setting and Printing after approval of ITPO)				•	
3.1	Flyers(Multi-colour)/Direct Mailer	itemcode12	2000	Nos		0.00
3.2	Envelope	itemcode13	700	Nos		0.00
3.3	Admission Card including Badges (English/ Japanese), PVC Pouch, Nylon Strip with Fair Name (Lanyard) for Exhibitors/ Importers/ Wholesalers/ Buyers/ Service Providers	itemcode14	3500	Nos		0.00
3.4	Registration Form (English/Japanese)	itemcode15	3500	Nos		0.00
3.5	Buyers Feedback Form (English/ Japanese)	itemcode16	3500	Nos		0.00
3.6	Invitation card with Envelop (bilingual for Opening Ceremony	itemcode17	200	Nos		0.00
3.7	Publicity Poster [size : W 514 mm x H 728 mm]	itemcode18	100	Nos		0.00
3.8	Invitation card with Envelop (bilingual) for visit to the twin event to the most important buyers	itemcode19	500	Nos		0.00
4	Fair Catalogue					
4.01	Translation and Page setting (Japanese to English or vise versa) for bilingual fair catalogues: i) Incorporation of Japanese language in the cover page as per design of ITPO (2 pages) (ii) Fact-Sheets (approx 1 page) (iii) Locational map of MYDOME,OSAKA (approx 1 page) (iv) Write-up of ITPO/Home Furnishing/ Garment Industry (approx 2- 3 pages each) (v) Alphabetical list and details of Exhibitor (approx 100 pages) (vii) Message of CMD,ITPO (approx 1 page) (viii) Message of the organizations (approx 12 pages) (viii) Any other Translation work in Japanese (approx 10-15 pages) Translation of the above documents, page setting in the relevant software format (PDF, illustrator etc.) and forwarding to ITPO, New Delhi within stipulated time for final checking	itemcode20	1	Lumsum		0.00
	with a view to make corrections in English. The corrections if any need to be carried out in English/ Japanese version.					
4.02	Printing (Translation, Page Setting and Printing after approval of ITPO Size: 5"x8.5", Pages - 120 pages incl.cover (Text: 24 pages Colour and the rest in Black & White), Cover - 300 GSM art card and text -100 GSM art paper	itemcode21	2000	Nos		0.00
5	Photography					

5.01	Photographer for still photography as well as video coverage to cover all press conference(s)/ inauguration ceremony and fair period	itemcode22	5	days			0.00
5.02	Printing of selected photographs & Album Creation for following events with print Size of 8"x10" - Inauguration Ceremony & VIP Visits	itemcode23	35	Nos			0.00
5.03	Printing of selected photographs & Album Creation for following events with print Size of 8"x10" - Press Conference/ other occasion, if any	itemcode24	30	Nos			0.00
5.04	Printing of selected photographs & Album Creation for following events with print Size of 8"x10" Theme Area	itemcode25	10	Nos			0.00
5.05	Printing of selected photographs & Album Creation for following events with print Size of 5"x7 - All Display booths or other occasion, if any	itemcode26	120	Nos			0.00
5.06	Soft copy of all photographs and Video coverage during of the event(s) in CDs/ DVDs in High Resolution and low resolution .	itemcode27	1	As per regirment			0.00
6	Deployment of Manpower					•	
6.1	Deployment of Bilingual Interpreters from July 19-21, 2017	itemcode28	16	Nos			0.00
6.2	Senior Interpreter for supervising as well as for office work from July 19-21, 2017	itemcode29	2	Nos			0.00
6.3	Computer Literate bilingual staff for registration desk or office work .	itemcode30	2	Nos			0.00
6.4	Per day rate of Senior Interpreter for assisting ITPO team during pre-event or post event	itemcode31	1	Nos			0.00
7	Promotion through FM and Airport Hoarding				I		
7.1	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)	itemcode32	1	Lumsum			0.00
7.2	Publicity Hoarding at Osaka Airport (for 30 days)	itemcode33	1	Lumsum			0.00
8	Liaison						
8.1	Opening ceremony (Liaison with VIPs/ C&D Agency/ Messages, Ribbon Cutting, etc.)	itemcode34	1	Lumsum			0.00
8.2	Liaison with Consulate General of India, Embassy of India, Tokyo, Japan and various organizations of the Japanese Government for their support to the twin event. 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.	itemcode35	1	Lumsum			0.00
8.3	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	itemcode36	1	Lumsum			0.00
9	Buyers Feedback						
9.1	To be conducted during all the 3 days of the event, i.e. on 19-21 July, 2017 at both the floors. The designing of the feedback form after consultation with ITPO, getting it filled from buyers and a brief analysis and recommendations have to be enclosed in the final report.	itemcode37	1	Lumsum			0.00
9.2		PART -R					

10	Two Press Conferences in Japan(1st in Tokyo and 2nd in Osaka) tentatively durin	g April/ May	(<u>Fo</u>	r Tol	<u>kyo</u>)	
10.01	Venue cost in a 4 star Hotel (Please indicate the venue in the technical proposal, if possible)	itemcode38		1	Nos	0.00
10.02	Inviting Eminent Press/ Journalist (Bilingual Japanese/ English)	itemcode39		1	Nos	0.00
10.03	Preparation of press kit bilingual (Japanese/ English) as per data/ information provided by ITPO	itemcode40		1	Nos	0.00
10.04	All arrangement for making Power Pointpresentation on the above events: Bilingual (Japanese/ English) a) All audio-visual equipment (Screen,projector, mic (cordless) for the Dias and Media representatives etc.	itemcode41		1	Nos	0.00
10.05	All arrangement for making Power Pointpresentation on the above events: Bilingual (Japanese/ English) b) Back-drop(s) (Bilingual (Japanese/ English))	itemcode42		1	Nos	0.00
10.06	All arrangement for making Power Pointpresentation on the above events: Bilingual (Japanese/ English) c) Signages at the venue of press conference	itemcode43		1	Nos	0.00
10.07	All arrangement for making Power Pointpresentation on the above events: Bilingual (Japanese/ English) 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	itemcode44		1	Nos	0.00
10.08	Arrangement of one professional bilingual MC	itemcode45		1	Nos	0.00
10.09	Arrangement of one professional Interpreter	itemcode46		1	Nos	0.00
10.1	Lunch/ Dinner for upto 40 persons	itemcode47		1	Nos	0.00
10.11	Refreshment(Tea/coffee/ snacks) for up to 40 persons	itemcode48		1	Nos	0.00
10.12	Issue of Press Release (bilingual) with photographs immediately thereafter, both through electronic mails and hard copies to select media all over Japan, neighboring countries and India to ensure appropriate and adequate media coverage of the twin 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) Evidence (both in hard and soft copy) will be produced to ITPO).	itemcode49		1	Nos	0.00
11	Two Press Conferences in Japan(1st in Tokyo and 2nd in Osaka) tentatively durin	g April/ May	(Fo	r Os	aka)	
11.01	Venue cost in a 4 star Hotel (Please indicate the venue in the technical proposal, if possible)	itemcode50		1	Nos	0.00
11.02	Inviting Eminent Press/ Journalist (Bilingual Japanese/ English)	itemcode51		1	Nos	0.00
11.03	Preparation of press kit bilingual (Japanese/ English) as per data/ information provided by ITPO	itemcode52		1	Nos	0.00

11.04	All arrangement for making Power Pointpresentation on the above events: Bilingual (Japanese/ English)	itemcode53	1	Nos			0.00
	a) All audio-visual equipment (Screen, projector, mic (cordless) for the Dias and Media representatives etc.						
11.05	All arrangement for making Power Pointpresentation on the above events: Bilingual (Japanese/ English)	itemcode54	1	Nos			0.00
	b) Back-drop(s) (Bilingual (Japanese/ English))						
11.06	All arrangement for making Power Pointpresentation on the above events: Bilingual (Japanese/	itemcode55	1	Nos			0.00
	English) c) Signages at the venue of press conference						
11.07	All arrangement for making Power Pointpresentation on the above events: Bilingual (Japanese/	itemcode56	1	Nos			0.00
	English) 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						
11.08	Arrangement of one professional bilingual MC	itemcode57	1	Nos			0.00
11.09	Arrangement of one professional Interpreter	itemcode58	1	Nos			0.00
11.1	Lunch/ Dinner for upto 40 persons	itemcode59	1	Nos			0.00
11.11	Refreshment(Tea/coffee/ snacks) for up to 40 persons	itemcode60	1	Nos			0.00
11.12	Issue of Press Release (bilingual) with photographs immediately thereafter, both through electronic mails and hard copies to select media all over Japan, neighboring countries and India to ensure appropriate and adequate media coverage of the twin 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) Evidence (both in hard and soft copy) will be produced to ITPO).	itemcode61	1	Nos			0.00
12	Note:- 1. ITPO at its own discretion may hold third press confer	onco if re			the aforesaid rates	`	
	2. Two sets of evidences/press clippings (Hard and Soft		-				eenshots and/
	or Audio/video tapes/ CDs/DVDs etc. to be submitted for each c	,					
13	SOUVENIRS (Cost of each S						
	Please quote item descript			-	left blank.)	1	
14		itemcode62	1	Lumsum			0.00
15		itemcode63	1	Lumsum			0.00
16		itemcode64	1	Lumsum			0.00
17		itemcode65	1	Lumsum			0.00
18		itemcode66	1	Lumsum			0.00
	A				1	1	

	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.									
20	NET	WORKING D	NNER							
21	Networking dinner serving the same menu as for Press Conference for 200 persons along with MC.	itemcode67	200	Nos			0.00			
23	Note: - 1. ITPO at its own discretion may hold aforesaid networking dinner, if req 2. The numbers of persons will be informed to the agency by ITPO on sta	· •	he afore	esaid rates	5.					
Total in F	igures						0.00			