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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 relevant 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.

Sl. No.	Item Description	Item Code / Preferred Make	Quantity	Units	Dates	BASIC RATE In Figures To be entered by the Bidder in JPY	TOTAL AMOUNT
1	PART -A						
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 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.						
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

10	Two Press Conferences in Japan(1st in Tokyo and 2nd in Osaka) tentatively during April/ May (For Tokyo)						
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 during April/ May (For Osaka)						
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) a) All audio-visual equipment (Screen,projector, mic (cordless) for the Dias and Media representatives etc.	itemcode53	1	Nos			0.00
11.05	All arrangement for making Power Pointpresentation on the above events: Bilingual (Japanese/ English) b) Back-drop(s) (Bilingual (Japanese/ English))	itemcode54	1	Nos			0.00
11.06	All arrangement for making Power Pointpresentation on the above events: Bilingual (Japanese/ English) c) Signages at the venue of press conference	itemcode55	1	Nos			0.00
11.07	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	itemcode56	1	Nos			0.00
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 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 etc. to be submitted for each coverage received in electronic or print media.						
13	SOUVENIRS (Cost of each Souvenir in the ranges of JPY 3000 -3500) Please quote item description below coloumn. (Not to be left blank.)						
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

19	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	NETWORKING DINNER						
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 required, using the aforesaid rates. 2. The numbers of persons will be informed to the agency by ITPO on start of the fair.						
Total in Figures							0.00