



## **REQUEST FOR PROPOSALS (RFP)**

**For preparing**

### **MEGHALAYA DEVELOPMENT REPORT**

**EMPOWERING PEOPLE, PROPELLING DEVELOPMENT**

**Small Farmers Agribusiness Consortium**  
5<sup>th</sup> Floor, NCUI Auditorium Building  
August Kranti Marg, New Delhi - 110016

## SECTION 1:- INVITATION OF BIDS

The Small Farmers Agribusiness Consortium (SFAC) seeks bids from communication agencies for developing content, publishing and printing of a Development Report on MEGHALAYA – EMPOWERING PEOPLE, PROPELLING DEVELOPMENT.

Technical and Financial Proposals are invited from reputed communication agencies for the above mentioned assignment.

- i) This Bid Document contains Terms of Reference and Instructions to Bidders for formulation and submission of proposals.
- ii) The agency should be capable of having a dedicated and experienced taskforce for the project.
- iii) SFAC reserves the right to alter any or all terms and conditions specified in this Bid Document.
- iv) The Bidders are free to make suggestions in their offer, in addition to the specified Scope of Work or Methodology and Concept to meet the objectives of the proposed assignment.
- v) At any time before the submission of proposals, SFAC may, for any reason, whether at its own initiative, or in response to a clarification requested by the bidder, carry out amendment(s) to the Documents. The amendment will be notified in writing or by Email or Fax to all Bidders and will be binding on them.
- vi) SFAC may at its discretion extend the deadline for the submission of proposals. The contractual obligations shall be as per the terms and conditions in the Work Order issued to the successful bidder at a later stage.
- vii) SFAC reserves the right to reject all or any of the proposals without assigning any reason thereof.
- viii) It may be noted that the costs of preparing the proposal and of negotiating the contract, including visits to the SFAC offices, are not reimbursable.
- ix) The project details, expected deliverables and scope of work are given in **SECTION 2**.
- x) The selected Bidder is expected to commence the assignment on the date specified in the Work Order.

Sealed offers under two-bid system (Part-I: Technical Bid & Part-II: Financial Bid) for the above-mentioned assignment may be forwarded to :

### **Managing Director**

Small Farmer Agribusiness Consortium  
5<sup>th</sup> Floor, NCUI Auditorium Building  
3, Siri Institutional Area  
August Kranti Marg  
New Delhi - 110016

Last date for submission of proposals is **16.04.2013**

## **SECTION – 2: TERMS OF REFERENCE**

### **2.1 Introduction**

Meghalaya is becoming one of the fastest developing states in the North-East by adopting an inclusive model of development. The small North-Eastern state through its nodal agency – Small Farmers Agribusiness Consortium (SFAC) is adopting a multi-pronged approach empowering people while also earning revenues for the state's exchequer.

This book will chronicle the change/ improvements among the various parameters of social sector and industrial sector since the commencement of SFAC's key programme – Integrated Basin Development and Livelihood Programme (IBDLP). The book will throw light on the changing paradigm of development and the relationship between citizens and the state government. It will also capture the success stories of local development partners - depicting optimism and working together towards attaining Meghalaya Vision 2030.

To understand Meghalaya and governance, growth and development, this book will create awareness and develop understanding about Meghalaya – as it is today.

### **2.2 Scope of Work**

The book should be an answer to the following questions –

1. What has changed in Meghalaya?
2. How has it happened?
3. Is there a story untold?
4. Can this story be replicated elsewhere in India?
5. What does the development partners say?

The book will also record improvement in state revenue and other economic indicators. This will create awareness about the inclusive development model and its impact on the people of the state.

The book should be written in a popular style. It should involve detailed analysis of the subject; however it should not be bombarded with bibliography and footnotes, tables and charts. The contents of the book should be recorded in chapters, with each chapter comprising of 4000-5000 words. The chapters will also feature text boxes, illustrations, anecdotes and case-studies to make it reader-friendly.

The work of the consultant/writer will have to be undertaken in two parts, as given below:

#### **Phase-I:**

- Assessment of current level of awareness/ public information
- Review the existing awareness creating material and efforts
- Propose names of author/s for the book
- Prepare a detailed plan for the research of the book
- Work in close coordination with the author for all facilitation work, etc

### **Phase-II:**

- Facilitate/coordinate all visits of the author and his/her research team to Meghalaya.
- Ensure that deadlines are met with, as far as the first draft of the book is concerned.
- Ensure deadlines are met with for the final draft of the book

### **Phase-III:**

- To prepare the cover and design the complete book
- Printing of the book after getting the text and pictures approved by competent authority

## **2.3 Format for the Proposal**

Proposals for the assignment against the above-mentioned scope of work may include the following:

- i) Name of the author with profile
- ii) Approach / Methodology
- iii) Activity-wise time schedule, no. of visits
- iv) Expertise of the organization in the related areas of work, including the work done and key experts available for the assignment

## **2.4 Deliverables and Time for Completing the Assignment**

At the end of each Phase - I, a review meeting would be held to review the work, for course corrections, if any, and discuss work plan for the next Phase. Similarly, a review meeting would be held midway during Phase -II of the assignment.

**The Phase-I** assignment has to be completed within a period of **4 weeks** from the date of award. First draft of the book will be required to be submitted at the end of **14<sup>th</sup> – 16<sup>th</sup> week**. Review of the report will be carried out by SFAC within **16<sup>th</sup> – 18<sup>th</sup> week**.

**The Phase-II** assignment has to be completed within **18<sup>th</sup> – 20<sup>th</sup> weeks** from the date of award. The final draft of the book will be required to be submitted at the end of **22<sup>nd</sup>** week. Review of the draft will be carried out by SFAC after submission of the final draft.

**Phase-III** of the assignment has to be completed within one month of getting final approval from SFAC on the pictures and text of the book.

The above mentioned timelines are suggestive. These may however be changed on mutual consent.

Technical Specifications for printing:

1. Quantity : 1000 copies
2. Size : 8.25" x 11" (finished)
3. No. of pages : 150 ( $\pm$  10) pages + Endpaper + PLC + Dust Jacket
4. Colour : 4+4 colour + Aqua Coating
5. Lamination : PLC and Dust Jacket matt lamination
6. Binding : Section sewn hardcase

7. Paper : 170gsm Imported matt art paper for Inside pages,  
PLC and Dust Jacket
8. Endpapers : 120gsm Sunshine Super Printing paper
9. Printing : International Quality

## **2.6 Terms of Payment**

- i) 40% of the approved contract value will be released as advance
- ii) 30% of the approved contract value will be released after acceptance of the first draft for Part-I of the assignment;
- iii) 20% of the contract value will be released after acceptance of the Final Draft for Part-II of the assignment; and
- iv) Balance 10% after the delivery of books

## **SECTION – 3: INSTRUCTIONS TO BIDDER (S) FOR PREPARATION AND SUBMISSION OF PROPOSALS**

The Bidders are expected to examine all terms and conditions and instructions included in the document. Failure to provide all requisite information will be at the bidders risk and may result in rejection of their proposal. Further, the bidders are requested to submit technical and financial proposals separately.

### **3.1. PREPARATION OF TECHNICAL PROPOSAL**

During preparation of the technical proposal, you must give particular attention to the following:

- 3.1.1 A brief description of the Bidder's organization and an outline of recent experience on assignments of similar nature.
- 3.1.2 Any comments or suggestions on the scope of work and a description of the methodology (work plan), which Bidders propose to execute
- 3.1.3 The composition of the proposed professional team along with the author
- 3.1.4 Curriculum Vitae (C.V.) recently signed by the proposed author / photographer / key professional staff.

### **3.2 PREPARATION OF FINANCIAL PROPOSAL**

- 3.2.1 The budget should cover all costs of consulting services for this assignment including remuneration of the experts in the field and home office. The estimate should also include the time required for reviewing and incorporating comments on the draft final report.
- 3.2.2 The financial proposal must take into account all the tax liabilities such as service tax, income tax, cost of insurance etc.

### **3.3. EVALUATION AND PROCEDURE FOR SELECTION OF THE BIDDER**

An Evaluation Committee will be constituted to evaluate the technical and financial proposals and recommend award of the consultancy assignment.

#### **3.3.1 EVALUATION OF TECHNICAL AND FINANCIAL PROPOSALS**

(i) Points for evaluation for technical proposals:

	<u><b>Points</b></u>
➤ Proposed Author	40
➤ Approach/Methodology/Work Plan proposed	20
➤ Relevant expertise/experience of the organization	15
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<b>Total:</b>	<b>75</b>

- (ii) Financial proposals will be opened only for those bidders who obtain more than 50 points on the technical proposal. Eligible bidders will be invited to the opening of financial bids.
- (iii) 75% weightage will be assigned to technical bids and 25% to financial bids.
- (iv) The combined score of the technical and financial evaluation will be used to recommend the award of the consultancy assignment.

### **3.4 GENERAL INSTRUCTIONS**

- 3.4.1 Bids that are incomplete in any respect, or those that are not consistent with the requirements as specified in this Request For Proposal (RFP), or those that do not adhere to formats, wherever specified, may be considered non-responsive and may be liable for rejection.
- 3.4.2 All communication and information should be provided in writing.
- 3.4.3 No change in, or supplementary information to a Bid, shall be accepted once submitted. However, SFAC reserves the right to seek additional information from the Bidder(s), if found necessary, during the course of evaluation of the Bid. Non-submission, incomplete submission or delayed submission of such additional information or clarifications sought by SFAC, may be a ground for rejecting the Bid.
- 3.4.4 SFAC reserves the right to reject any or all the Bids submitted in response to this Request for Proposals at any stage without assigning any reasons whatsoever.

### **3.5 Submission of Proposals**

The Bidders must submit one '**Original**' and One '**Copy**' of the Technical proposal in one envelope, which must be sealed and clearly marked "**Technical Proposal**". The Financial proposal must be kept in a separate envelope, which must be sealed and clearly marked "**Financial Proposal**". Both these envelopes must then be placed in a single outer envelope, which must be sealed and addressed to the **Managing Director SFAC**. The Outer Envelope must further be clearly marked: **Bid for Meghalaya Development Report**.

- 3.5.1 The Bidder(s) may submit their Bids by Registered Post / Courier or in Person, so as to reach SFAC by the time and date stipulated by SFAC.
- 3.5.2 SFAC shall not be responsible for any delay in submission of the Bids. Any Bid received after the deadline will not be accepted.

**COMPOSITION OF THE TEAM AND THE TASKS  
TO BE ASSIGNED TO EACH TEAM MEMBER**

1. **Technical / Managerial Staff**

S. No.	Name	Position
1.		
2.		
3.		
4.		
..		
..		



**FORMATS FOR SUBMISSION OF FINANCIAL PROPOSAL**

To,  
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Dear Sir,

- 1 We have understood the instructions and the terms and conditions mentioned in the RFP Document and have thoroughly examined the RFP Document and are fully aware of the scope of work required. We are hereby submitting our “Financial Proposal” as per prescribed format in a separate sealed envelope.
  
- 2 The financial cost to undertake this job is Rs. \_\_\_\_\_ including all insurance, taxes and levies as applicable by the Government of India.

For and on behalf of:

Signature:

(Authorised Signatory)

Name of the Person :

Designation :