



**INVITING QUOTATIONS FOR CONTENT AND DESIGN
FOR COFFEE TABLE BOOK ON SPICES**

(Ref. No: PUB-MIS /0016/2021-PUBLICITY)

Dated:09.02.2022

SPICES BOARD

**Ministry of Commerce and Industry, Govt. of India
Sugandha Bhavan, N.H. By Pass, Palarivattom P.O.,**

Kochi - 682025, Kerala

Phone: 91-484-2333610

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(HINDI VERSION FOLLOWS)

INVITING QUOTATIONS FOR CONTENT AND DESIGN FOR COFFEE TABLE BOOK ON SPICES

Spices Board (Ministry of Commerce and Industry, Government of India) is the flagship organization for the development and worldwide promotion of Indian spices.

Spices Board seeks proposals from creative agencies for undertaking the project of content generation and design for a Coffee Table Book on Spices. Completed proposals must be submitted along with necessary documents in a sealed cover super scribed "QUOTATIONS FOR CONTENT AND DESIGN FOR COFFEE TABLE BOOK ON SPICES" addressed to Shri. Prathyush T.P., Deputy Director, Spices Board, NH Bypass Road, Palarivattom – 682 025 and should reach the address on or before **02 March, 2022, 05.00 PM.**

1. OBJECTIVE:

The proposed project on making a coffee table book on spices aims to make an introduction to the 52 scheduled Indian Spices and Indian spice industry with authentic, valuable elucidations about spices and their properties with the help of high-quality images.

2. SCOPE OF WORK:

The project comprises;

- a) Generating factual and authentic contents on 52 scheduled spices under the purview of Spices Board (List attached as annexure 01) and an over view of the Indian Spice Industry.
- b) Conceptualising a design for the cover and inside pages
- c) Design and concept for packaging of the book

The book would have approximately 120-150 pages with the following specification:

Size: 22 cm X width 14.5 cm height.

1/6 Demy Size

(Closed 220 mm width/145 mm height; Opened: 440 mm width/145 mm height)

The Agency should be a multi-disciplinary design house that has diversified interest in working across sectors. Agencies need to have a strong design and aesthetic sense with comprehensive ability to conceive and execute design ideas. Prior experience of conceptualising and designing of Coffee Table Books will be an added advantage. Comprehensive details on present clientele are to

be included in the proposal. The Creative Agency would be selected for on a project basis for the said project;

Interested Agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document:

(i) A Technical Proposal and

(ii) A Financial Proposal

It may be noted that

(i) The costs of preparing the proposal are not reimbursable and

(ii) The Spices Board is not bound to accept any of the proposals submitted.

3. SUBMISSION OF PROPOSALS

a. The original proposal (Technical Proposal (As per the format given in Annexure 02) and Financial Proposal (As per the format given in Annexure 03)) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.

b. Proposal should be placed in a sealed envelope and super scribed "QUOTATIONS FOR CONTENT AND DESIGN FOR COFFEE TABLE BOOK ON SPICES". The Bottom Left corner of the outer cover should carry the full name, address, telephone nos., e-mail ID etc. of the agency submitting the proposal.

c. The envelope containing the sealed proposal should be addressed to:

Shri Prathyush TP

Deputy Director (Publicity)

Spices Board

Sugandha Bhavan,

NH Bye Pass, Palarivattom P.O.

Kochi-25

d. The Proposal should be submitted on or before **02 March, 2022.**

e. No Proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned unopened.

4. Selection Process

The proposals will be evaluated both technically and financially by a committee duly constituted by Spices Board for this purpose. The two-bid system will be followed, the technical bids will be opened at first instance. At the second stage, the financial bids of only technically qualifying bidding parties will be opened and the L1 bid from among the technically qualifying bidder will be accepted.

The selection will be made on a Quality cum Cost Based System. The total score of each firm will be arrived on the following pattern:

Technical evaluation - 70 marks

Financial score -30 marks

TOTAL - 100 marks

Financial Score will be arrived at as follows:

The firm quoting the lowest fee will be awarded 30 marks. The other firms will be allocated marks based on the formula " $30 \times PL/P$ ", where P is the fee quoted by the firm and PL the lowest fee quoted.

Based on the above scoring system, the firm scoring the highest marks will be awarded the work.

Annexure 01

Spices under the purview of Spices Board

The following 52 spices are listed in the schedule of the Spices Board Act:

1	Cardamom	19	Kokam	37	Juniper berry
2	Pepper	20	Mint	38	Bayleaf
3	Chilli	21	Mustard	39	Lovage
4	Ginger	22	Parsley	40	Marjoram
5	Turmeric	23	Pomegranate seed	41	Nutmeg
6	Coriander	24	Saffron	42	Mace
7	Cumin	25	Vanilla	43	Basil
8	Fennel	26	Tejpat	44	Poppy seed
9	Fenugreek	27	Pepper long	45	All-Spice
10	Celery	28	Star anise	46	Rosemary
11	Aniseed	29	Sweet flag	47	Sage
12	Bishop's weed	30	Greater Galanga	48	Savory
13	Caraway	31	Horse-radish	49	Thyme
14	Dill	32	Caper	50	Oregano
15	Cinnamon	33	Clove	51	Tarragon
16	Cassia	34	Asafoetida	52	Tamarind
17	Garlic	35	Cambodge		
18	Curry leaf	36	Hyssop		

[In any form including curry powders, spice oils, oleoresins and other mixtures where spice content is predominant]

TECHNICAL PROPOSAL

		Details
1	Name	
2	Year of Establishment	
3	Place of Incorporation	
4	Address of Registered Office	
5	Company profile: (include brief profiles of team members/ key personnel): (Attach detailed profile)	
6	Legal status of Bidder: (proprietor/partnership/private Ltd/public Ltd)	
7	Service Tax Registration (enclose copy):	
8	PAN no (enclose copy):	
9	Contact details of CEO/head of the agency: (name, address, phone, email, mobile)	
10	Work Experience (provide details of Government /Ministries/PSUs clients)	
11	Domain Experience (Provide details of experience in handling similar projects and enclose copies)	
12	Enclose synopsis/ content/ images and other details of the proposal for Coffee Table Book on Spices	

SIGNATURE & NAME (along with seal)

FINANCIAL PROPOSAL

To

Spices Board
Sugandha Bhavan
P.B No :2277
Palarivattom P O
Ernakulam 682025

Dear Sir,

I hereby submit the Financial quote for undertaking the project of content generation and design for a Coffee Table Book on Spices. I have thoroughly examined and understood all the terms and conditions as contained in the bid document and agree to abide by them.

I hereby offer to fulfil the deliverables as per the scope of work outlined in the bid document for a fee of Rs. plus GST as applicable.

Yours faithfully,

(Signature of the authorized
representative) Full Name:

Designation:

Name and Address of the Agency:

Seal:

Date :

Place: