

**No.G-20011/4/2018-B&R**  
**Publications Division**  
**Ministry of Information & Broadcasting**  
**Soochna Bhawan, C.G.O Complex, Lodhi Road,**  
**New Delhi-110003**

Dated: 31-08-2018

**Business Promotion, inventory management**  
**and grievance redressal**  
**relating to Journals and Books of Publications Division**

**EXPRESSION OF INTEREST**

Publications Division, New Delhi invites applications from eligible Agencies to undertake the job of **Business Promotion, inventory management and grievance redressal** relating to Journals and Books of Publications Division in North, South, West, East and North East zones based at New Delhi, Hyderabad, Mumbai, Kolkata and Guwahati respectively.

S. No.	Critical Dates	Date	Time
1.	Publishing Date	01-09-2018	11:00 a.m.
2.	EOI Submission End Date	17-09-2018	3.00 p.m.
3.	EOI Opening Date	17-09-2018	3.30 p.m.

**EOI Document**

**Background:**

**1. Introduction:**

Publications Division (DPD) is a repository of books and journals highlighting subjects of national importance and India's rich cultural heritage. The mandate of the organization is to preserve national heritage and disseminate the same through the production and sale of quality reading material at affordable prices. It is publishing books in Hindi, English and other regional languages and marketing them through its nation-wide sales network.

Publications Division is also publishing monthly magazines and journals on various aspects of Indian life. Yojana, with its 13 language editions, is the flagship magazine on development-related issues. Kurukshetra, in English and Hindi, is devoted to rural development. Ajjkal, in Hindi and Urdu, is a prestigious literary magazine. Bal Bharati is a popular children's magazine in Hindi. Employment News, in English, Hindi

and Urdu, is a weekly dedicated to providing valuable and authentic information on jobs in central government, including the public sector.

One of the objectives of Publications Division is to provide books to people at affordable prices. The outsourced agency is required to undertake aggressive **Business Promotion** activities in respective zones to ensure greater reach of DPD books and journals. The agency will also need to undertake **inventory management of books and journals at the above mentioned zones. It is also required to attend to queries and grievances of DPD's customers and subscribers at Delhi Headquarters** in all matters related to online orders received for books, journals (including Employment News), e-books and e-journals (including e-version of Employment News) through Publications Division's website, Bharatkosh portal, mobile app or any other dedicated portal created in future.

## **2. EOI Processing Fees**

A non-refundable processing fee for Rs. 1,000/- (Rupees One Thousand only) in the form of a Demand Draft drawn in favour of "DG, Publications Division, Ministry of Information & Broadcasting" Payable at New Delhi has to be submitted along with the EOI response. Bids received without or with inadequate EOI processing fees shall be liable to get rejected.

## **3. Venue & Deadline for submission of proposal**

Proposal, in its complete form in all respects as specified in the EOI, must be submitted to Publications Division at the address specified herein earlier. In exceptional circumstances and at its discretion, Publications Division may extend the deadline for submission of proposals by issuing an amendment to be made available on the Publications Division website, in which case all rights and obligations of Publications Division and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

## **4. Validity of Offer:**

The offer for EOI as per this document shall be valid for a period of three (3) months initially which may be extended further if required by Publications Division, Ministry of Information & Broadcasting.

## **5. TERMS OF REFERENCE**

The detailed terms of reference are given as under:

(i) The agencies are required to undertake the following operations for business promotion in 5 zones:

- Sales and marketing of books and journals from Sales Emporia/ book gallery;
- Improving circulation of journals and Sales of books by undertaking business promotion activities

- Organization of Book Fairs, co-ordination for display/ running of Mobile vans; getting bulk orders from government departments, institutions and organizations, libraries
- Implementation of revised Business Policy guidelines ;
- Generation of reports regarding Sales, Revenue etc.
- Any other work as assigned by Publications Division

(ii) To provide complete inventory management in the respective zones.

(iii) The agency selected for Delhi headquarters needs to provide Grievance Redressal and E-commerce support services as well:

- Sale of e-books and p-books on e-commerce platforms, Bharatkosh portal, DPD website, mobile app.
- Timely dispatch of books and journals in coordination with Department of Post.
- Ensuring availability of printed books and e-books in e-commerce sites, DPD website and Bharatkosh portal.
- Ensuring sales promotion and prompt dispatch of orders at par with private e-commerce players.
- Acting as interface between Publications Division and customers
- Handle e-mails/ telephonic calls relating to complaints/feedback of the readers relating to non-receipt/short supply/delay in receipt/overcharging/poor quality of books and similar matter that a buyer may face for procuring books, journals (including Employment News), e-books and e-journals (including e-version of Employment News)
- Creating a suitable grievance redressal mechanism for handling customer complaints/ grievances ensuring that grievances coming from any of the mediums (telephonic calls, e- mails, written letters, social media etc.) are suitably recorded and responded in a time bound manner
- Coordination with other Departments handling sales/dispatch/ accounts to provide a quick redressal of the Grievances
- Well defined timelines to provide quality service at par with leading e-commerce players

The agencies are required to provide minimum one *Team leader*, 2 *Sales/Business Executives* and one Store keeper in each of the locations to carry out the aforesaid work. Requirements would be higher at the headquarters in New Delhi. Grievance redressal and e-commerce activities are to be handled from New Delhi only. The agency may ensure that candidates with suitable qualification and experience may be deployed so as to get higher marks in technical evaluation.

The entire process of short-listing and selecting the manpower for above purpose shall be done in active consultation with Publications Division.

## **6 INSTRUCTIONS TO APPLICANTS**

**6.1** The Expression of Interest is to be submitted in the manner prescribed below:-

All information as detailed below is to be submitted in two hard copies in separately sealed envelopes and one soft copy in Pen Drive:-

- a) Applicant's Expression of Interest - Format-1.
- b) Organizational Contact Details - Format-2.
- c) Experience details of the organization - Format-3.
- d) Financial strength of the company - Format-4.
- e) Declaration - Format-5.
- f) Power of Attorney in favour of Authorized Signatory with long and short signatures of Authorized person.

**6.2** The EOI Documents which have been hosted on the websites of DPD - [publicationsdivision.nic.in](http://publicationsdivision.nic.in) and Employment News - [www.employmentnews.nic.in](http://www.employmentnews.nic.in) may be downloaded from the website.

The bidders are expected to examine all instructions, forms, terms and other details in the EOI document carefully. Failure to furnish complete information as mentioned in the EOI document or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the Bidder's risk and may result in rejection of the proposal.

## **7. Qualification Criteria:**

The following will be the minimum pre-qualification criteria. Each eligible Agency should possess all the following pre-qualification criteria. Responses not meeting the minimum pre-qualification criteria will be rejected and will not be evaluated.

<b>Sl. No.</b>	<b>Pre-Qualification Criteria</b>	<b>Supporting Compliance Document</b>
1.	The applicant shall be a firm/ company/ partnership/ proprietorship firm registered under the Indian Companies Act 1956/ the Partnership Act, 1932 and who have their registered offices in India and must have an office in the concerned zone for which they propose to provide service	Copy of Certificate of Incorporation and Partnership deed, if any
2.	The firm should be in the business of providing similar services for at least 03 years as on 31.03.2018	Certificate by Company Secretary of the Bidder's organization.
3.	The Bidder should have an annual turnover of rupees 01 Crore in each of the last 03 consecutive years ( FY 2015-16, 2016-17, 2017-18) from only sales & marketing services/ Customer care/ Inventory Management services rendered in India.	CA certified document with name of CA registration number, signature & stamp. Copy of Work Order/ Contract relating to 1. Distribution of books and journals . 2. Marketing of books and journals.

5.	The firm should not be blacklisted by any Central Govt./ State Govt./ PSU/ Govt. Bodies	Certificate signed by the authorized signatory.
6.	PAN No. / GST Certificate	Copy of Certificate to be enclosed.
7.	The Bidder must have an office in in 5 zones as mentioned above where it intends to provide service	Details of branch offices in 5 zones may be submitted.
8	Preferable qualification – experience in book and/or magazine trade would be preferred	Relevant proof of experience

#### **8. Evaluation Criteria and Method of Evaluation:**

Companies fulfilling the above-mentioned selection criteria would be called for pre-bid conference before floating the tender.

#### **9. Response:**

**9.1** Bidders must ensure that their Bid response is submitted as per the formats attached with this document. Special comments on the objectives and scope of the service projected in the enquiry may also be submitted along with the offer.

**9.2** Application in sealed cover super scribed, as “EOI for Engagement of an Agency to undertake the job of **Business Promotion, inventory management and grievance redressal of Journals and Books of Publications Division**”

#### **10. Period of contract:**

The period of contract will be initially for a period of two years from the initiation of the work by Agency.

#### **11. Pre- BID Meeting:**

A pre-BID meeting will be held at respective regional offices. Date and time would be informed in due course.

#### **FORMATS FOR SUBMISSION:**

**FORMAT – 1**  
**APPLICANT'S EXPRESSION OF INTEREST**

To

Director (Business)  
Publications Division  
Ministry of Information & Broadcasting  
Room No. 55 (Ground Floor),  
Soochna Bhawan, C.G.O Complex,  
Lodhi Road, New Delhi-110003

**Subject:- Submission of Expression of Interest (EOI) to engage An Agency for undertaking Online Operations (Sales, Marketing and Promotion) and Citizen's Grievance Relating to Journals and Books of Publications Division**

Dear Sir/Madam,

In response to the Invitation for Expressions of Interest (EOI) published on 22-08-2018 for the above purpose, we would like to express interest to carry out the above proposed task. As instructed, we attach 2 sets of the following documents in separately sealed envelopes and one soft copy:

1. Organizational Details (Format-2)
2. Experience in related fields (Format-3)
3. Copies of annual accounts, namely, Trading Account, Profit and Loss Account and the balance sheet of the last three years (i.e. 2015-16, 2016-17 and 2017-18) duly authenticated by chartered accountant indicating annual turnover.
4. Self certified copy of Income Tax return for the last 3 years i.e.( 2015-16, 2016-17 and 2017-18) and PAN card in the name of proprietor in case of a proprietary firm or in the name of the firm in case of a partnership/Pvt. Ltd Company.
5. Submission of supporting documents to establish offices in various cities/towns of India
6. Supporting documents to establish number of publications being distributed by the applicant (publications with RNI No.)
7. Supporting documents to establish the number of publishers with whom the applicant is associated for marketing/distribution
8. Supporting document to establish number of towns/cities from where the applicant is dispatching.
9. CA Certified document regarding the applicant being a Distributor/Agent/Publisher of Books/ Journals.
10. Copies of Work Orders/ Contracts relating to distribution of Books/ Journals and Marketing of Books and Journals.
11. Certificates regarding 'the firm not under any blacklist of Central/ State Govt./ PSU/ Govt. Bodies.
12. Self certified copy of PAN Number.
13. Self certified copy of GST Number.
14. Details of offers in Delhi/ NCR.
15. Financial strength of company as per format-4.
16. Declaration as per format-5.

17. Power of Attorney in favour of authorised signatory.

Sincerely Yours,

Signature of the applicant

[Full name of applicant]

Stamp.....

Date:

Encl.: As above.

Note: This is to be furnished on the letterhead of the organization.

### FORMAT 2

S. No	Organizational Contact Details	
1.	Name of Organization	
2.	Main areas of business	
3.	Type of Organization Firm/ Company/ partnership  firm registered under the Indian Companies Act,  1956/ the partnership Act, 1932	
4.	Whether the firm has been blacklisted by any Central  Govt. / State Govt./PSU/ Govt. Bodies / Autonomous?  If yes, details thereof.	
5.	Address of registered office with telephone no. & fax	
6.	Address of in	

	offices  i) National Capital Region of Delhi  ii) All other State/UT's	
7.	Stations where the agency intends to provide services	
8.	Contact Person with telephone no. & e-mail ID	

Signature of the applicant

Full name of the applicant

Stamp & Date

### FORMAT-3

<b>Experience in Related Fields</b>				
Overview of the past experience of the Organization in all aspects related to Sales & Marketing and Distribution of Journals Building related				
<b>Sl. No.</b>	<b>Items</b>	<b>Number of assignments during last five years.</b>	<b>Order value of each Assignment in Lakhs  (enclose copy of each order)</b>	<b>Mention the name of Client/ Organization  (enclose completion certificates)</b>
<b>1</b>	Experience of assignments of similar nature.			
<b>1.1</b>	Experience in carrying out similar assignments in Government.			



1.2	Experience in carrying out similar assignments in Public Sector.			
1.3	<p>Any other relevant information that the applicant may like to submit.</p> <p>Decision of Evaluating Committee in ascertaining “similar nature” and “similar assignment” will be final.</p> <p style="text-align: center;">Signature of the applicant</p> <p style="text-align: center;">Full name of applicant</p> <p style="text-align: center;">Stamp&amp; date</p>			

**FORMAT - 4**

**Financial Strength of the Organization**

Sl. No	Financial Year	Whether profitable Yes/NO	Annual net profit (in Crores of Rs.)	Overall annual turnover (in Crores of Rs.)	Annual turnover from only Sales & Marketing & Distributions services rendered in India (in Crores of Rs.)
1	2015-16				
2	2016-17				
3	2017-18				

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Signature of the applicant  
Full name of applicant  
Stamp & Date

**FORMAT -5**

**Declaration**

We hereby confirm that we are interested in competing for the job of **Business Promotion, inventory management and grievance redressal** relating to Journals and Books of Publications Division.

All the information provided herewith is genuine and accurate.

Authorized Person's Signature.

Name and Designation:

Date of Signature:

Note: The declaration is to be furnished on the letter head of the organization.