

TENDER DOCUMENT  
FOR  
SELECTION OF CREATIVE AGENCY  
FOR  
VIBRANT GUJARAT GLOBAL SUMMIT 2019



TENDER NO. 01/ VG 2019

Tender Processing fee: Rs. 5,000.00



**Block No. 18, 2<sup>nd</sup> Floor, Udyog Bhavan, Sector-11,**

**Gandhinagar – 382 010**

**Tel : 079-232 50492/93 Fax: 079-232 50490**

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## **1. Background and Objective**

1. Vibrant Gujarat Summit is being organised biennially since the year 2003 and accordingly Summits have been organized in the years 2005, 2007, 2009, 2011, 2013, 2015 and 2017. Over the years, the Summit has emerged as one of the flagship events of India and a major platform to discuss investments and development. Vibrant Gujarat Summit 2019 is scheduled to be held during January 2019 in Gandhinagar, Gujarat.
2. Industrial Extension Bureau (iNDEXTb) is a Government of Gujarat Organization, registered under the Societies Act 1860. The organization is under the administrative control of Industries and Mines Department (IMD) of the Government of Gujarat (GoG).
3. iNDEXTb makes various efforts for promoting investments in industrial sector in the State of Gujarat and attracts various investors. In its efforts to promote investment and the State as ideal investment destination, it has been acting as the nodal agency for organizing Vibrant Gujarat Global Summit, since 2003.
4. As part of reaching out to the wider participants, the State Government intends to create awareness amongst Summit stakeholders across the globe, about Gujarat and the Summit as an ideal platform for exploring new ideas, technologies and opportunities in emerging sectors and emerging geographies through creative documents/collaterals.
5. Industrial Extension Bureau (iNDEXTb) as a nodal organization for the Summit intends to appoint an Agency having experience in providing the creative designing services by designing promotional literatures, hoardings, backdrops, advertisements, etc. for Vibrant Gujarat: 2019 Summit.

## **2. Scope of Work**

### **1. Creative Designing**

1. Designing of Main brochure of Vibrant Gujarat 2019 Summit.
2. Designing of creative for print media and facilitating the designing of panels, display boards, signages, etc.
3. Conceptualizing, designing and supervising preparation of promotional literature / material in print and electronic form. The Print creatives would, at times, be required to be provided at very short notice (Within few Hours).
4. Creation of advertisements for print media (for newspaper, magazine etc.) and facilitating preparation of advertisement for electronic and interactive media including web banners, animated videos, digital backdrops, etc.
5. Designing publicity material for outdoor formats such as hoardings, gantry, kiosks, bus & bus stand panels, animation displays etc.
6. Designing of banners and standees for various roadshows.
7. Arranging for new photographs, information, analysis, surveys, etc. from the market for the creative / brochures / advertisements etc. as and when required, is within the scope of the agency. No separate payment will be made for it. However, iNDEXTb would facilitate to the extent possible in this activity.
8. Coordination with printing agencies selected by iNDEXTb for printing of the publicity material, to ensure quality of production.
9. Preparation of advertisements (especially print) in Gujarati and Hindi languages. Translation of the same is to be carried out for other languages.
10. Provide specifications of all the creatives and guide us with the quality of paper to be used for printing.

## 2. Estimated quantum of work during the period of engagement

Estimated quantum of work during the period of engagement for Vibrant Gujarat 2019 Summit includes the creative designing of the following:

<b>Sr. No.</b>	<b>Type of Collateral</b>	<b>Estimated No. to be designed*</b>
<b>Print and Digital</b>		
1.	Main Brochure of 15-20 pages	02
2.	Policy Highlights	05
3.	Passes - A5 size (Lunch/Car Parking/Food Coupons)	05
4.	Promotional Booklet	02
5.	Invitation Card & Envelop for Inaugural event	02
6.	Invitation Card, Envelop and Leaflets for theme, country seminars, B2B and B2G meetings	04
7.	Standees	01
8.	<b>Miscellaneous:</b> Visiting Card, Bus/Ferry Stickers, Badges, Notepads, Letterheads & Envelop, MoU certificates	08
9.	Dairies	02
10.	Print Advertisement- Full Page	03
11.	Print Advertisement- Half Page	06
12.	Print Advertisement- Quarter Page	07
13.	Web Banner of 5-6 panels: Leaderboard 728 x 90	02
14.	Web banner of 5-6 panels: Square 300 x 250	02
15.	Web banner of 5-6 panels: Skyscraper 160 x 600	02
16.	Hoarding 2:1 ratio size	05
17.	Hoarding 1:1 ratio size	05
18.	Gantry 8:1 size	03
19.	Gantry 4:1 size	03
<b>Electronic</b>		
20.	Digital Backdrop - Static	02

\*These are just indicative numbers and the actual quantum of work may exceed than what is mentioned above.

### **3. Pre - Qualification Criteria**

1. The bidder should have been in the business of providing Creative designing services like advertisement designs preparations, creative designing of promotional materials and related activities in India for **at least 5 years as on 31.03.2018**.
2. The firm should have had average turnover from creative assignments of at least Rs. 10 crore in the last 3 financial years **(2015-16, 2016-17 and 2017-18)**.
3. The bidder should have the experience of at least **3** major National/International events or Trade and Tourism events for various media activities including Print, Electronic, Online, Outdoor, etc., in the last **3** years with an engagement value of over **Rs. 2 crore each**.
4. Selected agency would be required to set up its own office in Ahmedabad / Gandhinagar to regularly serve the account with minimum staff strength of 6 officials.
5. Consortiums/tie-ups are not allowed to fulfil above qualification criteria.
6. There should be no legal proceedings with any of the clients and its employees related to the services of the bidding agency and or its affiliate. Agency should not be blacklisted from any of the Govt. of Gujarat, Govt. of India or State government PSUs.
7. Individuals who have done piecemeal/freelance/ job work are not eligible for this tender.

Applicants shall submit the Pre-Qualifying adherence documents in the Format at Appendix – 1.

#### 4. Notice Inviting Proposal and Necessary Instruction

Sealed Expression of Interest Documents under two separate envelopes are invited from bona fide, experienced & reputed agencies of financial standing, meeting the pre-qualifying requirement, for the scope of work.

<b>NAME OF WORK</b>	Creative Agency for Vibrant Gujarat Global Summit 2019
<b>DOCUMENT NO.</b>	(01/VG2019)
<b>TENDER SUBMISSION COST</b>	<b>Rs. 5,000/- (Rs. Five thousand only) BY DEMAND DRAFT</b> in favour of Industrial Extension Bureau, Gandhinagar
<b>EMD</b>	<b>Rs. 5, 00,000/- (Rs. Five Lakh only ) BY DEMAND DRAFT</b> in favour of Industrial Extension Bureau, Gandhinagar
<b>CONTRACT PERIOD</b>	Total period of the Contract would be from the date of appointment to 31 <sup>st</sup> March 2019
<b>CONTACT PERSON (FOR ANY CLARIFICATIONS)</b>	Managing Director, iNDEXTb Email : <a href="mailto:md@indextb.com">md@indextb.com</a> Contact numbers : Tel: + 91- 79-23250492/93 Fax : + 91- 79-23250490

#### 1. Schedule of Tender:

Sr. No.	Activity	Timelines
1.	Issue of Tender	The tender can be downloaded from website <a href="http://www.indextb.com">www.indextb.com</a> and or <a href="https://indextb.nprocure.com">https://indextb.nprocure.com</a> from 13/06/2018
2.	Pre-bid meeting	At 13:00 hrs on 18/06/2018 for clarifications of queries if any at the below mentioned address: Industrial Extension Bureau (iNDEXTb), Block No 18, 2nd Floor, Udyog Bhavan, Sector 11, Gandhinagar 382010 Phone : 079-23250492/93
3.	Submission of Tender:  Online Submission	Up to 12:00 pm strictly on 25/06/2018 on the website <a href="https://indextb.nprocure.com">https://indextb.nprocure.com</a> Bidders have to submit their Financial proposal as per the prescribed format online. Price bids should be submitted online only.

4.	Submission of Tender:  Offline (Physical) Submission	In addition to online submission, Technical Bid documents in physical form (bounded) are required to be submitted before 12:00 pm on 25/06/2018 at the below mentioned address:  Managing Director, Industrial Extension Bureau (iNDEXTb) Block No 18, 2nd Floor, Udyog Bhavan Sector 11, Gandhinagar 382010
4.	Opening of Technical Proposal	13:00 pm on 25/06/2018

## 2. Proposal Submission

1. The Technical Proposal shall be placed in a sealed envelope clearly marked **“Technical Proposal”**. Technical proposal would include the following:
  1. Work order copy/ Invoice/ certificate from client mentioning the work done for each of the last 5 years to prove 5 years of experience for creative designing.
  2. Audited Balance sheet for the year: 2014-15, 2015-16 and 2016-17.
  3. The creative agency should have at least 6 employees/artists to deliver the content as on 31st Dec 2017.
  4. Any other document required to prove qualification criteria
  5. Samples of the best Creatives prepared in the last 3 years
  6. Technical Proposal 1 (TP1) for team composition- As per Appendix 2A
  7. Technical Proposal 2 (TP2) for CVs for key staff members – Appendix 2B.
2. Separate envelopes containing the tender fee and EMD should be also prepared and be marked as –EMD and Tender FEE.
3. Envelopes containing the Technical proposal and Fees shall be placed into an outer envelope clearly marked **“PROPOSAL FOR CREATIVE AGENCY FOR VIBRANT GUJARAT 2019 SUMMIT”** and sealed.
4. This outer envelope shall bear the Name of the Assignment, submission address, etc. The Proposals must reach iNDEXTb on or before the last date of submission mentioned in the notice inviting tender.
5. In case, the bidders need any clarification or for training requirement for participating in e-tender, they may contact the following office:  
(n)Code Solutions (A Division of GNFC Ltd.)  
14th Floor, Tower One, Road 5C, Zone 5, Gujarat International Finance Tech City (GIFT City), Gandhinagar - 382 355, Gujarat, India. Sales : (079) 66743289 / 311



### 3. Instruction to Bidding Agencies

1. The selection would be on the Quality Cum Cost Based Selection (QCBS) based on the final weighted score, subject to fulfilling the requirements of the Qualification Criteria. The Proposal will form part of the contract with the selected agency.
2. The Creative Agency should be able to provide a qualified servicing and creative team, for undertaking the creative work and campaigns. The creative agency team would work closely with the iNDEXTb and should be available always at the call of the Management. Creative Agency team should include: Creative Director (1) Copywriter (2) Visualiser (2) DTP servicing (4). The creative team mentioned in the bid should be the same which would work on this account.
3. A confirmation letter from the Creative Agency for being able to provide the qualified team should be attached.
4. CVs of all the team members certified by the authorized signatory and clearly indicating educational and professional qualification and experience should be attached.
5. **The selected agency shall have to station one designer at iNDEXTb who can handle last minute changes in the creatives. The agency will have to provide all necessary computer and devices equipped with latest versions of software required to handle changes in creative designs and it must be stationed at iNDEXTb during the tenure of the contract at the cost included in the financial bid.**
6. All contents of the Proposal should be clearly numbered, indexed and arranged in a sequence and shall be bound firmly.
7. The Original Proposal (Technical Proposal) shall contain no interlineations or overwriting, except as necessary to correct errors made by the officials of the Agency themselves. The person who signs the proposal must put initial against such corrections.
8. Submission letters for Technical Proposals should respectively be in the formats specified in this document.
9. The Agencies shall bear all costs associated with the preparation and submission of their proposals. iNDEXTb is not bound to accept any or all proposals, and reserves the right to annul the selection process at any time prior to awarding of the contract, without any liability to iNDEXTb.
10. The Technical and Financial Proposal to be submitted by the agency should be firm and valid for a period of 90 days from the last date of submission of the proposal.
11. The agency will have to compulsorily provide the price bid online on the website <https://indextb.nprocure.com>.

12. Agencies may seek clarifications on the tender document, if any, up to the date of Pre-bid briefing meeting. Any request for clarification must be sent in writing to iNDEXTb. No clarifications will be entertained after the Pre-bid meeting.
13. Physical papers are to reach our office as per the date and time mentioned in this document. It is the responsibility of the participating agency to submit the bid before the last date and cut off time at the address as mentioned in the document above, and iNDEXTb will not be responsible for any delay due to post/courier/any other reasons.
14. At any time before the submission of Proposals, iNDEXTb may amend this document by issuing an addendum, which shall be binding on the agencies.
15. The agencies shall acknowledge the tender conditions and all subsequent amendments and submit along with their proposals duly signed. Therefore, the tender document signed by the authorized signatory should be the part of the technical proposal.
16. iNDEXTb will select the agency who has scored the highest as per the evaluation criteria - combined score of technical proposal and financial quote.
17. The selected firm may be invited for negotiations, if felt necessary by iNDEXTb. If such negotiations do not result in a conclusion, iNDEXTb shall have the right to invite the next bidder (second highest scorer) for negotiations and finalization.

#### **4. Opening of Proposal**

1. Industrial Extension Bureau (iNDEXTb) would open the proposals immediately after the Proposal Due Date and Time for the purpose of verification of requisite fees and EMD; verification of documents for pre-qualification would be considered for only those agencies who have paid the requisite fees and EMD.
2. Subsequently for the pre-qualified agencies, a technical presentation would be arranged, where in the qualified agencies would be invited to make the presentation on their concept as the Creative Agency for the Summit to the Committee so constituted by the Government of Gujarat, by giving due notice by email. Communication would be made on the contact details provided in the performa attached to this document.
3. Agency would have to bring in the requisite copies of the technical proposals in hard copies and in the suitable format of PPT, movies, pdf, etc. for presentation to the Committee members. The presentation would be retained by iNDEXTb for its records.
4. Soft copy of the presentation to the Committee may therefore be made available to the Committee well in advance, on the day of the presentation.

5. The Committee after having evaluated the technical presentation would provide the technical score. Agency qualifying in the technical presentation would then be eligible for the opening of the financial proposals.
6. Financial proposal would preferably be opened on the same day after the completion of the technical presentation. However, the final date of opening of the financial proposal shall be decided by iNDEXTb. The proposals would be opened on given date and time, even if the representatives are not present.
7. iNDEXTb will correct any arithmetical errors in Financial Proposals. While correcting arithmetical errors, in case of discrepancy between the amounts mentioned in words and figures, the amount quoted in words shall only be considered and evaluated.

## 5. Technical Evaluation Criteria:

1. Pre qualified agencies will be called for the presentation before the selection Committee. The date and time for the technical presentation will be intimated later to the qualified agencies through email.
2. Evaluation shall be done on following criteria and points will be allocated against each component as mentioned below:

Sr. No.	Evaluation Criteria	Max Points
1.	Average Turnover in the last 3 financial years (FY 2015-16 to 2017-18) in services related to Creative Designing etc.  INR 10 crores up to 20 Crores – 10 points Above 20 Crores up to 30 Crores – 20 points Above 30 Crores – 25 points.	25
2.	Experience in organizing at least 3 major International events or Trade and Tourism events or should have worked with Investment Promotion agency of any State in India/ Government of India with campaign covering Designing / Production of Creatives /Commercials for various media including Print, Electronic, Online, Outdoor, etc., and Digital Media in the last 3 years with an engagement value of over Rs. 2 crore each  3 Engagements/ Projects – 10 points 4 Engagements/ Projects – 15 points 5 Engagements/ Projects – 20 points 6 & above Engagements/Projects – 25 points	25
3.	Technical Presentation –  1. Designs of the following creatives for	50

	<p>Vibrant Gujarat Summit 2019 – 25 points</p> <ul style="list-style-type: none"> <li>• At least two theme designs for Vibrant Gujarat 2019 Summit</li> <li>• Vibrant Gujarat main brochure (content for brochure is as per attached Annexure-</li> <li>• Hoarding (printed in A4 size paper) – 3 different creatives</li> <li>• Advertisement (printed in A4 size paper)- 3 different creatives</li> <li>• Web Banner of size 300x250, 720x90 and 160x600- 3 separate set of creatives</li> <li>• One promotional literature from your end which you feel will help to promote VG 2019 Summit in a better way</li> </ul> <p>2. Previous best creative work undertaken by the bidding agency in print and digital media – 10 points</p> <p>3. Any other innovative ideas presented – 10 points</p> <p>4. Team Composition &amp; Deployment Plan – 5 points</p> <ul style="list-style-type: none"> <li>• The agency will be scored basis the team proposed with the right mix of resources to handle all aspects of the engagement. The agency shall also ensure deployment of the right mix of resources onsite / offsite for successful delivery.</li> </ul>	
	<b>Total</b>	<b>100</b>

3. Agency has to score at-least of 60 marks (from 100 marks) from technical presentation to qualify for opening of financial bid. Financial proposal of only those Agencies shall be opened who will be declared qualified in technical presentation.

## 6. Financial Proposal:

1. The agencies are required to fill the financial proposal online only at <https://indextb.nprocure.com> as per the prescribed format (Financial Proposal).
2. The quote should be unconditional and single.
3. The fee quoted should be exclusive of Service Tax.
4. The proposal should be indicated in the Indian Rupees. Proposal in any other currency would not be accepted and is liable to be rejected.
5. Application of the taxes on the payment would be as per the prevailing guidelines from time to time issued by the Government of India.
6. The fees quoted would be inclusive of all out of pocket expenses incurred for travel to attend meeting in Ahmedabad / Gandhinagar, and for client servicing.

## **7. Methodology of Evaluation – Quality cum Cost based selection**

1. The combined final score shall be considered for award of the assignment. The assignment shall be awarded to the Agency scoring the highest final weighted score.
2. The weightage for the technical proposal and financial proposal in the combined final score will be 60% and 40% respectively.
3. The marking scheme for technical proposal will be as per details given in this RFP. Technical score (St) shall be out of 100.
4. The Financial Proposal shall be evaluated using the following methodology:
  1. The lowest Financial Proposal (Fm) will be given a financial score (Sf) of 100 points. The financial scores (Sf) of the other Financial Proposals will be determined using the following formula:

$$Sf = 100 \times Fm/F$$

In which Sf is the financial score, Fm is the lowest Financial Proposal, and F is the Financial Proposal (in INR) under consideration.

5. Proposals will finally be ranked in accordance with their combined technical (St) and financial (Sf) scores:

$$S = St \times Tw + Sf \times Fw$$

Where S is the combined score, and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal that will be 60% and 40% respectively

## **8. Payment Schedule:**

The fees will be paid on **quarterly basis**. Taxes and any other statutory dues would be paid as per applicable laws.

The payment would be made within 30 working days after submission of the bills. A brief report of the work carried out during the billing period should be submitted along with the bills.

The final bill will be paid after submission of all the relevant documents, files, photographs, reports and any other material in hard/electronic format.

No reimbursements would be made with regard to any domestic and foreign travel, any other out of pocket undertaken by the agency and or its representatives without prior approval by the authorities.

The out of pocket expenses are pure reimbursements and not to be treated as part of the fees.

## **9. Other Terms & Conditions**

### **1. Validity of the Proposal**

The Proposal shall remain valid for 90 calendar days after the date of the opening of the financial bid. Both the parties would endeavour to complete the process of selection and enter into an agreement before the validity period.

### **2. Extension of Validity of Proposal**

In exceptional circumstances, prior to expiry of the original Proposal Validity Period, iNDEXTb may request the agency to extend the Proposal Validity Period for a specified additional period.

### **3. Disqualification**

The following events and circumstances may result in disqualification of the applicant from the bidding process:

1. Submission of Proposal after the Proposal Due Date
2. If the Proposal contains misleading or false representation in the forms, statements and attachments submitted in proof of the eligibility requirements
3. If the Proposal contains conditions other than the conditions mentioned in this document or any additional condition put in by the agency to the iNDEXTb.
4. If the Proposal submitted is not accompanied by the required documentation, it will be considered non responsive

5. Agency is unable/fails to provide clarifications related to its Proposal.
6. Consultants who attempt to influence the qualification or selection process shall be disqualified from the process at any stage
7. iNDEXTb reserves the right to reject or disqualify the proposal, if any detrimental information becomes known after the proposal has been qualified.
8. iNDEXTb reserves the right to reject the Proposal, at the time, or at any time after such information becomes known.
9. In case of such disqualification under any circumstances, the decision taken by iNDEXTb shall be considered as final and binding.

#### **4. Format and Signing of Proposal**

1. The proposal should be short, concise & include all points indicated in the Document.
2. The Proposal shall be typed or written in indelible ink and should be in English. Proposal in other language would not be accepted.
3. The pages and volumes of each part of the Proposal shall be clearly numbered.
4. The Proposal shall contain all the information required herein and references of previous submissions shall not be considered.

## Appendix 1. Documents for Pre-Qualification Proposal

1. The bidder should have been in the business of providing Creative designing services like advertisement designs preparations, creative designing of promotional materials and related activities in India for **at least 5 years as on 31.03.2018.**
  - Work order copy/ Invoice/ certificate from client mentioning the work done from each of the last 5 years for creative work and promotional film work to be submitted.
2. The firm should have had an average turnover from creative assignments of at least Rs. 10 crore in the last 3 financial years (2015-16, 2016-17 and 2017-18. CA certificate certifying the turnover should be submitted.

Sr. No.	Year	Turnover (INR)
1.	2015-16	
2.	2016-17	
3.	2017-18	

3. The bidder should have the experience of at least 3 major National/International events or Trade and Tourism events for various media activities including Print, Electronic, Online, Outdoor, etc., in the last 3 years with an engagement value of over **Rs. 2 crore each.**
  - Highlight relevant experience in following format. Also provide supporting documents such as completion certificate etc., clearly highlighting the Scope of Work, value of the project and the period of engagement.

Assignment Name:	Approx. value of the Contract:
Country/State:	Duration of completed assignment (months): Start and Completion date:
Name, address and Phone No. of Client:	Details of similar work done:
Name of the team involved and functions performed:	

Note: Please provide experiences of not more than 5 projects. If more than 5 experiences are submitted, only the first 5 project



experiences would be considered.

4. Selected agency would be required to set up its own office in Ahmedabad / Gandhinagar to regularly serve the account with minimum staff strength of 6 officials.
  - An undertaking on company letterhead in this regard duly signed by the authorized signatory of the Bidding company to be provided.
5. Consortiums/tie-ups are not allowed to fulfil above qualification criteria.
  - An undertaking on company letterhead in this regard duly signed by the authorized signatory of the Bidding company to be provided.
6. There should be no legal proceedings with any of the clients and its employees related to the services of the bidding agency and or its affiliate. Agency should not be blacklisted from any of the Govt. of Gujarat, Govt. of India or State government PSUs.
  - An undertaking on company letterhead in this regard duly signed by the authorized signatory of the Bidding company to be provided.

**Appendix 2A : Team Composition**

The Agency shall propose team consisting of staff / experts to take care of all aspects of the assignment.

<b>Key Staff</b>			
Name of Key Expert	Educational Qualification	Area of Expertise	Post qualification relevant experience in number of years

Authorized Signature [*In full and initials*]: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

## Appendix 2B: Curriculum Vitae (CV) for Key Staff

1. **Name of Firm** [*Insert name of firm proposing the staff*]: \_\_\_\_\_

2. **Name of Staff** [*Insert full name*]: \_\_\_\_\_

3. **Date of Birth:** \_\_\_\_\_ **Nationality:** \_\_\_\_\_

4. **Education** [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]:  
\_\_\_\_\_

5. **Membership of Professional Associations:** \_\_\_\_\_

6. **Other Training** [*Indicate significant training since degrees under 5 - Education were obtained*]: \_\_\_\_\_

7. **Countries of Work Experience:** [*List countries where staff has worked in the last ten years*]: \_\_\_\_\_

8. **Languages** [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]: \_\_\_\_\_

9. **Employment Record** [*Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.*]:

From [Year]: To [Year]: \_\_\_\_\_

Employer: \_\_\_\_\_

Positions held: \_\_\_\_\_

**10. Work Undertaken that Best Illustrates Relevant Experience and Capability to Handle the Tasks Assigned**

### 11. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to disqualification or dismissal of the firm. If selected my services shall be available for the assignment till completion.

Date:

[Signature of staff member or authorized representative of the staff]

Day/Month/Year

Full name of authorized representative:

**Appendix 3: Financial Proposal**

Submission to be made online on the website  
<https://indextb.nprocure.com> in the prescribed format therein:

<b>Sr. No.</b>	<b>Type of Collateral</b>	<b>Estimated No. to be designed*</b>	<b>Cost per unit</b>	<b>Total Amount for the Estimated Nos. (In Rs.)</b>
1.	Main Brochure of 15-20 pages	02		
2.	Policy Highlights	05		
3.	Passes - A5 size (Lunch/Car Parking/Food Coupons)	05		
4.	Promotional Booklet	02		
5.	Invitation Card & Envelop for Inaugural event	02		
6.	Invitation Card, Envelop and Leaflets for theme, country seminars, B2B and B2G meetings	04		
7.	Standees	01		
8.	<b>Miscellaneous:</b> Visiting Card, Bus/Ferry Stickers, Badges, Notepads, Letterheads & Envelop, MoU certificates	08		
9.	Dairies	02		
10.	Print Advertisement-Full Page	03		
11.	Print Advertisement-Half Page	06		
12.	Print Advertisement-Quarter Page	07		
13.	Web Banner of 5-6 panels: Leaderboard 728 x 90	02		
14.	Web banner of 5-6 panels: Square 300 x 250	02		

15.	Web banner of 5-6 panels: Skyscraper 160 x 600	02		
16.	Hoarding 2:1 ratio size	05		
17.	Hoarding 1:1 ratio size	05		
18.	Gantry 8:1 size	03		
19.	Gantry 4:1 size	03		
20.	Digital Backdrop - Static	02		
<b>Total</b>				

Total Amount In Words: \_\_\_\_\_

The above quote submitted is exclusive of tax and the applicable tax at the time of payment will be paid extra.

## **Appendix 4: Illustrative Content for preparing creatives for various collaterals for Vibrant Gujarat 2019 Summit**

**Theme: Vibrant Gujarat: Shaping a New India**

### *Towards a New India of the future*

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*“Throughout its rich history, India has always been a selfless contributor to global socio-economic enrichment. Today, we are shaping a New India that is empowered, transformed, bold, innovative and poised to lead the new world order.*

*Gujarat, one of India’s most progressive states, has always been a flagbearer of robust nation building. This spirit is embedded in the Vibrant Gujarat Summits that truly represent the essence of Gujarat’s and India’s global success. I invite the world to partner with the 9<sup>th</sup> Vibrant Gujarat Summit, and discover a refreshingly New India.”*

**Narendra Modi**  
Prime Minister of India

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### *Laying the foundations for New India*

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*“Gujarat has been a hub of trade and commerce since over 5000 years, when the port of Lothal connected the then India to the world. Today, driven by the entrepreneurial Gujarati spirit, the State acts as the world’s gateway to opportunities in India.*

*As India’s leading growth hub, Gujarat is firmly committed to national socio-economic growth, on the backbone of proactive governance, state-of-the-art infrastructure and complete ease of doing business. In addition to a framework for sustainable business, Gujarat provides a high quality of life, characterized by peace, happiness, and the warmth of our people.*

*The 9<sup>th</sup> Vibrant Gujarat 2019 Summit epitomizes our commitment to shaping a New India envisioned by our Hon’ble Prime Minister Shri Narendra Modiji.*

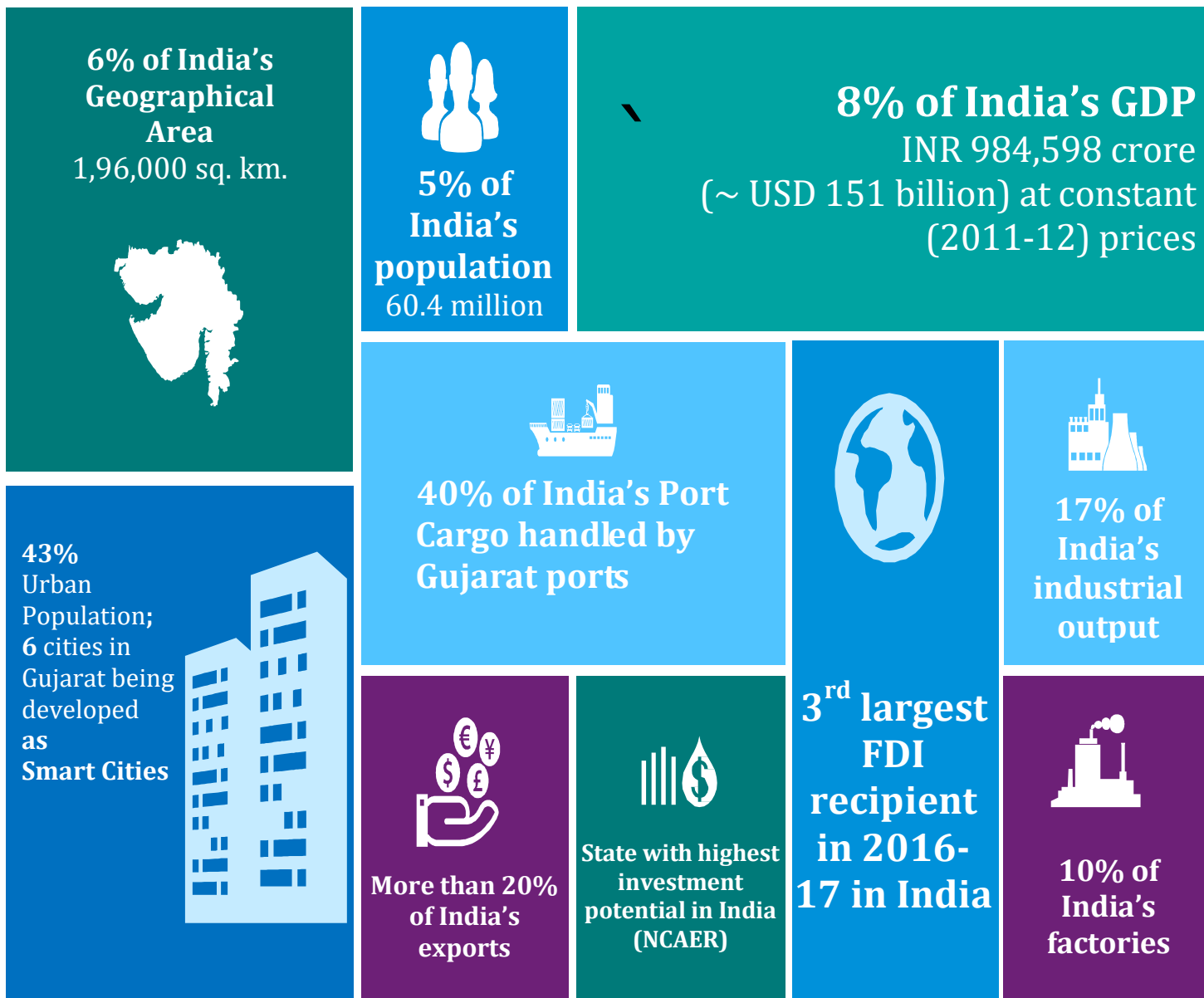
*I welcome you all to the Vibrant Gujarat 2019 Summit, to join us as we lay the foundations for a New India.*

*Welcome to Gujarat, Welcome to Growth.”*

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**Vijay Rupani**  
Chief Minister of Gujarat

# Gujarat – Home of Business, Home of Happiness



## *India's 'Numero Uno'*

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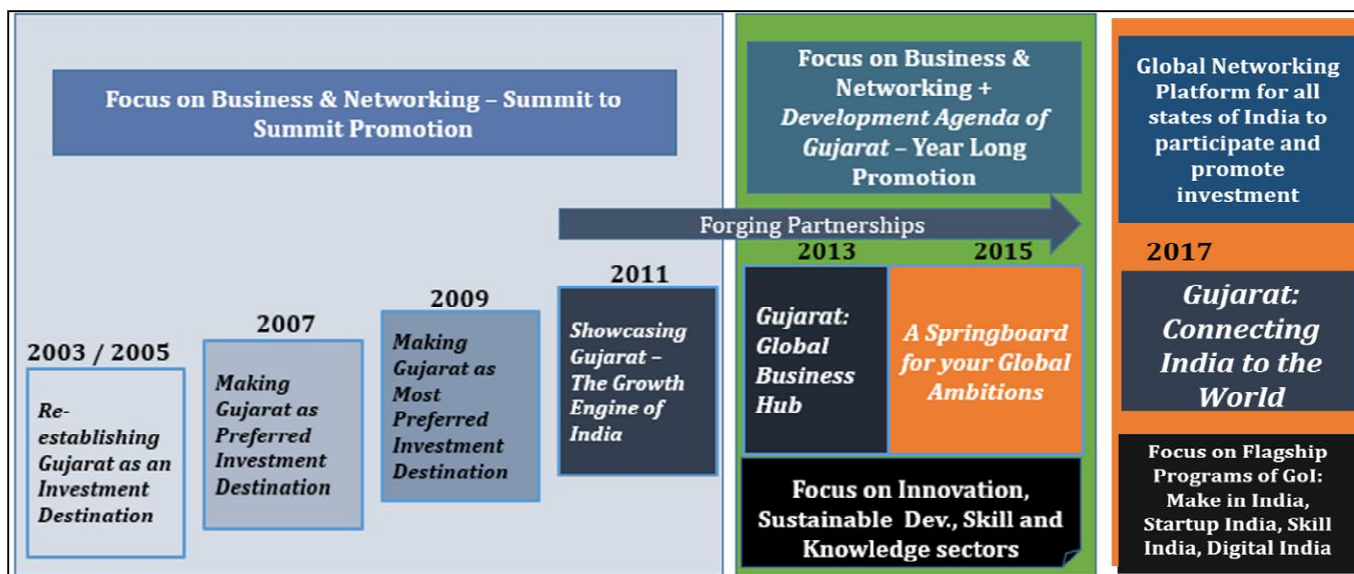
### *Global F**1**rst*s

- World's largest Grassroots Refinery at Jamnagar
- World's largest Ship Breaking and Recycling Hub at Alang
- World's largest fully mechanized Coal Terminal at Mundra
- World's largest Sponge Iron Plant at Hazira
- World's third largest Denim producer

### *National F**1**rst*s

- India's largest producer of Pharmaceuticals, Chemicals and Petrochemicals
- India's largest producer of Salt, Soda Ash, Plastics, Cotton, Marine Fish, Peanut Butter
- India's largest exporter of Petroleum Products, Organic and Inorganic Chemicals, Groundnut, Castor Oil, Cotton, Cosmetics
- Highest number of Ports in India, handling 40% of national maritime cargo
- Home to India's first LNG terminal and first Dedicated Chemical Port
- 24\*7 uninterrupted Power Supply and a state-wide gas and water grid
- Highest ranked state in national Logistics Ease rankings





## *Evolution of Vibrant Gujarat*

Vibrant Gujarat Summit was conceptualized in 2003 by Hon'ble Prime Minister of India and the then Hon'ble Chief Minister of Gujarat, Mr. Narendra Modi, to re-establish Gujarat as a preferred investment destination within India.

Today, the Summit has evolved into a platform for brainstorming on agendas of global socio-economic development, in addition to being a facilitator for knowledge sharing and forging effective partnerships. The 8th Vibrant Gujarat Global Summit, held in January 2017, witnessed participation from 25,000+ delegates from 100+ countries, including 4 Heads of States, Nobel Laureates, Captains of global industry and Thought Leaders.

The 9<sup>th</sup> Vibrant Gujarat 2019 Summit is now proposed to provide a forum for discussion on

- Global
- National and
- State-level agendas

with a sharp focus on all round economic development for 'New India'.

In addition to the flagship events organized as part of Vibrant Gujarat, the 9<sup>th</sup> edition of the Summit will also witness the launch of a completely new set of forums aimed at diversifying the nature of knowledge sharing at the Summit, and intensifying the level of networking between participants.

## *What to expect at the Summit*

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### **The Marquee Offerings**

- Summit to be inaugurated by Hon'ble Prime Minister of India
- Exclusive Global CEO Conclave
- Pitches on Investment Opportunities in India for global investors
- Open Discussion Forums on Global Agendas such as Industry 4.0
- Seminars on investment, partnership and knowledge sharing opportunities in Gujarat
- Showcase of Gujarat's growth through the years
- Youth Engagement Forums with global youth icons
- Hackathons and Pitching forums for startups and innovators
- Vibrant Gujarat Mega Exhibition

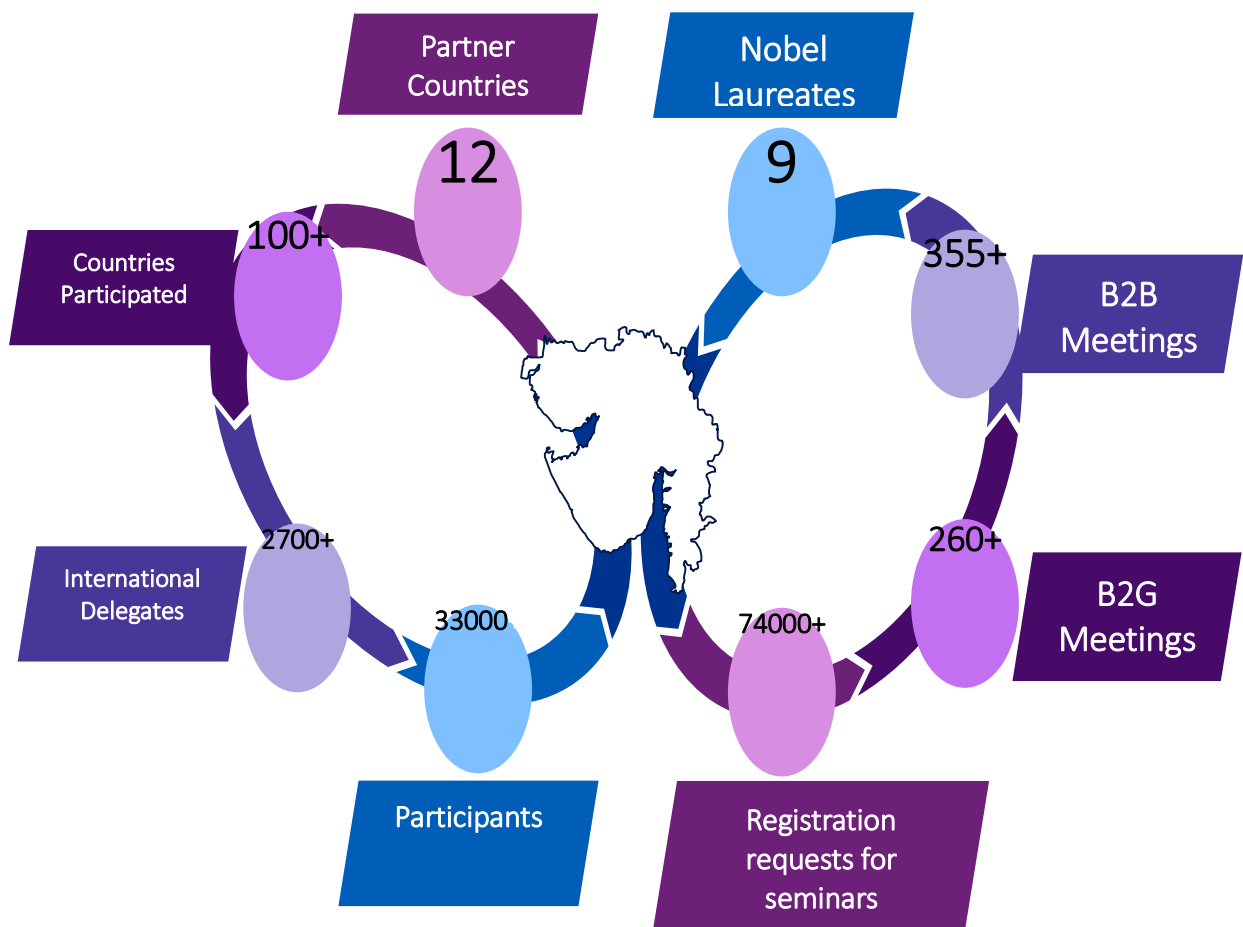
### **The Attendees**

- Heads of Governments from across the world
- Policy Makers
- Heads of Global Multilateral Development Organizations
- Global and Indian CXOs
- Global Change Makers
- Thought Leaders, Academicians and Researchers
- Youth Icons and Motivators
- Chambers of Commerce and Industry Associations
- Venture Capitalists, PE Investors and Angel Funds
- Innovators, Entrepreneurs and Tinkerers
- Micro, Small and Medium Enterprises

### **Networking Opportunities**

- Meet the Hon'ble Prime Minister of India and his core team
- Meet the Hon'ble Chief Minister of Gujarat and Hon'ble Deputy Chief Minister of Gujarat and Team Gujarat
- Business-to-Business Meetings
- Business-to-Government Meetings with Central and State Government officials
- Learn about investible projects in India and Gujarat
- Interact with Global CEOs, Thought Leaders and Change Makers
- Exhibit your Brand on a Global Platform
- Learn about investment opportunities in Partner Countries and Partner States of the Summit

# Vibrant Gujarat 2017 Summit: The Success Story



## *What they say about Gujarat*

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“Gujarat, the land of Mahatma Gandhi and Sardar Vallabhbhai Patel, also represents the business spirit of India”

- **Mr. Narendra Modi**

Hon’ble Prime Minister of India

“Gujarat is very important for Russian companies”

- **Mr. Dmitry Rogozin**

Hon’ble Deputy Prime Minister of Russia

“Gujarat has led the way, has led the foundation for India not being the fastest emerging nation, but the one that will be the example for both the emerging and the developing world”

- **Mr. John Chambers**

Chairman, Cisco Systems

“Innovation in India always takes off from this great State of Gujarat”

- **Mr. Mukesh Ambani**

Chairman, Reliance Industries Limited

“Perhaps the greatest product of all that comes from Gujarat, and comes from India is the talent, the creativity and the integrity of the people that we have an opportunity to work with”

- **Mr. Peter Huntsman**

Chairman, Huntsman Corporation

“Today, as India approaches the new era that Mr. Modi is leading, Gujarat will be one of the leading states in the country, which ushers in the New India to the world”

- **Mr. Ratan Tata**

Chairman Emeritus, Tata Sons

“I am quite confident that you will see competitive automobile industry cluster here in Gujarat soon”

- **Mr. Toshihiro Suzuki**

CEO, Suzuki Motor Corporation

## *The 3 day agenda: Key Highlights*

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### **Day 1**

- Inauguration by the architect of this summit - Hon’ble Prime Minister of India in the august presence of Heads of States and global industry captains
- Youth Connect Breakout Sessions with global youth inspirers
- Exclusive Global CEO Roundtable
- Showcasing the success of ‘Make in India’
- Open Forums on Industry 4.0, Futuristic Technologies and Investment Opportunities for Global Funds
- Sectoral Open Forums, Seminars and Interactive Sessions on Automobiles, Electronics, Plastics and many more.

**Day 2**

- Hon'ble Chief Minister's address on Shaping the Economic Future of Gujarat by 2022
- Youth Engagement Forum featuring global youth icons
- Open Forums on STEM (Science, Technology, Engineering and Mathematics)
- Gujarat: The next leap in Trade, Retail and Services Sector
- Open forums on Logistics and Infrastructure
- B2B and B2G meetings

**Day 3**

- TED Talks
- Flagship MSME Convention
- Startup pitching sessions
- B2B and B2G meetings
- Vibrant Gujarat Valedictory Session

## *Vibrant Gujarat Mega Exhibition 2019*



- Exhibition at VG 2017 was inaugurated by Hon'ble PM in presence of senior dignitaries
- Total Exhibition Area: 1,50,000 sq.m
- More than 1000 stalls
- Dedicated Hall for MSME, Women Entrepreneurs and Startups
- Expected Footfall: 1.6 million

### **Pavilions at VG 2019 Mega Exhibition**

Automobiles

Education, Travel & Hospitality

Leading PSUs and Departments of Government of India in various industrial

Display of emerging technologies

Handicrafts, textiles and niche products from various states

Display of products / technologies commercialized by Start-ups

Buyer Seller Meet

For participation at the event\*:

- 1) Please visit [www.vibrantgujarat.com](http://www.vibrantgujarat.com)
- 2) Register your interest to attend the summit and relevant events
- 3) Receive your unique QR Code and join us at the event

*\*Registration for the Summit is through online application only. All applications for participation will be screened prior to generating QR Code*



For further details, please contact:

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