

Expression of Interest (EOI) for the Designing of Coffee Table Book



26th December 2018

**KERALA INDUSTRIAL INFRASTRUCTURE DEVELOPMENT
CORPORATION**

(A Statutory Body of Government of Kerala)

**KINFRA Corporate Head Office, KINFRA House, TC 31/2312, Sasthamangalam P.O,
Thiruvananthapuram, Kerala, India - 695 010**

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1. ABOUT KINFRA

Kerala Industrial Infrastructure Development Corporation (KINFRA), a promotional agency for the state which aims at accelerating the industrial development of the State by providing infrastructure facilities to industries. KINFRA's thrust has been to facilitate the development of industrial infrastructure in the State, and as such it has successfully completed more than two decades of excellence in this field. KINFRA has successfully completed over the past 25 years, 24 theme based Industrial Parks in Kerala in areas such as garments, infotainment, marine/seafood, rubber, exports, food processing etc.

2. ABOUT THE PROJECT

In order to boost the marketing efforts done by the Kerala State to attract investments and to showcase Kerala as an ideal investment destination, Government of Kerala/KINFRA decided to prepare a Coffee Table Book. Accordingly KINFRA invites proposals from the empanelled advertising agencies those who are having vast experience and expertise in the fields of coffee table book designing, content development and printing of material.

3. EXPRESSION OF INTEREST (EOI)

KINFRA invites quotations from the empanelled advertising agencies for the design & content development of Coffee Table Book for showcasing Kerala as an ideal investment destination.

4. SCOPE OF WORK:

The scope of work includes:

1. Creating and editing coffee table book contents
2. Developing layout and designing coffee table book with specifications of size and volume.
 - a. Providing an appropriate title for the coffee table book.
 - b. Ensure that feedback from KINFRA is incorporated in the coffee table book.
 - c. Ensure that a soft copy is submitted to KINFRA.
3. The Coffee Table Book will cover -
 - a. The advantages of Kerala
 - b. Infrastructure development initiated by the state
 - c. Testimonials of the successful entrepreneurs

- d. The profile of all the promotional agencies under the industries department
4. Upon completion, the agency shall handover the softcopy of the content, Photographs and other documents to KINFRA

5. METHOD OF EXECUTION:

Agency will undertake all production related activities such as research, compiling of information, preparation of text, designing, photography, copywriting, proof reading and editing.

6. BID EVALUATION

The quotations (financial) will be evaluated and the lowest bidder will be selected for the 'Designing of Coffee Table Book'.

7. PAYMENT

- 20% of payment as advance on acceptance of terms & conditions of the work order.
- The balance 80% after the delivery of the item

8. DELIVERY SCHEDULE

- Submission of Quotation : 5th January, 2019
- Issue of work Order : 7th January, 2019
- Finalization of text and design : 18th January, 2019
- Final Draft : 22nd January, 2019
- Delivery of soft copy : 25th January, 2019

9. SUBMISSION OF EOI

The quotations for the '**Designing of Coffee Table Book**' should reach in the address given below on or before **5th January, 2018 before 5 p.m.** Submission of EOI through email will not be accepted.

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