



**WEST BENGAL STATE EXPORT PROMOTION SOCIETY**

Government of West Bengal  
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**e-Tender Notice No. WBSEPS/DMS/e-tender/4/15-16/C&PCA**

**Bid Document for engagement of a Creative & Process Control Agency**

Government of West Bengal has taken many initiatives in recent years to promote MSME sector in the state. Silpo Korun Bangla Gorun has been the call of the state government to the younger generation of the state to come forward and set up industry with assured support from MSME&T Department. The Department is running this campaign in collaboration with IIM Calcutta and some professional agencies like TIE, NIESBUD etc to change the mindset of Bengali youth towards industry as a dignified profession and to encourage them to take up industry. The Department has made endeavor to extend the reach of the campaign through events like SYNERGY, monthly Finance Clinics, Entrepreneurship Development Programmes, etc.

The Department has now planned to launch massive awareness drive for entrepreneurship campaign with active participation of potential entrepreneurs. In order to achieve this, the Department proposes to undertake a TV Reality Show on entrepreneurship development. This show will seek young entrepreneurs with bright ideas, who, with little help and recognition, may become successful entrepreneurs, creating wealth and employment opportunities for the state. The publicity campaign for this show will run over 5-6 months all over the state using print, electronic and social media to create a buzz on entrepreneurship in the state. This is a highly cost-effective strategy to reach out to a large target group. It is expected that the show will be able to reach an audience of 70-75 lakh and fulfill the objective of the campaign.

There will be screening/ selection stage through web from all the districts. Shortlisting will be done by a team of experts. This will be followed by telecasting 26 episodes covering the shortlisted candidates. 100 shortlisted budding entrepreneurs based on the strength and feasibility of their ideas will fight it out in front of an eminent panel of judges. The winners of the show will be appropriately rewarded with handholding, mentoring and incubation support, automatic screening for venture capital funding etc.

The Department shall partner with a leading Bengali news channel and schedule two episodes every weekend (Saturday and Sunday) at evening primetime with a repeat in the night slot and or afternoon slot next day. The show will be anchored by a celebrity actor with popular appeal while industrialists, eminent business people and opinion makers from society will form judges. The pre-

event (screening/shortlisting) is proposed for September-October 2015 while the telecast will take place from November 2015 to January 2016.

West Bengal State Export Promotion Society (WBSEPS) on behalf of the Department proposes to engage a Creative & Process Control Agency (company / firm) experienced in print, electronic and digital medium for design and production of the TV Reality Show, promotional activities like advertisements/ publicity/ organizing exhibition events etc and public relation management.

The Terms of Reference (TOR) for selection of the agency are as follows:

**A. SCOPE**

1. Prepare a comprehensive production plan for the TV Reality Show and prepare a budget for implementation of the plan acceptable to the Department.
2. Creative and process control services for production and telecast of the Silpo Korun Bangla Gorun TV Reality Show episodes, covering
  - a. Ideation and preparation of content/ material of the Silpo Korun Bangla Gorun TV Reality show episodes in consultation with the Department
  - b. Assist the Department for partnering with leading Business Channel for telecast, Selection of Anchor/ Host, Celebrity Judges, Sponsors for the show and obtaining all statutory/ legal approval etc
  - c. Assist in pre-event screening and shortlisting of projects/ participants and related pre-event services so as to identify 100 good entry for the Show
  - d. All Creative and Process Control activities and value addition propositions for production of the TV Reality Show episodes and telecast in the selected Television channel keeping in mind Silpo Korun Bangla Gorun objective
3. Prepare a strategic plan for pre-telecast promotion strategy and publicity and creation of the identity of Silpo Korun Bangla Gorun TV Reality Show within Kolkata, State and India, covering:
  - a. Ideation, design, preparation and production, supervision of content/ material for outdoor ads, posters, audio visual presentations, TV commercials, radio spots
  - b. Design inputs for B2B and B2C communications- emailers, announcements, invites, print, outdoor, electronic, digital, social and other medium of communications to maximize viewership and revenue stream

- c. Releasing press / outdoor ads/ TVC/ radio spots/ digital communications
  - d. Public relation management as may be required for production and publicity of the TV Reality Show
  - e. Any other creative work requirement that may be decided time to time
4. All cost towards producing, telecast, fees, bookings, execution, etc shall be borne by **WBSEPS/ Department**

**B. TIME SCHEDULE**

- 1. The agency shall be engaged for providing creative and process control services during pre-event activities, production and telecast of the TV Reality Show episodes (26 nos.)
  - i. Comprehensive production plan shall be submitted within **15 days** from commencement of services
  - ii. The pre-event activities (screening/shortlisting) is proposed for September-October 2015 while the telecast will take place from November 2015 to January 2016
  - iii. Strategic inputs for implementation of promotion strategy, publicity and creation of the identity of Silpo Korun Bangla Gorun TV Reality Show shall be submitted within **1 month** from commencement of services and are to be followed up **throughout** the tenure of the telecast of the episodes.
  - iv. Releasing press / outdoor ads/ TVC/ radio spots/ digital communications shall be undertaken as and when required throughout the tenure of the telecast of the episodes

**C. TERMS OF PAYMENT**

- 1. Submission of comprehensive plan for production - **10%**
- 2. Strategic plan for promotion, publicity, identity creation - **10%**
- 3. Pre-event screening and shortlisting of projects/ participants and implementation of promotion/ publicity plan - **40%**
- 4. Payment on production and telecast of 26 episodes - **40%**  
(*equally after each episode*)

**D. PROPOSAL SUBMISSION**

1. The applicants are required to submit–
  - i. Technical proposal(to be submitted online and off line as per bid submission time line)
  - ii. Financial proposal (to be submitted online only in pdf form)

**2. The Technical proposal shall contain:**

- i. Documentary evidence, company background, capability, financial statements, organization chart and list of key personnel etc in support of experience
- ii. Concept Plan for general approach / methodology/ strategy for production and telecast of the TV Reality Show including pre-event publicity and screening of projects/ participants

**3. The Applicants are required to submit Financial proposal (in pdf format online only) in accordance with the Scope**

- i. The quoted amount shall include all taxes, duties and cost for all statutory compliances.
- ii. All applicable taxes/duties to be mentioned separately as per statutory norms.
- iii. Cost towards production, telecast, fees, bookings, execution etc will be bear by client
- iv. The quoted amount shall include all expenditure towards traveling within Kolkata

**E. PROPOSAL EVALUATION**

The broad guidelines for evaluation of proposals are as follows:

- i. Technical proposals shall be evaluated by constituting an evaluation committee. The evaluation parameters and weightages are given below:

<i>Evaluation Parameters</i>	<i>Max. marks</i>
• Experience of the applicant agency (as per eligibility criteria)	50
• Concept Plan for general approach / methodology/ strategy for production and telecast including pre-event publicity and screening of projects/ participants	50
<b>Total</b>	<b>100</b>

- ii. Based on the technical evaluation, scores shall be awarded and proposals of applicants, which obtain equal or more than the threshold score of 70, shall only be considered as technically eligible

- iii. Financial proposals of technically eligible applicants shall only be considered for further evaluation only if the Technical Proposals found qualified (by the tender committee of or authorized nodal officer)
- iv. Selection shall be made under Combined Quality Cum Cost Based System (CQCCBS) with following allotted weightages:

<i>Description</i>	<i>Weightages</i>
• Technical proposal	70%
• Financial proposal	30%
<b>Total</b>	<b>100%</b>

- v. The proposal with the highest combined weighted score for quality and cost shall be considered for selection of the applicant agency after obtaining clarification and price negotiations if desired

#### **F. INFORMATION MEMORANDUM**

##### 1. General

WBSEPS includes its successors and permitted assigns as decided at any time by the Department of MSME&T, Government of West Bengal

##### 2. Eligibility criteria

- i. The applicant agency must have been engaged in designing Print and electronic media advertisement and Production of films, Public relation management/ Event management during last 5 years. The applicant agency must have the experience of production of films/ TV shows and have successfully undertaken promotional activities of similar nature
- ii. Should have INS accreditation, capable of releasing in TV channels and digital platform
- iii. Should have up to date trade license
- iv. Should have turnover more than Rs 10 crore in last financial year
- v. The applicant agency should have office in West Bengal/ Kolkata, along with in-house production team
- vi. The applicant agency shall not be making loss in any of the last 3 financial years

- vii. Any agency that has been barred by the Central Government, any State Government, a statutory authority or a public sector undertaking, as the case may be, from participating in any project, shall be considered ineligible

3. Validity of Proposals

The proposals shall remain valid till 6 months from the date of submission and quoted price shall be valid for a period of 12 months from commencement of work.

4. Cost of Proposal preparation

The applicants shall be responsible for all of the costs associated with the preparation of their proposals and their participation in the engagement process including subsequent negotiations/ visits to WBSEPS, Department of MSME&T, site locations, etc.

5. Right of Proposal Rejection

- (a) WBSEPS reserves the right to accept or reject any proposal and to annul the selection process and reject all proposals, at any time without notice and shall not have any liability or obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof
- (b) At any time, if a material misrepresentation is made or discovered, or the applicant does not provide, within the time specified, the supplemental information sought for purposes of evaluation can lead to the rejection of the proposal

6. (a) Proposal Submission and Opening Timeline

Sl.	Particulars	Date & time
01.	Date of up loading of NIT documents in website	12.06.2015
02.	Starting date for downloading	12.06.2015 at 1.00 p.m.
03.	Bid submission start date	12.06.2015 at 1.00 p.m.
04.	Last date of downloading	25.06.2015 at 3.00 p.m.
05.	Last date of submission of original documents	25.06.2015 at 4.00 p.m.
06.	Last date and time of submission of Technical and Financial proposals online	25.06.2015 at 3.00 p.m.
07.	Date of opening of Technical Bid online	26.06.2015 at 1.00 p.m.
08.	Date of opening of Financial Bid online	Will be informed later on

If due to any exigency, the due date for opening of the proposals is a closed holiday or for any other reason, the proposals shall be opened on the next working day at the same time or on any other day / time, as intimated by WBSEPS. The applicants may depute their

representatives, duly authorized in writing, to attend the opening of proposals on the due date and time.

**(b) Instruction for bidders.**

1. Bidders should have Digital Signature Certificate (D.S.C.). Bidders who have no DSC, they may apply for it for on line e-tendering in the prescribed form for centralized e-tendering at the website [http://nicca.nic.in] or they may contact with NIC office.

In the event of e-filing, intending bidder may download the tender documents, terms & conditions etc. from the website [http://etender.wb.nic.in] directly with the help of Digital Signature Certificate. Both "Technical Bid" and "Financial Bid" are to be submitted concurrently duly digital signed in the website <http://wbtenders.gov.in>.

The Technical Bid and Financial Bid should be submitted as per the Bid Submission Timeline.

The Financial offer of the prospective bidder will be considered only if the Technical Documents of the bidder found qualified by the tender committee of this office or authorized nodal officer. The list of Qualified bidders will be displayed both in the website and also in the Notice Board of this office of West Bengal State Export Promotion Society on scheduled date and time.

The bidders who have been delisted by any Government Department shall not be eligible in any way for submission of tender.

**Technical Proposal:**

The Technical proposal should contain scanned copies of the following;

**(a). Statutory Cover Containing the following documents:**

- a. NIT
- b. Concept Plan for general approach / methodology/ strategy for production and telecast of the TV Reality Show including pre-event publicity and screening of projects/ participants.
- c. Tender Form

**(b). Non-statutory Cover Containing the following documents:**

Sl. No.	Category Name	Sub-Category Description	Detail(s)
A.	Certificate(s)	Certificate(s)	P. Tax Registration and deposit receipt challan for the year 2014-15.; Pan Card, I. T. Return ; VAT Registration, if any ; Service Tax Registration, if any ;
B.	Company Detail(s)	Company Detail	Valid Trade License ; Registered Deed of partnership Firm/Article of Association & Memorandum ; The company background and capability statement, supported by company registration certificate;
C.	Credential	Credential -1 Credential -2	Credential documents as per eligibility criteria ;
D	Financial Info		Financial statements for last 3 years

7. Quality

The quality of the production and services delivered according to the Terms of Reference shall correspond to the conditions and standards or specifications enumerated therein

8. Inspection

Time to time inspection shall be carried out by representative / authorized agency of WBSEPS/ Department of MSME&T at applicant agency's office, locations of production/ integration, etc. for Quality Assurance of the production and services delivered according to the Terms of Reference

9. Remedial Measures

Should the production or services thereof not delivered within the specified time schedule or not in accordance with the requirements of the Terms of Reference, WBSEPS/ Department of MSME&T shall after granting 24 hours time to cure the breach, be at liberty to cancel the work, wholly or to the extent of such default

In the event WBSEPS/ Department of MSME&T takes help of any third party to rectify the breach on emergency basis, the cost incurred in such an event shall be recovered from any amount payable to the selected agency

10. Termination

WBSEPS shall be entitled to terminate agreement with the selected agency with prior notice of thirty (30) days, in case of breach of any conditions, provisions or stipulations of the Terms of Reference for selection or non-performance that is not cured within fifteen (15) days of issue of notice

11. Arbitration

All disputes or differences arising out of or in connection with engagement of the selected agency shall be settled by bilateral discussions. Any dispute, disagreement or question arising out of or relating to engagement or relating to performance, which cannot be settled amicably, may be resolved through arbitration under the Arbitration and Conciliation Act, 1996

Engagement of selected agency shall be governed and construed in accordance with the laws of India. Courts of Kolkata shall have exclusive jurisdiction in all the matters

12. Patents and other Industrial Property Rights

The quoted amount / rates shall be deemed to include all amounts payable for the use of patents, copyrights, registered charges, trademarks and payments for any other industrial



property rights. The selected agency shall indemnify WBSEPS against all claims from a third party at any time on account of the infringement of any or all the rights, whether such claims arise in respect of development or use

13. Confidentiality

- (a) Selected agency shall treat all information provided to it or obtained otherwise in connection with the production and telecast as confidential and not use the same partially or totally for any purpose without the prior written approval of WBSEPS
- (b) Deliverables of the selected agency shall be of exclusive ownership of WBSEPS/ Department of MSME&T and / or its designated agencies, as applicable

14. Force Majeure

Neither party shall bear responsibility for the complete or partial non-performance of any of its obligations (except for failure to pay any sum which has become due on account of receipt of goods or services under the provisions of the Terms of Reference), if the non-performance results from such Force Majeure circumstances as Flood, Fire, Earth Quake and other acts of God as well as War, Military operation, Blockade, Acts or Actions of State Authorities or any other circumstances beyond the parties control

15. Notices & Contact Information

All notices, communication and submission of proposals shall be addressed to:

Joint Secretary  
Department of MSME&T  
Government of West Bengal  
Hemanta Bhawan, 4<sup>th</sup> Floor  
12 BBD Bag (East)  
Kolkata 700001  
Tel: (033) 2214 1448  
Email: [mahuabanerjee301@gmail.com](mailto:mahuabanerjee301@gmail.com)

**Tender Form for engagement of a Creative & Process Control Agency**

To

The Director & Member Secretary,  
West Bengal State Export Promotion Society,  
2, Church Lane, (4<sup>th</sup> floor),  
Kolkata – 700 001.

Sub: Submission of tender for **engagement of a Creative & Process Control Agency**

Ref: **e-Tender Notice No. WBSEPS/DMS/e-tender/4/15-16/C&PCA**

Sir,

With reference to your tender, we are submitting herewith the rate along with the following documents:-

- (1) Name and address of the firm :
- (2) Telephone Number for contact :
- (3) Name & address of directors/partners/proprietors :
- (4) Name of Bankers with Account Number :
- (5) Nature of business :
- (6) Number of persons employed :
- (7) Copy of valid Trade Licence :
- (8) Copy of P. Tax Registration and deposit receipt challan for the year 2014-15. :
- (9) Copy of Pan Card, I. T. Return for the assessment year 2014-15:
- (10) Copy of VAT Registration, if any. :
- (11) Copy of Service Tax Registration, if any. :
- (12) Copy of Registered Deed of partnership Firm (for partnership firm)  
/Article of Association & Memorandum (for Private Limited Company):

- (13) Documents on Power of Attorney. :
- (14) Copy of Balance Sheet and Profit & Loss Account for last three years or payment documents. :
- (15) Copies of Credential documents as per eligibility criteria. :

Encl: As stated