

**Request for Proposals**  
**for**  
**Developing the Design Works**  
**for**  
**SYNERGY MSME 2018 - A MSME BUSINESS CONCLAVE**

**West Bengal State Export Promotion Society**  
**Under the**  
**Department of Micro, Small & Medium Enterprises and Textiles**  
**Government of West Bengal**

## Terms of Reference

### RFP for Developing the Design Works for Synergy MSME 2018 - A MSME Business Conclave

West Bengal State Export Promotion Society under the Department of Micro, Small & Medium Enterprises and Textiles, Government of West Bengal invites proposals from Design Consultants / Agencies for creation / development of the Design Works according to the requirement of design for Synergy MSME 2018 - A MSME Business Conclave, as give below. The purpose of the Business Conclave is to offer multi- dimensional, interactive and customized solutions to Micro, Small and Medium Enterprises Business needs.

#### **A. Design work for the following items for the Business Conclave are to be developed;**

1. Branding of the whole event as required / directed by the authority. The branding has to be aggressive, concentrated and extra persuasive.
2. Logo for the event.
3. Design of the Brochure ( 8 [Eight] pages and 4 [Four] pages)
4. Design of Hoardings, Banners, Posters of 20 ft. x 10ft., 6ft. x 3ft. and 3ft. x 2ft. respectively. Sizes of these items may change as befitting to the requirements for the event / space availability.
5. Office Stationery- Letter Heads, Visiting Cards and file covers / folders.
6. Invitation Cards.

#### **B. Submission of Proposal:**

- i. Proposals along with the rate for each item under A.1. to A.6. to be submitted in sealed cover bearing the Reference no. of the Request for Proposal.
- ii. The proposal to contain the draft design of each item as mentioned in A.1. to A.6.

#### **C. Eligibility Criteria:**

The prospective bidder shall have the experience of undertaking such work of Business Conclave or similar Programmes of Departments of Government of West Bengal, preferably in any of the Synergy -MSME Business Conclaves held earlier in the State of West Bengal, during the last five years.

#### **D. Last Date and Time and Place of Submission of the Proposal :**

- i. Last Date and Time: 06. 07.2018 up to 04.00 P.M.

- ii. Proposals in sealed cover to be submitted to the;  
Additional Director,  
West Bengal State Export Promotion Society,  
"Oswal Chambers" (4th Floor), Room No. 401  
2, Church Lane, Kolkata - 700 001.

**E. Selection:**

- i. Selection to be made on the basis of the Designs submitted for each item.
- ii. The RFP inviting Authority reserves the right to select the Proposal of any Design Consultant / Agency or reject all the proposals without assigning any reason thereof whatsoever.

**F. Earnest Money Deposit and Performance Security:**

- i. Earnest Money : Non Interest bearing Earnest Money Deposit of Rs.10,000/- (Rupees Ten Thousand ) only in the form of Demand Draft/ Pay Order drawn in favour of "West Bengal State Export Promotion Society" payable at Kolkata is required to be submitted along with the proposal.

Earnest Money of the unsuccessful bidders will be refunded in due course.

- ii. Performance Security : The total Performance Security is 5% (five percent) of the work value. Earnest Money of the successful bidder will be converted to non interest bearing Performance Security Deposit and rest of the Performance Security will be deducted from the bills of the successful bidder. The Performance Security shall not carry any interest. On successful completion of the work and tenure of engagement the total Performance Security without any interest will be refunded.

**G. Tenure of Engagement:** Up to one month of the end of the Event or as may be decided by the Authority inviting the RFP.

**H. Terms and Conditions for submission of Designs by the successful bidder for the event:**

Designs as required for the items are to be submitted to the authority for approval.

Approved designs are to be transferred in high resolution formats for display/ execution by the agency/agencies for the purpose to be engaged by the authority. Close liaison may be required to be maintained by the successful bidder with such agencies.

No extra cost whatsoever will be paid for the above.

The approved designs of all and any of the above six items and more as will be created will be the sole property of the Department of Micro, Small & Medium Enterprises and Textiles,

Government of West Bengal and the successful Design Consultant / Agency will have no right whatsoever on such approved designs.

**I. Payment Terms:**

Payment will be released for minimum bill value of Rs. 1.00( One Lakh) only on accepted design on raising the bill in the name of the Director & Member Secretary, West Bengal State Export Promotion Society.

GST will be paid extra as applicable.

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