

Bid Document for engagement of an Audit Agency

Background

India in general, and West Bengal in Particular, face a number of developmental challenges, and one key area where added impetus would result in positive societal outcomes, in terms of creating employment, economic growth, social progress, local self-sufficiency and arresting migration of jobs & workers, is the area of entrepreneurship development. West Bengal has had a relatively weak track record in creating entrepreneurs, and reversing the trend is a critical need. There have been a number of initiatives over the last few years to create a supportive entrepreneurship development ecosystem in West Bengal, with active participation of relevant government departments, industry bodies, management education institutions, etc. to address this issue.

The Government of West Bengal in the MSME&T 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 an Audit Agency (company / firm) experienced in Finance, Accounting, Audit and Taxation, etc to provide Audit and Taxation services to the Department for the TV Reality Show.

Role of Auditors for Contest & TV Reality Show for WB Entrepreneurs

The TV Reality Show to identify, recognize & reward the most promising early-stage entrepreneurs of West Bengal will essentially have 3 phases:-

- 1) Sourcing Phase
- 2) Selection Phase
- 3) Evaluation Phase

In the Sourcing Phase, the state-wide contest will be announced across multiple media platforms to ensure that all potential contestants who meet pre-set eligibility criteria have a fair chance of learning about the contest, putting together their entries, and applying through easy-to-access gateways well in time.

In the Selection Phase, fair, transparent, well-documented criteria would be rigorously used to ensure a fair process of selecting the best 100 entries from among all applications across the state, without intended bias or favour, or unintended errors of omission or commission.

In the Evaluation Phase, which will run concurrently with the production of the TV show (telecast will follow with a lag), from among the top 100 applicants, progressive elimination rounds will reduce the applicants to a final set, from which the top 3 to 5 winners would be chosen & announced.

There would be a need for reputed professional auditors to ensure that the above mentioned processes are run exactly as documented and planned. This is important to ensure that at no stage do any contestants have any valid ground of challenging the integrity, fairness and due diligence of the overall methodology and execution of each stage of receiving applications, elimination & short-listing, evaluation & selection, and final choice of winners.

A.Scope of Work (Terms of Reference) & Key Deliverables for the Auditors

Sourcing Stage

The objective of this stage is to ensure that as many potential early-stage entrepreneurs across West Bengal get to know (Awareness) about the contest & TV reality show, feel excited about participating in it (Interest), & are encouraged and supported in entering the contest as easily as possible (Action). The success of this phase can be measured by the quantity & quality of the entries.

The Task of the Auditor at this stage is to check & monitor that:-

1. The contest (and its rules & selection criteria) have been given reasonably wide publicity across multiple media and across all districts of WB and through key touch points relevant for early-stage entrepreneurs and documented plans for these have been adequately executed.
2. Contestants have received adequate time and opportunity to participate in the contest, and it has been possible for contestants to access all the channels announced to enter the contest.
3. All entries that have come in have been registered and acknowledged, and all relevant details captured and categorized (correct / complete / valid vs. incorrect / incomplete / invalid) and record of all entries have been correctly sorted and maintained.
4. Capture & document the entire process in this stage in a Process Manual.

5. Evaluate the adequacy of audit trail to be maintained by the Project Management Team at this stage.

Selection Stage

The Task of the Auditor at this stage is to check & monitor that:-

1. There is a fair, transparent, logical, effective and implementable process with appropriate rules & criteria for selection & short-listing of all correct entries across all districts of WB to the Top 100 entries, and it is documented
2. Check, monitor & ensure that the Selection process has been followed with due diligence, and records maintained of the same.
3. Appropriate and foolproof criteria for selection have been suggested and implemented, including identifying possible risks in the Selection process and minimizing them.
4. Adequately competent and capable manpower and systems have been used to manage the selection process, and the same documented.
5. Define formats for participant data capture from various communication platforms & relevant sub-contractors (SMS partner, IVR partner, Call center, Website, Email, etc)
6. Test & validate the infrastructure provided / prepared by various partners like software, IVR, SMS, call centre, etc.
7. Validate the efficacy of operation controls, checks and measures and safeguards planned & implemented by Project Management Team to minimize any scope of error.
8. The final short-listed top 100 participants have been properly informed and adequate time & opportunity given to them to participate in the final stage (Evaluation on TV Reality Show).
9. Capture & document the entire process in this stage in a Process Manual.
10. Evaluate adequacy of audit trail to be maintained by the Project Management Team at this stage.

Evaluation Stage

The Task of the Auditor at this stage is to check & monitor that:-

1. The rules, scoring system & judgment criteria of all rounds of the Evaluation stage on the TV Reality Show are fair, transparent, documented and adhered to.
2. Each contestant has been provided equal time, opportunity and other inputs in the evaluation process to keep the contest fair and unbiased.
3. The criteria for choosing judges and the actual choice of judges in each round are fair and transparent.
4. None of the judges have any direct personal or professional interest in the participants that they are judging, and no undue favour was given, promised or received before or during the judging.
5. No undue influence is brought upon the judges during the evaluation process.

6. The final results declared at each stage are a true and accurate reflection of the aggregate rating or opinion of all the judges with equal weightage.
7. Appropriate and foolproof criteria for selection have been suggested and implemented, including identifying possible risks in the Selection process and minimizing them.
8. Capture & document the entire process in this stage in a Process Manual.
9. Especially, Ensure documentation and adherence of defined process for choosing the top 3 / 5 participants during the final stage of Evaluation.
10. Evaluate the adequacy of audit trail to be maintained by the Project Management Team at this stage.

In addition to above, the task of the Auditor shall also be:

1. Undertake timely compliance of the Statutory Audit procedure as per the regulatory and accounting practice applicable in India.
2. Preparation, reporting and filing of all statutory returns as per regulatory and legal requirements including taxation, audit report and accounts and other regulation (if required).
3. Reporting to Department of Micro, Small & Medium Enterprises and Textiles, Government of West Bengal as per requirements.

B. TIME SCHEDULE

The agency shall be engaged for providing audit services for the TV Reality Show during pre-event activities, production and telecast of the episodes (26 nos.). The pre-event activities (screening/shortlisting) are proposed for September-October 2015 while the telecast will take place from November 2015 to January 2016.

- i. Comprehensive plan for maintenance of accounts shall be submitted within **15 days** from commencement of services.
- ii. Audit services shall be provided till completion of all statutory requirements/compliances.

C. TERMS OF PAYMENT

- | | | |
|---|---|------------|
| 1. Advance | - | 10% |
| 2. Submission of plan for maintenance of accounts | - | 20% |
| 3. Completion of all statutory compliance (reports, filing, etc)- | | 70% |

D. PROPOSAL SUBMISSION

1. The applicants are required to submit—
 - i. Technical proposal

- ii. Financial proposal

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 maintenance of accounts and audit control for the TV Reality Show.

3. The Applicants are required to submit Financial proposal 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. All cost towards statutory fees shall be borne by WBSEPS/ Department.
- iv. The quoted amount shall include all expenditure towards traveling within Kolkata.

E. PROPOSAL EVALUATION

The broad guidelines for reevaluation of bids are as follows:

- i. Technical bids will be opened first and will be evaluated on:
 - a. Eligibility criteria and technical submissions
 - b. Concept Plan.
- ii. Financial bid of bidders whose Technical bids are found eligible and accepted will be opened.
- iii. The lowest acceptable bid will be considered further for selection of the bidder after complete clarification and price negotiations if desired.
- iv. If there is a discrepancy between words and figures, the amount in words will prevail.

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 experience in Finance, Accounting, Audit and Taxation, etc.

- ii. Should have accreditation of statutory authority related to statutory requirements of India.
- iii. Should have turnover more than Rs 10 crore in last financial year.
- iv. The applicant agency should have office in West Bengal/ Kolkata.
- v. 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. Proposal Submission and Opening Timeline

1	Last date for submission of proposal	15/07/2015 upto 3 pm
2	Opening of Technical proposals	16/07/2015 at 3 pm
3	Opening of Financial proposals of eligible bidders	To be intimated

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.

7. Quality

The quality of the 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 services delivered according to the Terms of Reference.

9. Remedial Measures

Should the 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 agencies 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 services as confidential and not use the same partially or totally for any purpose without the prior written approval of the Department.
- (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 communication shall be addressed to:

Joint Secretary

Department of MSME&T

Government of West Bengal

Hemanta Bhawan, 4th Floor

12 BBD Bag (East)

Kolkata 700001

Tel: (033) 2214 1448

Email: mahuabanerjee301@gmail.com

FORMAT OF FINANCIAL BID

Total Quote for providing services as Audit Agency as per the terms of reference:

Amount in INR

Total Quote	
Taxes and duties	
Total Quote including taxes and duties	

Total Quoted including taxes and duties in words: Rupees

Note:

The quoted amount shall include all expenditure including that of traveling within Kolkata. For all outstation travel, WBSEPS shall reimburse 3AC train fare/ airfare only in case of emergency situation and per diem allowance @ Rs 5,000/- for metro cities or Rs 3,000/- for non-metro cities.

Declaration:

We agree to all terms and conditions of the Bid Document/ Request for Proposal.

(Signature of the Bidder)