

Request For Proposal (RfP)
for
Engagement of an agency for development and management of a web portal,
platform for Invest in Bengal

BACKGROUND

MSME&T Department, Government of West Bengal envisions the State to be an opportunity for everyone, regardless of location and position, striving towards an eco-system that attracts people and investment to the State. In this vision the Department seek to partner with the business community, investors and intellectual capital to invest in a range of areas that will help the State manage future growth and change in the years ahead.

The Department proposes to develop a web portal with an objective to create a platform for 'Invest in Bengal'. The digital platform shall be connecting the Fund seeker willing to set up enterprises, Investors who wish to invest in the State economy and prospective Entrepreneurs expecting mentoring and facilitation for ease of doing business in the State. As such, all prospective entrepreneurs seeking funds shall be able to post their business plan / requirement, while Investors across the globe shall be able to invest in their business in the platform. The portal shall also act as virtual facilitation center for an entrepreneur offering one stop shop with demystifying information and simplifying the process of statutory compliances for establishing and operating business in the State. Additionally, the portal shall also acts as a networking platform of a pool of expert professionals providing mentoring, hand holding and technical, marketing & management support, etc. to the enterprises.

With this objective, West Bengal State Export Promotion Society (WBSEPS) on behalf of MSME&T Department, Government of West Bengal proposes to engage an agency (company / firm) experienced in IT/ Software Development for development and management of a web portal platform for Invest in Bengal.

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

A. BROAD SCOPE OF WORK

Development of 4 modules given below:

- (i) Funding and Investing platform
- (ii) MSME Equity Fund digital gateway for equity funding
- (iii) Mentorship & Professional support networking
- (iv) Virtual Facilitation Center for demystifying info & statutory compliance applications

Process flow and expected features of the web portal are described in Annexure.

The agency shall be responsible to make the web portal functional and go-live with the above 4 modules, conforming to the envisaged features and including:

- a. Web hosting
- b. Testing and Security Audit
- c. Documentation/ User Manual preparation
- d. First-year Maintenance

B. TIME SCHEDULE

Invest in Bengal web portal shall be operational and go-live within 30 days from date of acceptance of Letter of Intent.

C. TERMS OF PAYMENT

i. Payment shall be made on the following milestone basis:

1. Mobilization Advance (against bank guarantee, if required)	-	10%
2. Submission of System Analysis / Design Basis Report	-	20%
3. Successful testing, audit, operating, functioning and go-live	-	60%
4. Submission of User Manual	-	10%

ii. 10% of the every invoice raised shall be withheld as Retention Money and shall be released at the end of the free maintenance period of 1 (one) year on successful functioning of the web portal. Alternatively, Performance Security by way of Bank Guarantee (from any nationalized Bank) for a sum equivalent to 10% of the total amount quoted and valid for a period of 1 (one) year can be furnished.

D. ELIGIBILITY CRITERIA

1. The eligibility and evaluation criteria are given below:

- i. The applicant agency must have been engaged in IT/ Software Development related works during last 5 years.
 - ii. The applicant agency must have the experience of development and maintenance of web portal / digital platform / e-commerce site / online application facilities and have successfully completed at least one assignment of similar nature during the last 5 years.
 - iii. The applicant agency should have office in West Bengal/ Kolkata, along with in-house software development team.
2. The applicant agency shall not be making loss in any of the last 3 financial years.
3. 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.

E. PROPOSAL SUBMISSION

1. The applicants are required to submit a SEALED ENVELOP containing two separate envelopes comprising of–
 - i. Technical proposal
 - ii. Financial proposal

2. The Technical proposal shall contain:
 - i. Documentary evidence, company background/ capability statement, testimonials / work order / completion certificate, financial statements, etc in support of the eligibility criteria.
 - ii. Description of the general look and feel / methodology along with a work plan demonstrating the functionality and process flow of the proposed web portal.
 - iii. Organization chart and list of key personnel with their, qualifications, experience, role etc. to be deployed during development, training and maintenance.
3. The Applicants are required to submit Financial proposal in accordance with the Scope of Work.
 - i. All applicable taxes or duties have to be mentioned separately as per statutory norms.
 - ii. The cost of web hosting, if any shall be bear by client.
 - iii. The quoted amount shall include all expenditure including that of traveling within Kolkata.
 - iv. Optional quote - AMC of the software from the second year shall be quoted for future reference.
 - v. If there is any discrepancy between words and figures, the amount in words shall prevail.

F. 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 on basis of the submissions in support of the eligibility criteria	50
• Desc. of the general look & feel, methodology & work plan demonstrating the functionality and process flow of the proposed web portal	25
• Suitability of the key personnel	25
Total	100

- ii. Based on the technical evaluation, scores shall be awarded and proposals of applicants, which obtain equal or more than the threshold score of 75, shall only be considered as technically eligible.
- iii. Financial proposals of technically eligible applicants shall only be considered for further evaluation.

- 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%
Total	100%

- 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.

G. 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. Validity of Proposals

The proposals shall remain valid till 3 months from the date of submission.

3. 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.

4. 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.

5. Proposal Submission and Opening Timeline

- (a) Proposal submission and opening timeline are given below:

1	Last date for submission of proposal	2:00 PM on the 7 th day from the date of notice inviting proposal
2	Opening of Technical & Financial proposals	4:00 PM on the last day of submission of proposal

- (b) 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.

6. Quality

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

7. 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 integration, etc. for Quality Assurance of the software and services delivered according to the Terms of Reference.

8. Remedial Measures

Should the software 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.

9. 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.

10. 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

11. 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.

12. Confidentiality

- (a) Selected agency shall treat all information provided to it or obtained otherwise in connection with the software development and integration 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.

13. 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.

14. Notices & Contact Information

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

Shri S C Panja
Addl. Director
West Bengal State Export Promotion Society (WBSEPS)
2 No. Church Lane (4th floor), Room No. 401, Kolkata – 700 001
Tel: 033-2243 0380/9187, E mail: wbseps@gmail.com

Annexure

Process flow and expected features of the platform for Invest in Bengal

1. Process Flow

- Prospective entrepreneurs seeking funds post their business proposals / fund requirements.
- Eminent empanelled Experts/ Consultants / Rating agencies undertake due diligence, validation and rating, covering, reference check of entrepreneurs, appraisal of proposals and rating of the projects based on risk assessment.
- Potential investors search available investment opportunities based on their interest by Industry, Location, Stage of Funding, Volume of Funding, Appraisal, Rating, etc.
- Connecting Investors and Entrepreneurs by matching Investor's interest with project proposals.

2. Registration

- Enterprises seeking to set up business in MSME sector in Bengal.
- Investors seeking to invest in Bengal.
- Professional Firms (Project Management Consultants and Rating Agencies) seeking to provide services for project appraisals and ratings.

3. Empanelment

- Listing empanelled Consultants / Rating agencies based on pre-selected criteria.
- Listing professional fees for empanelled Consultants / Rating Agencies for various services.

4. Appraisal and Accreditation of proposals

- Online Appraisal and Rating
- Upload of reports of the project proposals
- Tracking module with graphics display updating status of investment

5. Connecting Entrepreneurs & Investors

- Funding proposals goes live for 90 days to raise target funds from one or several investors.
- In case of equity funding requirement from MSME Equity Fund, proposals also get forwarded to the Fund Manager for recommendation to the investment committee.
- For additional debt funding requirements, proposals also get forwarded to commercial Banks/FIs.

6. Mentorship & Professional support networking

- Empanelling pool of consultants for mentoring and handholding for technical, marketing, financial, legal, audit and management support, namely, Project Management Consultants, Auditors/ CAs, Marketing & Business Management, etc.
- Listing empanelment category, fee for various services, validity of empanelment and fee structure, etc.
- Assigning empanelled consultants with successful proposals based on services offered and support seek respectively.

7. Managing & Updating the portal

- Maintaining and updating the portal for first year after go-live.
- Interacting with entrepreneurs, investors and consultants for registration in the portal.
- Promoting the portal over digital and social media.

8. Virtual Facilitation Center for demystifying info & statutory compliance applications

This module and Single Application Gateway are already developed and functional and therefore shall be linked to [www. myEnterprisewb.in](http://www.myEnterprisewb.in).

9. Expected Features

- The platform shall have provision to offer all facilities of a state-of-the-art B2B web portal, covering:
 - Easily navigable and user friendly
 - SMS alert, Emailer
 - Article submission/ upload, File size reduction for uploading large attachments
 - Search Engine Optimize Activities
 - Logical intelligence for Query based search, key word search, on page/ off page optimization
 - High quality links and directory submission
 - Webmaster Tools & Analytics set up, Management Information System (MIS)
 - Tracking status
 - Achieving, provision for availing cloud services
 - Social Media Optimization
 - Blog / Forum Posting, Press Release Newsletter, Online Reputation Management
 - AdWords Campaigns
 - Feedback capturing application
 - FAQ
 - Payment Gateway
 - Validated and secure offers and acceptance of funding
 - Reference websites similar to the features expected for Invest in Bengal portal are: Fundable.com, Kickstarter.com, Seedinvest.com