



WEST BENGAL STATE EXPORT PROMOTION SOCIETY

Government of West Bengal

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e-TENDER NOTICE no. WBSEPS/08/DMS/BBMC-1/C&CA/2014-15

Bid Document for engagement of a Creative & Communication Agency for Biswa Bangla Marketing Corporation

Government of West Bengal has planned to promote “Brand Bengal” while setting up Biswa Bangla (BB) outlets for showcasing host of traditional products of the State, while creating a market for traditional artisans.

Biswa Bangla showrooms are presently operational at Kolkata Airport, Dakshinapan and within Biswa Bangla haat in Rajarhaat and will have footprint in major cities in India and overseas in future.

Biswa Bangla Marketing Corporation (BBMC) has been incorporated for managing the present Biswa Bangla showrooms and haat and future expansion.

West Bengal State Export Promotion Society (WBSEPS) on behalf of BBMC proposes to engage a Creative & Communication Agency (company / firm) experienced in print, electronic and digital medium for ad, communication, design and production of promotional materials, public relation management, organizing exhibition and event, etc. for publicity of BBMC activities.

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

A. Scope

1. Prepare a comprehensive plan for creation of brand identity and communication strategy for Biswa Bangla Marketing Corporation, BB haat and showrooms and prepare a budget for implementation of the plan acceptable to BBMC management.
2. Implementation of accepted plan for positioning the Biswa Bangla brand and ideation and creation of the identity within Kolkata, State and India, covering:
 - i. Preparation of content/ material for outdoor ads, posters, audio visual presentations, TV commercials, radio spots.
 - ii. Design inputs for B2B and B2C communications- e mailers, announcements, invites, print, outdoor, electronic, digital, social and other medium of communications.
 - iii. Design inputs for brochures, pamphlets, product tags, posters, inshop branding and other collaterals for Biswa Bangla Marketing Company, BB haat and showrooms.
 - iv. Any other creative work requirement that may be decided time to time.

3. Releasing press / outdoor ads/ TVC/ radio spots/ digital communications.
4. Improving / upgradation of website, banners and other promotional materials for social medium/ digital campaign.
5. **All cost towards implementation of plan i.e. printing, producing, fees, bookings, execution, etc shall be borne by WBSEPS.**

B. Time Schedule

1. The agency shall be engaged for a period of one year, adhering the following milestone:
 - i. Comprehensive plan for creation of brand identity and communication strategy shall be submitted within **1 month** from commencement of services.
 - ii. Strategic inputs for implementation of accepted plan shall be submitted within **2 months** from commencement of services and are to be followed up **throughout** the tenure of the services.
 - iii. Releasing press / outdoor ads/ TVC/ radio spots/ digital communications shall be undertaken as and when required **throughout** the tenure of the services.
 - iv. Redesigning / upgradation of website, banners and other promotional materials shall be completed within **3 months** from commencement of services and shall be improved **throughout** the tenure of the services.
2. Engagement shall be renewed annually on satisfactory performance and on mutual terms and conditions.

C. Terms of Payment

1. Submission of comprehensive plan for brand identity - **20%**
2. Strategic input report for implementation of accepted plan - **10%**
3. Redesigning/ upgradation of website, banners, etc - **10%**
4. Payment for ongoing services shall be made on equal monthly basis or commensurate with progress - **60%**

D. Bid Submission

- (i) Selection shall be made through two-bid process based on technical and financial evaluation. The bidders are required to submit
 - a. Technical bid (to be submitted online and off line as per bid submission time line)
 - b. Financial bid (to be submitted online only in pdf form)

- (ii) The Technical bid shall contain:
- a. The company background and capability statement, supported by company registration certificate and financial statements for last 3 years
 - b. Organization chart and list of staff specialized in print, digital and electronic media.
 - c. Documentary evidence to support the eligibility criteria.
 - d. Concept plan for brand identity and communication strategy.**

- (iii) Bidders are required to submit the Financial bid in pdf format online only.

The quoted amount shall include all taxes, duties and cost for all statutory compliances. However, all applicable taxes or duties has to be mentioned separately as per statutory norms

E. Bid Evaluation & Selection

The broad guidelines for evaluation 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 Brand Identity and Communication 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

1.0 General

WBSEPS includes its successors and permitted assigns as decided by the Government of West Bengal at any time.

2.0 Eligibility Criteria

The eligibility criteria for qualification of an agency to submit bid is given below:

- i. Should have turnover more than Rs 10 crore in last financial year.

- ii. Should have full fledged operation in Kolkata.
- iii. Should have experience of handling assignment in following areas:
 - a. Print and other media ad
 - b. Designing and production
 - c. Public relation management
 - d. Exhibition and events
- iv. Should have INS accreditation, capable of releasing in TV channels and digital platform.
- v. Should have up to date trade license.

3.0 Validity of Bids

The bids 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.

4.0 Performance Security

The selected agency shall be required to furnish a Performance Security by way of Bank Guarantee (from any nationalized Bank) within 3 days of issuance of Letter of Intent (LOI) for a sum equivalent to 10% of the total amount quoted and negotiated amount and shall be valid for a period of 1 (one) year.

5.0 Right of Bid Rejection

- (a) WBSEPS reserves the right to accept or reject any bid and to annul the selection process and reject all bids, 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 bidder does not provide, within the time specified, the supplemental information sought for purposes of evaluation can lead to the rejection of the bid.

6.0 Bid Submission Timeline:

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

Sl. No.	Particulars	Date & time
01.	Date of up loading of NIT documents in website	04.02.2015 at 05.00 P.M.
02.	Starting date for down loading / sell start date (on line)	05.02.2015 at 09.00 A.M.
03.	Bid submission start date	05.02.2015 at 09.00 A.M.
04.	Last date of down loading / sell	18.02.2015 at 02.00 P.M.
05.	Last date of submission of original documents	18.02.2015 upto 02.00 P.M.
06.	Last date and time of submission of Technical Bid and Financial Bid on line	18.02.2015 at 02.00 P.M.
07.	Date of opening of Technical Bid on line	19.02.2015 at 02.00 P.M.
08.	Date of opening of Financial Bid on line	Will be informed later on (after technical evaluation).

- (b) If due to any exigency, the due date for opening of the bids is declared a closed holiday or any other reason, the bids will be opened on the next working day at the same time or on any other day / time, as intimated by WBSEPS. The bidders may depute their representatives, duly authorized in writing, to attend the opening of bids on the due date and time.

(c) 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 brand identity and communication strategy.
- 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 2013-14.; 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

Financial Bid containing the following:

The financial proposal should contain in one cover (folder) along with bill of quantity / rate of each unit on line through computer in the space marked in the format for quoting the rate (in pdf form).

7.0 Quality

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

8.0 Inspection

Time to time inspection shall be carried out by representative / authorized agency of WBSEPS for Quality Assurance of the services delivered according to the Terms of Reference

9.0 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

10.0 Arbitration

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

Agreement with 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

11.0 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 WBSEPS
- (b) Deliverables of the selected agency shall be of exclusive ownership of WBSEPS and / or its designated agencies, as applicable.

12.0 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 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

13.0 Notices & Contact Information:

All notices, communication and submission of bids 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

Mobile : +91 9830370084

Email : wbseps@gmail.com

**Tender Form for engagement of a Creative & Communication Agency for
Biswa Bangla Marketing Corporation**

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

Sub: Submission of tender for engagement of a Creative & Communication Agency for
Biswa Bangla Marketing Corporation

Ref: e-TENDER NOTICE no. WBSEPS/08/DMS/BBMC-1/C&CA/2014-15

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 2013-14. :
- (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

Date:.....

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Signature & seal of the bidder