

**REQUEST FOR QUOTE  
(RFQ)**

**SELECTION  
OF  
SENIOR CONSULTANT  
FOR  
OPERATIONALISING  
BISWA BANGLA  
BRAND OUTLETS**

**WEST BENGAL STATE EXPORT PROMOTION SOCIETY**  
2 No. Church Lane (4th floor), Room No. 401,  
Kolkata – 700 001.

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## 1. SUMMARY AND BACKGROUND

Biswa Bangla has been approved by the state government as the brand for all handicrafts, handloom and other MSSE products of West Bengal. A proposal has been approved by the State Cabinet to set up a Biswa Bangla Corporation to nurture, promote and implement the Brand Bengal / Biswa Bangla Brand. This Corporation is supposed to be set up with private partnership. As per the cabinet decision a committee is supposed to finalize the sharing pattern in equity and other essential issues with regard to the constitution of the Corporation. This may take some time. Meanwhile West Bengal State Export Promotion Society (WBSEPS) has been notified as the owner of Biswa Bangla Brand till the finalization and setting up of BB Corporation and entrusted to take up the necessary actions to start the process for implementation of the programme. Biswa Bangla outlets may be an ideal space for proper showcasing and marketing for handicrafts and handloom products.

## 2. PROJECT PURPOSE AND DESCRIPTION

The purpose of this Request for Proposal (RFP) is to solicit proposals from various individuals to advise and assist WBSEPS in implementing the setting up of 5 BB Outlets as a Greenfield or by converting existing Showrooms / Outlets of other state govt. corporations / agencies in different parts of West Bengal and India.

Blending the streams of art and business, the Biswa Bangla Outlets are expected to offer a comprehensive platform for exhibition and sale while creating a good market for the traditional artisans under the banner of Department of MSSE & T. The more exciting part will be that art-loving tourists and consumers will be able to see and experience the display of craftsmanship.

Biswa Bangla Outlets are expected to evolve as major craft hub selling souvenir and merchandising and attracting domestic and International businesses / visitors / buyers. Biswa Bangla will later also be developed to have e-commerce facilities and will be linked to grass-root producers.

Biswa Bangla will have both backward and forward integration in place and will be the one stop showroom / destinations for handicraft, handlooms and silk items, traditional Bengali sweets etc.. BB Outlets will also have provision of booking orders, delivering at door, if customer wants.

West Bengal State Export Promotion Society has been mandated to set up the first BB outlet in the Kolkata Airport (a green field project) within January, 2014. Subsequently other outlets at following locations would be set up converting the existing one to set up BB outlets. -

- a. Tantuja and Manjusha outlets at Dakshinapan, Kolkata
- b. Manjusha outlet at New Delhi,
- c. PBRSSM outlet at Esplanade in Kolkata and
- d. Bangashree outlet in Chennai

### 3. CANDIDATE QUALIFICATIONS AND ELIGIBILITY CRITERIA

A. The candidate should have a minimum of 5 years experience / exposure in following :

- i. an MBA / PG Diploma / Engineering Graduate from a reputed institute.
- ii. experience / involvement in development, implementing and nurturing in ideation, creation and promotion of handicraft / handloom and crafts related outlets / institutes and bringing crafts to market
- iii. exposure / involvement in creating organizations from scratch.
- iv. providing consultancy / being involved in developing a comprehensive business plan / retail business plan and marketing linkages
- v. Experience / involvement in retail management and marketing and sales or supply chain management or any other similar activities

B. Candidate should provide the following items as “**Technical Details / Technical Bid**” in their proposal for consideration :

- a. Educational Qualifications and other academic details
- b. Details of Work Experience and positions / assignments and Descriptions of their experience in development, implementing and nurturing in ideation, creation and promotion of handicraft / handloom and crafts related outlets / institutes and bringing crafts to market
- c. Details of exposure / involvement in creating organizations from scratch, if any
- d. Examples of creation / being involved and promotion of handicraft / handloom and crafts related outlets
- e. Details of providing consultancy / being involved in developing a comprehensive business plan / retail business plan and marketing linkages
- f. Experience / involvement in retail management and marketing and sales or supply chain management
- g. A brief Action Plan on conceptualization, designing, planning and establishment of such retail outlets
- h. Timeframe for completion of the outlets / making functional the outlets

### 4. SERVICES AND DELIVERABLES :

- i. A Concept Note on the Business Strategy Plan on developing the BB Outlets Model in PP mode
- ii. Provide all technical support to WBSEPS for Implementation and establishment, successful running of the BB Outlets after approval of the Business Plan by the govt.
- iii. Coordinate with Design Consultant and to assist WBSEPS in development and finalisation of designing concepts for the outlets and implementation through a interior designer for setting up an exclusive thematic retail shop and the merchandise for display and development of products cataloguing, promotional activities, introduction of new product, advertising etc
- iv. Preparation of budget for the Outlets

- v. Development of a **Plan for retail management, sales and supply chain management**, monitoring and supervision of BB Outlets by WBSEPS
- vi. Assist WBSEPS to identify and engage a HR agency to provide HR ( sales personnel and supervisors). assessing the quantum of such staff and sensitizing and orienting HR for better customer service skills
- vii. Develop a **Store Operations & Management Plan** and assist WBSEPS to implement the same
- viii. Develop a “ **Management Information and Reporting System / Plan**”
- ix. Any other advise. consultation & strategy to develop. design. plan and execute to achieve the basic objective of creation, establishment and running the BB Outlets as a successful and profitable model

Chief Consultant has to deliver all the above in a time bound manner.

## 5. PROJECT TIMELINES :

The following timeline has to be strictly followed by the selected Chief Consultant / Consultant.

S. No.	Milestone / Deliverable	Dates
1	Issuance of Work Order	C
2	Concept Note on the Business Strategy Plan	C + 10 days
3	Submission of Final Plan for retail management, sales and supply chain management	C + 15 days
4	Store Operations & Management Plan	C + 20 days
5	Management Information and Reporting System / Plan	C + 40 days
6	Operationalisation of first BB Outlet	C + 45 days

## 6. SCHEDULE OF PAYMENTS :

The payments are linked to project milestones /deliverables as under:

S. No.	Milestone / Deliverable	% of total Consultancy fee quoted
1	Mobilisation Advance	20%
2.	Completion of Milestone at S. No. 1,2 & 3	30%
3.	Operationalisation of BB Outlet No. 1	20%
4.	Operationalisation of BB Outlet No. 2	15%
5.	Operationalisation of BB Outlet No. 3	5%
6	Operationalisation of BB Outlet No. 4	5%
7	Operationalisation of BB Outlet No. 5	5%

**7. PROPOSAL GUIDELINES :**

- i. Selection will be made through two bid process –
  - a) Technical / Eligibility Evaluation
  - b) Financial Evaluation
- ii. The individuals are required to submit a **SEALED ENVELOP containing Two SEALED** envelopes. These two sealed envelopes should contain -
  - a. **Technical Details / Technical Bid** { as described in para 3 A }
  - b. **Financial Quotes / Bids:**

The **Financial Bid** should Quote -

**Total charges / Rates inclusive of all the expenses and charges for all the services.** Only taxes, as applicable, shall be paid extra.

However WBSEPS shall bear all the travel expenses incurred for the tours outside West Bengal to a destination in requirement of the work as felt necessary by WBSEPS. Entitled class would be economy class airfare / 2<sup>nd</sup> AC Train fare and Rs. 10,000/- per diem for hotel, local travel, boarding, lodging and other expenses, if it requires night halt. If it does not require a night halt Rs. 5,000/- per diem is the entitlement.

For journeys to other towns in West Bengal to a destination in requirement of the work as felt necessary by WBSEPS, AC car/ 2<sup>nd</sup> AC train fare would be provided by WBSEPS. If it requires a night halt in other town Rs. 5,000/- per diem for hotel, local travel, boarding, lodging and other expenses otherwise Rs.2,500/- per diem would be allowed.

For local journey in connection with the work, arrangement would be made by WBSEPS for the days of actual work related with the assignment.

In financial bid candidate have to agree to all the terms and conditions, payment schedules and deliverables as mentioned in our RFP. **Conditional bids shall not be accepted.**

- iii. **Last Date of Submission of Bid : 3:00 PM on 29<sup>th</sup> November 2013**

Bids received after the scheduled last date and time shall not be considered. WBSEPS shall not be responsible for any delay due to post / courier services.

- iv. The Bids should be submitted in a sealed envelope containing two separate envelopes as mentioned in point (ii) above addressed to Director & Member Secretary, West Bengal State Export Promotion Society superscripted – **“Selection of Senior Consultant for setting up of Biswa Bangla Outlets”.**

- v. Bids would be opened at 4:00 PM and bidder or authorised representative may remain present at the time of opening of bids.
- vi. Nodal officer – Shri S C Panja, Addl. Director  
WBSEPS  
Mobile – 9830370084  
E mail - wbseps@gmail.com and mdwbsidc@gmail.com
- vii. Address for Communication :  
Director & Member Secretary  
West Bengal State Export Promotion Society  
2 No. Church Lane (4th floor), Room No. 401,  
Kolkata – 700 001
- viii. Timelines and adherence to schedules are important aspects of the assignment.