



GOVERNMENT OF WEST BENGAL
Information & Cultural Affairs Department
Nabanna
325, Sarat Chatterjee Road
Howrah-711102

Memo. No: 2165– ICA(N)

Dated: 28/07/2017

e-Tender Notice for implementing all publicity work including development of brand identity for promotional campaign through outdoor publicity in South 24 Parganas Districts in connection with FIFA under 17 World Cup- 2017

On behalf of the Department of Information & Cultural Affairs, Govt. of West Bengal the undersigned invites e-tender from financially sound and resourceful Event Management Agencies for implementing all publicity work including development of brand identity for promotional campaign through outdoor publicity in South 24 Parganas District in connection with FIFA under 17 World Cup- 2017. The agencies must submit the proposal through e-tender portal at wbtenders.gov.in within 5 pm on or before **14/08/2017**. The suitable agency will be selected after Technical Evaluation by considering its experience, credentials, sample creative, presentations (soft and printed specimens) as well as Financial Evaluation (financial quote). Bids will be opened (off-line) on **17/08/2017** at 1 p.m. in the Conference Room, Room No. 901, 9th Floor, Nabanna, 325, Sarat Chatterjee Road, Howrah-711102.

SD/-
Director of Information
Information & Cultural Affairs Deptt.
Govt. of West Bengal

Tender Schedule:

Sl. No.	Events	Date & Time
1	Date of Issuing Tender Notice vide no. 2165-ICA(N)	29/07/2017
2	Date of Publication of Tender Notice in Daily Newspapers	30/07/2017
3	Date of uploading of N.I.T. & other Documents (online) (Publishing Date)	31/07/2017
4	Documents download/sell start date (Online)	31/07/2017– 5.00pm
5	Documents download/sell end date (Online)	14/08/2017– 5.00 pm
6	Bid submission start date (On line)	31/07/2017– 5.00pm
7	Bid Submission closing (On line)	14/08/2017– 5.00 pm
8	Last Date of submission of original copies different documents (Off line) along with the proposal	14/08/2017–5.00 pm
10	Date of opening of Technical Bid (online)	17/08/2017– 12.30 pm
10	Date of opening of Technical Bids (Off line)	17/08/2017– 1.00pm
11	Date of uploading list for Technically Qualified Bidder(online)	To be informed latter
12	Date of opening of financial bid (online)	To be informed latter

Invitation for Bids

SECTION – I

1. Section I - Invitation to Bidders/Important dates:

The invitation to bid is for “Engagement of Event Management Agency for for implementing all publicity work including development of brand identity for promotional campaign of through outdoor publicity in South 24 Parganas District in connection with FIFA under 17 World Cup- 2017” **as mentioned below**, being organized by the SKA, Information & Cultural Affairs Department, Nabanna, 325 Sarat Chatterjee Road, Howrah-711102. Submission of bids shall be deemed to have been done after careful study and examination of the tender document with full understanding of its implications. This section provides general information about the Issuer, important dates and addresses for all communication.

List of the venues and tentative dates are given below:

Sl. No.	Tentative Dates	Venues	Districts
1	Aug-November 2017	West Bengal	

1.0 The major components of the work are:

1.1 Issuer:

Director of Information, Information & Cultural Affairs Deptt., Govt. of West Bengal.

1.2 Contact Person:

Director of Information, Information & Cultural Affairs Deptt., Govt. of West Bengal

1.3 Key Events & Dates:

As mentioned in the tender schedule

1.4 Procurement of Document:

The bid documents are available for download from wbtenders.gov.in from 31/07/2017 at 5.00 pm to 14/08/2017 at 5.00 pm.

1.5 Venue and Deadline for submission of Proposal:

Earnest Money of Rs. 40,000/-/- (Rupees Forty thousand) only through RTGS or NEFT. Offers not accompanied by the Earnest Money will be rejected. Earnest Money of the unsuccessful bidders will be refunded within 30 days of signing of contract. The Earnest Money of the successful bidder will be retained and adjusted against the Security Deposit. Bidder must submit the document of EMD along with proposal offline to the office of Director of Culture, I&CA Department, Nabanna, Room No 902, 9th Floor, 325 Sarat Chatterjee Road, Howrah 711102 on or before 14/08/2017 at 5.00 pm, which must cover indicative illustration of the event.

**Director of Information
Information & Cultural Affairs Deptt.
Govt. of West Bengal**

1.7 The major responsibilities of the bidder shall include:

Bids are invited for “**Engagement of Event Management Agency for** implementing all publicity work including development of brand identity for promotional campaign through outdoor publicity in South 24 Pargana District in connection with FIFA under 17 World Cup- 2017”. **A bidder has to bid for entire work covered under the scope of work given herein the document. The rates should be quoted showing break up of various items associated with the designing and implementation of the events so as to analysis the bid in a transparent way. In order to integrate all the events associated with the work on related to FIFA under 17 world Cup- 2017, intention** of the authority of I&CA Department would be to have a complete proposal from the bidders. The authority is, however, not bound to procure all services as suggested and/or specified by the

bidder for the events. The said authority reserves the right to procure the entire or part services and value of the contract will be determined accordingly.

- 1.8. The major responsibilities as specified above are indicative only and not exhaustive in any manner.
- 1.9. **The additional responsibilities of the bidder may include:**
Bidder may be entrusted to work as on behalf of the I&CA Department subject to following conditions: (i) Implementing of all different works may have to be completed at very short notice
- 1.10. Bidders falling under the purview of the order no 189(10)-F(Law)/1N-121/17 dated 30/05/2017 of the Finance (Audit) Department, Law Cell should abide by this instructions.
- 1.11. Bidder must submit the Creative Proposal offline to the office of Director of Information, 325 Sarat Chatterjee Road, nabanna, room no. 902, on or before **14/08/2017** at **5.00pm**, which must cover indicative illustrations for brand identity, media plan, campaign design and sample creative.
- 1.12. It is duty of the bidder to co-ordinate and communicate with other Departments under the Govt. of W.B. for building up the concept of publicity campaign for promoting West Bengal (as a host). Development messages of different Department are also be important component of creatives/ advt. matter. Approved Development messages should be collected by the bidder from different Department as & when required.

Eligibility Criteria

SECTION - II

2. Section II – Eligibility Criteria:

The bidder must possess the requisite financial strength and the capabilities in providing the services necessary to meet the requirements, as described in the tender documents. The bidder must also possess the technical know-how that would be required for successful implementation of the entire event within stipulated time as required by the authority. The bids must be complete in all respects and should cover the entire scope of work as stipulated in the Tender document. The invitation to bid is open to all bidders who qualify under the eligibility criteria as given below:

SL.	Clause	Documents Required
1	The bidder should be a registered firm. The company/agency must be registered with appropriate regulatory authorities for all applicable statutory duties/taxes.	<i>Valid documentary proof of:</i> ✓ Trade License ✓ Proof of Office Address <i>Valid documentary proof of:</i> ✓ GSTIN number. ✓ Service Tax registration number. ✓ Income Tax registration/PAN number ✓ Certificate of updated Income tax Return
2	The bid can be submitted only by an established house/agency that has successful experience of delivering/implementing a similar event.	<ul style="list-style-type: none">• Self certification by authorized signatory with relevant documents in its support.• Work Orders/ Completion Certificate confirming previous experiences
3	The bidder should furnish, as part of its bid, an Earnest Money deposit of Rs 40,000/-/- (Rupees Forty Thousand only).	In the form RTGS or NEFT
4	The bidder shall commit that the key personnel to be employed for the project who have been sufficiently experienced in the similar types of work and that once assigned to the project will not be moved out of it, except for reasons beyond the control of the bidder.	Self certification must be produced.
6	The Bidder shall not be under a Declaration of Ineligibility for corrupt or fraudulent practices or blacklisted with any of the Government Agency.	Declaration in this regard by the authorized signatory of the bidder.

The vendor must fulfill the above eligibility criteria/ pre-qualification conditions. Technical bid of vendors fulfilling the pre-qualification conditions will only be evaluated by the duly constituted evaluation committee. Bid of vendors not fulfilling the pre-qualification conditions given above will be summarily rejected. Undertaking for subsequent submission of any of the above documents will not be entertained under any circumstances. The authority reserves the right to verify/confirm all original documentary evidence submitted by vendors in support of above mentioned clauses of eligibility criteria.

Scope of Work

SECTION – III

Scope of Work :

Scope of Work for for implementing all publicity work including development of brand identity for promotional campaign through outdoor publicity in South 24 Pargana District in connection with FIFA under 17 World Cup- 2017

SI No	Description	Qty	Unit	Rate per unit	Total cost
1.00	Implementation and development of brand identity for Outdoor Publicity including hoarding, 3D Pillars, etc. for approx 30 days period.				
1.01	Printing and installation of hoarding with wooden frame Size 16 ft x 8 ft	250	Nos		
1.02	Implementation of 3D Pillars Size 4 ft x 4 ft x10(h) with 3ft base	50	Nos		
1.03	Implementation of Cross road gate Size 4 ft x 4 ft x 16(h)	4	Nos		
1.04	Erection of Wooden standee Size 4 ft x 8 ft	100	Nos		
1.05	Flex backdrop for programme venue Size 20 ft x 10 ft	1	Nos		
1.06	Implementation of Pole pillar Size 3 ft x 8 ft	150	Nos		
1.07	Erection of Multi color flag on rope Size 12"x18"	2000	Nos		
1.08	Erection of Cut outs Size 8 ft x 4 ft	50	Nos		
2	Publicity materials (If any)				
2.01	Venue branding (If any) Promotional programme will be held at District level Stadium / Field etc. Venue branding proposal is optional and subject to approval of the I & CA Department.	1	Gross		
2.02	Placard of Mascot / Branding / Messages etc (If any) Size 2 ft x 1.5 ft Flex with wooden structure with hand griping stick	200	Nos		
2.03	Publicity items for school students like Printed Balloons 2000 Numbers. (If any)	1	Gross		
2.04	Publicity items for school students like Book name stickers with Logo (Design will be provided by I & CA Department) (If any) Size 3 inch x 2 inch, 200000 numbers	1	Gross		
2.05	Publicity items for school students like Badges with Logo (Design will be provided by I & CA Department) (If any) Size 1.50 inch diameter, 10000 numbers	1	Gross		
2.06	Publicity items for school students and others like	1	Gross		

	Caps (Cloth material) with Logo (Design will be provided by I & CA Department) (If any) 1000 numbers				
3.00	Service Charges				
3.01	Event Management charges	1.000	Gross		
4.00	Govt. Taxes				
4.01	Govt. taxes including all	1.000	Gross		

Important note 1:

It is duty of the bidder to communicate with other Departments under the Govt. of W.B. for building up the concept of publicity materials and campaign matter *for promoting West Bengal (as a host)*. Development messages of different Department are also be important component of creatives/Advt. matter. Approved Development messages should be collected by the bidder from different Department as & when required.

Important note 2 :

Details of the Venue will be informed in due time.

Instructions to Bidders

SECTION - IV

4. Section IV - Instruction to Bidders:

4.1 Cost of Bidding:

The bidder shall bear all costs associated with the preparation and submission of its bid, and the authority will in no case be responsible or liable for these costs, regardless of the conduct or the outcome of the bidding process.

4.2 The Bidding Documents:

4.2.1 The equipments, product and services required, bidding procedures and contract terms are prescribed in the bidding documents.

4.2.2 The bidder is expected to examine all instructions, forms, terms and specifications in the bidding documents. Failure to furnish all information required and/or False/Incorrect information and/or submission of bid not substantially responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of its bid.

4.2.3 Bidders are advised to submit bids based strictly on the terms & conditions and specifications contained in the Tender Document and not to stipulate any deviations.

4.2.4 Each bidder shall submit only one bid. A bidder who submits more than one bid will be rejected. Alternative bids will not be accepted.

4.2.5 The authority shall not be responsible for any postal delay about non-receipt /non-delivery of the documents.

4.3 Procedure for Submission of Bids:

General guidance for e-Tendering:

a) *Digital Signature certificate (DSC):*

Each agency is required to obtain a Class-II or Class-III Digital Signature Certificate (DSC) for submission of tenders from the approved service provider of the National Informatics Centre (NIC) on payment of requisite amount. Details are available at the Web Site stated in Clause A.1. above. DSC is given as a USB e-Token. The contractor can search & download N.I.T. & Tender Document(s) electronically from computer once he logs on to the website mentioned in Clause A.1. using the Digital Signature Certificate. This is the only mode of collection of Tender Documents.

b) Submission of Tenders:

Tenders are to be submitted through online to the website wbtenders.gov.in in two folders at a time for each work, one in Technical Proposal & the other is Financial Proposal before the prescribed date & time using the Digital Signature Certificate (DSC). The documents are to be uploaded virus scanned copy duly Digitally Signed. The documents will get encrypted (transformed into non readable formats).

(I) Technical Proposal:

The Technical proposal should contain scanned copies of the following in two covers (folders).

Statutory Cover containing the following documents: FEE DETAILS

- document of EMD to be uploaded
- *Non-statutory Cover Containing the following documents:*

The bidder must upload the following documents

(a)	Trade License
(b)	Proof of office address
(c)	Valid 15 digit GSTIN no./ Registration Certificate
(d)	PAN Card
(e)	Testimonial from at least two clients
(f)	P Tax Registration Certificate
(g)	Filled up Format 1 – Declaration of Acceptance of Terms and Conditions
(h)	Latest Income Tax clearance Certificate

(II) Financial Proposal:

- The Financial proposal should be submitted online.
- The financial proposal should contain the following documents in one cover (folder) i.e. Bill of Quantities (BOQ). The agency is to quote the rate (Presenting Above / Below / At per) online through computer in the space marked for quoting rate in the BOQ

(iii) Technical Proposal (off line)

Bidder must submit the copies of document of EMD and other document paper along with creative proposal offline to the office of Director of Information, I&CA Department, Nabanna, Room No 907, 9th Floor, 325 Sarat Chatterjee Road, Howrah 711102 on or before 14/08/2017 within 5 pm, which must cover indicative illustration of the event.

**Director of Information
Information & Cultural Affairs Deptt..
Govt. of West Bengal**

The Technical Proposals (off line) should contain the following documents in one cover containing document of EMD and Creative Bid (Audio/Visual Projection CD/ Pen Drive) regarding designing the programme and method of implementing the programme. Presentation of the CD/ Pen drive will be held on during the opening of the Technical bid. Details of the Creative Bid given in the Annexure-III

4.4 Earnest money deposit (EMD)

- All bids must be accompanied by an earnest money in the tune of **Rs.40,000/- (Rupees Forty Thousand)** only through RTGS or NEFT No interest shall be paid on the Earnest Money under any circumstances.
- The Earnest Money to the bidder(s), who fail(s) to qualify for the technical bid, will be returned by the authority to the authorized representative of the bidder against a proper receipt or will be sent by registered post at the mailing address of the bidder as specified in the bid within four weeks of opening of the pre-qualification bid.
- The Earnest Money to the bidder(s), who fail(s) to qualify for the commercial bid, will be returned by the authority to the authorized representative of the bidder against a proper receipt or will be sent by the registered post at the mailing address of the bidder as specified in the bid within 30 days after completion of technical bid evaluation.
- The bid security would be refunded to the successful bidder on receipt of Performance Security in time.

The EMD may be forfeited:

- a. If a Bidder withdraws or modifies or amends its tender or impairs or derogates from its bid during the bid validity period specified by the authority in the Bid; or
- b. In the case of a successful Bidder, if the Bidder fails;
- c. To sign the Contract in accordance or
- d. To furnish Bank Guarantee for contract performance.

4.5 Place of opening of technical bid:

Conference Room of the I& CA department, Room No. 901, 9th Floor, Nabanna, 325, Sarat Chatterjee Road, Howrah-711102.

4.6. Documents comprising the bids:

The bid prepared by the Bidder shall comprise of the following components:

4.7. Firm Prices:

- ❖ Prices quoted in the bid must be firm and final and shall not be subject to any upward modifications, on any account whatsoever. However, the authority reserves the right to negotiate the prices quoted in the bid to effect downward modification. The Bid Prices shall be indicated in Indian Rupees (INR) only.
- ❖ The Commercial bid should clearly indicate the price to be charged without any qualifications whatsoever and should include all taxes, duties, fees, levies, works contract tax and other charges as may be applicable in relation to the activities proposed to be carried out.
- ❖ The firm should quote the tax liability on the date of submission of financial bid for arriving at the lowest one.
- ❖ Prices in any form or by any reason before opening the Commercial Bid should not be revealed, failing which the offer shall be liable to be rejected. If price change is envisaged due to any clarification, revised Bid in a separate sealed cover shall be submitted with prior written permission of the authority.

4.8. Fraud and Corruption:

The authority requires that bidders, suppliers, and contractors observe the highest standard of ethics during the procurement and execution of such contracts. In pursuit of this policy, following are defined:

“Corrupt practice” means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the procurement process or in contract execution;

“Fraudulent practice” means a misrepresentation or omission of facts in order to influence a procurement process or the execution of a contract;

“Collusive practice” means a scheme or arrangement between two or more bidders, with or without the knowledge of the authority, designed to establish bid prices at artificial, noncompetitive levels; and

“Coercive practice” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the procurement process or affect the execution of a contract.

4.9 The authority will reject a proposal for award if it determines that the Bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the Contract in question.

4.10 Bidder Qualification

- The "Bidder" as used in the tender documents shall mean the one who has signed the Tender Form. The Bidder may be either the Principal Officer or his duly Authorized Representative, in either cases he/she shall submit a certificate of authority. All certificates and documents (including any clarifications sought and any subsequent correspondences) received hereby, shall, as far as possible, be furnished and signed by authorized representative or the principal as the case may be.
- It is further clarified that the individual signing the tender or other documents in connection with the tender must certify whether he/she signs as the Constituted attorney of the firm, or a company.
- The authorization shall be indicated by written power-of-attorney accompanying the bid.
- The power or authorization and any other document consisting of adequate proof of the ability of the signatory to bind the Bidder shall be annexed to the bid.
- Any change in the Principal Officer shall be intimated to authority in advance.

4.12. Local / Site Conditions

- ✓ It will be incumbent upon each Bidder to fully acquaint himself with the local conditions and other relevant factors at the proposed site which would have any effect on the performance of the contract and / or the cost.
- ✓ The Bidder is expected to make a site visit on its own cost to the proposed site to obtain for himself on his own responsibility all information that may be necessary for preparing the bid and entering into contract.
- ✓ Failure to obtain the information necessary for preparing the bid and/or failure to perform activities that may be necessary for the providing services before entering into contract will in no way relieve the successful Bidder from performing any work in accordance with the Tender documents.
- ✓ It will be imperative for each Bidder to fully inform themselves of all legal conditions and factors which may have any effect on the execution of the contract as described in the bidding documents. The authority shall not entertain any request for clarification from the Bidder regarding such conditions.
- ✓ It is the responsibility of the Bidder that such factors have properly been investigated and considered while submitting the bid proposals and that no claim whatsoever including those for financial adjustment to the contract awarded under the bidding documents will be entertained by the authority and that neither any change in the time schedule of the contract nor any financial adjustments arising thereof shall be permitted by the authority on account of failure of the Bidder to appraise themselves of local laws and site conditions.
- ✓

4.13. Consortium

Consortium is not allowed.

4.14. Last Date for Receipt of Bids

4.14.1. Bids will be received by the authority as mentioned in Para 4.3. Bidder must submit their proposal using Digital Signature online as per the schedule mentioned in tender schedule. Bidder must submit their proposal offline within **5 pm on or before 14/08/2017.**

4.14.2. The authority may, at its discretion, extend the last date for the receipt of bids by amending the Tender Document, in which case all rights and obligations of the authority and Bidders previously subject to the last date will thereafter be subject to the last date as extended.

4.15. Late Bids

Any bid received by the authority after the prescribed date and time for receipt of bids prescribed by the authority will be rejected

4.16. Modification and Withdrawal of Bids

- The Bidder may modify or withdraw its bid after the bid's submission, provided that written notice of the modification or withdrawal is received by the authority **prior to the last date prescribed for receipt of bids.**
- No bid may be altered / modified subsequent to the closing time and date for receipt of bids. Unsolicited correspondences from Bidders will not be considered.
- No bid may be withdrawn in the interval between the last date for receipt of bids and the expiry of the bid validity period specified by the Bidder in the Bid. Withdrawal of a bid during this interval may result in the Bidder's forfeiture of its EMD.

4.17. Address for Correspondence

The Bidder shall designate the official mailing address, place and fax number to which all correspondence shall be sent by the authority

4.18. Contacting the I& CA Department

No Bidder shall contact the I& CA Department on any matter relating to its bid, from the time of the bid opening to the time the Contract is awarded. . Any effort by a Bidder to influence the I&CA authority's bid evaluation, bid comparison or contract award decisions may result in the rejection of the Bidder's bid.

4.19. Opening of Technical Bids by the I&CA Department

- ✓ I&CA Department will open the Technical Bid, in the presence of the representatives of the Bidders who choose to attend, at the time, date and place, as mentioned in Invitation for Bids / Important Dates.
- ✓ An evaluation committee will be formed for evaluation of the bids. Decision of the committee would be final and binding upon all the Bidders.
- ✓ The Bidder's names, modifications, bid withdrawals and the presence or absence of the requisite EMD and such other details considered appropriate will be announced at the Bid opening.
- ✓ Conditional tenders shall not be accepted.

4.20. Evaluation of Bids

- ✓ The selected Bidders must possess the strength and capabilities in providing the services necessary to meet the I&CA Department's requirements, as described in the Tender Documents. The Bidder must possess the technical know-how that would be required to successfully provide all the services sought by the I&CA Department for the period of the contract.
- ✓ The evaluation process of the tender proposed to be adopted by the I&CA Department is indicated under this clause. The purpose of this clause is only to provide the Bidders an idea of the evaluation process that the I&CA Department may adopt. However, the I&CA Department reserves the right to modify the evaluation process at any time during the Tender process, without assigning any reason, whatsoever, and without any requirement of intimating the Bidder of any such change.

4.22 Preliminary Examination

- The I&CA Department will examine the bids to determine whether they are complete, whether the bid format conforms to the Tender requirements, whether any computational errors have

been made, whether required EMD & Tender Fee has been furnished, whether the documents have been properly signed.

- A bid determined as not substantially responsive will be rejected by the I&CA Department and may not subsequently be made responsive by the Bidder by correction of the nonconformity.

4.23 Clarification

When deemed necessary, during the tendering process, the I&CA Department may seek clarifications or ask the Bidder to make Technical presentations on any aspect from any or all the Bidder.

4.24 Evaluation of Eligibility Criteria

- ✓ An evaluation committee will be formed for evaluation of the bids. Decision of the committee would be final and binding upon all the Bidders.
- ✓ In this part, the technical bid will be reviewed for determining the Compliance of the response to the Eligibility Criteria as mentioned in the Tender.
- ✓ The bidder must also possess the technical knowhow and the financial wherewithal that would be required to successfully provide the support services sought by I&CA Department for the entire period of the contract. The bids must be complete in all respects and should cover the entire scope of work as stipulated in the tender document.
- ✓ Before opening and evaluation of their technical proposals, bidders are expected to meet eligibility criteria as mentioned in **Section II-Eligibility Criteria**.
- ✓ Bidders failing to meet these criteria or not submitting requisite supporting documents/documentary evidence for supporting eligibility criteria are liable to be rejected summarily and will not qualify for technical evaluation.

4.25. Evaluation of Technical Bids

In this part, the technical bid will first be reviewed for determining the Compliance of the Technical bids with the Tender terms and conditions.

General Conditions of Contract

SECTION – V

Section V - General Conditions of Contract:

5.1 Definitions

In this Contract, the following terms shall be interpreted as indicated:

- a) **“The Contract Price”** means the price payable to the Vendor under the Contract for the full and proper performance of its contractual obligations;
- b) **“The Services”** means those services ancillary to the implementation of the events, such as transportation and insurance, and any other incidental services, such as installation, commissioning, maintenance, provision of technical assistance, facilities management and other obligations of the Supplier covered under the Contract;
- c) **“The I&CA Department”** means the organization purchasing the service includes an officer who is authorized on behalf of the Director of Information, I&CA Department, Nabanna, 325, Sarat Chatterjee Road, Howrah-711102.
- d) **“The Vendor”** means the firm(s) providing the and services under this Contract;

5.2. Contract Performance Security

- ✓ The earnest money deposited at the time of tender may be converted towards performance security amount or alternatively the bidder, taking the EMD back, may deposit a fresh performance security of equivalent amount.
- ✓ Performance security shall be payable as compensation to the I&CA Department for any loss resulting from the Supplier's failure to complete its obligations under the Contract.
- ✓ If Performance security not received within stipulated time period, the contract shall be cancelled and EMD will be forfeited.
- ✓ Vendor has to submit the order acceptance promptly within 24 hours or earlier from the date of issue of work order.

5.3. Reporting Progress

- The services, to be provided by the Bidder under the Contract and the manner and speed of execution and maintenance of the work are to be conducted in a manner to the satisfaction of I&CA Department representative in accordance with the Contract.
- The Bidder shall reply to the written notice giving details of the measures he proposes to take to expedite the progress so as to complete the works by the prescribed time. The Bidder shall not be entitled to any additional payment for taking such steps. If at any time it should appear to the I&CA Department or I&CA Department representative that the actual progress of work does not conform to the approved program the Bidder shall produce at the request of the I&CA Department representative a revised program showing the modification to the approved program necessary to ensure completion of the works within the time for completion or steps initiated to ensure compliance/improvement to the stipulated requirements.
- In case during the site preparation, the progress falls behind schedule or does not meet the desired requirements, Bidder shall deploy extra manpower, resources, infrastructure to make up the progress or to meet the requirements. Program for deployment of extra man power/ resources/ infrastructure will be submitted to the I&CA Department for its review and approval, which approval shall not be unreasonably withheld. All time and cost effect in this respect shall be borne, by the Bidder unless otherwise expressly provided in the Contract.

5.4. Knowledge of Site Conditions

- The Implementation Agency's undertaking of this Contract shall be deemed to mean that the Bidder possesses the knowledge of all necessary requirements as stipulated in the Tender Document including.
- The Bidder shall be deemed to have understood the requirements and have satisfied himself with the data contained in the Bidding Documents, the quantities and nature of the works and materials necessary for the completion of the works, etc., and in-general to have obtained himself all necessary information of all risks, contingencies and circumstances affecting his

obligations and responsibilities there with under the Contract and his ability to perform it. However, if during the process of site preparation and installation of the equipment at the venues, as required by I&CA Department , Bidder detects any obstructions affecting the work, the Bidder shall take all measures to overcome them.

- Bidder shall be deemed to have satisfied himself as to the correctness and sufficiency of the Contract Price for the works. The consideration provided in the Contract for the
- Bidder undertaking the works shall cover all the Implementation Agency's obligation and all matters and things necessary for proper execution and maintenance of the works in accordance with the Contract and for complying with any instructions which the I&CA Department
- Representative may issue in accordance therewith and of any proper and reasonable measures which the Bidder takes in the absence of specific instructions from the I&CA Department Representative.

5.5. Implementation Agency's Team

- The team proposed by the Bidder as a part of the technical proposal should be deployed at respective venues.
- The Bidder shall be responsible for the deployment, transportation, accommodation and other requirements of all its employees required for the execution of the work and for all costs/charges in connection thereof.
- The Bidder shall provide and deploy, on the Site for carrying out the work, only those manpower resources who are skilled and experienced in their respective trades and who are competent to execute or manage/supervise the work in a proper and timely manner.
- The I & C A DEPARTMENT Representative may at any time object to and require the Bidder to remove forthwith from the site a supervisor or any other authorized representative or employee of the Bidder or any person(s) deployed by Bidder or his sub-Implementation Agency, if, in the opinion of the DIRECTOR OF INFORMATION, I & C A DEPARTMENT or her Representative the person in question has miss conducted himself or his deployment is otherwise considered undesirable by the DIRECTOR OF INFORMATION, I & C A DEPARTMENT or her Representative. The Bidder shall forthwith remove and shall not again deploy the person in question of the work site without the written consent of the I & C A DEPARTMENT Representative.
- The I & C A DEPARTMENT's Representative may at any time request the Bidder to remove from the work/Site the Implementation Agency's supervisor or any other authorized representative including any employee of the Bidder or his sub-Bidder or any person(s) deployed by Bidder or his sub-Bidder for professional incompetence or negligence or for being deployed for work for which he is not suited.

5.6. Information Security

- ✓ The Bidder shall not carry and/or transmit any material, information, layouts, diagrams, storage media or any other goods/material in physical or electronic form, which are proprietary to or owned by the I & C A DEPARTMENT, to any outside agency without prior written permission from the I & C A DEPARTMENT.
- ✓ The Bidder shall adhere to the Information Security policy developed by the government.

5.7. Indemnity

The Bidder shall be responsible for compensate any loss, damages, expense, claims or liabilities of any kind howsoever suffered, arising or incurred inter alia during and after the Contract period out of:

- Any negligence or wrongful act or omission by the Bidder in connection with or incidental to this Contract; or
- Any breach of any of the terms of the Bidder's Bid as agreed, the Tender and this Contract by the Bidder,
- The indemnity shall be to the extent of 100% in favour of the I & C A DEPARTMENT.
-

5.8. Change Order

- The change order will be initiated only in case:
 - a. The DIRECTOR OF INFORMATION, I & C A DEPARTMENT directs in writing the Bidder to include any addition to the scope of work covered under this Contract or delete any part of the scope of the work under the Contract,
 - b. Bidder requests to delete any part of the work which will not adversely affect the operational capabilities of the facilities and if the deletions proposed are agreed to by the DIRECTOR OF INFORMATION, I & C A DEPARTMENT and for which cost and time benefits shall be passed on to the I & C A DEPARTMENT ,
 - c. I & C A DEPARTMENT directs in writing the Bidder to incorporate changes or additions to the Design Criteria requirements already covered in the Contract.
- Any change order comprising an alteration which involves change in the cost of the works (which sort of alteration is hereinafter called a "Variation") shall be the Subject of an amendment to the Contract by way of an increase or decrease in the Contract Price and adjustment of the implementation schedule if any.
- If there is a difference of opinion between the Bidder and the DIRECTOR OF INFORMATION, I & C A DEPARTMENT or her Representative whether a particular work or part of the work constitutes a change order or not, the matter shall be handled in accordance with the procedures set above.
- Within ten (10) working days of receiving the comments from the DIRECTOR OF INFORMATION, I & C A DEPARTMENT for the drawings, specification, purchase requisitions and other documents submitted by the Bidder for approval, the Bidder shall respond in writing, which item(s) of the Comments is/are potential changes(s) in the "Scope of work" at Section-III of the tender document covered in the Contract and shall advise a date by which change order (if applicable) will be submitted to the DIRECTOR OF INFORMATION, I & C A DEPARTMENT.

5.9 Procedures for Change Order

- ✓ If it is mutually agreed that such Requirement constitutes a "Change Order" then a joint memorandum will be prepared and signed by the Bidder and the DIRECTOR OF INFORMATION, I & C A DEPARTMENT to confirm a "Change Order" and basic ideas of necessary agreed arrangement.
- ✓ Upon completion of the study referred to above, the results of this study along with all relevant details including the estimated time and cost effect thereof with supporting documents would be submitted to the DIRECTOR OF INFORMATION, I & C A DEPARTMENT to enable the I & C A DEPARTMENT to give a final decision whether Bidder should proceed with the change order or not in the best interest of the works. The estimated cost and time impact indicated by Bidder shall be considered as a ceiling limit and shall be provisionally considered for taking a decision to implement change order.
- ✓ In case Bidder fails to submit all necessary substantiation/calculations and back up documents, the decision of the DIRECTOR OF INFORMATION, I & C A DEPARTMENT regarding time and cost impact shall be final and binding on the Implementation Agency.
- ✓ In case, mutual agreement whether new requirement constitutes the change order or not, is not reached, then Bidder in the interest of the works, shall take up the implementation of the work, if advised in writing to do so by the DIRECTOR OF INFORMATION, I & C A DEPARTMENT or her Representative pending settlement between the two parties to the effect whether such requirement constitutes a change order or not as per the terms and conditions of Contract documents. The time and cost effects in such a case shall be mutually verified and recorded.
- ✓ The Bidder shall submit necessary back up documents for the change order showing the break-up of the various constituting the change order for the I & C A DEPARTMENT review.

5.10 Conditions for extra work/change order

- ✓ The provisions of the Contract shall apply to extra work performed as if the Extra work/Change order has been included in the original Scope of work. However, the Contract

price shall increase / decrease and the Time Schedule shall be adjusted on account of the Extra work / Change orders as may be mutually agreed. The Implementation Agency's obligations with respect to such work remain in accordance with the Contract.

- ✓ The rates provided by the Bidder as part of its commercial quote will be considered as benchmark rates for placing change orders, if any.

5.11 Suspension of Work

The Bidder shall, if ordered in writing by the DIRECTOR OF INFORMATION, I & C A DEPARTMENT Or her Representative, temporarily suspend the works or any part thereof for such a period and such a time as ordered. The Bidder shall not be entitled to claim compensation for any loss or damage sustained by him by reason of temporary suspension of the Works as aforesaid. An extension of time for completion, corresponding with the delay caused by any such suspension of the works as aforesaid shall be granted to the Implementation Agency, if request for same is made and that the suspension was not consequent to any default or failure on the part of the Implementation Agency.

5.12 Payment Schedule and procedure:

- Payments will be released as per agreed terms and conditions mutually settled with the successful bidder.
- Invoice should be raised in favour of the Director of Information, I & C A Department, 325, S.C Chatterjee Road, Howrah-711102.
- Invoice should be accompanied by work done certificate duly issued by the Director of Information, I & C A DEPARTMENT or her Representative

5.13. Termination

I & C A DEPARTMENT may, terminate this Contract in whole or in part by giving the Bidder prior and written notice indicating its intention to terminate the Contract under the following circumstances:

- ❖ Where the Director of Information, I & C A DEPARTMENT is of the opinion that there has been such Event of Default on the part of the Bidder which would make it proper and necessary to terminate this Contract and may include failure on the part of the Bidder to respect any of its commitments with regard to any part of its obligations under its Bid, the Tender or under this Contract.
- ❖ Where it comes to the Director of Information, I & C A DEPARTMENT 's attention that the Bidder (or the Implementation Agency's Team) is in a position of actual conflict of interest with the interests of the I & C A DEPARTMENT , in relation to any of terms of the Implementation Agency's Bid, the Tender or this Contract

5.14. Liquidated Damages

Subject to clause for Force Majeure if the bidder fails to comply the contractual obligations before the scheduled completion date or the extended date or if Bidder repudiates the Contract before completion of the Work, the I & C A DEPARTMENT , at its discretion, may without prejudice to any other right or remedy available to the DIRECTOR OF INFORMATION, I & C A DEPARTMENT under the Contract recover Liquidated damage @ 1% per week subject to a maximum of 10%, will be computed on CAPEX value of contract will be recovered from Implementation Agency for the delayed period to a maximum 10 weeks . Subsequently, the Director of Information, I & C A DEPARTMENT may consider cancellation of contract.

5.15. Dispute Resolution

The Director of Information, I & C A DEPARTMENT and the Bidder shall make every effort to resolve amicably by direct informal negotiations, any disagreement or disputes, arising between them under or in connection with the Contract.

5.16 Conflict of interest

The Bidder shall disclose to the DIRECTOR OF INFORMATION, I & C A DEPARTMENT in writing, all actual and potential conflicts of interest that exist, arise or may arise in the course of performing the Services as soon as practical after it becomes aware of that conflict.

5.17. Severance

In the event any provision of this Contract is held to be invalid or unenforceable under the applicable law, the remaining provisions of this Contract shall remain in full force and effect.

5.18. “No Claim” Certificate

The Bidder shall not be entitled to make any claim, whatsoever against the I & C A DEPARTMENT, under or by virtue of or arising out of, this contract, nor shall the I & C A DEPARTMENT entertain or consider any such claim, if made by the Bidder after he shall have signed a “No claim” certificate in favour of the Director of Information, I & C A DEPARTMENT in such forms as shall be required by the Director of Information, I & C A DEPARTMENT after the works are finally accepted.

5.19. Publicity

The Bidder shall not make a public announcement or media release about any aspect of this Contract unless the Director of Information, I & C A DEPARTMENT first gives the Bidder its written consent.

5.20 Force Majeure

For purposes of this Clause, “Force Majeure” means an event or situation beyond the control of the Supplier that is not foreseeable, is unavoidable, and its origin is not due to negligence or lack of care on the part of the Supplier. Such events may include, but not be limited to, acts of the Purchaser in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes.

Format 1 – Declaration of Acceptance of Terms and Conditions

To,
The Director of Information,
I & C A Department,
Nabanna, Howrah

Sir,

I have carefully gone through the Terms & Conditions contained in the document [No.] regarding Appointment of an Agency for the work related to the for for implementing all publicity work including development of brand identity for promotional campaign through outdoor publicity in South 24 Pargana District in connection with FIFA under 17 World Cup- 2017 being organized by SKA, I & C A Department.

I declare that all the provisions of this Tender Document are acceptable to my company/firm. I further certify that I am an authorized signatory of my company and am, therefore, competent to make this declaration.

Yours faithfully,

(Signature of the Bidder)

Printed Name
Designation

Seal

Date:

Phone/ Mobile Number

Business Address:

Format for Commercial Bid

1. The financial proposal should contain the following documents in one cover (folder) i.e. Bill of Quantities (BOQ). The agency is to quote the rate (Presenting Above / Below / At per) online through computer in the space marked for quoting rate in the BOQ.
2. Only downloaded copies of the above documents are to be uploaded virus scanned & Digitally Signed by the contractor.

Breakdown of Cost Components

- ✓ All the prices (even for taxes) are to be entered in Indian Rupees ONLY (%age values are not allowed)
- ✓ All unit rates indicated in the schedules shall be inclusive of all taxes, Levies, duties etc.
- ✓ It is mandatory to provide breakup of all Taxes, Duties and Levies wherever applicable and/or payable.
- ✓ The Director of Information, I & C A DEPARTMENT reserves the right to ask the Bidder to submit proof of payment against any of the taxes, duties, levies indicated.
- ✓ I & C A DEPARTMENT shall take into account all Taxes, Duties & Levies for the purpose of Evaluation
- ✓ The Bidder needs to account for all Out of Pocket expenses due to Boarding, Lodging and other related items.
- ✓ The bidder to note that following recurring expenses shall be reimbursed on actual:
 - Diesel Cost
- ✓ The Unit Rate as mentioned in the following formats shall be used for the purpose of 'Change Order' for respective items, if any. However, based on the market trends, I & C A DEPARTMENT retains the right to negotiate this rate for future requirements

Non-conformities between the figures and words of the quoted price

Any discrepancy between quoted prices in figures and that in words, if noted, will be sorted out in the following manner:

- (a) If there is a discrepancy between the unit price and the total price, the unit price shall prevail and the total price corrected accordingly, unless in the opinion of the Purchase Committee/Technical & Purchase Committee there is an obvious misplacement of the decimal point in the unit price, in which case the total price as quoted shall govern and the unit price corrected accordingly.
- (b) If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected.
- (c) If there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to above.

Evaluation Procedure

SECTION – VI

PROCESS OF EVALUATION AND SELECTION

Bids will be evaluated on Quality-cum-Cost Basis (QCBS) to ensure a fair and transparent method of selection.

The **credentials of the bidders as uploaded online** will be examined first. The credentials will broadly cover the following areas –

- Competence in all the promotional activities and sectors noted in the campaign outline on **Page- 5 & 6** of the this NIT document.
In case a bidder does not meet the criteria for eligibility, his Creative and Financial Bids will not be opened.
- For all bidders eligible according to the prescribed criteria, the Creative proposals will be evaluated by a designated Committee that may include external expert/s. The qualified bidders will be given the opportunity to make presentation/s to the Committee on a specified date i.e., **17/08/2017 at 1:30 pm** onward. The criteria for evaluation of the Technical / Creative proposal are at Annexure III.
- This is a very prestigious State Level award function which is expected to be attended by the eminent cultural personalities apart from the highest level of dignitaries of the State Govt. and hence quality consideration in the Infrastructural arrangements are of overriding priorities. Hence, while the financial Bid would be evaluated as per the rules, it is deem necessary that the weightage to the technical Bid should be correspondingly higher than the weightage assigned the financial Bid. Considering the importance of the Function. This has been decided that to BID process would be followed with 70% weightage assign to the Technical Bid and 30% to the Financial Bid.

ANNEXURE-II : CRITERIA FOR EVALUATION OF BIDS

1	Suggested Marking System	Total Marks	Marks Scored
A.	Technical Offer Evaluation		
1	Designing & Planning for implementing and executing the Branding and publicity work including projection for Outdoor Publicity in different time period in district level	10	
2	Designing & Planning for implementing and executing the publicity campaign in different programme venue	10	
3	Illustrative components for Implementation of programme in short time on emergency	10	
4	Experience in the similar nature of work in I&CA department in the last two years	10	
5	Experience in the similar nature of work in other department of Govt. of West Bengal in the last two years	10	
6	Work Experience with I&CA Department amounting to more than Rs. 50 Lakh in last one year.	10	
7	Infrastructure and capability including equipments for details work and experienced staff strength and financial turnover	10	
	Total: Marks for Technical Evaluation.	70	
B.	Financial Offer Evaluation	30	
C.	Total :	100	
2	The technical proposal should score at least 50 points out of 70 to be considered for Financial Evaluation.		
3	The financial proposal with the lowest cost (<i>L1</i>) will be given a score of 30 and other proposals' (<i>n</i> , <i>n1</i> , <i>n2</i> etc.) scores will then be calculated by the formula " $L1/n \times 30$ "		

Selection Stage – I (Technical Bid Evaluation)

On the basis of technical evaluations a short list will be prepared on the basis of the marks obtained by the respective bidder and the list will be published on the website wbtenders.gov.in on **17/08/2017**. To qualify for the financial bid, the bidders must have to score at least 50 marks for technical bid.

Audio visual presentation on design, concept and production (as mentioned in Technical Offer evaluation table in previous page) is essential for all those bidders who have qualified after considering eligibility criteria as mentioned in section-II

Selection Stage – II (Financial Bid Evaluation)

The Financial Proposal will be opened only for those bidders whose technical/creative proposals receive the minimum qualifying marks by the Evaluation Committee and it will be opened on **17/08/2017**. If a Technical Bid does not receive the minimum specified marks, the corresponding Financial Bid will not be opened. The financial proposal with the lowest cost (L1) will be given a score of 30 and other proposals (n, n1, n2 etc.) scores will then be calculated by the formula “ $L1/n \times 30$ ”. Out of those short listed agency, the bidder acquiring the highest mark will be selected, i.e., L-1 in the Financial Bid will be selected.

N.B. During evaluation the committee may summon of the bidder & seek clarification / information or additional documents or original hard copy of any of the documents already submitted & if these are not produced within the stipulated time frame, their proposals will be liable for rejection.

ANNEXURE-III:

ILLUSTRATIVE POINTS TO BE COVERED IN CREATIVE BID :

I Designing: [Design, Art work, Production including editing and submission of two sets of final deliverables (Film / CD / DVD, etc.)]

- A Designing & Planning for implementing and executing the Branding and publicity work including projection for Outdoor Publicity in different time period in district level
- B Designing & Planning for implementing and executing the publicity campaign in different programme venue

II Method of Implementation

- a. Details of implementation of all parts of work
- b. Illustrative components for Implementation of programme in short time on emergency

III Ideas for gathering Public in Market/ Mall area

IV Printing :

- a) Design, Art work, Production of black & white positive and 4-colour positive and process till completion of progressive proof
- b) Photography, whenever required

V Audio-Visual Presentation:

- a. Design, Art work, Production including editing and submission of two sets of final deliverables
- b. Hiring of equipments for presentation, display, etc.

VI Experience details:

VII Documents of the following matter:

- a. Infrastructure and capability of the work
- b. Infrastructure / equipments for implementing the details work
- c. Experienced staff strength
- d. Financial turnover
- e. Office Address