



Govt. of West Bengal

Panchayats & Rural Development Department

Block-HC/7, Sector-III, Salt Lake City, Kolkata-700106

Notice Inviting Tender

Engagement for Creative, Communication and Branding Services for Pathashree 4

December, 2025

SECTION I

Govt. of West Bengal

Panchayats & Rural Development Department

JOINT ADMINISTRATIVE BUILDING (6th Floor)

BLOCK-HC/7, SECTOR-III, SALT LAKE CITY, KOLKATA-700106

Notice Inviting Tender

e-NIT No. 03/PRD/N-1/2025-26/HQ

No. 3220/PRD/266/2025-ENGG SEC-Dept. of PRD

Date: 29.12.2025

The Executive Engineer, (HQ), Panchayats & Rural Development Department invites Notice Inviting Tender (NIT) in percentage rates from reputed Bonafide resourceful and reliable experienced creative Agency for “**Engagement for Creative, Communication and Branding Services for Pathashree 4**” work.

Sl. No.	Name of Work	Estimated Amount (Rs.) (Including GST & Other Taxes)	Earnest Money (Rs.)	Completion Period	Eligibility of Bidder
1.	Engagement for Creative, Communication and Branding Services for Pathashree 4	80,00,000.00	1,60,000/-	90 Days	Bonafide, resourceful and reliable experienced Creative Agency eligible through pre-qualification

2. Scope of Work

A. Creative & Design Services

- Campaign concept, messaging, thematic structure.
- Design & artwork for leaflets, posters, banners, hoardings, newspaper ads (Eng/Beng), CIBs, tableau concepts, press-release letterheads.
- Preparation of print-ready files and size-wise adaptations.

B. Audio-Visual & Radio Production

- Public announcements (≤ 60 sec), local announcement scripts, radio jingles (≤ 40 sec), radio spots (≤ 20 sec).
- Production of TV ads (20 sec), creative TVCs, Launch video (1–1.5 min), 2-minute campaign AV film.
- Editing of 1-minute AV from existing footage.

C. Field Documentation (Pro-Rata)

- Daily photography, videography, interviews, drone footage (as required).
- Submission of raw and edited materials in HD/broadcast formats.

D. Printing & Fabrication

- Brochure: A4, 12 pages, 250 GSM, 4+4 colour, matt-laminated, centre-stitched (Qty: 100).
- Coffee Table Book: 11"×11", 120 pages + Pustani, 128 GSM inside, 4+4 colour, hard-case binding, UV+foiling (Qty: 200).

Bidder Eligibility Criteria:

- The creative Agency must have been in operation for a minimum of 5 years as on the date of the issue of this tender document in designing & printing of documentation coffee table book, production of Creative and such other deliverables.
- The creative Agency (Single firm not group companies or a group of firms) must have an Annual Revenue Turnover of **INR 10 lakhs** and above consistently during the last three financial years.
- The creative Agency should have handled at least one creative account in any sector with revenue of **over INR 15 lakhs** in any one of the last three financial years.
- The creative Agency should be able to provide qualified, dedicated service and creative team, for under taking the creative work and campaign of the P&RD Deptt. Govt. of West Bengal.

The creative Agency team would be required to work closely with this office.

- The Firm/Agency shall have at its disposal a pool of highly competent staff Including with extensive experience in creating media on themes noted above (Undertaking/ Self Certification from HR Head should be provided by detailing a list of such staff along with their work experience may been closed)

The selection of Successful Bidders shall be made on the basis given as follows:

- a) The initial short listing of the Bidders will be made on the basis of marks (**at least 80% marks need to be assured in Stage-I for further process**).

This process denoted as Stage-I:

Sl No	Criteria	Basis of Evaluation	Max Marks	Supporting Documents
(A)	Presentation	Technical Presentation.	30	
(B)	Experience in similar type of work	The company/Agency/Entity must have experience of having executed works of similar nature for at least 5years in the recent past.	30	Completion certificate
		3Projects	30	
		2Projects	25	
		1Project	20	
(C)	Strength	No. of successfully implemented similar projects in last three3years in State and Central Governments	10	Declaration by Authorized signatory
(D)	Company Turnover	Considering Highest turnover in any one year of Last 5financial years	30	Audited Balance sheet so flash 3 financial years
		Rs 10 to 50 Lakhs	20	
		Rs. 50 Lakhs to 1 crore	25	
		More than Rs.1crore	30	
Total(A+B+C+D)			100	

- b) The Successful Bidders who will fulfill the Stage-I will be selected for financial evaluation. This process denoted as Stage-II.
- c) After opening the financial bid of the Qualified Bidders in stage-II, the financial evaluations shall be made.

The authority reserves all rights to accept or reject any offer without assigning any reason whatsoever.

1. Date of release of Invitation for Bids through e-procurement: **31/12/2025** (dd/mm/yyyy).
2.
 - i) The amount of Bid Security or EMD is Rs. 1,60,000/- (One lakh Sixty Thousand) only.
 - ii) Earnest Money/Bid Security-Cost of Bid Security/Earnest Money should be deposited net banking (any of the banks listed in the ICICI Bank payment gateway) in case of payment through ICICI bank Payment Gateway). Payment made otherwise will be rejected.
 - iii) All bids must be accompanied with a refundable earnest money, as “Bid Security”.
 - iv) The amount of EMD of the unsuccessful bidders will be returned against their written claim after the placement of order to the successful bidder.
 - v) The amounts of EMD of the all the bidders will be returned against their written claim if the tender is treated as cancel.
 - vi) No interest will be paid by P&RD Department on the above EMD.
 - vii) The EMD shall be forfeited for any of the following reasons:
 - a) If during the period of bid validity, the bidder withdraws or modifies the bid in part or as a whole.
 - b) If the successful bidder fails to accept the order unconditionally as per “Acceptance of Order” clause of bid document for fails to furnish the contract performance guarantee.
 - c) If the under taking provided regarding blacklisting is found to be false.

1. Availability of Bid Document and mode of submission: The bid document is available online and bid should be submitted online on website: **<https://wbtenders.gov.in>**. The bidder would be required to register in the web-site which is free of cost. For submission of bids, the bidder is required to have valid Digital Signature Certificate (DSC) from one of the authorized Certifying Authorities (CA). Aspiring bidders who have not obtained the user ID and password for participating in e-tendering in PMGSY may obtain the same from the website: **<https://wbtenders.gov.in>**

Digital signature is mandatory to participate in the e-tendering. Bidders already possessing the valid digital signature issued from authorized CAs can use the same in this tender.

2. Date of Issue of Notice Inviting Bid **Date 31 Month 12 Year 2025**
3. Period of availability of Bidding Documents on web site **<https://wbtenders.gov.in>** **Date 31 Month 01 Year 2026**
Time from 17:00 Hours
4. Dead line for Receiving Bids online, **To Date 19 Month 01 Year 2026**
Time upto 17:00 Hours
Including Scanned copy of RTGS/NEFT Of Bid Security and of scanned copy of RTGS/NEFT towards cost of Bid Document From a Scheduled Commercial Bank and scanned copy of Affidavit. **To Date 19 Month 01 Year 2026**
Time upto 17:00 Hours
5. Opening of Bids: The Bids will be opened on line by the authorized officer at the appointed time
6. Time and Date for opening of Part-I of the Bid (The Technical Qualification Part) **Date 21 Month 01 Year 2026**
Time 17:00 Hours
7. Time and Date of opening of Part-II of the Bid (The Technical- Financial Part) of the Bidders Who Qualify in Part-I of the Bid.
To be Notified Later
8. Last Date of Bid Validity Ninety days from the Opening of Financial Bid
9. Time allowed for Completion 90 days from date of issue of Work-Order
10. 1 **Submission of tender:** If there is any deficiency in the submitted/uploaded documents as stipulated in the following clauses the tender will summarily be rejected.
 - a) General Process of Submission:
Tenders are to be submitted online through the website www.wbtenders.gov.in. Bidders are required to upload all the tender documents/forms/ annexure along with the other documents, filled in strictly as per formats as asked for in the tender. Tenders are to be submitted in two folders- one is Technical Proposal and other is Financial Proposal.
The Bidder shall carefully go through the documents and prepare/download the required documents/forms/ annexure and upload the scanned documents/filled in forms/annexure

In Potable Documents Format (PDF) to the portal in the designated locations of Technical Bid along with the Price Bid Sheet of BOQ duly filled in the rates of items in the designated Cell after downloading the same.

11.2 Financial Proposal: Bill of Quantities (BOQ):

The bidder shall quote the rate in the space marked for quoting rate in the Price Bid Sheet of the downloaded BOQ file. **There is no provision of escalation of price during the contract period.**

11. Submission of documents of Tender Fee and Earnest Money:

Scan Copies of all related documents should be submitted through e tender portal.

12. Validity of Tender:

The offer against tender shall remain valid for a minimum period of 90 days from the date of opening of the price bid document. However, P&RD Deptt. may, on the merit of case, request for extension of validity of the offer for a further suitable period without any change in terms & conditions of the offer.

13. Opening and evaluation of tender:

15.1 Technical Proposal:

15.1.1 Technical proposals for those bidders whose original copies of Tender fees & Bid Security (EMD) have been received will only be opened.

15.1.2 While evaluation, the Tender Inviting Authority may summon of the bidders and seek clarification, Information or additional documents or original hard copy of any of the documents already submitted and if these cannot be produced within the stipulated time frame, their proposals will be liable for rejection.

16.1 Financial Proposal:

16.1.1 Financial proposals of the bidders, who are technically eligible will only be opened Date of opening of financial bid will be intimated to such qualified bidders through web portal.

16.1.2. After opening of the financial proposal, the preliminary summary result containing inter-alia, name of bidders and the rates quoted by them will be uploaded.

16.1.3 For any discrepancy in the amount of figure and words, the quoted amount in figure will prevail.

16.1.4 P&RD Deptt. may ask any of the bidders to submit analysis of justify the rate quoted by that bidder.

17. Taxes, Duties and other levies: No custom duty will be paid by P&RD Deptt. , GST will be paid as per prevailing rate.

18. Time Schedule: The basic consideration and the essence of the Contract shall be strict adherence to the time schedule as it will be specified in the contract.

19. **Right to reject Bids:** P&RD Deptt reserves the right to accept or reject any bid and to annul the bidding process and reject all bids at any time prior to award of Contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders the reason for P&RD Deptt. action.

20. **Mandatory Condition:** The bidder shall provide documentary evidence satisfactory & acceptable to P&RD Deptt. to establish that they have the requisite credential, capability and experience to handle the contract and meet requirements of all the Mandatory Conditions indicated in Form-I.

21. **Sub-Letting of Contract:** Under no circumstances the selected bidder shall assign or sub-let this contractor any substantial part thereof.

22. **Settlement of Disputes:** In case of any dispute arising out the contract, the same should be settled through meeting between the P&RD Deptt. And the contracting agency at the appropriate level. The necessary judicial affairs and/or Court Case shall be exclusively within the jurisdiction of High Courtat Kolkata only.

23. **Issue of LOA:**P&RD Department will award the contract to the successful bidder whose bid has been determined to substantially responsive and has been determined the lowest evaluated bid, provided further that the bidder is determined to be qualified to perform the contract satisfactorily P&RD Deptt. shall be the sole judge in this regard.

24. **Acceptance of LOA:** The successful bidder shall submit written unconditional acceptance of LOA within 10 (ten) days from date of issue of the LOA. Submission of conditional acceptance of LOA shall be treated as non-compliance of this clause.

25. **Sub-contracting:** Subcontracting is not allowed.

26. **Personnel:** The Agency shall ensure that the personnel engaged by it in the performance of its obligations under this Contract are at all-time appropriately qualified, skilled and experienced in their respective functions.

If the Employer asks the Agency to remove a person who is a member of the Agency's staff or work force, stating the reasons, the Contractor shall ensure that the person leaves the Site within seven days and has no further connection with the Works in the Contract. The Creative Agency shall then appoint (or cause to be appointed) a replacement.

27. **Disqualification of Vendors:** Adverse report / remark on entire service against the order from P&RD Deptt. May disqualify the candidature of the vendor at any point of time.

28. **Power of attorney:** To be qualified for evaluation and finalization of NIT, intending agency shall submit a written power of attorney on a non-judicial stamp of Rs. 10/- authorizing the signatory of the NIT to act on behalf of the NIT.
29. **Communication:** The successful bidder, for communicating with P&RD Deptt., for this job may use the following modes.

FAX No.

Telephone No.

E-mail ID:

Sd/-
Executive Engineer,
Panchayats & Rural Development Department
Block-HC/7, Salt Lake City, 6thFloor, Kolkata-700106

Format for Financial Proposal (to be Submitted Online only)
(Price inclusive of all taxes & duties of all the items and Services)

Format for Financial Bid

Notice Inviting-Tender No.: 03/PRD/N-1/2025-26/HQ

Development of Various Creative Items for Documentation purposes				
Panchayats & Rural Development Department				
Name of Work: Engagement for Creative, Communication and Branding Services for Pathashree 4				
Sl. No.	Item Description	Unit	Quantity	Estimated Amount in Rs. (Including GST & all Taxes)
1	Leaflet – Content Development, Design & Artwork; Print-ready File	Per Design	1	
2	Hoarding Design & Artwork (20x10 FT)	3 Kinds	3	
3	Poster Design & Artwork(12x18 inches)	3 Kinds	3	
4	Adaptation of Poster	Per Design	1	
5	Banner Design & Artwork (2: 1)	3 Kinds	3	
5	Public Announcement (Up to 2 minutes) – Script, VO, Mixing	Per Audio	1	
7	Local Announcement Scripts – Short Format	Per Script	1	
8	Pathashree Theme song (Up to 60 sec) – Concept, Script, Music, MP3 output	Per song	1	
9	Radio Spot (Up to 60 sec) – Script, VO, Production	Per Spot	1	
10	TV Advertisement (30 sec) – Concept, Shoot, Post-production	Per Ad	2	
11	Creative TV Commercial (20 sec) - Concept, shoot, Post prodcuton	4 TVC	4	
12	Newspaper Advertisement – Design (Full page) - English	Per Design	1	
13	Newspaper advertisement (Full page) - Bengali	Per artwork	1	
14	Adaptation of Newspaper	10	10	
15	Citizen Information Board (CIB) – Design & Artwork	2 kinds	2	
16	Tableau Design – Concept & Artwork	4 kinds	4	
17	Audio-Visual Film (2 minutes) – Script, Shoot, Edit	Per Film	1	

18	District Venue Creatives – Box Pillar, Standee, Flag, Banner, Backdrops, Stage	Per Event Set	1	
19	Press Release Letterhead – Design (Editable Format)	Per Design	1	
20	Launch Video (1–1.5 minutes) – Edit with VO	Per Video	1	
21	Documentation of Pathashree Activities – Daily Shoot	Per Day	<i>As required (Pro Rata)</i>	
22	Edit of 1-Minute AV Using Existing Footage	Per AV	<i>As required (Pro Rata)</i>	
23	Item : Brochure (Concept, Design, Content Development, Artwork & Printing) Size – 9" x 9"(close), 9" x 18" (open) Pages – 80 pages including cover Paper – 160 gsm montblanc inside, 240/260 gsm montblanc cover Printing – 4+4 colour Fabrication – soft case, , UV & Foiling on Cover Qty : 100 pcs	100	100	
24	Item : Coffee Table Book (Concept, Design, Content Development, Artwork & Printing) Qty : 200 pcs Size – 11" x 11" (close) Pages – 120 pages + Pustani + Cover Paper – inside - 128 gsm NEW Printing – 4+4colour Fabrication – Online Coating, Foil Die Block making & UV on Cover, Hard Case Binding,	200	200	
Total Amount Rs. (Including GST & All Taxes)=				Rs. 80,00,000.00

SECTION: II

General Conditions of Contract [GCC]

GCC.1 General Terms:

GCC.1.1. The P&RD Deptt. reserves the right, to reject any or all the tenders, at its discretion, without assigning any reason whatsoever.

GCC.1.2. Information relating to the examination, evaluation, comparison, and post qualification of NIT, and recommendation shall not be disclosed to bidders or any other persons not officially concerned with such process until publication of the Contract award.

GCC.1.3. Any attempt by participating agency to influence the NIT authority or other officials in the examination, evaluation, comparison, and post qualification of the bids or Contract award decisions may result in the rejection of his bid.

GCC.1.4. From the time of bid opening to the time of Contract award, if any bidder wishes to contact the authority publishing NIT on any matter related to the bidding process, they are allowed to do so in writing.

GCC.1.5. Necessary PBG (Performance Bank guarantee) shall have to be deposited by the agency as performance security after getting the award of work.

GCC.1.6. Liquidated damage as per details to be provided in NIT shall be applicable in case of non-performance.

GCC.1.7. Legal jurisdiction for any arbitration would be within The Calcutta High Court only.

GCC.1.8. The Bidder shall not have a Conflict of Interest that may affect the Tendering Process. Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, the Bid Security of the bidder shall be forfeited for the time, cost and effort of the Authority including consideration of such Bidder's Proposal, without prejudice to any other right or remedy that may be available to the Authority here under or otherwise.

GCC.1.9. The agency shall nominate a person as single point of contact who shall liaison with the Nodal officer of P&RD Deptt.

GCC.2.1 Force Majeure: Bidder shall have no liability if prevented from carrying out obligations under the orders by reasons of war, invasion, foreign hostilities, war declared, riot, civil commotion, mutiny, fire, Govt. orders and/ or restrictions or any other cause beyond the reasonable control of Bidder. However, such force-majeure circumstances are to be intimated immediately and to be established subsequently with appropriate documents/proofs to the entire satisfaction of WBSRDA.

GCC.2.2 Contractor's Risks: All risk so flossso for damage to physical property and of personal injury and death which arise during and in consequence of the performance of the Contract.

GCC2.3. Insurance: The Contract or a this cost shall provide ,in the joint names of the Employer and the Contractor, insurance over from the Start Date to the date of completion, in the amounts and deductibles stated in the Contract Data for the following events which are due to the Contractor's risks:

- (a) Loss of or damage to Equipment;
- (b) Loss of or damage to property in connection with the Contract; and Personal injury or death.

GCC2.4. Safety: The Contractor shall be responsible for the safety of all activities on the Site.

GCC2.5.Instructions: The Contractor shall carry out all instructions of the Engineer, which comply with the applicable laws where the Site is located.

CGC2.6.Dispute Redressal System: If any dispute or difference of any kind what-so-ever shall arise in connection with or arising ou of this Contractor the execution of Works ,whether before its commencement or during the progress of Works or after the termination, abandonment or breach of the Contract, it shall, in the first instance ,be referred for settlement to the competent authority within 45 days of arising of the dispute or difference, described along with their powers in the Contract Data, above the rank of the Executive Engineer. The competent authority shall, within a period of forty-five days after being requested in writing by the Contractor to do so, convey his decision to the Contractor. Such decision in respect of every matter so referred shall, subject to review as herein after provided, be final and binding upon the Contractor. In case the Works is already in progress, the Contractor shall proceed with the execution of the Works, including maintenance thereof, pending receipt of the decision of the competent authority as afore said,with all due diligence.

Either party will have the right of appeal, against the decision of the competent authority, to the Standing Empowered Committee within 90 days of decision of the competent authority if the amount appealed against exceeds0.20 (zero point two zero) percent of the initial contract price.

The composition of the Empowered Standing Committee will be:

- I. One official member, Chairman of the Standing Empowered Committee, not below the rank of Additional Secretary to the State Government;
- II. One official member ot below the rank of Chief Engineer; and
- III. One non-official member who will be technical expert of Chief Engineer's or Executive Engineer's level selected by the Contractor from a panel of three persons given to him by the Employer.

GCC.3 Performance Guarantee:

GCC.3.1. As contract security, the successful bidder has to furnish a performance guarantee on 10% of Contract Value in the form of Bank Guarantee on non-judicial stamp paper of Rs. 100/- by any Schedule Bank in India. The performance Security Deposit is liable to be en-cashed in case of non compliance to the LOA or failure to undertake satisfactory execution and maintain smooth operation for 3 (three) years. The Performance Guarantee shall be submitted within ten days (10) from the date of issue of LOA.

GCC.3.2. Address of TIA:

**The Executive Engineer,
Panchayats and Rural Development Department
Govt. of West Bengal,
Joint Administrative Building (Floor-6A), Block-
HC-7, Sector-III, Bidhan Nagar, Kolkata-700106.**

GCC.4 Arbitration & Legal jurisdiction:

GCC.4.1. During execution of this contract, if any dispute arises thereby, shall be settling amicably between WBSRDA and bidder to the extent possible.

GCC.4.2. The necessary legal affairs and/ or court case shall be exclusively within the jurisdiction of High Court at Kolkata only.

GCC.5. Liquidated damage: The timely completion of entire project including handing over the system to P&RD Deptt. As per "Time schedule" Clause is the basic consideration and essence of the contract and P&RD Deptt. reserves the right to repudiate the contract if the successful bidder fails to complete the work within stipulated period for completion. However, the ordering authority may at this discretion waive this condition within position of liquidated damage indicated herein below.

GCC.5.1. Delay in implementation of the project: If the successful bidder fails to complete the work within the stipulated time as stated in the Clause of "Time Schedule". A.L.D. at the rate of 1% of the contract value per week of delay or part thereof subject to a maximum of 10% of contract value of project cost shall be imposed on the successful bidder. The work will be treated as finished only when successful supply, installation, commissioning, and user training and handover-takeover of the software is complete. L.D. if applicable will be recovered from any outstanding bills.

GCC.6. Submission of bills for payment: All the bills in triplicate with relevant papers, documents are to be submitted to the P&RD Deptt.

GCC.7. Terms of Payment: No advance payment will be made against this order in any circumstances for turn-key implementation of entire project.

GCC.8. CONFIDENTIALITY AND NON- DISCLOSURE AGREEMENT:

GCC.8.1. Information relating to the examination, evaluation, comparison, and post qualification of bids, and recommendation of contract award, shall not be disclosed to bidders or any other persons not officially concerned with such process until publication of the Contract award.

GCC.8.2. Any attempt by a bidder to influence the tendering authority or other officials in the examination evaluation, comparison, and post qualification of the bids or Contract award decisions may result in the rejection of his bid.

GCC.8.3. From the time of bid opening to the time of Contract award, if any bidder wishes to contact the tendering authority on any matter related to the bidding process, he is allowed to do so in writing.

GCC.8.4. All information related to scope of work and available asset of party without prior written consent of P&RD Deptt. is strictly confidential and will not disclose it to any third party without prior written consent P&RD Deptt. The contractor shall have to enter into a Contract Agreement within 10 (ten) days from date of issuance of Letter of Acceptance (LOA) with Panchayats & Rural Development Department (P&RD Deptt.) for the proper fulfillment of the contract as per prescribed proforma.

GCC.8.5. All materials provided to the Purchaser by bidder are subject to Country and West Bengal Public disclosure laws such as RTI etc.

GCC.8.6. The supplier's Team shall not make or permit to be made a public announcement or media release about any aspect of this Contract unless the Purchaser first gives the Supplier its written consent.

GCC.9. Cancellation/Termination of Order:

WBSRDA shall have the right repudiate the contract for the following causes and may also lead to cancellation of LOA.

GCC.9.1. Non acceptance of LOA as per "Acceptance" clause.

GCC.9.2. Non submission of Performance BG within time.

GCC.9.3. If failed to supply, installation, commissioning and training within the stipulated time period.

GCC.9.4. In each above cases 15 days termination notice shall be issued prior to termination of LOA/Agreement.

Sd/-
Executive Engineer,
Panchayats & Rural Development Department
Block-HC/7, Salt Lake City, 6th Floor, Kolkata-700106

Copy forwarded for kind information and wide publication to:-

1. The Special Secretary to the Govt. of West Bengal, P&RD Deptt. & ACEO,WBSRDA
2. The Chief Engineer, (All) P&RD Deptt, Govt. of West Bengal
3. The Superintending Engineer, (All) P&RD Deptt, Govt. of West Bengal
4. The Senior Deputy Secretary, P & RD Department. Govt. of West Bengal
5. The Executive Engineer, (All) P&RD Deptt, Govt. of West Bengal
6. PA to the Secretary, P&RD Deptt., Govt. of West Bengal
7. IT cell, P&RD Department for putting in Departmental website.
8. Office Notice Board.

Sd/-
Executive Engineer,
Panchayats & Rural Development Department
Block-HC/7, Salt Lake City, 6th Floor, Kolkata-700106

Panchayats & Rural Development Department

Tender Notice No.....Dated.....

BIDPROPOSAL

Form

Bidder's Name and Address :

Contact person :

Designation :

Telephone No. (Land Line & mobile) :

Fax :

Tender Reference :

To
Executive Engineer,
P&RD Department
Govt. of West Bengal
Joint Administrative Building (6thFloor),
Block-HC/7, Sector-III, Bidhannagar,
Kolkata-700106
PhoneNo.033-2334-6162

Sub: Selection of Creative Agency for Creative Communication making of Audiovisual and documentation work.

Dear Sir,

1. We the undersigned Bidder/(s), having read and examined in details the specifications and other documents of the subject tender, do hereby proposed to execute the contract as per specification assets for thiny our Bid-Documents.
2. **PRICES AND VALIDITY:**
 - 2.1. The ex-works prices of all items/equipments and rate of erection, commissioning etc. state in the bid are FIRM during the entire period of contract irrespective of date of completion and not subject to any price adjustment as per in line with the Bidding Documents. All prices and other terms and conditions of this proposal are valid for a period of 180 (one hundred and eighty) days from the date of opening of the price bids. We further declare that prices stated in our proposal are in accordance with your bidding.
 - 2.2. We confirm that our bid prices include all other taxes and duties and levies.

2.3. No custom duty will be paid by P&RD Department; GST will be paid as per prevailing rate.

3. BID GUARANTEE:

We have enclosed a Bid Security (EMD) in the form RTGS/NEFT/CBS system drawn in favors of WBSRDA for an amount of Rs.....

4. WORK SCHEDULE:

If this proposal is accepted by you, we agree to provide services and complete the entire work, in accordance with schedule indicated in the proposal, we fully understand that the work completion schedule stipulated in the proposal is the essence of the Contract, if awarded.

5. CONTRACT PERFORMANCE GUARANTEE:

We further agree that four proposal is accepted, we shall provide a Contract Performance Guarantee of value, equivalent to ten percent (10%) of the Contract Price as stipulated in Bid document in the form of Bank Guarantee in your favor and entering to a formal agreement with you within 10 (ten) days from the date of placement of Letter of Award.

Dated.....this.....day of2022

Thanking you, we remain,

Yours faithfully,

Date_____

Place_____

(Signature)_____

(Printed Name)_____

(Designation) _____

(Common Seal)_____

Business Address:

Name & Address of Authorized Signatory:

Letter of Acceptance

Notes on Standard Form of Letter of Acceptance

This Standard Form of Letter of Acceptance should be filled in and sent to the successful Bidder only after evaluation of bids has been completed and approval of the competent authority has been obtained.

[Letter head paper of the Employer]

[Date]

To:

[Name of the Contractor]

[Address of the Contractor]

This is to notify you that the Employer, namely, _____ has accepted your Bid dated _____ for execution of the _____ *[name of the Contract and identification number, as given in the Contract Data]* as mentioned in the NIT.

_____ *[amount in figure sand words]* is hereby accepted by our Agency.

You are here by requested to furnish Performance Security, for an amount of Rs. _____ within 10 days of the receipt of this Letter of Acceptance valid up to 1 year after successful installation i.e. upto and sign the Contract.

2. You are also requested to indicate your nominee as required.

Yours faithfully,

Authorized Signature: _____

Name and Title of Signatory: _____

Name of Agency: _____

Attachment:

ANNEXURE-III

(b) Issue of Notice to Proceed with the Work
(Letter head of the Employer)

_____(Date)

To

_____(Name and address of the Contractor)

Dear Sir:

Pursuant to your furnishing the requisite Performance Security as stipulated in NIT and signing of the Contract for the _____, you are hereby instructed to proceed with the execution of the said works in accordance with the contract documents.

Yours faithfully,

(Signature, name and title of signatory,
Authorized to sign on behalf of Employer)

(c)

Standard Form of Agreement
Standard Form: Agreement
Agreement

This Agreement, made the _____ day of _____, 20_____,
 between _____

_____[Name and address of Employer]

(Here in after called “the Employer”) of the one part, and

_____[Name and address of
 Contractor] (Here in after called “the Contractor” of the other part).

Whereas the Employer is desirous at the Contract or execute _____

_____[Name and identification number of Contract] (Hereinafter called “the Works”) and the
 Employer has accepted the Bid by the Contractor for the execution and completion of such Works and the
 remedying of any defects the reinata cost of Rupees.....

NOW THIS AGREEMENT WITNESSETH as follows:

1. In this Agreement, words and expressions shall have the same meaning as are respectively assigned to the min the Conditions of Contract thereafter referred to, and they shall be deemed to form and beread and construed as part of this Agreement.
2. In consideration of the payments to be made by the Employer to the Contractor as hereinafter mentioned, the Contractor hereby covenants with the Employer to execute and complete the Works and remedy any defects therein in conformity in all aspects with the provisions of the Contract.
3. The Employer hereby covenants to pay the Contractor in consideration of the execution and completion of the Works and remedying the defects within the Contract Price or such others sumas may become payable under the provisions of the Contract at the times and in the manner prescribed by the Contract.
4. The following documents shall be deemed to form and be read and construed as part of this Agreement, viz :

- i) Letter of Acceptance;
- ii) Notice to Proceed with the works;
- iii) Contractor's Bid;
- iv) Contract Data;
- v) Special Conditions of Contract and General Conditions of Contract;
- vi) Specifications;
- vii) Bill of Quantities; and
- ix) Any other document listed in the Contract Data as forming part of the Contract.

In witness whereof, the parties thereto have caused this Agreement to be executed the day and year first before written.

The Common Seal of_____

Was hereunto fixed in the presence of:

Signed, Sealed and Delivered by the said_____

In the presence of:

Binding Signature of Employer_____

Binding Signature of Contractor_____

Panchayats & Rural Development Department

Tender Notice No......**Dated**.....

To _____ [name of Bid Authority]

_____ [Address of Bid Authority]

WHEREAS

[Name and address of Contractor] (Here in after called “the Contractor”) has undertaken, in pursuance of Contract No. _____ dated _____ to execute _____ [Name of Contract and brief description of Works] (Here in after called “the Contract”):

AND WHERE AS it has been stipulated by you in the said Contract that the Contractor shall furnish you with a Bank Guarantee by a recognized bank for the sum specified there in as security for compliance with his obligations in accordance with the Contract;

AND WHERE AS we have agreed to give the Contractor such a Bank Guarantee:

NOW THEREFORE we here by affirm that we are the Guarantor and responsible to you on behalf of the Contractor, up to a total of _____ [amount of guarantee] _____ [in words], such sum being payable in the types and proportions of currencies in which the Contract price is payable, and we undertake to pay you, upon your first written demand and without cavilora rgument, any sum or sums within the limits of _____ [amount of guarantee] as aforesaid without your needling to prove or to show grounds or reasons for your dem and for the sum specified therein.

We here by waved the necessity of your demanding the said debt from the Contractor before presenting us with the demand.

We further agree that no change or addition to or other modification of the forms of the Contractor of the Works to be performed there under or of any of the Contract documents which may be made between you and the Contractor shall in any way release us from any liability under this guarantee and we here by wave notice of any such change, addition or modification.

This guarantee shall be valid until 45 days from the date of expiry of the defects Liability Period.

Signature and seal of guarantor _____

Name of Bank _____

Address _____

Date _____

An amount shall be inserted by Guarantor, representing the percentage of the Contract Price specified in the Contract including additional security forum balanced Bids, if any and dominated in Indian Rupees.

Mandatory Condition

Sl. No.	Requisite Credential	Requisite Supporting document	Submitted Yes/No.
1	Average Annual Turn Over during the last three financial years i.e. 2022-23, 2023-24 & 2024-25 Must be at least Rs.50 lakhs	Provide the turnover in a separate sheet (as per FORM-II) with Auditor's signature along with copy of balance sheet for mentioned years as supporting document duly attested.	
2	Whether Blacklisted by any Govt. organization across India from the year 2016	Undertaking to be given	
3	Conflict of Interest as per clause no. GCC1.8	Undertaking to be given	
4	Must Comply with all statutory obligations.	Provide the following required nos. In a separate sheet (as per FORM-II) duly attested with following supporting documents: i. Copy of PAN Card ii. GST registration certificate iii. Trade license	
5	Credential certificate for last three(3) years	i. The bidder shall submit the documentary proof of orders received. ii. Self declaration mentioning or dereference for ongoing/satisfactory completion work with supporting documents (above details as per FORM-II)	
6	Scan original copy of documents should be submitted Affidavit, Trade License Certificate, EMD Challan,	1. Original Affidavit 2. EMD Challan 3. Income Tax Return 4. Credential Certificate 5. Payment Certificate 6. Others if any.	

N.B.: Each page of all the documents/copy of certificates should be submitted with attestation by the authorized signatory and with seal & date.

Panchayats & Rural Development Department

Tender Notice No......

Dated.....

Details of information to be provided in support of Mandatory condition (copy of supporting documents to be submitted with the bid)

Sl. No.	Item Details	Details		
1	Contact Person with Telephone No., Mobile No., E-mail ID and FAX No., of the bidder			
2	Communication details			
3	Tender Fee details			
4	EMD details with validity & Expiry date			
5	Permanent Account No. (PAN)			
6	GST Registration No.			
7	Company Registration No.			
8	Average Annual Turn Over during the last three financial years must be at least Rs.50 lakhs	2022-23 (Rs. in Lakh)	2023-24(Rs. In Lakh)	2024-25 (Rs. In Lakh)
9	Orders received and executed by the bidder	Organization where Worked with contact Telephone No. and FAX No.	Order No. and Date With Value of the Order	Self declaration Mentioning order reference for ongoing/satisfactory Completion work with Supporting documents.

Date: _____ Place: _____	Seal	Signature of Authorized Person
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FORMAT FOR THE AFFIDAVIT

(NOTE: This affidavit should be on a non-judicial stamp paper of Rs.10/- and shall be attested by Magistrate/Sub-Judge/Notary Public)

I,(name of the authorized representative
of the bidder) son/daughter of resident of
..... (Full address), aforesaid
solemnly affirm and state as under:

1. I hereby certify that all the information furnished with the bid submitted online in response to notice inviting bid number date
.....issued by
(Authority inviting bids)
for
(name and identification of work) are true and correct.
2. *I hereby certify that I have been authorized by
..... (the bidder) to sign on their
behalf, the bid mentioned in paragraph1 above.

Date: _____ Place: _____	Seal	Signature of Authorized Person
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FORM OF BID FOR PART I OF THE BID

Technical Qualification Part I of Bid

The Bidder shall fill in and load this form for Part I of Bid separately from the form for Part II of the Bid.

Tender Notice No.....Dated.....

To _____ [name of Bid Authority]

_____ [Address of Bid Authority]

Description of Works.....

Dear.....

1. Having read the Bidding Documents, Requirements for submission of documents in ITB Clause 12, and acceptance of provisions for Fraud and Corruption in the Bidding Document, I/resubmitting attachment all documents required in the Bidding Document together with all the Affidavits regarding the correctness of information/documents for the above stated bid.
2. I/we confirm that the Bid fully complies with all the requirements including the Bid Validity and Bid Security as required and specified by the bidding documents.
3. I/we certify that the information furnished in our bid is correct to the best of our knowledge and belief.
4. I/we undertake to carry out the works of Routine Maintenance for five years after the completion date as per the rates offered by the Employer in the bid documents.

Date: _____ Place: _____	Seal	Signature of Authorized Person
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Form of Bid for Part II of the Bid

Technical-Financial Part II of Bid

The Bidder shall fill in and load this form for Part II of Bid separately from the form for Part I of the Bid

Tender Notice No.....Dated.....

To _____ [name of Bid Authority]

_____ [Address of Bid Authority]

Description of Works.....

Dear.....

1. With full understanding that Part II of our bid will be opened only if I/ we qualify on the basis of evaluation in Part I of the Bid, we offer to execute the works described above, remedy any defects there in, and carryout the routine maintenance in conformity with the Conditions of Contract, Specifications, Drawings and Bills of Quantities accompanying in Part II of the Bid.
2. This Bid and your written acceptance of it shall constitute a binding contract between us. I/ we understand that you are not bound to accept the lowest or any bid you receive.
3. I/ we undertake to commence the works on receiving the Notice to Proceed with the Work in accordance with the Contract Conditions.
4. As mentioned in Part-I of my/ our bid, I/we undertake to carry out the works of Routine Maintenance throughout the contract period within the tendered amount.
5. All the technical specification of Server/s, License, SMS Gateway, exact configuration of different hardware and software components etc. will be uploaded in Financial Proposal (Mentioned as: Stage II) in.pdf.

Date: _ _____ Place: _____	Seal	Signature of Authorized Person
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