



**Notice Inviting Expression of Interest (EoI)
for Appointment of Brand Consultant to
Upgrade the Quality & Optimize the
Production of Srishtishree Products**

For West Bengal State Rural Livelihood Mission,
Department of Panchayats & Rural Development, Government
of West Bengal

Niet No – 813/PRD-34015/2/2024-SRLM SEC-Dept. of PRD dated 05.07.2024

**DEPARTMENT OF PANCHAYATS & RURAL
DEVELOPMENT**

GOVERNMENT OF WEST BENGAL



No: 813/PRD-34015/2/2024-SRLM SEC-Dept. of PRD

Date: 05.07.2024

Notice Inviting Expression of Interest (EoI)

Application for expression of interest is hereby invited by the Procurement Consultant, WBSRLM for and on behalf of the WBSRLM, P&RD Department, Government of West Bengal from bonafide Firms / Agencies for Appointment of Brand Consultant to conduct a diagnostic study upon rural SHGs and to upgrade the quality and optimize the production of Srishtishree products (as per section VI).

Intended bidders are requested to submit their bids through e-Tender Portal (<https://wbtenders.gov.in>) by following the terms and condition of this NleT and as per the date & time schedule mentioned below-

DESCRIPTION OF THE EoI

Name of work	Time of completion	Estimated Amount	EMD
Appointment of brand consultant to conduct a diagnostic study upon rural SHGs, make an intervention plan and arrange and conduct workshops for quality enhancement & marketability of Srishtishree products.	A definite timeline may be suggested by the agency in the EOI.	NIL	Rs.2,00,000/- (Rupees Two Lakhs only)

DATE & TIME SCHEDULE

Sl no	Particulars	Date & Time
1	Date of publishing N.I.T. & other Documents online	05.07.2024, 03.00 PM
2	Online documents download start date	05.07.2024, 03.30 PM
3	Online documents download end date	05.08.2024, 03.00 PM
4	Online Bid submission start date	05.07.2024, 04.00 PM
5	Pre-bid meeting to be held at Office of the Tender Inviting Authority	09.07.2024, 03.00 PM
6	Online Bid Submission closing date and time	05.08.2024, 11.00 AM
7	Online Bid opening date for Technical Proposals	07.08.2024, 12.00 PM
8	Date of online uploading list for Technically Qualified Bidders	To be notified
9	Date of online opening of Financial Proposal	To be notified

Any subsequent notices/circulars/corrigendum related to this EoI shall be uploaded at <https://wbtenders.gov.in> websites only. Bidders are requested to check this website regularly for this purpose.



This e-Tender document comprises of the following sections:

- Section I: Definition
- Section II: Overview
- Section III: General Instructions to Bidders (GIB)
- Section IV: Draft Proforma for Non-Conviction Certificate
- Section V: Objective
- Section VI: Scope of Work
- Section VII: Eligibility Criteria
- Section VIII: Evaluation Process
- Section IX: Payment terms
- Section X: Terms & Conditions

This EoI shall be evaluated under the two-bid system, i.e., through evaluation of technical and financial bids uploaded by the bidder online on the e-tender portal <https://wbtenders.gov.in>

Section I: Definition

1. “Purchaser” means the EoI inviting authority, purchasing goods and/or services as incorporated in this EoI enquiry document, either directly or on behalf of consignees. For this EoI the purchaser is the Department of Panchayats & Rural Development, Government of West Bengal.
2. “Bid” means proposal/ quotation received from a Firm/ Bidder against the EoI.
3. “Bidders” means the Individual or Firm or Agencies submitting Bids/ Quotations.
4. “Contractor” means the individual or the firm supplying the goods and/ or services as incorporated in the contract.
5. “Goods” means the articles/ material required to the purchaser under the contract.
6. “Contract” means the written agreement entered into between the purchaser/ consignee and the contractor, together all the documents mentioned there in and including all attachments, annexure etc. therein.
7. “Specification” means the document / standard that prescribes the requirements with which goods and/ or service has to confirm.
8. “Inspection” means activities such as measuring, examining, testing, gauging features of the goods and/ or service and comparing the same with the specified requirement to determine conformity.
9. “Bill of Quantity (BOQ)” is the name for price schedule (financial bid) in e-tender software.

Section II: Overview

Srishtishree, under WBSRLM, is marketing products sourced from SHGs of various districts of the state. However it is lacking critical mass and market traction primarily on account of sub-par quality of finish, lack of standardisation and erratic availability/ inventory. It is compounded by inadequate awareness about the offering and low footfalls at the mall despite its vantage location.



Section III: General Instruction to the bidders

Technical Proposal

1. Statutory Cover shall contain the following documents:

1. Application to participate in EoI as per Section VI: Tender Application Form
2. Technical Documents

2. Non-Statutory Cover will contain the following documents-

SL. NO.	Category Name	Sub Category name	Details
1	Certificate(S)	Certificate(S)	Income Tax (Last financial year), PAN, Professional Tax registration/ any Challan deposit (Last Financial Year), GST Registration along with copy of last return filed.
2	Company Details(s)	Company Details	Certificate of incorporation/ Partnership Deed. Updated Trade License, Power of Attorney in favour of signatory of bid. (where applicable)
3	Credential	Credential- 1	Credential certificates for last 3 years on same nature of work.
4	Declaration	Declaration- 1	<ol style="list-style-type: none">1. Audited Balance Sheet & Profit & Loss A/c of (Last F.Y).2. Non-Conviction Certificate as per section IV.3. Application in the letter head of the firm/ company.
5	Other	Other	A detailed technical presentation as mentioned in section VI

3. Financial Proposal (Single File)

The price schedule in form of BOQ (excel file) will be found under the published NIT schedule in the website (<https://wbttenders.gov.in>) and the least offer price must be quoted against each item(s).

Opening of Tender

The purchaser will open the bids on the specified date and time as indicated in the NIT. The Bidder/Authorized representative of the bidder may attend on the date of opening of bid as well as the pre-bid meeting as per schedule. The statutory papers will be examined and evaluated



before evaluation of non-statutory documents. After this, the online price bids or financial bid of only the technically qualified bidders shall be opened for further evaluation.

Opening of Technical Proposals:

Technical proposals will be opened by members of the Tender Evaluation Committee electronically from the e-tender website using their Digital Signature Certificates (DSCs).

In the Technical Proposal, the Cover (folder) for Statutory Documents will be opened first and if found in order, the cover (folder) for Non-Statutory Documents will be opened. IF ANY DOCUMENT REQUIRED TO BE SUBMITTED FOR EoI BY THE BIDDER IN HIS/HER TECHNICAL/FINANCIAL PROPOSAL, BUT NOT SUBMITTED OR IS FOUND TO BE DEFICIENT IN ANY MANNER AT ANY STAGE AFTER OPENING OF BID, THE BID MAY BE SUMMARILY REJECTED.

During evaluation, the Committee may examine the original documents as they are uploaded as EoI documents as per Section-III clause 1 & 2. The date & time of such examination of documents will be notified later. If the said documents in original are not produced within the specified date & time, the bid proposals will be liable for rejection.

The EoI Selection Committee reserves the right to reject any application/bid without assigning any reason.

Earnest Money Deposit (EMD):

In addition to the complete set of tender documents as mentioned here in before, the tenderer shall have to deposit an amount as earnest money (as mentioned earlier) in the form of a demand draft for Rs.2,00,000/- (Rupees Two lakh only) drawn on any Nationalized Bank in favour of 'The CEO, WBSRLM', payable at Kolkata. Please note that no other form will be accepted for submission of EMD and submission of tender without earnest money will be treated as non-responsive.

The scanned copy of the Demand Draft for EMD should be uploaded in the e-tender portal with the tender documents. The original Demand Draft for EMD should be submitted at the Office of the CEO of this institution (Anandadhara State Office, P&RD Department, GoWB, Joint Administrative Building, 10th Floor, Block HC-7, Sector-III, Salt Lake, Kolkata- 106) before opening date of the Tender.

The earnest money deposited otherwise will not be accepted and the tender will not be valid.

Return/refund of EMD to the unsuccessful/non-responsive Tenderer(s) will be made normally within 30 days after the successful award of tender. No interest shall be payable on it under any circumstances.

For L1 bidder, the amount of EMD would be treated as security deposit, which would be refunded on expiry of two months from the date of successful completion of tender awarded.



Penalty Clause:

Non-compliance of any of the terms and conditions of this notice by the successful bidder/Contractor/Supplier/Agency shall result in invoking any or all the following penalty clauses at the discretion of the Tender Inviting Authority (TIA):

- a) Cancellation of the Acceptance of tender as a whole or in part.
- b) Forfeiture of the EMD.
- c) Recovering loss, if any, occurred to Government.

Section IV: Draft Proforma for Non-Conviction (In a form of affidavit in Rs.10 Non-judicial Stamp Paper)

The bidder shall provide an undertaking that the proprietor/ promoter/ director of the firm, its employee, partner or representative are not convicted by a court of law for offence involving moral turpitude in relation to business dealings such as bribery, corruption, fraud, substitution of bids, interpolation, misrepresentation, evasion, or habitual default in payment of taxes etc. The firm does not employ a government servant, who has been dismissed or removed on account of corruption. The firm has not been debarred, blacklisted by any government ministry/ department/ local government/ PSU etc. in the last two years from scheduled date of opening of this EoI.

Section V: Objective

- Development of skills to enhance quality, marketability & packaging of SHG products by imparting training, both theoretical & handholding.
- To make the SHG products competitive in the State, National & International level of market.
- To determine the local rural & urban needs of customers for improved marketing yields, and evaluation of current pricing of the products by the SHGs.
- To provide consultancy service for the change of pattern in approach relating to salesmanship.

Section VI: Scope of Work (SOW)

The scope of this project would include the following key interventions:

- The project will be initiated for up gradation of the quality and optimization of 07 (Seven) SHG products as detailed below:
 1. Jamdani/handloom sarees and dress materials – Nadia
 2. Mango food products- Malda
 3. Dhaniakhali saree and other materials – Hooghly
 4. Sabai grass products - Jhargram
 5. Patachitra- Purba Medinipur



6. Dhokra- Uttar Dinajpur
 7. Candle work, Essential oils & Soaps- Darjeeling
- Creation of detailed database of SHG Artisans against each product (Atleast 60 SHG artisans) associated with the production of above mentioned products and conducting a survey for gap analysis w.r.to each of these products.
 - The SHG database must content the following parameters:
 - District,
 - Block,
 - Gram Panchayat,
 - Sangha Cooperative name,
 - Name of SHG,
 - SHG code,
 - Contact
 - Name of SHG member,
 - SHG member code,
 - Details of training already obtained in the specific field,
 - Product variety presently produced by the SHG member,
 - Present market of the product,
 - Average annual income with the sales of these product,
 - Average hours/month dedicated for production of the present products,
 - Further training requirements identified,
 - Product variety suggested,
 - Potential markets for upgraded products etc.

The database structure may be modified after ascertaining requirements at the ground level.

- Making concrete and actionable proposals/ recommendations for introducing cost effective, eco-friendly and practical innovations to make the production processes of each of the selected SHG products more suited to the present conditions.
- Conducting Training Sessions/ Workshops and Consultation with the stake holders (At least 60 SHG members for each SHG product) to understand the challenges being faced currently and development of skill/ entrepreneurship spirit of the concerned SHG Artisans by engaging domain experts from Designing, Marketing, Business Management and/or any other relevant field as per requirement.
- The training phases must be specified in inception report along with training calendar for each selected type of product and trainings should not be less than 6 rounds for each SHG artisan for each product.



- Development of Model Business Plans for each of the selected SHG products based on the field level realities, incorporating all aspects such as sourcing of raw materials, manufacturing, cash flow, financial management, pricing formula, supply chain logistics etc.
- Making concrete and actionable proposals/ recommendations for effective market linkage of these products to achieve economies of scale through an integrated Marketing Strategy.
- Development of at least Five (05) different types of prototype (including packaging and product stories) from each of these selected SHG products to enhance their brand equity at national and international forums
- Facilitating legal compliances of each product/ SHG artisan to ensure market compatibility of the selected SHG products
- Gradation of SHG artisans (At least 60 SHG members for each SHG product) according to their skillset acquired through the training imparted by the agency and market acceptability of their products.
- Submission and Presentation of a Project Report with proper documentation and detailed timeline outlining the key milestones/ activities/ outcomes and way forward for taking these selected SHG products to their next level of excellence vis-à-vis their quality, designing, craftsmanship, packaging, branding and marketing.
- Video documentation of the entire training programme and monitoring at every stage.
- Submission of timely progress report (including photos, videos etc.) at this end.
- Submission of final designs/upgraded products at this end.

Note: The above scope of work is merely illustrative and not exhaustive. The consultant shall thus have to consider the required output and include all further incidental activities that may be necessary for efficient and successful implementation and for achieving the ultimate purpose of the assignment. The Consultant will provide the best mechanism(s)/model(s)/strategy for upgradation of the quality and optimization of the production of Srishtishree products in very clear terms. Further, the Scope of work may be increased or decreased during the period of Contract as per the requirement of WBSRLM at the sole discretion of the State Mission Director, WBSRLM.

Section VII: Eligibility Criteria

- The consultant agency must have been in operation for a minimum of 2 years as on the date of the issue of this tender document in designing and establishing brand, 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 50 lakhs and above consistently during the last two financial years.
- The agency must have experience in similar nature of work.
- The consultant agency should have handled at least one creative account in any sector



with revenue of over INR 4 lakhs in any one of the last two financial years.

- The consultant agency should be able to provide qualified, dedicated service and creative team, for undertaking the creative work and campaign of the P&RD Dept. Govt. Of West Bengal. The Agency team would be required to work closely with this office and District Offices as may be directed from the Competent Authority of WBSRLM.
- The Firm / Agency shall have at its disposal a pool of highly competent staff Including researchers, marketing managers, media editors, graphics designers and editors, 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 be enclosed).
- The Staff members are required to be Stationed at different stations. No guarantee for Shelter, Food and other logistics is guaranteed on the part of the client.

Section VIII: Evaluation process

After evaluation of technical bids, the financial bid of technically eligible bidders will be opened and finalized.

Technical Evaluation:

The initial short listing of the bidders will be made on the basis of marks. At least 50% marks is needed for becoming technically accepted.

Details	Max Marks
1. Experience of the firm (in execution of similar nature of work/project)	20
2. Methodology, work plan and understanding of SOW	40
3. Suitability of the Key personnel for the assignment (degree, Experience in years)	30
4. Capability for Transfer of knowledge/training (Specified training, certificate and experience).	10
TOTAL	100

- The selection process would be Quality and Cost Based Selection (QCBS) as specified in W.B. Govt. Fin. Dept. order no.8385-F(Y) dated 22.11.2023.
- The Evaluation Committee will select the bidder by giving 70% weightage to the technical score and 30% weightage to the financial score.
- The combined score of a bidder shall be decided by the formula as under: - COMBINED TOTAL SCORE= (TOTAL TECHNICAL SCORE X0.7) + (TOTAL FINANCIAL SCORE X0.3)
- The entire contract of work will be awarded to the Bidder who obtains the highest combined score.
- If the selected bidder fails to execute the project or if its contract is terminated, the bidder who has obtained the second highest combined score and so on, shall be asked for its willingness to work on the rates of initially selected bidder. The financial proposals will be ranked in terms of their total evaluated cost.



Financial Evaluation:

- The bidder quoting the lowest rate excluding applicable Tax will be awarded 100 marks for financial quote.
- For determining the financial score of other bidders, the following formula shall be applied:- $\text{FINANCIAL SCORE OF BIDDER} = (\text{LOWEST PRICE}) \times (100) / \text{PRICE QUOTED BY RESPECTIVE BIDDER}$
- In QCBS method, 30% weightage will be given to the financial score obtained by a bidder.

Section IX: Payment Terms:

Deliverable based payment schedule:

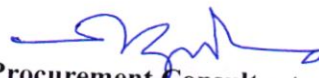
SL. NO.	DELIVERABLE	PERCENTAGE OF PAYMENT
1	Submission of Project Inception Report against each selected SHG product after detailed survey of the SHG artisans. This report must contain SHG survey report, implementation strategy, detailed action plan, training plan and training calendar, expected outcome, suggested product prototypes and any other details as deemed fit.	15%
2	Completion of 50% training sessions against each selected SHG product (claim to be submitted with attendance sheet of each training and certification of ADMD of the respective district)	20%
3	Completion of remaining 50% training sessions against each selected SHG product (claim to be submitted with attendance sheet of each training and certification of ADMD of the respective district)	20%
4	Submission of 5 prototypes of each selected SHG product with model Business Plans for each of the selected SHG products based on the field level realities, incorporating all aspects such as sourcing of raw materials, manufacturing, cash flow, financial management, pricing formula, supply chain logistics etc.	15%
5	Submission of report on facilitating legal compliances of each product/ SHG artisan of the selected SHG products and gradation of SHG artisans (At least 60 SHG members for each SHG product) according to their skillset acquired through the training imparted by the agency and market acceptability of their products.	10%
6	Submission of report on concrete and actionable proposals/ recommendations for introducing cost effective, eco-friendly and practical innovations to make the production processes of each of the selected SHG products more suited to the present conditions and marketing strategy for these products.	10%
7	Submission and Presentation of a Project Report with proper documentation and detailed timeline outlining the key milestones/ activities/ outcomes and way forward for taking these selected SHG products to their next level of excellence vis-à-vis their quality, designing, craftsmanship, packaging, branding and marketing	10%



Advance payment will not be made in any case. All payments will be subject to issuance of successful and satisfactory deliverables for the period by the agency. Efforts will be made for final payments within 30 days from the date of receipt of the bills. The bills should be supported by copy of work orders and other supporting documents, if any. These documents must be duly verified by the Authorized Officers/ officials of WBSRLM.

Section X: Terms & Conditions

1. Tender Inviting Authority (TIA) reserves the right to accept or reject any tender or any part of the tender without assigning any reason whatsoever.
2. Incomplete or bid with insufficient documents required for this NIT will be rejected.
3. Bidders/Representative must attend the Pre-Bid meeting on specific date & time as per the date & time schedule for any queries /clarification. No queries /clarification will be entertained after opening of Technical Bid Bidder(s) also may remain present at the time of opening of technical bid.
4. The successful bidder(s) are bound to complete the entire work as per specification of Section VI. The authority will check or test the quality of the service provided and/or materials concerned of each part of entire work to ensure the quality of work as per the specification given herewith. If any deviation found according to the specification at any stage, the authority reserves the right to cancel the total and/or part of the work and to impose penalty as per the valuation of the damage done.
5. The Tender will be valid up to **1 year** (from the date of AOC).
6. Bills with challan along with Work Done Certificate from the concerned authority must be submitted to this department for payment.
7. The final amount reflects in the financial bid by the bidder(s) will be treated as inclusive of all taxes, GST, Delivery Cost, all direct & indirect Taxes, All Incidental charges, Installation charges etc. no further or extra charges/amount will be paid beyond the price quoted and approved in the said financial bid.
8. The applying Agency/Firm/Individuals must be registered with PAN, GST, & P. Tax of current validity.
9. While making payment, Income tax/GST shall be deducted at source from the bills as per the rules of the Income Tax Act and GST Act.
10. TIA is not bound to accept the lowest rate. Quality of above stated items/services will also be considered in selection of the bidder for supply of items.


Procurement Consultant
For and on behalf of
West Bengal State Rural Livelihood Mission

Anandadhara

West Bengal State Rural Livelihoods Mission (WBSRLM)

(A Society under the Panchayats & Rural Development Department, Govt. of West Bengal)



No: 813/1(17)/PRD-34015/2/2024-SRLM SEC-Dept. of PRD

Date: 05.07.2024

Copy forwarded for information and wide publication at his office notice board please to: -

1. SMD & CEO, WBSRLM
2. Joint Secretary IT, P&RD Department, GoWB
3. Sr. PS to Secretary to the Government of West Bengal, P& RD Department
4. Shri/Smt., Member of the CTEC
5. Office copy


Procurement Consultant

For and on behalf of
West Bengal State Rural Livelihood Mission