



Notice Inviting Expression of Interest (EoI) for Engagement of a Consultancy Agency for coordination of Marketing and Sales Promotion Activities w.r.to Srishtishree products

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

**EoI No – 836/PRD-34099/15/2024-SRLM SEC-Dept. of PRD Part(1) dated
09.07.2024**

**DEPARTMENT OF PANCHAYATS & RURAL
DEVELOPMENT
GOVERNMENT OF WEST BENGAL**

**No: 836/PRD-34099/15/2024-SRLM SEC-Dept. of PRD Part(1)****Date: 09.07.2024****Notice Inviting Expression of Interest (EoI)**

EoI 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 Engagement of a Consultancy Agency for coordination of Marketing and Sales Promotion Activities w.r.to Srishtishree products (as per section V). Intended bidders are requested to submit their bids through e-tender Portal (<https://wbtenders.gov.in>) by following the terms and condition of this EoI and as per the date & time schedule mentioned below-

DESCRIPTION OF THE EoI

Name of work	Time of completion	Estimated Amount	EMD
Engagement of a Consultancy Agency for coordination of Marketing and Sales Promotion Activities w.r.to Srishtishree products	A definite timeline may be suggested by the agency in the EOI.	NIL	₹50,000/- (Rupees fifty thousand)

DATE & TIME SCHEDULE

Sl no	Particulars	Date & Time
1	Date of publishing N.I.T. & other Documents online	09.07.2024, 06.00 PM
2	Online documents download start date	09.07.2024, 06.15 PM
3	Online documents download end date	06.08.2024, 04.00 PM
4	Online Bid submission start date	09.07.2024, 6.30 PM
5	Pre-bid meeting to be held at Office of the Tender Inviting Authority	12.07.2024, 11.30 AM
6	Online Bid Submission closing date and time	07.08.2024, 11.00 AM
7	Online Bid opening date for Technical Proposals	09.08.2024, 11.30 AM
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 EoI 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: Products and its specification

Section VI: Eligibility Criteria

Section VII: Evaluation Process

Section VIII: Payment terms

Section IX: 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

Appointment of a Professional Agency is required with suitable qualifications and expertise to strategically coordinate the entire Marketing & Sales Promotion Activities as a Consultant Agency selected through due process as per Memorandum No. 8385-F(Y) dated: 22.12.20213 of the Finance Department, Government of West Bengal.

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 V: 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 V

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://wbtenders.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 e-tender 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 e-tender 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.50,000/- (Rupees fifty thousand 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 e-tender.

Section V: Scope of Work

1. Reaching out to various Government & Private Organizations (Airports/ Shopping Malls/ Government Offices etc.) for promotion and sale of Srishtishree Products through setting up Stalls/ Kiosks/ Counters etc. in a more planned and holistic manner.
2. Brand Socialization through participation in country wide exhibitions/expositions such as Literary Meets, Cultural Events, Seminars, Festivals, Fairs, and College Fests etc. which have strong potential buyer connect.
3. Planning and coordinating events like Buyer-Seller Meets/ Road shows etc. to open-up new offline channels and expand national footprint of the Brand.
4. IEC activities to generate footfalls and interest in the refurbished Srishtishree Outlet at Dhakuria as and when ready, including tactical use of mass media, pop up events and in-store activities
5. Development of a comprehensive plan for an alternative strategy for selling of SHG Products during the period of temporary closure of the Srishtishree Outlet at Dhakuria through all possible means
6. Creating a larger narrative around Brand Srishtishree as another example of mass empowerment and viable sub local ecosystems in West Bengal to position it as a brand with larger purpose
7. Development of all required creative units in terms of strategy, copy, design, layout, artwork, image finishing including still shoots, set-up and models and supervision of production of specially curated contents like Audio-Visual Films/ Videos/ Reels etc
8. Providing overall strategic guidance in terms of optimal allocation of the marketing budget in implementing the various initiatives for achieving the desired salience and imagery for the brand.

Anandadhara

West Bengal State Rural Livelihoods Mission (WBSRLM)

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



Note: The above scope of work is merely illustrative and not exhaustive. The agency 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. 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 VI: 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.
- The 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 account in any sector with revenue of over INR 5 lakhs in any one of the last two financial years.
- The consultant agency should be able to provide qualified, dedicated service, for undertaking the work. The Agency team would be required to work closely with this office as required by the Competent Authority of WBSRLM.
- The Agency shall have at its disposal a pool of highly competent staff with extensive experience in similar nature of work.

Section VII: 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	Criteria	Marks	Max Marks
1. Experience of the firm (in execution of similar nature of work/project)	10 years or less	0	20
	10 years-15 years	5	
	15 years- 20 years	10	
	More than 20 years	20	
2. Methodology, work plan and understanding of SOW.			30
3. Suitability of the Key personnel for the assignment (degree, Experience in years)			30
4. Capability for reaching out to various government and corporate advertising medium			20
TOTAL			100



- The selection process would be Combined Quality Cum Cost Based Selection (CQCCBS) 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.
- In QCBS method, 30% weightage will be given to the financial score obtained by a bidder.
- The financial score of the bidders will be determined as specified in para 3.12 of W.B. Govt. Fin. Dept. order no.8385-F(Y) dated 22.11.2023

Section VIII: Payment Terms

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 IX: Terms & Conditions

1. The competent authority 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 EoI 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 V. 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.

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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. The competent authority 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

No: 836/1(17)/PRD-34099/15/2024-SRLM SEC-Dept. of PRD Part(1)

Date: 09.07.2024

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

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

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West Bengal State Rural Livelihood Mission