



## BID DOCUMENT

**Name :-** Designing, branding and implementing the work for publicity and other works related to the West Bengal Pavilion in the occasion of India International Trade Fair (IITF) 2023 at PRAGATI MAIDAN, New Delhi (14<sup>th</sup> to 27<sup>th</sup> November – 2023)

**Theme :-** VASUDHAIVA KUTUMBAKAM - UNITED BY TRADE

**Earnest Money :-** Rs.50,000/-

OFFICE OF THE RESIDENT COMMISSIONER  
GOVERNMENT OF WEST BENGAL  
A/2 STATE EMPORIA BUILDING, BABA KHARAK SINGH MARG  
NEW DELHI-110001

OFFICE OF THE RESIDENT COMMISSIONER  
GOVERNMENT OF WEST BENGAL  
A/2 STATE EMPORIA BUILDING, BABA KHARAK SINGH MARG  
NEW DELHI-110001

**NIT No.**

**Memo. No.:** 1807-RCWB/G-59/2023

**Date:** 12/10/2023

E Tender Notice for **Designing, branding and implementing the work for publicity and other works related to the West Bengal Pavilion in the occasion of India International Trade Fair (IITF) 2023 at Pragati Maidan, New Delhi (14<sup>th</sup> to 27<sup>th</sup> November – 2023)**

On behalf of the Office of the Resident Commissioner Govt. of West Bengal the undersigned invites e-tender for engagement of Event Management agency for Designing, branding and implementing the work for publicity and other works related to the West Bengal Pavilion in the occasion of India International Trade Fair (IITF) 2023 at Pragati Maidan, New Delhi (14th to 27th November – 2023 on the based of the Theme **“VASUDHAIVA KUTUMBAKAM - UNITED BY TRADE”**.

Interested agencies may download the details of the tender from the e-tender portal at <https://wbtenders.gov.in> and submit the proposal through the e-tender portal at <https://wbtenders.gov.in>.

The pre-bid meeting and Technical presentation will be held at the Conference Room of the Office of the Resident Commissioner, Govt. of West Bengal, A/2 State Emporia Buildings, Baba Kharak Singh Marg, New Delhi

**Sd/-**  
**Deputy Director of Information**  
**Govt. of West Bengal**

OFFICE OF THE RESIDENT COMMISSIONER  
GOVERNMENT OF WEST BENGAL  
A/2 STATE EMPORIA BUILDING, BABA KHARAK SINGH MARG  
NEW DELHI-110001

Bid Document for the work : **Designing, branding and implementing the work for publicity and other works related to the West Bengal Pavilion in the occasion of India International Trade Fair (IITF) 2023 at PRAGATI MAIDAN, New Delhi (14<sup>th</sup> to 27<sup>th</sup> November – 2023)**

Download of Tender through Website : <http://wbtenders.gov.in>

Sl. No.	Particulars	Date and Time
1.	Date of uploading of RFP online (Publishing Date)	13/10/2023 4.00 pm
2.	Documents download start date (On-line)	14/10/2023 10.00 am
3.	Date of publishing of RFP in the newspaper	14/10/2023
4.	Pre-bid meeting at Office of the Resident Commissioner, West Bengal at A/2 State Emporia Buildings, Baba Kharak Singh Marg, New Delhi – 110001	16/10/2023 12.00 noon
5.	Uploading of reply to queries raised at pre-bid meeting	16/10/2023 4.00 pm onwards
6.	Bid submission start date (On-line)	13/10/2023
7.	Documents download end date (On-line)	28/10/2023 12.00 noon
8.	Bid submission closing (On-line and Offline)	28/10/2023 12.00 noon

9.	Bid opening date for Technical Proposals (On-line and Offline) regarding technical eligibility and adjudging on the basis of power point presentation at Office of the Resident Commissioner, Government of West Bengal.	30.10.2023 12.00 noon onwards
10.	Publication of list of qualified bidders short listed as per stipulated criteria (technical eligibility and thematic presentation) on the web portal of PWD <a href="http://wbpwd.in">http://wbpwd.in</a> as well as in the web portal of office of the resident Commissioner, Govt. of West Bengal <a href="http://rcwb.in">http://rcwb.in</a>	01/11/2023 12.00 noon onwards
11.	Tentative Date and Time for opening of Financial Proposal (Online)	02/11/2023 onwards
12.	Formal declaration of panel of names of the bidders in successive order of preference	04/11/2023 10.00 am onwards

### Scope of Work:

SI.	DESCRIPTION	QTY	NO.
1	<b>Publicity at different places of Delhi (Outside the Venue) (Printing, installation and dismantling)</b>		
1.1	Posters / 13" X 19" / Glossy Art Paper / 250GSM / Single Side Printing	50	Nos.
1.2	Standeeds (5ft X 2.5 ft)	20	Nos.
1.3	Hoardings (10 ft X 10 ft) with wooden frame supply, installation/fitting/fixing and dismantling at the Entry Gate of Banga Bhavan I & II	4	Nos.
1.4	Hoardings (5 ft X 7 ft) with wooden frame supply, installation/fitting/fixing and dismantling at the specific locations of New Delhi	30	No.
1.5	Newspaper insertion at Delhi Areas (on 26 <sup>th</sup> November only) (100000 nos.)	1	Gross
1.6	Tent Cards	100	Nos.
1.7	Leaflet /6" X 9" / Glossy Art Paper /130 GSM / Single side printing	110000	Nos.
1.8	Invitation cards and envelop	1000	Nos.
1.9	Branded Canter (Two sides open) total movement 200 Kilometers / 5 days / (Display hours) (10 AM to 8 PM) . Necessary Permission of the concerned authority is the responsibility of the agency.	1	Gross
1.10	Printing of I D Cards with plastic jacket and printed lanyard for Officials/ Staffs and participants	200	Nos.
1.11	Campaign through two top rated FM Channels at Delhi (20 times each day in prime time for 7 days including weekends)	1	Gross
2.	<b>Documentation</b>		
2.1	Arrangement of taking still photograph at West Bengal Pavilion, Pragati Maidan, New Delhi (from 14-11-2023 to 27-11-2023), Video Coverage of West Bengal Celebration (approx 2 hrs. or more), Video coverage at West Bengal Pavilion during VVIPs visit throughout the fair period as and when informed and provide 5 (five) nos best quality Albums with important photos placed in the Albums properly. (100 photo in each album)	1	Gross
3	<b>Girl guide/ boy guide</b>		
3.1	10 girl guides and 5 boy guides to be engaged contractually for supervision of the pavilion for 14 days against the remuneration of	1	Gross

	Rs. 1500/- per head per day.		
3.2	silk saree for each girl guide and jackets of two different designs for each boy guide.	30	Gross
3.3	Metal Badges for girl guides/ boy guides / officials	30	Nos.
<b>4</b>	<b>Refreshments</b>		
4.1	Lunch packets for artisans/ officials (100 nos. per day within limit @Rs. 150/-)	1	Gross
4.2	Snacks for artisans/ officials (120 nos. per day within limit @ Rs. 80/-)	1	Gross
<b>10.</b>	<b>Event Management Charges</b>		
10.1	Event Management Charges	1	Gross
<b>11</b>	<b>Government Taxes</b>		
11.1	Govt. Tax (including all tax)	1	Gross

- All the works should be done observing Covid Safety Management Protocol

## Eligibility Criteria

The bidder must possess the requisite strength and 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.	<p><i>Valid documentary proof of:</i></p> <ul style="list-style-type: none"> <li>✓ Proof of Office Address in Kolkata or in New Delhi where the event will be held</li> <li>✓ GSTIN number.</li> <li>✓ Income Tax registration/PAN number</li> <li>✓ Certificate of updated Income tax Return or CA Certificate (Turn Over)</li> <li>✓ Audited balance sheet for the last 3 years as per IT Act with acknowledgement.</li> <li>✓ Work experience including work of Govt. of West Bengal in last year in the tune of Rs.5,00,000/- minimum.</li> </ul>

2	Bank Guarantee amounting to Rs.1,00,000/- with a validity of 30 days only to be submitted by the selected agency.	Letter from the bank authority.
3	The bid can be submitted only by an established house/agency that has successful experience.	<ul style="list-style-type: none"> <li>• Self certification by authorized signatory with relevant documents in its support.</li> <li>• Work Orders/ Completion Certificate confirming previous experiences</li> </ul>
4	The bidder should furnish, as part of its bid, an Earnest Money deposit of Rs.50,000/- (Rupees fifty thousand)	In the form RTGS or NEFT
5	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.
7	Work experience for similar nature of work for the any private / PSU/ Govt./ Corporate including Government of West Bengal in the last three years in a tune of Rs. 30,00,000/- (Cumulative)	<ul style="list-style-type: none"> <li>• Self certification by authorized signatory with relevant documents in its support.</li> <li>• Work Orders/ Completion Certificate confirming previous experiences</li> </ul>
8	Office Address at Kolkata or New Delhi	<ul style="list-style-type: none"> <li>• Proof of Office Address</li> </ul>

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.

### **PROCESS OF EVALUATION AND SELECTION**

Bidders will be evaluated on basis of technical score to ensure a fair and transparent method of selection. The credentials of the bidders as uploaded online will be evaluated first by a designated 'Evaluation Committee'. The credentials for technical evaluation will broadly cover the following areas:

- a. Technical document(s)(Part I) uploaded online.
- b. Technical Presentation (Power Point)
  - The evaluation committee may inspect hard copy of the documentary evidence uploaded. The bidders should be ready in the technical presentation session to produce hard copies of the credentials on demand.
  - The technical document in Part I will be evaluated first to ascertain as to whether the bidders fulfill the mandatory requirements.
  - The eligible bidders will be given the opportunity to make presentation/s to the Evaluation Committee on a specified date onward. In case a bidder does not meet the criteria for eligibility criterion, his Technical Bids will be rejected.
  - The bidder must achieve 71% marks in the technical presentation to be qualified in technical evaluation. In case a bidder does not meet the criteria for eligibility criterion, his Technical Bids will be rejected.
  - Decision of the evaluation committee will be final in this regard.

<b>Suggested Marking System</b>	<b>Total Marks</b>	<b>Marks Scored</b>
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A.	<b>Technical Offer Evaluation</b>			
	1	Creative & concept plan.	40	
	2	Prior experience in handling similar type of State level Govt. event in West Bengal or New Delhi	20	
	3	Prior experience in handling Mela or fair of State level /Govt. event/ private events in West Bengal or New Delhi	30	
	4	Financial solubility / capacity to undertake an event on a large scale, and meet unforeseen contingencies. Financial turn over during the last financial year: (1) Rs.2,00,00,000 and above=10 marks (2) Rs. 1,50,00,000toRs. 2,00,00,000 =8 Marks (3) Rs.1,50,00,000toRs. 1,00,00,000 =5 Marks (4) Less than Rs.1,00,00,000 = 2 marks	10	
		Total: Marks for Technical Evaluation.	100	
B.	<b>Financial Offer Evaluation</b>		100	

#### 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 Office of the Resident Commissioner means the organization purchasing the service includes an officer who is authorized on behalf of the Office of the Resident Commissioner, A/2 State Emporia Buildings, Baba Kharak Singh Marg, New Delhi – 110001
- d. **“The Bidder”** means the firm(s) providing the bid and services under this Contract

#### 2. Bidder Agency’s Obligations :

It shall be deemed that by submitting the Proposal, the prospective Bidder has:

- a. made a complete and careful examination of the RFP document;
- b. received all relevant information requested from the “Office of the Resident Commissioner , Go WB”;
- c. acknowledged and accepted the risk of inadequacy, error or mistake in the information provided in the RFP document or furnished by or on behalf of the “Office of the Resident Commissioner , Go WB” or relating to any of the matters referred above;
- d. satisfied itself about all matters, things and information, including matters referred herein above, necessary and required for submitting an informed Application and performance of all of its obligations there under;
- e. acknowledged that it does not have a Conflict of Interest; and
- f. agreed to be bound by the undertaking provided by it under and in terms hereof.

g. The “Office of the Resident Commissioner , Go WB” shall not be liable for any omission, mistake or error on the part of the Bidder in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to the RFP document or the Selection Process, including any error or mistake therein or in any information or data given by the “Office of the Resident Commissioner , Go WB”.

### **3. Information Security**

- a. 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 Office of the Resident Commissioner , to any outside agency without prior written permission from the Office of the Resident Commissioner .
- b. The Bidder shall adhere to the Information Security policy developed by the government.

### **4. Indemnity**

- a. 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:
  - b. Any negligence or wrongful act or omission by the Bidder in connection with or incidental to this Contract; or
  - c. Any breach of any of the terms of the Bidder’s Bid as agreed, the Tender and this Contract by the Bidder,
  - d. The indemnity shall be to the extent of 100% in favour of the Office of the Resident Commissioner

### **5. Amendment of RFP Document**

- a. At any time prior to the deadline for submission of Proposal, the “Office of the Resident Commissioner , GoWB” may, for any reason, at its own initiative, modify the RFP document by issuance of Addendum/ Amendment.
- b. All such addenda/amendments will be posted on the website along with the revised RFP document (relevant portion) containing the amendments and will be binding on all Bidders
- c. In order to afford the Bidders a reasonable time for taking an amendment into account, or for any other reason, the “Office of the Resident Commissioner , GoWB” may, in its sole discretion, extend the Proposal Due Date.

### **6. Termination**

- a. Office of the Resident Commissioner 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:
  - b. Where the Office of the Resident Commissioner 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.

c. Where it comes to the Office of the Resident Commissioner'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 Office of the Resident Commissioner , in relation to any of terms of the Implementation Agency's Bid, the Tender or this Contract

#### **7. 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 Office of the Resident Commissioner , at its discretion, may without prejudice to any other right or remedy available to the Office of the Resident Commissioner 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 Additional Secretary, Office of the Resident Commissioner may consider cancellation of contract.

#### **8. Dispute Resolution**

The Office of the Resident Commissioner 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.

#### **9. Conflict of interest**

The Bidder shall disclose to the Office of the Resident Commissioner 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.

#### **10. 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.

#### **11. "No Claim" Certificate**

The Bidder shall not be entitled to make any claim, whatsoever against the Office of the Resident Commissioner , under or by virtue of or arising out of, this contract, nor shall the Office of the Resident Commissioner entertain or consider any such claim, if made by the Bidder after he shall have signed a "No claim" certificate in favour of the Office of the Resident Commissioner in such forms as shall be required by the Office of the Resident Commissioner after the works are finally accepted.

#### **12. Publicity**

The Bidder shall not make a public announcement or media release about any aspect of this Contract unless the Office of the Resident Commissioner first gives the Bidder its written consent.

**13. 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.

**14. Consortium**

Consortium is not allowed.

**Declaration of Acceptance of Terms and Conditions**

**To,  
The Resident Commissioner  
Office of the Resident Commissioner,  
Govt. of West Bengal, New Delhi**

Sir,

I have carefully gone through the Terms & Conditions contained in the document [No. ....] regarding engaging of an Agency for “agencies for Designing & Implementing the publicity related work etc. (Part – I/Part –II) in connection with the India International Trade Fair (IITF) 2023 at Pragati Maidan, New Delhi from 14<sup>th</sup> November to 27<sup>th</sup> November, 2023.

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:

Business Address: