



E-TENDER NOTICE for Printing and Display Regarding Promotion of 20th Kolkata SARAS

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

NIeT NO – 1384/PRD-34015/39/2024-SRLM SEC-Dept. of PRD dated 22.11.2024

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



No: 1384/PRD-34015/39/2024-SRLM SEC-Dept. of PRD

Date: 22.11.2024

ELECTRONIC TENDER (e-Tender) NOTICE

E-Tender 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 printing and display regarding promotion of 20th Kolkata SARAS (as per Schedule A under 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 NIT and as per the date & time schedule mentioned below-

DESCRIPTION OF THE E-TENDER

Name of work	Time of completion	Estimated Amount	EMD
Printing and Display Regarding Promotion of 20 th Kolkata SARAS	25 days	₹23,00,000/- (Rupees twenty three lakhs only)	₹46,000/- (Rupees forty six thousand only)

DATE & TIME SCHEDULE FOR THE e-TENDER

Sl no	Particulars	Date & Time
1	Date of publishing N.I.T. & other Documents online	22.11.2024, 03.00 PM
2	Online documents download start date	22.11.2024, 03.30 PM
3	Online documents download end date	04.12.2024, 10.00 AM
4	Online Bid submission start date	22.11.2024, 04.00 PM
5	Pre-bid meeting to be held at Office of the Tender Inviting Authority	28.11.2024, 12.00 PM
6	Online Bid Submission closing date and time	05.12.2024, 10.00 AM
7	Online Bid opening date for Technical Proposals	07.12.2024, 10.00 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 e-tender 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: Requirements

Section III: General Instructions to Bidders (GIB)

Section IV: Draft Proforma for Non-Conviction Certificate.



Section V: Item list and Specifications

Section VI: Eligibility Criteria and Terms & Conditions

This e-tender 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 e-tender inviting authority, purchasing goods and/or services as incorporated in this e-tender enquiry document, either directly or on behalf of consignees. For this e-tender 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 e-tender.
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 conform.
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: Requirements

Promotional activities to be performed from 8th December 2024 to 1st January 2025 for 20th Kokata Saras Mela. The following materials are to be designed by a creative agency and will be printed & fixed in different places across Kolkata, Newtoan & Bidhannagar areas as per the following:

- Hoarding (at different prominent places across the city (Maximum 31 places))
- Frame banner – 50 locations
- Cut-out display- 30 locations
- Ola cab branding – 30
- Bus back panel display – 50

**These numbers and the location may be changed as per requirement and approval (as per Schedule A under section V)



Section III: General Instruction to the bidders

Technical Proposal

1. Statutory Cover shall contain the following documents:

1. Application to participate in e-tender 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 (AY 22-23), PAN, Professional Tax registration/ any Challan deposit Financial Year 2023-24 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	1. Audited Balance Sheet & Profit & Loss A/c of (F.Y. 2022-23). 2. Non-Conviction Certificate as per section IV. 3. Application in the letter head of the firm/ company.
5	Other	Other	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 e-tender 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 **₹46,000/- (Rupees forty six 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 shall result in invoking any or all the following penalty clauses at the discretion of the CEO:

- Cancellation of the Acceptance of tender as a whole or in part.
- Forfeiture of the EMD.
- 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: Products/Services and its specification

The following materials are to be printed (as per the designs provided) and fixed in different places across Kolkata, Newtown & Bidhannagar area as per schedule-A.

Schedule- A

SL No.	City	Proposed Location	Media	Type	W (in Ft)	H (in Ft)	Facia	Qty	Total Area Sq Ft.
1	Kolkata	EM bypass Ruby More	Billboard	FL	40	20	1	1	800
2	Kolkata	Gariahat fly over feg Golpark	Billboard	FL	40	20	1	1	800
3	Kolkata	Southern Avenue Manoka Cinema	TC	BL	4	6	2	8	384
			TC	BL	6	5	3	1	90
4	Kolkata	Dhakuria feg Golpark	Billboard	FL	30	15	1	1	450
5	Kolkata	Prince Anwar Shah Road Opp South City Mall	Digital	LED	20	8	1	1	160
6	Kolkata	Jadavpur facing Garia	Billboard	FL	30	30	1	1	900
7	Kolkata	Lake Gardens	Billboard	FL	30	30	1	1	900
8	Kolkata	EM Bypass Apollo hospital to Bengal Chemical metro Both sided	Pillar	BL	6	10	2	1	120
9	Kolkata	EM Bypass Ambedkar Bridge feg Science City	Billboard	FL	40	30	1	1	1200

Anandadhara

West Bengal State Rural Livelihoods Mission (WBSRLM)

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



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Sl. No.	City	Proposed Location	Media	Type	W (in Ft)	H (in Ft)	Facia	Qty	Total Area Sq Ft.
10	Kolkata	Hiland Park - Satyajit Ray metro station facing Garia	Pillar	BL	5	10	1	2	100
11	Kolkata	EM bypass Avishikta to Metro cash on carry Metro Both sided	Pillar	BL	6.3	10.3	2	2	259.56
12	Kolkata	Bhawanipur Jadu Bazar	Billboard	NL	20	10	1	1	200
13	Kolkata	Exied Load Sina Road	Bridge Panel	FL	30	6	1	1	180
14	Kolkata	Central Avenue Central Metro Station	Billboard	BL	20	10	1	1	200
15	Kolkata	VIP Laketown facing Airport	Billboard	FL	20	20	1	1	400
16	Kolkata	VIP Road Kestopur Fly Over feg Airport	Billboard	FL	40	20	1	1	800
17	Kolkata	Rajarhat Chinarparkfeg Airport	Billboard	FL	40	20	1	1	800
18	Kolkata	Dum dum Station Road	Billboard	FL	20	25	1	1	500
19	Kolkata	Rashbehari Junction	Billboard	FL	24	12	1	1	288
20	Kolkata	Maa Fly Over feg Park circus	Billboard	FL	30	30	1	1	900
21	Kolkata	Phoolbagan Metro	Billboard	FL	20	10	1	1	200
22	Kolkata	Kankurgachi facing Ultadanga	Digital	LED	20	8	1	1	160
23	Kolkata	Ultadanga bridge feg Airport	Billboard	FL	30	15	1	1	450
24	Kolkata	Tala Bridge Feg BT road	Billboard	FL	20	20	1	1	400
25	Kolkata	Salt Lake Sector V RS Software	TC	BL	4	6	2	12	576
			TC	BL	6	5	4	1	120
26	Kolkata	Salt Lake Karunamoyee	Unipole	FL	20	10	1	1	200
27	Kolkata	Salt Lake PNB	Billboard	FL	20	10	1	1	200
28	Kolkata	Salt Lake Kwality	Billboard	FL	30	20	1	1	600
29	Kolkata	Salt Lake City Centre Both sided	Pillar	FL	6	10	2	1	120
30	Kolkata	Technopolish Fly Over feg Airport	Billboard	FL	30	15	1	1	450
31	Kolkata	Salt Lake AMRI feg Bypass	Unipole	FL	20	10	1	1	200
32	Kolkata	All Over City	Frame Banner	NL	6	4	1	50	1200
33	Kolkata	All Over City	Cut Out	NL	6	15	1	30	2700
34	Kolkata	All Over city	Ola Cab Branding	SAV			2	30	3000
35	Kolkata	All Over city	Bus back Panel	SAV	6	3	1	50	900
Total							48	213	21908

Section VI: Eligibility, Terms & Conditions

1. Tender Inviting Authorityh (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 V. The authority will check or test the quality of the material 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.
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. TIA is not bound to accept the lowest rate. Quality of above stated items will also be considered in selection of the bidder for supply of items. In case of equal rate, draw of lots will be done.
10. After evaluation of technical bids, the financial bid of technically eligible bidders will be opened and finalized.


Procurement Consultant
For and on behalf of

West Bengal State Rural Livelihood Mission

No: 1384/1(6)/PRD-34015/39/2024-SRLM SEC-Dept. of PRD

Date: 22.11.2024

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

1. SMD & CEO, WBSRLM
2. ACEO, WBSRLM
3. AO, WBSRLM
4. CF, WBSRLM


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