



West Bengal Housing Infrastructure Development Corporation Limited

(A Govt. of West Bengal Undertaking)

HIDCO BHABAN, Premises No.35-1111, Biswa Bangla Sarani, 3rd Rotary, New Town, Kolkata-700156

Telephone No. (033) 2324-6037 / 38, Fax: (033) 2324-3016

e-mail: info@wbhidco.in website: www.wbidcoltd.com

No. HIDCO/Admn.-3013/2015/325

Date: 17th July, 2015

NOTICE INVITING EXPRESSION OF INTEREST (EOI) FOR ENGAGEMENT OF AGENCY FOR PREPARATION OF OFFICIAL WEBSITE FOR NAZRUL TIRTHA ALONG WITH ARRANGEMENT FOR E-BOOKING OF FACILITIES AVAILABLE AT RABINDRATIRTHA AND NAZRULTIRTHA AND WEB-BASED REPRESENTATION OF BIOGRAPHY OF KAZI NAZRUL ISLAM (BILINGUAL)

WEST BENGAL HOUSING INFRASTRUCTURE DEVELOPMENT CORPORATION LTD., (WBHIDACO), a Government of West Bengal Enterprise under the Department of Urban Development, Government of West Bengal, invites sealed applications from registered Companies/Partnership Firms with Certificate of Enlistment as an Advertising Agency from any Urban Local Body of an Indian city and having experience of preparation of official website of the Government of West Bengal making arrangement for e-booking of various facilities and web-based representation of biography of luminaries during the last 5 years and having an office in Kolkata to undertake the job of preparation of official website for Nazrultirtha along with arrangement for e-booking of facilities available at Rabindrathirtha and Nazrultirtha and web-based representation of biography of Kazi Nazrul Islam (bilingual). The bidder quoting the lowest percentage of commission as may be submitted in sealed cover will be selected provided that other conditions are duly fulfilled.

An Earnest Money amounting to Rs. 25,000/- (Rupees Twenty five thousand) only shall have to be deposited through Demand Draft drawn in favour of West Bengal Housing Infrastructure Development Corporation Limited payable at Kolkata along with the application. Offers without EMD will be rejected outright and will not be considered. EMD, without interest, of the unsuccessful bidders will be refunded within a period of 60 (sixty) days of declaration of the successful bidder. The EMD of the successful bidder will be retained as Performance Guarantee.

Documents complete in all respects and signed on all pages along with the Earnest Money are to be inserted in a sealed envelope, which should be superscribed "OFFER FOR ENGAGEMENT OF AGENCY FOR PREPARATION OF OFFICIAL WEBSITE FOR NAZRULTIRTHA ALONG WITH ARRANGEMENT FOR E-BOOKING OF FACILITIES AVAILABLE AT RABINDRATIRTHA AND NAZRULTIRTHA AND WEB-BASED REPRESENTATION OF BIOGRAPHY OF KAZI NAZRUL ISLAM (BILINGUAL)" in the manner stated in details in the bid documents and have to be submitted in the box kept for this purpose at Rabindrathirtha, Premises No. 33-1111, Biswa Bangla Sarani 3rd Rotary, New Town, Kolkata 700 156.

Last date and time for receipt of offers shall be upto 14.00 hrs. on 27.07.2015 (Monday).

Packet – A of the bid will be opened on the same day i.e. 27.07.2015 at 15.00 hrs. at the same place in presence of intending Applicants/Bidders or their authorized representatives who will choose to be present.

Technical bids in Packet – B of the qualified Applicants/Bidders will be opened on 27.07.2015 at 16.00 hrs. and Packet-C of the Applicants/Bidders which will receive the stipulated minimum specified marks in their corresponding technical bids will be opened on 28.07.2015 at 15.00 hrs. at the same place.

WBHIDCO Ltd. reserves the right to accept/reject any or all offers at its sole discretion without assigning any reason whatsoever and the same will be binding on the Applicants/Bidders.

EOI documents containing Application Form with detailed terms and conditions and the Bid Documents can be seen and downloaded from WBHIDCO Website <http://www.wbidcoltd.com> and <http://www.rabindrathirtha-wbidcoltd.co.in>.

All intending bidders may visit the WBHIDCO website for further information and are also welcome to approach WBHIDCO for any information that they may require for the purpose of formulating their bids. For any query and clarification, the following officer may be contacted:-

Curator (Rabindrathirtha) - Phone:- (033) 2324-6001
(033) 2324-6002

Sd/-
Curator,
Rabindrathirtha & Nazrultirtha

**NOTICE INVITING
EXPRESSION OF INTEREST (EOI)
FOR
ENGAGEMENT OF AGENCY
FOR
PREPARATION OF OFFICIAL WEBSITE FOR *NAZRUL
TIRTHA*
ALONG WITH ARRANGEMENT FOR E-BOOKING OF
FACILITIES AVAILABLE AT RABINDRATIRTHA AND
NAZRULTIRTHA
AND
WEB-BASED REPRESENTATION OF BIOGRAPHY OF
*KAZI NAZRUL ISLAM (BILINGUAL)***

INDEX

Sl. No.	CONTENTS	PAGE NO.
1.	STATEMENT OF PURPOSE AND BID OUTLINE PART I	1
2.	TERMS OF REFERENCE	2 - 4
3.	SCOPE OF ACTIVITY	4
4.	VOLUME OF WORK	4 - 5
5.	RESPONSIBILITY OF SELECTED AGENCY TO UNDERTAKE PROJECT FOR PREPARING OFFICIAL WEBSITE OF NAZRUL TIRTHA ALONG WITH E-BOOKING FACILITY AND WEB-BASED REPRESENTATION OF BIOGRAPHY OF KAZI NAZRUL ISLAM (BILINGUAL)FOR WBHIDCO	5
6.	TERMS OF PAYMENT	5 - 7
7.	PROCESS OF EVALUATION AND SELECTION AND FORMAT FOR SUBMISSION OF BID DOCUMENT – PART- II	7 - 8
8.	CRITERIA FOR EVALUATION OF TECHNICAL BIDS	9
9.	EVALUATION OF THE BID	10
10.	APPLICATION FORMAT	11 - 15

PART –I Statement of Purpose and Bid-Outline

- The West Bengal Housing Infrastructure Development Corporation (WBHIDCO), a Government of West Bengal Undertaking, is currently developing the New Town, Kolkata as a planned green City with ultra-modern facilities and infrastructure for making the same a major hub for business, trade and culture. With this end in view, the Corporation has set up Nazrul Tirtha over an area of 7819 sq. m. The objective was to create a centre for knowledge, education, and research on Kazi Nazrul Islam's works for use by students and scholars from across the world and amongst the common citizens of the country. It was formally inaugurated by the Hon'ble Chief Minister of West Bengal on 26.05.2014 and was opened to the general public from 29.08.2014. A decision has been taken for preparation of an official website of Nazrul Tirtha, along with an arrangement for eBooking of facilities available at Rabindratirtha and Nazrultirtha, as well as a web-based representation of biography of Kazi Nazrul Islam (bilingual).

The goal of web-based biography of Kazi Nazrul Islam (bilingual) is to provide the detailed information about his life, time, and work, along with a glimpse of Nazrul Tirtha to the younger generation around the world. This web-based representation will contain all the works of Kazi Nazrul Islam, including poems, songs, children's literature etc., as well as other materials related to him such as various events of his life, his contemporaries, his statements and actions, and so on. However, most of the Nazrul-lovers around the world cannot come to Nazrultirtha physically and access these materials. Therefore, web presentation of such an archive will be of immense benefit for all those people – to hear the songs or poems of their choice rendered by well-known artists, and sometimes hear in the voice of the poet himself. The website would also detail the facilities available at Nazrultirtha.

The site will gradually grow and go into more details on the life and work of Kazi Nazrul Islam, so that it becomes a place of interest not only for the young generation, but also for serious Nazrul Researchers. The long-term goal of the website is to enhance Nazrultirtha's role as the one-stop resource for all information related to Kazi Nazrul Islam.

The website visitors will learn about various cultural programs organized at Nazrul Tirtha from time to time. The website would also have an online system of eBooking of facilities available at Rabindratirtha and Nazrultirtha, so that organizers can book the auditorium and other facilities provided by Rabindratirtha and Nazrultirtha.

WBHIDCO is now inviting bids from reputed agencies to undertake the job of preparation of official website along with eBooking of facilities available at Rabindratirtha and Nazrultirtha and a web-based representation of the biography of Kazi Nazrul Islam (bilingual).

- **Terms of Reference for the web-based representation of biography of Nazrul Islam**

Kazi Nazrul Islam, known as the Rebel poet in Bengali literature and Nightingale of Bengali music, was one of the most colourful personalities of undivided Bengal between 1920 and 1942. He continued with the work of bringing modernity in Bengali poetry and music initiated by Rabindranath Tagore in post Tagore era. His poems, songs, novels, short stories, plays and political activities expressed strong protest against all forms of oppression, slavery, communalism, feudalism and colonialism and forced the British Government not only to ban many of his books but also put him in prison.

By fusing the elements of north Indian classical music with a tradition whose basis was primarily folk, Nazrul made Bengali music a part of the longer tradition of the music of the Indian Sub-continent. Kazi Nazrul Islam was born on May 24, 1899 in Churulia village in Burdwan district of West Bengal. He lost his father Kazi Fakir Ahmad in 1908 at the age of only 9 years. His father's premature death forced him to take up teaching in the village school at the age of ten years.

Thereafter, Nazrul joined a folk-opera group. As a member of the folk-opera, Nazrul was not only a performer but started composing poems and songs himself which left an important influence in his literary career.

In 1910, at the age of 11, Nazrul returned to student life enrolling in Class six. But due to financial hardships, he was compelled to leave after class six and ended up in a bakery and tea shop in Asansol. In 1914, Nazrul escaped from the rigours of the tea shop and enrolled in a school in Mymensingh district and thereafter changed schools twice or thrice and managed to read upto class ten. In 1917, at the tender age of 18 years Nazrul joined Indian Army and served upto March-April, 1920 as Battalion Quarter Master Havildar. While serving in the army he continued his literary and musical activities and published "The Autobiography of a Vagabond (May, 1919).

After the end of the 1st World War in 1920, Nazrul returned to Calcutta to begin his journalistic and literary life. His poems, essays and novels began to appear regularly in a number of periodicals and shortly he became popular among cross section of the people. In 1921, Nazrul composed some of his greatest songs and poems of which "The Rebel" is perhaps the most well-known.

In 1922, Nazrul published a volume of short stories *Byather Dan* (The Gift of Sorrow), an anthology of poems *Agnibeena*, an anthology of essays *Yugabani*, and a bi-weekly magazine. A political poem published in *Dhumketu* in September, 1922 led to police raid on the magazine's office, a ban on anthology *Yugabani* and one year's rigorous imprisonment for the poet. On April 14, 1923 when Nazrul was transferred from Alipore Jail to the Hooghly Jail, he began a fast to protest the mistreatment by a British jail Superintendent. Rabindranath Tagore who dedicated his musical play *Basanta* to Nazrul sent him a telegram urging him to end the fast. Nazrul was released from the jail in December, 1923.

On 25th April, 1924, Nazrul married Pratima. Thereafter, Nazrul actively involved himself in political activities and became a member of the Bengal Provincial Congress Committee. He played an active role in the formation of a workers and peasants party.. Several songs composed in 1926 and 1927 celebrating fraternity between the Hindus and the Muslims and the struggle of the masses turned out to be “mass music”. Nazrul’s musical creativity established him as the innovator of the Bengali Ghazal.

From 1928 to 1932 Nazrul directly became involved with “His Master’s Voice” Gramophone Company as a lyricist, composer and trainer and a good number of records of Nazrul songs sung by some of the eminent singers of that time were produced. The newly established Indian Broadcasting Company also enlisted Nazrul as a lyricist and composer and he remained actively involved with several gramophone companies and the radio till his last working days. Nazrul not only wrote songs for his own plays, but generously provided lyrics and set them to tune for a number of well-known dramatists of the time. A colourful national reception was accorded to Nazrul in 1929 in Calcutta which was attended by the Scientist Acharya Prafulla Chandra Roy, Barrister S.Wazed Ali, Netaji Subhas Chandra Bose and others.

In the midst of these productive activities, tragedy struck him twice in quick succession: first, his mother died in 1928 and a year later, his four-year old son Bulbul died of small pox.

In 1933, Nazrul published one of his most important essays titled “Modern World Literature”. This essay demonstrates his acquaintance with the literature of different languages in which he drew a distinction between two trends in contemporary literature. One trend is similar to that of Shelly’s “Skylark” reaching heaven wards above this dusty earth; and the other clings to this earth with passionate devotion. In 1934 Nazrul first got himself associated with the film world. Right at the beginning he played an important role as a song and music writer, music director and even actor. Between 1928 and 1935 he published 10 volumes of songs containing over 800 songs of which more than 600 were based on classical ragas, almost 100 were folk tunes after kirtans and some 30 were patriotic and other songs. Thus during thirties, Nazrul established a firm classical foundation for the Bengali song.

In 1936 the film Vidyapati was produced based on Nazrul’s recorded play. In the same year Rabindranath Tagore’s novel Gora was filmed with Nazrul as its music director and included one of his songs in the film. In June, 1936, Sachin Sengupta’s famous play “Sirajuddaula” was staged. The songs and music of the play were written and directed by Nazrul. In October, 1939, Nazrul’s relationship with Calcutta Radio was formalized and a large number of musical programmes were directly broadcast under his supervision. Worth mentioning are the critical and research oriented programmes such as Haramoni and Navaraga-malika. Nazrul’s songs were also broadcast from Dhaka Radio. During 1939-40 the richness of the music programmes of Calcutta Radio deriving from Nazrul’s prolific creativity was remarkable. This trend continued throughout 1941, with songs based on many different ragas and narrative ballads.

At the beginning of 1941, Sheer-e-Bangla Fazlul Haque commenced re-publication of the daily newspaper Nabayug and Nazrul became its chief editor. In the same year after the

death of Rabindranath Tagore, Nazrul wrote two poems in memory of Tagore, of which one was broadcast and recorded on gramophone. Immediately thereafter, he fell seriously ill and from July, 1942 to August, 1976, the vocal poet spent 34 long years in silence and ultimately breathed his last in the Post Graduate Hospital, Dhaka on 29th August, 1976 at 10.10 A.M.

- **The scope of activity as envisaged would include the following:**
 - Present Nazrul Tirtha as an organization providing various facilities on Nazrul-related topics.
 - Use audio-video (virtual tour), photos (photo gallery), and text to present Nazrultirtha facilities.
 - Information about events / cultural programs (film, music, drama etc.) planned at Nazrul-tirtha.
 - Enable users to report issues, ask for help, send feedback / suggestions for improvement.
 - An eBooking arrangement to book Rabindrathirtha and Nazrul Tirtha facilities online.
 - Web-based biography (bilingual) to represent day-by-day events detailing of Kazi Nazrul Islam's life and work. This will contain the following features:
 - A web-based biography (bilingual) of entire lifespan of Kazi Nazrul Islam.
 - A self-adjusting home page with a mix of important, popular, and time-appropriate content.
 - Present an effective view of events based on importance and time of a selected year.
 - For any content (event, poem / song / other literary work, discussion etc.) provide related supporting materials, such as newspaper coverage, audio-visual etc. Clicking on corresponding links get the required information.
 - Customized view using full text search to find all matching instances in the content. As a result of search, the timeline-based presentation should get rearranged.
 - The goal is to make the web-based representation a premier destination for Kazi Nazrul Islam on the web.

4. Volume of Work

- Taking recent photographs of Nazrultirtha interior for a Photo Gallery.
- Arrangement and shooting for virtual tour and finalize the video.
- Discussion with Nazrul Tirtha officials about various facilities and details at Nazrul Tirtha, and present those accordingly in the official website.
- Collection of authentic content related to the lifespan and work of Kazi Nazrul Islam and represent the content elegantly in the web-based digital archive.
- Relevant newspaper clippings, rare audio-video clippings related to Nazrul's life need to be collected and presented accordingly.
- Nazrul's literary works, which come in relation to his life should be represented accordingly in the archive.
- Analysing various rules of Rabindrathirtha and Nazrultirtha facilities for the booking system and develop the online eBooking facility accordingly.

The agency must carry out the assignment with the highest standard of professional excellence, coupled with ethical competence and integrity, having due regard to the terms, conditions and standards of the assignment expected to be delivered.

5. Apart from undertaking the project of developing official website along with online eBooking of different facilities available at Rabindratirtha and Nazrultirtha and web-based representation of biography of Kazi Nazrul Islam (bilingual) for WBHIDCO, the agency would also be responsible for the following:

- Collection of and, if needed, research for the required content. Nazrul Tirtha will not be Responsible for the authenticity of the uploaded content. It will be the sole responsibility of the selected Agency.
- The textual part of the site will be in English. It will be the sole responsibility of the team to write/ translate and review the uploaded content, so that correct language is used on the site.
- Only approved, permitted content can be uploaded. Hence, the team should work closely with Nazrultirtha to acquire permission for the materials required to complete the work. To accomplish this, the team may need to work with the required publishers, institutions, media companies to seek permission for online use of materials like newspaper articles, books, literary content, songs, recitations etc.

6. Eligibility Criteria

- The agency must have office (s) in Kolkata.
- Annual average turnover of the agency should exceed Rs. 50,00,000 (Rs. fifty lakh) during last 3 financial years.
- The Agency should have professionals having experience and/or innovative ideas in developing website, eBooking system, web-based biography (bilingual) with related contents for eminent personalities or historical events.
- The Agency should have the experience of handling at least one project of similar nature/conducting similar type of research work and necessary IT knowledge.

6. Terms of Payment

No.	Output	Expected Timeframe (from execution of the ToR)	Payment Terms (out of quoted amount)
1.	Presentation of the design & framework of the entire project	5 weeks from the date of issue of engagement letter	10%
2.	Procurement and handing over of one soft copy of information and data collected/generated along-with mention of sources of information & data for the web-based biography	2 months from the date of issue of engagement letter	15%

3	Completion of the official website work of Nazrultirtha	3 months from the date of issue of engagement letter	15%
4	Completion of online eBooking system of Rabindratirtha and Nazrultirtha	2 months from the date of issue of engagement letter	15%
5	Uploading the information and data in the website	5 months from the date of issue of engagement letter	15%
6.	Completion of documentation & trial run of the site	6 months from the date of issue of engagement letter	20%
7	On completion of project	7 months from the date of issue of engagement letter	10%

The total project comprising three items of work viz (1) Preparation of Official Website for Nazrultirtha (2) Arrangement for online e-Booking of facilities available at Rabindratirtha and Nazrultirtha and (3) Web-based Representation of Biography of Kazi Nazrul Islam (Bilingual) has to be completed as per the time schedule mentioned in the column "Expected Timeframe" within 3 months, 2 months and 7 months respectively from the date of issue of the engagement letter. **Earnest Money of Rs. 25,000/-** (Rupees twenty five thousand) only by Demand Draft/Pay Order drawn in favour of "**West Bengal Housing Infrastructures Development Corporation Ltd.**" payable at Kolkata shall be deposited along with the offer. Offers not accompanied by the Earnest Money will be rejected. Earnest Money of the unsuccessful bidders will be returned within 30 (thirty) days of signing of contract. The Earnest Money of the successful bidders will be retained. **A pre-bid meeting** with the intending bidders (and who obtained the bid documents) will be held on 21.07.2015 at 2.00 PM **at Rabindratirtha, Premises No. 33-1111, Biswa Bangla Sarani, 3rd Rotary, New Town, Kolkata – 700 156**, to discuss the issues concerning the campaign and the scope of the work. Attendance in the pre-bid meeting is not a pre-condition for participation in the tender. **Bids must be submitted in 3 (three) parts as detailed in Part III of the bid document:**

- **PACKET 'A':** Envelope superscribing thereon "**Earnest Money Deposit and Credentials.**"
- **PACKET 'B':** Envelope superscribing thereon "**Technical / Creative proposal covering indicative illustrations for concept, design, and operational plan.**"
- **PACKET 'C':** Envelope superscribing thereon "**Financial bid**".

Bids containing the Three sealed covers, as mentioned above, must be placed within a further sealed cover superscribed **“BID FOR ENGAGEMENT OF AGENCY FOR PREPARATION OF OFFICIAL WEBSITE FOR NAZRULTIRTHA ALONG WITH E-BOOKING OF FACILITIES AVAILABLE AT RABINDRATIRTHA AND NAZRULTIRTHA AND WEB-BASED REPRESENTATION OF BIOGRAPHY OF KAZI NAZRUL ISLAM (BILINGUAL)”** and bearing the name of the Applicant/Bidder. The bid must be submitted at **Rabindratirtha, Premises No. 33-1111, Biswa Bangla Sarani, 3rd Rotary, New Town, Kolkata – 700 156, within 27.07.2015 upto 14.00 hrs.** Offer(s) received after the stipulated date and time will not be accepted.

PACKET ‘A’ of the bid, which determines eligibility will be opened on 27.07.2015 at 15.00 hrs. **at Rabindratirtha, New Town.** Applicants/Bidders may remain present.

PACKET ‘B’ of the qualified bids will be opened **on 27.07.2015 at 16.00 hrs. at Rabindratirtha** for technical evaluation. Applicants/Bidders will be given the opportunity to make a presentation before the Evaluation Committee when their technical / creative bids are opened.

PACKET ‘C’ of the bids, which will receive above the stipulated minimum specified marks in their corresponding Technical Bids, will be opened **on 28.07.2015 at 15.00 hrs. at Rabindratirtha** after evaluation of the Technical Bids.

If a Technical Bid does not qualify, the corresponding Financial Bid will not be opened.

PART II – PROCESS OF EVALUATION AND SELECTION AND FORMAT FOR SUBMISSION OF BID DOCUMENT

Bids will be evaluated on Quality-cum-Cost Basis (QCBS) to ensure a fair and transparent method of selection.

PACKET ‘A’ EMD AND CREDENTIALS

The credentials of the Applicants/Bidders as inserted in PACKET ‘A’ will be examined first. The credentials will broadly cover the following areas:

- Proof of infrastructural capability including team of professionals.
- Capacity judged on the basis of annual revenue as mentioned above.
- Compliance with regulatory requirement such as registrations, IT returns etc.
- Competence in the areas of activities as mentioned above.

PACKET ‘A’ MUST CONTAIN THE FOLLOWING DOCUMENTS:

- **Earnest Money Deposit of Rs. 25,000/-** (Rupees Twenty Five Thousand) only by Demand Draft drawn in favour of “West Bengal Housing Infrastructure Development Corporation Ltd” payable at Kolkata.

- **Proof of Infrastructural capability including team of professionals:** Full profile & status of the Agency including location of Head Office. Details of qualifications & experience of the team of professionals along with supporting documents. In case of any misrepresentation in this regard, WBHIDCO will forfeit the Earnest Money Deposit and will be liable for taking legal or administrative action as may be deemed fit.
- **Capacity judged on the basis of annual turnover:** Certificate from registered Chartered Accountancy Firms for the last 3 financial years showing the annual average turnover of at least Rs. 50,00,000/- (Rupees Fifty Lakh).
- **Compliance with regulatory requirement such as registrations, IT returns etc.:**
 - Chartered Accountant's Certificate that Income Tax returns have been filed for the last 3 assessment years. Registration Certificate and Trade License of the Agency.
 - Competence in the areas of activities as mentioned above – Documents showing previous experience of handling similar projects/conducting research work of similar nature.

PACKET 'A' must be superscribed PACKET 'A' – EMD AND CREDENTIALS and must also bear the name of the Applicant/Bidder.

In case an Applicant/Bidder does not meet the criteria for eligibility, his Technical / Creative and Financial Bids will not be opened.

For all Applicants/Bidders eligible according to the prescribed criteria, **the Technical / Creative proposals will be evaluated by a designated Committee that would include internal / external experts.** The qualified Applicants/Bidders shall be given an opportunity to make presentation before the Committee on the date specified earlier.

PACKET 'B' TECHNICAL/CREATIVE PROPOSAL

PACKET 'B' MUST CONTAIN THE FOLLOWING DOCUMENTS:

An illustrative overall design of the project. It should be clear, concise, and compelling. It should demonstrate comprehension of Nazrultirtha's vision and ideas, clarity of approach, and innovativeness.

The Applicants/Bidders will have to demonstrate the superior quality of their creative acumen and may choose to use any medium whatsoever of their choice for their purpose.

PACKET 'B' must be superscribed "PACKET 'B' TECHNICAL / CREATIVE PROPOSAL" and must also bear the name of the Applicant/Bidder.

In case an Applicant/Bidder does not meet the criteria for eligibility, as outlined below, his Financial Bid will not be opened.

The Evaluation Committee will judge the Technical proposal based on the marking system as detailed below.

CRITERIA FOR EVALUATION OF TECHNICAL BIDS

1	Suggested Marking System	Total Marks	Marks Scored
A	Technical Offer Evaluation		
	Creative - Design	15	
	Concept of the Project	15	
	Overall Design and Plan	10	
	Experience and qualification of the team of professionals	05	
	Ideas on important events	10	
	Competence	05	
	Sources of Information/References	05	
	Experience (example of 1 past/current campaign)	05	
	Total marks for Technical Evaluation	70	
B	Financial Offer Evaluation	30	
C	Total	100	
2	The Technical proposal should score at least 45 points out of 70 to be considered for the financial evaluation.		
3	The Financial proposal with the lowest cost (L1) will be given a score of 30 and other proposals' (N, N1, N2 etc.) scores will be calculated by the formula " L1 / N x 30 "		

PACKET 'C' : FINANCIAL PROPOSAL

For those Applicants/Bidders whose Technical / Creative proposal receive the minimum qualifying marks 65 out of 70 from the Evaluation Committee, the Financial Proposal will be opened on the date as mentioned earlier. If a Technical Bid does not receive the minimum specified marks, the corresponding Financial Bid will not be opened.

THE FINANCIAL BID WILL BE INCLUSIVE OF ALL EXPENSES

The Financial proposal will be evaluated and marked on a pro-rata basis, i.e. the lowest bidder (**L1**) will be given the maximum marks out of 30 and other bids (**N, N1, N2 etc.**) will be marked according to the formula " $L1/N \times 30$ ".

An illustrative list of activities under this project as envisaged by WBHIDCO has already been stated to help the agency to ascertain the scope of work.

PACKET 'C' must be super-scribed "PACKET 'C' – FINANCIAL PROPOSAL" and must also bear the name of the Applicant/Bidder.

EVALUATION OF THE BID

- After the evaluation of technical competence, WBHIDCO will intimate those agencies whose proposals did not meet the minimum qualifying marks indicating that their Financial Proposals will not be opened.
- WBHIDCO will simultaneously intimate those agencies that have secured the minimum qualifying marks, and indicate the date and time set for opening the Financial Proposals.
- The Financial proposals will be opened in the presence of representative of the Applicants/Bidders.
- The names of the Applicants/Bidders, quality scores, and the offered rates will be read aloud and recorded when the Financial Proposals are opened, and a copy of this record will be retained.

All intending Applicants/Bidders may visit the WBHIDCO website for further information and are also welcome to approach WBHIDCO for any information that they may require for the purpose of formulating their bids. For any clarification Curator, Rabindratirtha may be contacted. WBHIDCO reserves the right to reject any or all offers at the sole discretion without assigning any reason whatsoever and without reference to the Applicants/Bidders and the same will be binding on the Applicants/Bidders.

Canvassing is prohibited and would lead to disqualification

APPLICATION FORMAT FOR ENGAGEMENT OF AGENCY

(Letter head of the Applicant/Bidder including full postal address, Telephone No., Fax No. and E-mail ID as applicable).

Annexure-I

Technical proposal for engagement of Agency for preparation of official website for Nazrultirtha along with arrangement for e-booking of facilities available at Rabindratirtha and Nazrultirtha and web-based representation of biography of Kazi Nazrul Islam (Bilingual).

To

M/s. West Bengal Housing Infrastructure Development Corporation LTD, HIDCO Bhavan, Premises No. 335-1111, Biswa Bangla Sarani, 3rd Rotary, New Town, Kolkata – 700 156.

Sir,

1. Being duly authorized to represent and act for and on behalf of (herein the Applicant), I, the undersigned hereby submit the technical proposal for engagement of Agency for preparation of official website for Nazrultirtha along with arrangement for e-booking of facilities available at Rabindratirtha and Nazrultirtha and web-based representation of biography of Kazi Nazrul Islam (Bilingual) in response to notice inviting EOI vide No..... dated

**Section I
Particulars of the Applicant/Bidder**

2. Name of the bidder

Address of Principal Office

Contact Person

Name

Designation

Address

Whether lead partner of a consortium

(Add additional rows for name and address of other consortium members)

Details of our organisation have been furnished in Annexure- II hereto.

3. A draft plan for proposed approach and methodology is also furnished herewith:

(Proposed approach and methodology)

(Add additional page if necessary. Each page to be signed and sealed by the authorized signatory)

4. Rate as given in Annexure-III, duly filled and signed, is inserted in a sealed envelope marked "Financial Bid" in Packet-C.
5. Details of Earnest Money amounting to Rs.25,000/- (Rupees Twenty Five thousand) only and the form of payment in favour of West Bengal Housing Infrastructure Development Corporation Ltd. is as follows:-
6. WBHIDCO is hereby authorized to conduct any inquiry/investigation to verify the statements, documents and information submitted in connection with the bid.
7. WBHIDCO and its authorized representatives may contact the following persons for any clarification.

Name of the contact person/s with designation:

Address:

Phone/Fax No.:

E-mail ID:

8. I affirm that we have read and understood the terms and conditions of the offer detailed in the notice inviting EOI vide No. Datedand hereby unequivocally and unconditionally accept the same and we will abide by all the terms and conditions as laid down in the said notice.
9. We have submitted the documents as mentioned in the EOI
10. I hereby declare that the statements made and information provided in the duly completed Bid forms enclosed, are complete, true and correct in every aspect and any error or omission therein, accidental or otherwise, will be sufficient justification for WBHIDCO Ltd. to reject our bid/or to cancel the award of the assignment.
11. The decision of WBHIDCO Ltd. concerning this transaction shall be final and binding on us.

Signature

Name

In the capacity of

Duly authorized to sign Proposal for and on behalf of

(Enclose copy of Power of Attorney, original to be submitted with technical proposal)

**** ANY INDICATION OF THE FINANCIAL QUOTE IN THE TECHNICAL PROPOSAL WILL LEAD TO DISQUALIFICATION OF THE BIDDER.**

Expression of Interest for preparation of official website for Nazrultirtha along with arrangement for e-booking of facilities available at Rabindratirtha and Nazrultirtha and web-based representation of biography of Kazi Nazrul Islam (Bilingual)

Annexure – II

Organisation Details

1. Name & full address of the Organisation:
Address (Regd. Office) :
Email :
Telephone No. & Fax No.
Website:
2. Location of head Office & other domestic/overseas offices:
3. Management Structure :
4. Principal Activities of the Company:
5. Chief of the Organisation:
Telephone/email ID :
6. Contact Person :
Telephone/Fax/email ID :
7. Registration details: (enclose certificates)
(Particulars of Registering/Licensing Authority with Regn./License No.)
8. PAN No. (enclose certificate)
9. Turnover of the Applicant/Consortium Company, whichever is applicable, for the last 3 years (enclose certificate from Chartered Accountant):

Year

Turnover (in Rupees – Crores)

2011-12

2012-13

2013-14

Signature of the Authorized Person

Full Name :

Designation :

Name of the Company/Bidder:

Address :

Contact No.

e-mail ID

Date:

FORMAT FOR FINANCIAL BID

(To be submitted in the letter head of the Applicant/Bidder including full postal address, Telephone No. , Fax No. and E-mail ID, as applicable)

To

M/s. WEST BENGAL HOUSING INFRASTRUCTURE CORPORATION LTD.

HIDCO BHAVAN, Premises No. 35-1111, Biswa Bangla Sarani, 3rd Rotary, New Town, Kolkata – 700 156.

Subject: Financial proposal for engagement of Agency for preparation of official website for Nazrultirtha along with arrangement for e-booking of facilities available at Rabindrathirtha and Nazrultirtha and web-based representation of biography of Kazi Nazrul Islam (Bilingual)

Sir,

1. Being duly authorized to represent and act for and on behalf of
..... (herein the Applicant), I,
the undersigned hereby offer Rs.(Rupees.....
.....)only as our rate for the work as Agency for preparation of official website for Nazrultirtha along with arrangement for e-booking of facilities available at Rabindrathirtha and Nazrultirtha and web-based representation of biography of Kazi Nazrul Islam (Bilingual) as described in the bid document vide Notice No. dated

2. We will abide by all the terms and conditions of the EOI and this offer made by us will Remain valid for a period of 7 months from the last date of submission of the said EOI. We understand that WBHIDCO may require us to extend the validity of the period as may be determined by WBHIDCO at its discretion.

3. We have submitted earnest money of Rs. (Rupees.....
.....) only vide Demand Draft No.Dated
.....drawn in favour of West Bengal Housing Infrastructure Corporation Ltd. on
..... Bank payable at Kolkata.

4. This offer is made with full understanding that :
a) WBHIDCO reserves the right to reject or accept any offer, modify/cancel the instant process, and/or reject all or any of the offers.
b) WBHIDCO shall not be liable for any of the above actions and shall be under no obligation to inform the applicant of the same.

Signature.....

Name.....

In the capacity of

Duly authorised to sign Proposal for and on behalf of

(Enclose copy of Power of Attorney, original to be submitted with technical proposal)

FORMAT FOR POWER OF ATTORNEY FOR SIGNING THE BID

(On a Stamp Paper of relevant value)

POWER OF ATTORNEY

Know all men by these presents, that we
(Name and address of the registered office) do hereby constitute, appoint and authorize Mr./Ms.....) (Name and address of residence) who is presently employed with us and holding the position of as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our Bid for engagement to prepare official website for Nazrultirtha along with arrangement for e-booking of facilities available at Rabindratirtha and Nazrultirtha and web-based representation of biography of Kazi Nazrul Islam (Bilingual) including signing and submission of all documents and providing information/responses to WBHIDCO, representing us in all matters before WBHIDCO, and generally dealing with WBHIDCO in all matters in connection with our offer and intent.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

(Signature)

I accept

..... (Signature)

(Name Title and Address of the Attorney)