

State Election Commission, West Bengal

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No. 1409-SEC/9P-13/2015

Dated: Kolkata, the 6th March, 2020.

NOTICE INVITING EXPRESSION OF INTEREST

The West Bengal State Election Commission vide No. **1409-SEC/9P-13/2015 dated 6th March, 2020**, invites **EXPRESSION OF INTEREST in sealed cover** from reputed firm / agency / company for empanelment of qualified advertising agencies accredited with Indian Newspaper Society (INS) for conceiving and executing media campaign for public awareness documentaries / promotional films during the next **one** year on behalf of the West Bengal State Election Commission.

1. Scope of the work :

- (a) Designing, production and releasing of creative materials through radio channels, advertisement for print, online and electronic media.
- (b) Production of leaflet, posters and public awareness films.
- (c) Any other similar types of work as may be assigned by West Bengal State Election Commission.

2. Eligibility criteria for participation :

- (a) The firm / agency / company should have been in existence for a period of atleast 3 years as on the date of publication of this notice and should have a turned over of Rs. 10 crore or more annually in last 3 Financial Years – 2016-2017 / 2017-2018 / 2018-2019 (audited balance sheet to be enclosed).
- (b) Contineous and regular INS accreditation / registration for last 3 years (releted docoments to be enclosed).
- (c) Accreditation / registration with Doodarshan & All India Radio (releted docoments to be enclosed).
- (d) The firm / agency / company having experience in the field of election campaign for State Election Commissions in India or any other publicity related work in the Govt. or Semi- Govt. sector will be given preferenece (releted docoments to be enclosed).
- (e) Income Tax Acknowledgement Receipt for the latest Assessment year, Challan for the year 2016-2017 & 2017-2018, Pan Card, GST Registration Certificate, Trade License or Certificate of Incorporation or Partnersheep Deed, as applicable are to be accompanied with the Bid Documents.
- (f) The intending Bidders shall clearly understand that whatever may be the outcome of the present invitation of Bids, no cost of Bidding shall be reimbursable by the Commission. The authority reserves the right to accept or reject any offer without assigning any reason whatsoever and is not liable for any cost that might have been incurred by any bidders at the stage of Bidding.
- (g) **Conditional/ Incomplete tender will not be accepted under any circumstances.**
- (h) During scrutiny, if it comes to the notice of the notice inviting authority that the credential or any other paper found incorrect / manufactured / fabricated, that bidder

would not be allowed to participate in the tender and that application will be rejected without any prejudice.

3. Bids submissions start date, closing date & Bid opening date :

(a) Bid Submission start date : 06.03.2020 from 11:00 A.M.

(b) Bid Submission closing date : 13.03.2020 upto 12:00 Noon.

(c) Bid opening date : 13.03.2020 at 02:00 P.M.

Bidders have to submit Bid in sealed cover to be dropped directly in a specified box kept at the 2nd floor of this Commission. **Bid submitted through any other process shall not be entertained. The Commission shall not be responsible for the Bids dropped any other place than specified.** Submitted Bid Documents will be opened for evaluation by the tender evaluation committee of this Commission on 13th March, 2020 at the office of the West Bengal State Election Commission. Representatives of the participating agency, firm, or company may remain present at that time.

4. Final selection procedure :

Selection procedure will be done in two phases :

- (i) the tender evaluation committee of this Commission will evaluate the technical proposal and will do the shortlisting of intending agencies on the basis of eligibility criteria, for next level.
- (ii) Only those agencies who have qualified in the technical part shall be taken into consideration in this level. The shortlisted agencies will be called for a presentation, on a proposed media campaign before the evaluation committee as designated by West Bengal State Election Commission. The shortlisted empanelled agencies may submit draft creatives (not more than 5) proposed for the campaign / branding and power point presentation in soft copy. Samples of past creative may also be submitted.
- (iii) The final shortlisting would be done after the two steps of evaluations.

5. Assigning of Work :

For executing any chosen item of work as mentioned under scope of work in this document, the Commission may further call for presentation from the empanelled agencies based on criteria formulated for each item of work before awarding such assignments of work to an agency.

6. Execution of Agreement :

The empanelled agency thus awarded with a specific item of work shall require to execute an agreement with the Commission for compliance of terms and conditions as so formulated.

7. Termination by default :

The Secretary, West Bengal State Election Commission reserves the right to terminate the empanelment of any agency / agencies in case of unsatisfactory services or change in Commission's policy.

8. Terms of payments :

No advance payment will be made for executing any item of work. Payment will be done by way of direct transfer to the Bank A/C of the agency. The Agency may submit pre-receipted bills in triplicate along with bank details where payment will be transferred,

towards activities of work already completed for settlement of claim. The bills should be submitted along with relevant certificates of the appropriate authority. The tax component shall be paid as per provision.

9. Other important information :

- (a) The ownership of the Photos / Publicity Materials / Creatives / TV Commercials / banners / pop-ups / films or other documenteries / features will at all times rest with the West Bengal State Election Commission, and the agency will have no proprietary or other rights in respect of the same.
- (b) The West Bengal State Election Commission reserve the right to accept the offer either in full or part. Conditional Bids / Offers will be rejected out-rightly.
- (c) The West Bengal State Election Commission reserves the right to place an order in full or part of any work that it may assign to any of the empanelled agencies.
- (d) The advertisement released in the media will be on I&CA / DAVP rates, wherever applicable. Release in NON-I&CA / DAVP empanelled media will be on the rates given to that media by Government of West Bengal. If no such rates are available, bids will be invited from the empanelled agencies to obtain best reasonable rates for the West Bengal State Election Commission.
- (e) No charges will be paid for the designing and production of the print advertisements.


5/3/2020

Secretary

West Bengal State Election Commission