

West Bengal Tourism Development Corporation Limited.

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Memo No. 2445

Dated: 18.12.2014

e-NIQ No. - WBTDCL/MD/eNIQ-03/2014-15

NOTICE INVITING e-QUOTATION

The West Bengal Tourism Development Corporation Limited requires the services of Professional Agency for **PR Activities and management of the International Tourism Fairs & Exhibitions at the West Bengal Tourism Pavilion along with partial fabrication of the stall** with an atleast average Annual turnover of **Rs. 50.00 Lakh** (Rupees Fifty lakh) only in last three financial years (from 2011-2012 to 2013-2014) in similar nature of job at National & International level; and with previous experience in handling works of similar nature at International fairs and Exhibitions (Preferably Tourism related) for the following

A. SCOPE OF WORK

- (i) Proper press coverage of the day to day events of the fair in the local media of the concerned country where the fair is being organized and covering the same in leading news papers and electronic media in Kolkata and All India Circulation through FTP.
- i/a) A list of press and other media with their profiles, participated in press release, road show and the list of press and media where news has been actually published are to be compiled and sent to undersigned after the completion of work.
- (ii) Arrangement of at least 10 numbers of B2B meetings per day with only the Tour Operators/Travel Agents of other Countries intending to promote West Bengal as travel Destination; in consultation of West Bengal Tourism Development Corporation Ltd, as well as the Tour Operators from West Bengal attending such International Fairs.
- (iii) Arrangement of atleast 05 numbers of meetings per day with the Officials of West Bengal Tourism regarding Investment Opportunities in West Bengal in Tourism and allied sectors;
- (iv) Hospitality Management during the Investment meetings, B2B meetings, Press Coverage, Address by the Hon'ble Minister from West Bengal in presence of the Senior Government Officials;

- (v) Fitting & fixing of High resolution photographs of important tourist destinations / Art & Culture / Cuisine etc of West Bengal on the panels as provided by the organizers of the fair. The actual number of panels and their dimensions will be intimated in due course.
- (vi) Arrangement of Accommodation, food and local transport for the Hon'ble Minister from West Bengal and other Senior dignitaries from West Bengal Tourism at least in star category hotel on the basis of seniority;
- (vii) Transportation of Publicity Materials from Kolkata to the West Bengal Pavilion of the concerned Tourism International Fair;
- (viii) Public Relations for the fairs.
- (ix) Printing and distribution of Invitation Cards;
- (x) Photography and Video of the all events;
- (xi) Two (02) nos LCD TV at the stall.
- (xii) One dedicated PR Officer, knowing both English and local language.
- (xiii) 2 nos. of Hostesses, preferably language English and local language.

B. NAME OF THE INTERNATIONAL TOURISM FAIRS

* FITUR 2015 from 28th Jan'15 to 01st Feb 2015 at Madrid

C. SPECIFICATIONS AND ANCILLARY REQUIREMENTS

1. The area of the West Bengal Pavilion shall be : 48 Sq m.
2. Arrangement of at least 10 numbers of B2B meetings per day with only the Tour Operators/Travel Agents of other Countries intending to promote West Bengal as travel Destination; in consultation of West Bengal Tourism Development Corporation Ltd , as well as the Tour Operators from West Bengal attending **such International Fairs.**
3. Uploading information in the website of the event. **Press Coverage at the Media of the concerned Country where the Tourism fair is being organized, sending the daily Event News of West Bengal Tourism relating to the concerned Tourism Fair to all the major Newspapers & Television Channels of Kolkata and All India Circulation by uploading through FTP.**
Broadcasting information in Local and International Television channels;
4. Hospitality matters in the West Bengal Pavilion as well as for the Ministers & Officers atleast in 3 star category Hotel.
5. Transportation of the Publicity Materials from Kolkata to the West Bengal Pavilion of the

- concerned International Tourism Fair;
6. Printing and distribution of Invitation Cards;
 7. One dedicated PR Officer that in Spanish and English;
 8. Photography and Video of the all events;
 9. 2 nos. of Hostess, with language of Spanish & English.
 10. All the other ancillary works relating to West Bengal Pavilion like printing of participants' directory, providing of backdrops for Press Conference, etc.

Managing Director
(WBTDCLTD)

GUIDELINES FOR SUBMITTING TENDERS

COVER -I(Technical Proposal)

A. Technical File (Statutory Cover) containing,

- i. Notice Inviting Tender (NIQ) – The NIQ as published is to be downloaded and then uploaded and digitally signed (to be submitted in “NIQ” folder)
- ii. Earnest Money Deposit (EMD) - Scanned copy of **EMD for Rs. 25,000/-**(Rupees twenty five thousand) only, in the form of Demand Draft drawn in favour of the **West Bengal Tourism Development Corporation Limited**, which may be returned to the unsuccessful tenderers, on application, at the earliest after expiry of the final tender validity and latest on or before the **30th** day after the award of the work contract, subject to receiving the prayer for refund within 15 days of the award of work contract. (to be submitted in “Scan Copy of EMD” folder)
- iii. Drawings if any. (to be submitted in “Drawings” folder)

Note: Tenders will be summarily rejected if any item in the statutory cover is missing.

B. My Document (Non-Statutory Cover) containing,

- (i) Profile of the Agency / Company.
- (ii) Details of Technical Manpower and Staff available in - house.
- (iii) Track record - details of involvement in similar events.
- (iv) Specific experience relating to the particular event.

- (v) List of prospective tour operator/Travel agencies with Website, email and contact number having tourism business interest in West Bengal for the B2B meetings.
- (vi) Statement signed by a statutory auditor, indicating turnover of the company, during the last three financial years i.e. **2011-2012, 2012-13 and 2013-14**.
- (vii) Latest Income Tax Clearance Certificate / Copy of Returns submitted and PAN.
- (viii) Documentation showing experience in sending the daily event news to any Indian Press/ Media/ TV Channel covering International Events through FTP uploading.
- (ix) Documentation showing the experiences organizing the B2B meetings, preferably in Tourism sector in International Events in consultation with the participating office.

C. The Technical bids will be evaluated on the basis of following criteria as detailed below:

Sl. No.	Item	Evaluation Criteria	Marks
(i)	The average annual turnover of the Agency [Maximum Marks - 5]	If 50 lakh only If more than 50 Lakh less than 75 lakh If more than 75 lakh less than 1 crore If more than 1 crore less than 5 crore More than 5 crore	1 marks 2 marks 3 marks 4 marks 5 marks
(ii)	Participation at International Events in similar nature of activities [Maximum Marks - 5]	Participation at atleast 1 Event Participation at atleast 2-3 Events Participation at atleast 4-5 Events Participation at more than 5 Events	1 marks 2 marks 3 marks 4-5 marks
(iii)	Participation at International Tourism Fairs/Events in similar nature of activities [Maximum Marks - 5]	Participation at atleast 1 Event Participation at atleast 2-3 Events Participation at atleast 4-5 Events Participation at more than 5 Events	1 marks 2 marks 3 marks 4-5 marks
(iv)	Whether the Agency is capable of arranging one local PR Officer, knowing both English and local language		2 marks
(v)	Experience in Arrangement of Pandal etc in similar International Fair.		3 marks
(vi)	Whether the Agency has experience in sending the daily event news to any Indian Press/ Media/ TV Channel [Maximum Marks - 5]	Documented for atleast 1 Event Documented for 2-3 Events Documented for 4-5 Events	2 marks 3 marks 5 marks
(vii)	Whether the Agency has experience in organizing the B2B meetings in Tourism sector in International Events [Maximum Marks - 5]	Documented for atleast 1 Event Documented for 2-3 Events Documented for 4-5 Events	2 marks 3 marks 5 marks
(viii)	List of tour operators/Travel Agencies in respective markets as described in clause "Guidelines for submitting Tenders" Cover-I/(B)/v	List if less than 5 List if between 5 and 10 List if more than 10	2 marks 5 marks 10 marks
(ix)	Power Point Presentation on Promotional Activities		10 Marks
Total			50 Marks

D. Date & time schedule :-

Sl. No.	Particulars	Date & Time
1	Date of uploading of eNIT & Tender Documents (online) – Publishing date	18/12/2014 at 6.00 pm
2	Documents download start date (Online)	18/12/2014 at 6.00 pm
3	Pre Bid Meeting with the intending bidders to be held at Chamber of Director Tourism, Govt. of West Bengal, New Secretariat Building, 3 rd Floor, 1 K.S. Roy Road, Kolkata-700001.	22/12/2014 at 2.00 p.m
4	Bid proposal submission start date (online)	22/12/2014 at 5.00 p.m
5	Documents download end date (Online)	02/01/15 at 2.00 p.m.
6	Bid proposal submission end date (Online)	02/01/2015 at 2.00 p.m
7	Date, time and venue of Presentation, in Chamber of director Tourism, as above.	05/01/2015 at 12.00 Noon
8	Bid opening Date for Technical Proposal (online)	06/01/2015 at 12.00 Noon
9	Physical Submission of EMD in prescribed form & manner	WILL BE INTIMATED LATER
10	Date of uploading list of Technical qualified bidders (online)	WILL BE INTIMATED LATER
11	Date of Opening of Financial Bid	WILL BE INTIMATED LATER

N.B. - Failure of submission of any of the above mentioned documents will render the tender liable to summarily rejected for both statutory and non statutory cover

COVER - II(Financial Proposal)

1. The financial proposal should contain the following documents in one cover (folder)

- (a) **BOQ** - Financial Bid in which the contractor is to quote the rate online through computer in the space marked for quoting rate in the Item Rate BOQ. Only downloaded copies of the above Documents are to be uploaded virus scanned & Digitally Signed by the contractor.

All bidders should indicate separate cost as above, the total cost, inclusive of all taxes, and exclusive taxes. The financial bids will be evaluated on the basis of total cost (inclusive of taxes) in INR only.

2. The financial bid should be in Indian Rupees.

3. **Terms of Payment:**

- No advance payments will be made.
- Payment will be made to the successful bidder after satisfactory completion of the each of the fair after submission of the Bills.
- No payment will be made in foreign currency.
- 10% of the total bill amount would be earmarked and only be released after satisfactory performance related to points (i) a and (ii) under the heading " SCOPE OF WORK" certified by the designated committee.

SELECTION PROCEDURE

A Technical Committee, will evaluate the Technical Bids received on the basis of criteria detailed in Section C. **The Technical Evaluation will carry a weightage of 50 marks. The financial bids will carry a weightage of 30 marks.** The Technical Bids will be evaluated on the basis of presentations to be made by the eligible tenderer/agencies before the Technical Committee. The date and time of the presentations will be conveyed to the eligible agencies who submitted the bid in time. The agencies scoring 70 per cent marks (35 marks) or above in Technical Evaluation shall be eligible for opening of the financial bids.

The **financial bids of only**, those agencies, who score 70 per cent marks (35 marks) or above in Technical Evaluation will be opened by the Financial Committee in the presence of their representatives. The date and time of opening of the financial bids will be conveyed to the selected agencies.

The agency which scores the highest aggregate marks on the basis of technical and financial bids (after adding the scores from the technical and financial evaluation) will be awarded the contract for **PR Activities and management the International Tourism Fairs & Exhibitions at the West Bengal Tourism Pavilion** in each of the separate International Event mentioned at clause B..

PRE- BID MEETING

A pre- bid meeting to clarify any queries regarding the tender will be held in the Chamber of Director Tourism, Govt. of West Bengal, New Secretariat Building, 3rd Floor, 1 K.S. Roy Road, Kolkata-700001 on 22-12-2014 (Monday) at 2.00 pm. Any person interested in submitting bids may attend the pre bid conference.

ADDITIONAL INFORMATION

- (i) The Management of WBTDCL Ltd. reserves the right to reject or accept any offer without assigning any reasons whatsoever.
- (ii) Incomplete and conditional bids will be rejected outright.
- (iii) Before awarding the contract the selected Agency will have to deposit 5% of the tendered amount as **Security Deposit / Performance Guarantee** in the form of Account Payee Demand Draft / Bank Guarantee from a commercial bank in an acceptable form. The Demand Draft / Bank Guarantee should remain valid for a period of sixty days beyond the date of completion of all contractual obligations of the suppliers. The Security Deposit/Bank Guarantee will be released after contractual period.
- (iv) **Validity of Tender:** Tender shall remain valid for acceptance for a period of one year **from** the date of opening of Tender.
- (v) **Insurance:** Insurance will be arranged by the Agency.
- (vi) **Liquidated Damages:** In the event of contractor's failure to complete the work within the specified time, **West Bengal Tourism Development Corporation Limited** will recover from the Agency, as Liquidated Damages, a sum of 10 % of the contract price for every day's delay. Besides, if the execution is delayed the Ministry may take action to debar the agency from participation in further tenders and/or blacklist the agency.
- (vii) **Termination by default:** **West Bengal Tourism Development Corporation Limited** reserves the right to terminate the contract of any agency in case of change in the Government procedures or for unsatisfactory services.
- (viii) **Risk - Purchase Clause:** If the contractor, after submission of tender and the acceptance of the same, fails to abide by the Terms and Conditions of the tender document or fails to complete the work within the specified time or at any time repudiates the contract, **West Bengal Tourism Development Corporation Limited** will have the right to:
- a) Forfeit the EMD;
 - b) Invoke Security Deposit / Performance Bank Guarantee, debar it from participation in further tenders and consider black listing of firm;
 - c) In case **West Bengal Tourism Development Corporation Limited** gets the incomplete job completed through alternative sources and if price of completing the job is higher, the contractor shall pay the balance amount to **West Bengal Tourism Development Corporation Limited**;
 - d) For all purposes, the work order accepted by the bidder and issued by *Managing Director, West Bengal Tourism Development Corporation Limited* will be considered as the formal contract.

Managing Director
West Bengal Tourism Development Corporation Limited