



REQUEST FOR PROPOSAL (RFP)

**FOR SELECTION OF AN
ADVERTISING/CREATIVE AGENCY**

FOR

‘BENGAL LEADS 2013’

**TO BE ORGANIZED AT HELIPAD GROUND, HALDIA
(from 17/01/2013 to 19/01/2013)**

**BY WBIDC AND HDA
ON BEHALF OF GOVT. OF WEST BENGAL**

Bid Document No 1/HDA /IX-L-25 of 2012-13 dated 03.12.2012

Memo No. 2096/HDA/IX-L-25/I(Con. Sec.) dated 03.12.2012

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PART I – STATEMENT OF PURPOSE AND BID OUTLINE

1. The Government of West Bengal is organising the **Bengal Leads 2013, a Business Summit** from **17th-19th January, 2012** at Haldia, West Bengal. In this *Exhibition –cum- Conference event*, the State will exhibit its areas of strength and opportunity and facilitate interaction with all stakeholders.
2. The avowed aim is to promote the event as a meeting place for business leaders, investors, corporations, thought leaders, policy and opinion makers; a perfect platform to understand and explore business opportunities in the State of West Bengal. Besides, as the very name suggests, it would also serve to brand the State of West Bengal as a destination where business and knowledge partnerships are forged. The event will also aim to showcase Haldia as an emerging business destination in the State.
3. **Some of the sectors of opportunity envisaged to be exhibited at the event are as follows:-**
 - Manufacturing, Engineering, Automobile, Medium and Small Scale Enterprises
 - Tourism, Handicrafts, Culture, Textiles
 - Renewable Energy
 - Food Processing
 - Education and Health
 - Infrastructure
 - Information Technology (Software & Hardware) and E-Governance
 - Gems and Jewellery
 - Agriculture and Agri-marketing

SCOPE OF WORK:

Broadly the scope of work will be:

- Creation of Brand identity and Communication strategy for Bengal Leads 2013.
- Branding & advertising the entire event to portray West Bengal as an ideal investor friendly destination by highlighting the strategic business advantages of State.

Specifically the Agency will be responsible for the following deliverables:

- Strategic inputs for positioning the event and ideation and creation of the identity.
 - Designing of business stationery for the event which includes letterhead, visiting cards, envelopes, press kits, folders, etc as may be required.
 - Designing B2B & G2B communication: e-mailers, announcements, invites, seminar branding, etc.
 - Designing of Rate Card Brochure to market the event
 - Designing of Print and outdoor collaterals like badges, ID cards, parking tickets, invites, hoardings, flex, banners, kiosks, press advertisements including news paper and magazines, etc. as may be required.
 - Designing of brochure template design for the event.
 - Branding collaterals for the event and for various activities under the purview of the event like gates, food court & food stalls, cultural shows, press meets, seminars, etc.
 - Development of audio visual for the summit theme including a short promotional film for Bengal Leads 2013.
 - Ideation and concept for FM radio/Cable TV advertisements
 - Designing the Bengal Leads 2013 website for event promotion.
 - Preparation of guidebook on Haldia.
 - Language for branding will be both English and Bengali.
4. **Haldia Development Authority (hereafter referred to as HDA) invites bids from reputed Advertising/Creative agencies to undertake the job of conceptualisation and designing of Bengal Leads 2013, a Business Summit through a multi-media campaign that will help to create a suitable brand identity for Bengal Leads 2013. The RFP document may be purchased from the Office of the Chief Executive Officer, Haldia Development Authority, Debogh, City Centre, Haldia and can be downloaded from the official web site www.hda.gov.in**

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5. Sealed offers are invited from *bona fide*, reputed, competent and registered advertising/creative agencies having office or regional office at Kolkata. The format of the bids is annexed to this document.
6. **Earnest Money of Rs. 50,000/-** (Rupees Fifty Thousand Only) by A/C payee Demand Draft/Pay Order drawn in favour of “**Chief Executive Officer, Haldia Development Authority**”, payable at Haldia shall be deposited along with the offer. **Offers not accompanied by the Earnest Money will be summarily rejected.** Earnest Money of the unsuccessful bidders will be refunded within one month from the date of selection of agency however the Earnest Money of the successful bidder will be retained.
7. **Bids must be submitted in 3 (three) envelopes detailed in Part III of the bid document:**
 - **ENVELOPE ‘A’ :** Earnest Money Deposit and Credentials.
 - **ENVELOPE ‘B’ :** Technical/Creative proposal which must cover indicative illustrations for brand identity, campaign design and sample creatives.
 - **ENVELOPE ‘C’ :** Financial bid in a separate sealed envelope containing the bid in the format prescribed.

Bids containing the Three sealed covers, as mentioned above, must be placed within a further sealed cover superscribed “**BID FOR CREATIVE AGENCY FOR BENGAL LEADS 2013**” and bearing the name of the bidder. The bid must be received at the office of the Chief Executive Officer, Haldia Development Authority (HDA), Debogh, City Centre, Haldia within **14.00 hrs on Wednesday, 12th December 2012**. **Offer(s) received after the stipulated date and time shall not be accepted.**

8. **Time of Completion of the work:** The successful agency will be responsible to complete the entire project **WITHIN 15 (FIFTEEN) DAYS** of receipt of the work order.
9. **OPENING OF THE BIDS**

ENVELOPE ‘A’ The first part of the bid which determines eligibility will be opened on **Wednesday, 12th December, 2012 at 14.30 hrs** in the office of the Chief Executive Officer, HDA at Haldia. Bidders may remain present during the opening of the bid.

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ENVELOPE ‘B’ of the qualified bids will be opened **on Wednesday, 12th December, 2012 at 16.00 hrs in the office of the Chief Executive Officer, HDA** for technical evaluation. Bidders will be given the opportunity to make a presentation before the Evaluation Committee when their technical/creative bids are opened. Maximum permitted time limit for such presentation is **10 minutes** per Agency.

ENVELOPE ‘C’ of the bids which receives the minimum specified marks in their corresponding Technical Bids, will be opened **on Wednesday, 12th December, 2012 at 18.00 hrs in the office of the Chief Executive Officer, HDA** after evaluation of the Technical Bids.

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

The following are important dates in the tendering process

Sl. No.	Activity	Date & Time
1	Last date for purchasing bid document form HDA	08.12.2012 up to 17.00 hrs
2	Pre-bid meeting at the office of CEO, HDA, Haldia	10.12.2012 at 12 Noon
3	Last date and time of submission of Bid	12.12.2012 till 14.00 hrs.
4	Opening of Pre Qualification Bid	12.12.2012 at 14.30 hrs.
5	Opening of Technical Bid	12.12.2012 at 16.00 hrs.
6	Opening of Financial Bid	12.12.2012 at 18.00 hrs.
7	Validity of bid	4 (four) Months

PART II – PROCESS OF EVALUATION & 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. 60 marks are for Technical Bid and 40 marks are for Financial (Price) Bid. The criteria for evaluation and allotment of marks is described in “evaluation of bid”.

ENVELOPE ‘A’: EMD AND CREDENTIALS

Eligibility criteria

1. Advertising/Creative agency must have an office or branch office at Kolkata.
2. Full accreditation of Indian Newspapers Society (INS)/ Advertising Standards Council of India (ASCI) for Press Advertisement/Prasar Bharti Accreditation for electronic media advertisement. **The accreditation of INS should be of a minimum of 5 recent years.**

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3. Creative agency should be empanelled with at least 2 (two) Central/State Government bodies **OR** have adequate experience in handling creative projects/assignments for atleast 2 (two) Central/State Government Departments/Bodies in the past. Photocopies of Workorders/Empanelment letters must be provided as proof, failing which the bid will be deemed invalid.

The credentials of the bidders as submitted in **ENVELOPE 'A'** will be evaluated first. Adequate authentic documents as proof shall have to be furnished for the evaluation. The credentials should broadly cover the following areas-

- Infrastructure and capability including presence in Kolkata as mentioned above.
- Compliance with regulatory requirement such as registrations, latest IT & PT returns, PAN card and Balance Sheet detail for the past two years, etc.
- Competence in promotional activities and sectors as mentioned above.

ENVELOPE 'A' MUST CONTAIN THE FOLLOWING DOCUMENTS:

1. **Earnest Money Deposit- Rs. 50,000/-** (Rupees Fifty Thousand only) by account payee Demand Draft/Pay Order drawn in favour of **“Chief Executive Officer, Haldia Development Authority”**, payable at Haldia.
2. **Proof of infrastructural capability**—Office Establishment of the Agency/Firm in Kolkata, evidenced by attested copies of registration under the Shops and Establishment Act or equivalent Government Regulation. The bidder's Kolkata office must have Full Service Operations including client-servicing, creative, studio and production. In case of any misrepresentation in this regard, the bidder/s will forfeit the Earnest Money Deposit and will be liable for legal or administrative action as may be deemed fit.
3. **Compliance with regulatory requirements** – attested copies of valid INS Accreditation/Advertising Standards Council of India (ASCI) for press advertisement /Prasar Bharti accreditation for electronic media advertisement, (wherever applicable) and Chartered Accountant's Certificate that latest Income Tax and Professional Tax returns have been filed for the latest assessment year.
4. PAN card details and Balance Sheet of the last two financial years certified by the auditor shall be provided.
5. **Competence in promotional activities** - Should be empanelled with at least 2 (two) Central/State Government Departments/Bodies **OR** have adequate experience in handling creative projects/assignments for atleast 2 (two) Central/State Government bodies in the past. Necessary document in support of this claim shall be enclosed.

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6. Power of attorney to sign and submit the bid on behalf of the company
7. A bid deposit fee of **Rs 2000.00** in the form of DD payable at Haldia in favour of “Chief Executive Officer, Haldia Development Authority”

ENVELOPE ‘A’ must be superscribed “ENVELOPE ‘A’ – EMD AND CREDENTIALS” and must also bear the name of the bidder

In case a bidder does not meet the criteria for eligibility, his Technical and Financial Bids will not be opened.

For all bidder’s eligible according to the prescribed criteria, **the Technical Bid will be evaluated by a designated committee that may include internal/external expert/s.** The qualified bidder’s shall be given an opportunity to make presentation before the committee on the date and time specified earlier.

ENVELOPE ‘B’: TECHNICAL BID:

ENVELOPE ‘B’ MUST CONTAIN THE FOLLOWING DOCUMENTS:

- An illustrative overall campaign design for **BENGAL LEADS 2013**. The creativity and designs for the campaigns should be clear, concise and compelling. They should demonstrate comprehension of **BENGAL LEADS 2013’s** vision and ideas, clarity of approach and innovativeness. A short write up on the idea and concept of the desing within 250 words shall also be given.
- The bidder’s 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. A presentation of 10 minute duration will be given to evaluation committee.
- The RFP document duly signed on all pages by the authorised signatory to be submitted along with the bid.

ENVELOPE ‘B’ must be superscribed “ENVELOPE ‘B’ –TECHNICAL/CREATIVE PROPOSAL” and must also bear the name of the bidder

In case a bidder does not meet the criteria for eligibility as outlined in the next page, his Financial Bid will not be opened.

The Evaluation Committee will judge the Technical proposal based on the marking system as detailed in the next page.

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CRITERIA FOR EVALUATION OF TECHNICAL BIDS

1	<u>Total 60 marks shall be allotted as per following criteria</u>	Total Marks	Marks Scored
A	Technical Offer Evaluation (X)		
i	Creative- Design	10	
ii	Creative – Message/Copy	10	
iii	Overall Campaign design	10	
iv	Branding Ideas	15	
v	Illustrative component demonstrating the analytical thought process of the agency to create a unique brand image for BENGAL LEADS 2013.	10	
vi	Experience (example of 1 past campaign) that demonstrates the agency’s brand building capabilities of similar nature.	05	
Total marks for Technical Evaluation		60	
The Technical proposal should score atleast 30 marks out of 60 to be considered for the Financial Evaluation.			

ENVELOPE ‘C’: FINANCIAL PROPOSAL

ENVELOPE ‘C’ must be superscribed “ENVELOPE ‘C’ –FINANCIAL PROPOSAL” and must also bear the name of the bidder

- For those bidders’ whose Technical Proposal receive the minimum qualifying marks (30 out of a possible maximum of 60) from the Evaluation Committee, the Financial Proposal will be opened on the date and time 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 should be based on the agency’s services in (a) Creation of Brand Identity (b) Strategic Consulting for campaign design (c) Creative and design inputs for specific deliverables during the tenure of the agreement as specified in this tender.
- **THE FINANCIAL BID SHOULD BE EXPRESSED AS A CONSOLIDATED PROJECT FEE inclusive of all taxes and duties THE FINANCIAL BID WILL BE INCLUSIVE OF ARTWORK & PROCESSING and PRODUCTION COSTS..**
- An illustrative list of deliverables envisaged by HDA has already been provided earlier to help the agency ascertain the scope of work. However, in case of any additional requirements that may arise for the successful implementation of the event, no extra payment will be made to the successful bidder beyond the consolidated project fees.
- The consolidated project fee would not include media costs.

EVALUATION OF THE BID

The Financial proposal will be evaluated and marks allotted on a pro-rata basis, i.e., the lowest bidder (L1) will be given the maximum marks out of 40 and other bids (N, N1,N2 etc) will be allotted marks according to the formula “**L1/N x 40**”.

- After the evaluation of Technical competence, HDA will intimate those agencies whose proposals did not meet the minimum qualifying marks indicating that their Financial Proposals will not be opened. Agencies who do not qualify need not wait for the financial bid to be opened.
- HDA will simultaneously intimate those agencies that have secured the minimum qualifying marks to be present for the opening of the Financial proposals on the date and time specified above..
- The Financial proposals will be opened in the presence of representative of the agencies.
- The names of the agencies, quality scores, and the offered prices will be read aloud and recorded when the Financial proposals are opened, and a copy of this record will be retained.

The marks obtained by each bidder in Technical and Financial Evaluation shall be added and the bidder getting the highest marks shall be the Preferred bidder (P1), P2 and so on.

TERMS OF PAYMENT

The successful bidder will be paid as per the following terms by HDA.

- **20%** after approval of the draft design.
- **20%** on release of creatives and completion of the work before the inauguration.
- **60%** within 30 (thirty) days of completion of event

All intending bidder's may visit the HDA website for further information and are also welcome to approach HDA for any information that they may require for the purpose of formulating their bids. For any clarification the Assistant Executive Officer/ CEO of HDA may be contacted.

HDA reserves the right to reject any or all the applications at its sole discretion without assigning any reason therefore and without reference to the applicants.

Canvassing is prohibited and would lead to disqualification.

If the agency fails to complete the work in all respect after receiving the work order, then it shall be heavily penalized and may get blacklisted. Hence only competent agencies are requested to participate in this tender.

**Chief Executive Officer
Haldia Development Authority**