



**West Bengal Housing Infrastructure Development Corporation Limited  
(A Govt. of West Bengal Undertaking)**

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Memo No. M-1276/HIDCO/ADMN-3813/2020

Date: 30<sup>th</sup> December 2020

**NOTICE INVITING EXPRESSIONS OF INTEREST FOR ENGAGEMENT OF CONSULTANT TO DEVELOP A 'STRATEGY FOR INWARD INVESTMENT IN SILICON VALLEY, FINTECH HUB AND OTHER CBD PLOTS IN NEW TOWN, KOLKATA'**

**NOTICE INVITING E-TENDER NO: E-01/2020-21[2<sup>nd</sup> Call]**

New Town Kolkata is a planned newly developed Greenfield satellite city on the north-eastern fringes of Kolkata in the district of North 24-Parganas in West Bengal. The city has a coverage area of 30 km<sup>2</sup> with a planned population of 10,00,000.

Being a planned "Green" city, the existing settlements have been kept undisturbed and suitably integrated into the proposed land use as wet lands and low lying areas have been designated as open spaces. One of the key USPs towards the development is the flexible planning approach. New Town has been developed in three planning units for phased Implementation of the plan, referred to as Action Area-I, II, III. There are three action areas where the development is planned. Additionally there is designated Central Business District (CBD). Main administrative and commercial functions have been placed at CBD located at the center of the city.

The city provides best in class urban infrastructure facility and government service delivery to its citizens while preserving the cultural heritage of West Bengal. Over the last few years, the city has achieved world class basic / core infrastructure facilities.

New Town is a Smart City under the Smart City Mission of Government of India.

New Town Kolkata is developing a sustainable public transport system. 579 buses plied over 25 routes in FY 15 (approximately 300% increase in number of buses plying over FY 13). Further, Metro Rail construction is going on which is expected to be completed by 2021. 3 Electric buses are operated by WBHIDCO Limited. Monorail proposal is being prepared. There are 100% planned network of roads with pedestrian footpaths. Current modal split is - public transport 35%, non-motorized transport 13%, motorized private vehicles 33% and para-transit mode 19%.

WBHIDCO is developing New Town as a futuristic smart city. HIDCO has prepared the LUDCP and it is developing all infrastructure like roads, drains, sewerage line, water supply lines, major beautification works and other related major works as per master plan. With multinational IT giants setting up campuses in the area, HIDCO wants to make infrastructure sustainable and fool-proof. With this target it is implementing several physical as well as software projects in the town.

Now, WEST BENGAL HOUSING INFRASTRUCTURE DEVELOPMENT CORPORATION LTD.(WBHIDCO), an enterprise under the Department of Urban Development & Municipal

Affairs, Govt. of West Bengal, intends to engage a Consultant to develop a 'Strategy for Inward Investment in Silicon Valley, Fintech Hub and other CBD Plots in New Town, Kolkata'; with the objective of enhancing diverse economic activities in the City.

For this purpose, the General Manager (Marketing), WBHIDCO invites Technical and Financial proposals from resourceful, reliable, bonafide and experienced organizations/ consultancy companies with experience in 'Brand Development and Communications tools for Cities', at an international level.

**(Submission of Bid through online)**

**List of Work:-**

<b>Name of work</b>	<b>Earnest Money</b>	<b>Period of engagement</b>
Engagement of Consultant to develop a 'Strategy for Inward Investment in Silicon Valley, Fintech Hub and other CBD Plots in New Town, Kolkata'	INR 1,00,000/- only (Indian Rupees One Lac only)	Not exceeding 12 months

1. The Consultant engaged for this work will provide a team of national and international experts to develop, manage, monitor and provide professional support for all Brand Development and Communication Tools for New Town, Kolkata.
2. The details of the scope of work is provided in the section of Scope of Work at Serial No. 41 of this tender document.

**3. EARNEST MONEY DEPOSIT (EMD)**

All intending Bidders have to make **Earnest Money Deposit (EMD) of INR 1,00,000/- (Rupees One lakh) only**. Deposit of such Earnest Money and uploading of the same online should be completed by **1.00 PM of 20.01.2021**.

4. Submission of **EMD** should be in favour of WBHIDCO LTD., KOLKATA only through RTGS/NEFT in the WBHIDCO's Bank Account in Andhra Bank, Salt Lake City Branch. EMD in form of DD/PO shall not be accepted.

**BANK DETAILS towards EMD (For payment through Indian Rupees only):-**

1)	Account Name	West Bengal Housing Infrastructure Development Corporation Ltd.
2)	Bank & Branch name	Andhra Bank, Salt Lake City Branch
3)	IFS Code	ANDB0001023
4)	Account Number	102311011000134

5. Tenderers/Bidders should take utmost care to ensure that the EMD and intimation are made correctly. Earnest Money deposited elsewhere will not be considered for participation in this e-tender. No interest will be payable on the EMD. EMD of the unsuccessful bidders would be returned by WBHIDCO Ltd. after completion of the bidding process. The EMD of the Successful Bidder shall be automatically retained and will be converted to Security Deposit for the selected bidder.
6. In case the submitted documents of any Bidder are found false, their offer would stand cancelled and the Earnest Money Deposit will automatically stand forfeited. In addition to such forfeiture, as stated above, the defaulting Bidder may not be allowed to take part in any of the bids which may be held by WBHIDCO in future.
7. Confirmation on electronics transfer of EMD through NEFT/RTGS will have to be submitted as soft copy (Scanned copies of the Originals) along with the tender. The successful Tenderer/Bidder will submit the hard copy of documents to the tender

inviting authority with his acceptance letter of the LOI within specified time as mentioned in the letter of intent. Failure to submit the hard copy with the acceptance letter within the time period prescribed for the purpose may be construed as an attempt to disturb the tendering process and will be dealt with according to legal provision including barring the bidder in participating in any tender of WBHIDCO Ltd. for one year. Successful tenderer/bidder, who will not submit all relevant copies of the documents physically as stipulated in this NIT, will be barred from participating in any further tender of WBHIDCO for one year from the date of this NIT.

8. Technical bids are to be submitted duly digitally signed in the e-tender portal <https://wbtenders.gov.in>. The acceptance of bid is not obligatory. This Notice inviting EOI does not imply that WBHIDCO is bound to select a bidder or to appoint the Selected Bidder, as the case may be, for the Project and WBHIDCO reserves the right to reject all or any of the Tenderer/Bidder or bids without assigning any reason whatsoever.
9. WBHIDCO reserves all rights to cancel, terminate, change or modify this EOI process and/or requirements of bidding stated in the EOI, at any time without assigning any reason whatsoever or providing any notice and without accepting any liability for the same. The same will be binding on the applicant bidders.
10. Corrigendum, further notices and responses to queries if any will be published in the e-tender portal <https://wbtenders.gov.in> and also in the WBHIDCO Website [www.wbhidcoltd.com](http://www.wbhidcoltd.com) at the appropriate section.
11. Tender documents may be downloaded from website and submission of Technical Bid and Financial Bid shall be done as per Time Schedule of this Notice inviting EOI.
12. In term of Finance Department, Audit Branch, Govt. of West Bengal's Notification no.4374-F(Y) dated 13th July, 2017, the bidder has to upload valid 15-digit Goods and Service Tax Payer Identification Number (GSTN) under GST Act, 2017, along with his bid. The bidder should note that bid submitted without GSTIN will be summarily rejected.
13. **Eligibility criteria for participation in the tender/bid**
  - i. The Tenderer/Bidder can be a single entity or a Consortium of maximum two entities.
  - ii. The Bidder/ Lead Member (in case of consortium) should be a registered Indian Company under "The Company Act, 1956/2013" or a Partnership firm incorporated under Partnership Act, 1932. Documentary proof to be uploaded.
  - iii. The Bidder/ Lead Member (in case of Consortium) must be financially sound with a minimum Annual Turnover of INR 40,00,000/- (Indian Rupees Forty Lakhs only) in the year 2019-20. For Annual Turnover, certificate from Chartered Accountant shall be produced.
  - iv. The Bidder should have an experience (combined experience in case of Consortium) of helping the City Authorities/ Government Department in developing 'Branding and Communication Tools' in at least Five (5) International Cities. Documentary proof (Work Order/ Completion Certificate/ last invoice) to be uploaded.
  - v. The Lead Member should have PAN Card and GST Registration Certificate; copies of which shall be uploaded.
14. **Similar work means:** Successful project completion with City Authorities/ Government Department in developing 'Branding and Communication Tools' for Cities/ Department in at least Five (5) International Cities.
15. No claim for interest or compensation will be entertained in respect of any money or balance of payment which may be due or alleged to be due to the agency owing to any

dispute between the contractor and WBHIDCO or in respect of any delay in making payment of progressive or final bill of the work, to the contractor.

16. No advance and secured advance will be considered.

17. Idle labor, idle rent and hire charges etc.:

No claim of any category and type, on this ground shall be entertained. The contractor and WBHIDCO shall make every effort that such situation does not arise.

18. **Security Deposit:**

Earnest Money for the successful Tenderer/Bidder will be retained and converted to Initial Security deposit.

19. **Date and Time Schedule:**

Sl. No.	Particulars	Date & Time
1	Date & Time of uploading Notice Inviting Expression of Interest	<b>30.12.2020 at 6.00 PM</b>
2	Documents download start Date & Time (Online)	<b>31.12.2020 at 10.00 AM</b>
3	Documents download end Date & Time (Online)	<b>20.01.2021 at 1.00 PM</b>
4	Bid submission start Date & Time (Online)	<b>31.12.2020 at 2.00 PM</b>
5	Bid Submission closing Date & Time (Online)	<b>20.01.2021 at 2.00 PM</b>
6	Date & Time of opening of Technical Proposal	<b>22.01.2021 at 2.00 PM</b>
7	Date & Time and venue for technical presentation	<b>To be notified</b>
8	Last Date & Time of uploading list for Technically qualified Bidder (Online)	<b>To be notified</b>
9	Date & Time of opening of Financial Proposal	<b>To be notified</b>

20. Income Tax & G.S.T will be deducted as per Govt. orders issued from time to time and would be applicable on the date of making payment of the bills.

21. The Bidder, at his own responsibility and risk, is encouraged to visit and examine the town and its surroundings and obtain all information that may be necessary for preparing the Bid and entering into a contract for the work as mentioned in the Notice Inviting Expression of Interest, before submitting offer with full satisfaction. The cost of visiting the site, shall be at his own expenses.

22. The intending Tenderers/Bidders shall clearly understand that whatever may be the outcome of the present invitation of Bids, no cost of Bidding shall be reimbursable by WBHIDCO. WBHIDCO Authority reserves the right to accept or reject any offer without assigning any reason whatsoever and is not liable for any reimbursement of any cost that might have been incurred by any Tenderer/Bidder at any stage of Bidding.

23. Prospective applicants are advised to note carefully the minimum qualification criteria before tendering the bids.

24. Conditional / Incomplete tender will not be accepted under any circumstances.

25. During scrutiny, if it comes to the notice of the tender inviting authority that the credential or any other paper of a Bidder is found incorrect / manufactured / fabricated, the concerned Tenderer/Bidder would not be allowed to participate in the tender process and that application will be rejected without any prejudice.
26. If any discrepancy arises between two similar clauses on different notification, the clause that will supersede others will be solely determined as per the discretion of the Tender inviting authority.
27. The successful Tenderer/Bidder whose Bid is accepted shall make formal agreement along with bid documents in triplicate, within 15 (Fifteen) days from the date of issue of work order by WBHIDCO on payment of usual charges which is non-refundable under any circumstances and submit the same duly signed by him/them to this office. If the successful Tenderer fails to perform the formalities within the specified period, the Tender is liable to be cancelled and the Earnest Money Deposit will be forfeited as per relevant clauses of WBFR (West Bengal Financial Rules).

28. **Qualification criteria:**

- i. The tender inviting and Accepting Authority will determine the eligibility of each Tenderer/Bidder. The Tenderers/Bidders shall have to meet all the minimum criteria as stipulated in relevant clauses of this Notice Inviting EOI.
- ii. The eligibility will be determined through a scoring as described in the Technical Scoring table below. There may be a minimum qualifying score for being eligible for opening of financial bid.
- iii. The final selection will be made on the basis of the composite QCBS score with 70:30 weightage on Technical and Financial Score.
- iv. The Applicant shall be selected under the Composite Quality cum Cost Based System (CQCBS) with weightages of 70:30 (70% for technical proposal and 30% for financial proposal) and procedures described in this Notice Inviting Tender. The Technical Evaluation shall be based on following parameters of technical scoring.

29. **Technical Scoring:**

Sl. No.	Criteria	Scoring	Supporting document to be submitted	Maximum Score
1	Work experience	Successful project completion with City Authorities/ Government Department in developing 'Branding and Communication Tools' for Cities/ Department in at least Five (5) International Cities.	Summary of experience duly self-certified with documentary evidence.	10
2	Qualification and experience of the proposed team members who will drive the entire project.	<ol style="list-style-type: none"> <li>i. Engagement of Director and City Branding Specialist (International) (20 Marks)</li> <li>ii. City Strategy Specialist (International) (10 Marks)</li> <li>iii. Communication Specialist (10 Marks)</li> </ol>	Detailed CV of the proposed team members will have to be submitted along with Specific Position.	40

Sl. No.	Criteria	Scoring	Supporting document to be submitted	Maximum Score
3	Technical presentation	Survey Methodology for Investor and Resident Mapping – 10 Marks	Presentation before an evaluation committee covering the points mentioned.	50
		Methodology for Developing the New Town Brand Personality Model – 10 Marks		
		Approach towards leveraging the Model for identifying Core Investor points and reaching Prospective Investors (Domestic/ International) – 10 Marks		
		Tools proposed in the Communication Plan– 10 Marks		
		Overall Work Plan to meet the deliverables – 10 Marks		
<b>Total Maximum Score</b>				100

30. **Financial Bid**

- i. The all-inclusive lump sum fee for the work inclusive of all taxes and levies will have to be quoted by the bidders at the appropriate section of the e-tender portal. Disclosure or indication of quote at any other section will lead to disqualification of the bidder.
- ii. The Financial offer of only those bidders who qualify with 50 points in technical score will be opened for evaluation.
- iii. The highest financial score of 100 will be awarded to the technically qualified bidder who quotes the least amount and the other qualified bidders will get proportionately lower score as follows:
- iv. If the financial offer of least cost bidder is L and that of another higher cost bidder is N then the financial score of the higher cost bidder FS will be  $FS=100x(L/N)$

31. **Final Selection**

- i. The technical score will be given a weightage of 70% and there will be a 30% weightage on the financial score and final selection will be made on the basis of the composite score as follows:
  - ii. If the Technical score of a bidder out of 100 is T where  $T \geq 50$ , and their Financial Score calculated as at 30(iv) above is FS out of 100, then the final CQCBS score of this bidder will be  $S=(70\% \text{ of } T) + (30\% \text{ of } FS)$
  - iii. The bidder scoring highest composite score will be the preferred bidder subject to compliance with all other relevant terms and conditions.
32. Bidders are required to give a work program preferably in the form of a bar-chart and to get it approved by WBHIDCO before commencement of work and if progress of work abruptly differs from such work program, WBHIDCO may terminate the work order at any point of time and penal action as per Tender Terms and conditions will be imposed.
33. The bidders are also requested to note that West Bengal State Electricity Distribution Company Limited (WBSEDCL), WBHIDCO, New Town Kolkata Development Authority

(NKDA), Public Health Engineering Department (PHED), Police, Department of Transport, West Bengal Pollution Control Board and other organizations of New Town/working in New Town shall have to be approached for collection of policy documents, secondary data and reports. WBHIDCO will facilitate the appointment and introduce the agency to the different organizations but the agency has to engage appropriate personnel to collect the data/documents from the different organizations.

34. WBHIDCO will not be held responsible for making payment against any anticipated profit and/or compensation for any losses or price escalation whatsoever for the works as stated in the annexure of this NIT. Rates should be quoted accordingly.
35. The address as furnished by the intending bidder shall be deemed as the postal address of their office. Any notice or instruction to be given to the bidder under the terms of contract shall be deemed to have been served if it has been delivered to their authorized agent (on the strength of authorization) or representative or sent by registered letter to his official address as furnished.
36. Arbitration clause of WBF 2911(ii) will be captured in the consultancy contract.
37. Participation in this tender deems that the applicant is fully agreeable to abide by all terms and conditions as stated in this Notice Inviting e-tender.
38. Mobilization advance, time/cost overrun and consequent cost escalation for any material, professional resource etc. will not be allowed.
39. The offer shall remain valid for 180 days from the date of opening of the tender.

40. **Team**

The detailed CVs of the following key team members will be evaluated as part of the Technical Bid:

- i. Engagement Director and City Branding Specialist (International) – should have played a lead role in City Branding engagement across at least 3 International Cities.
- ii. City Strategy Specialist – should have developed Investment Strategy for at least 3 International Cities.
- iii. Communication Specialist – should have developed communication strategy for at least 5 projects (including public and private sector clients).

41. **Scope of work:**

The Scope of Work will include (but not limited to) the following:

- i. Survey of stakeholders including resident and existing investors in New Town Kolkata.
- ii. Evaluate the existing communication methodology followed by New Town and perception analysis of the image of New Town.
- iii. Benchmark New Town with similar cities at a national and international level.
- iv. Developing the New Town Brand Personality Model.
- v. Strategic recommendations on nurturing the comparative advantages of New Town Kolkata towards attracting investors (domestic and international).
- vi. Detailed Communication Plan including both verbal and visual guidelines.
- vii. Sensitization workshops and training plan for core officials and stakeholders.
- viii. Developing a dynamic list of target investors and update it for the project period.

- ix. Identify opportunities for global and national city rankings, twinning with international cities etc.
- x. Strategic inputs on the communication tools (websites, blogs etc.) used by all Government Authorities in New Town including HIDCO, NKDA, New Town Kolkata Green Smart City Corporation Limited (NKGSCCL) and others.
- xi. Training on Media handling and introduction to international media.

42. **Payment**

The payment will be made as per the following milestones:

SI. No.	Milestone	Payment (in %)
1	Inception Report	20
2	Delivery of New Town Brand Personality Model and Strategic Recommendations	45
3	Delivery of Verbal and Visual Guidelines and Communication Materials	20
4	Cost of Communication Work in 9 equal monthly instalments @ 2% per month	15

**Note: The Bidder has to quote a total lump-sum fee (including GST @ 18%) in the Bill of Quantities (BOQ) provided for the Financial Bid.**

**Shri. Asoke Kumar Roy**  
**General Manager (Marketing)**  
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