



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

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Memo No: 2702/HIDCO/Admn-3636/2019

Dated: 13/10/2022

NOTICE INVITING EXPRESSION OF INTEREST FOR ENGAGEMENT OF CONSULTANT/MARKETING AGENCY FOR THE PROMOTION AND OUTREACH OF BISWA BANGLA CONVENTION CENTRE

Tender ID : 2022_HIDCO_414032_1

WEST BENGAL HOUSING INFRASTRUCTURE DEVELOPMENT CORPORATION LTD. (WBHIDCO), an enterprise under the Department of Urban Development & Municipal Affairs, Govt. of West Bengal, invites offers from eligible, reputed and resourceful agencies for the promotion of Biswa Bangla Convention Centre. Biswa Bangla Convention Centre (BBCC) is one of the largest convention centres in Asia. The Biswa Bangla Convention Centre is located on Biswa Bangla Sarani, Action Area I of New Town, Kolkata; near the Kolkata Gate.

It is a newly build International Standard Convention Centre with 3000 seating capacity in addition with two mini auditoriums, four banquet halls, one cafeteria, an art gallery, large pre-function area and a well decorated atrium at the prime position of New Town, near Iconic Biswa Bangla Gate.

WBHIDCO work towards building a futuristic smart city and undertakes numerous projects to accomplish the objectives in terms of Physical and Social Infrastructure Development, Economic Development, Environment & Sustainability and most importantly by providing Services to the Citizens. Biswa Bangla Convention Centre is one of those HIDCOs prestigious projects, which is now globally recognized within its very short period of operations.

A new Annex is being built with a floor space of 65,000 sq.ft. in two halls and all amenities.

In addition to the above information, the Convention Centre has the capacity to facilitate more than 550 cars within its attached multilevel car parking area and adjacent to this, it has the provision of 117 keys internally connected five-star hotel, run by the Park Hotel.

Due to its strategic geographical location, the place can be accessed by road from various directions, and it is just a few kilometers away from railway station and airport. The Biswa Bangla Convention Centre already gained huge popularity in conducting various promotional events, institutional & industrial conferences, seminars and business summits successfully and most importantly for the last few years Bengal Global Business Summit (BGBS) conclave concluded here in presence of Hon'ble Chief Minister of the State along with various national and international delegates.

Nowadays, Biswa Bangla Convention Centre is not a name anymore, it's become the brand of the Government of West Bengal due to its outreach in the national and international market.

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 / marketing agency to develop a 'Strategy for promotion and outreach of Biswa Bangla Convention Center, New Town, Kolkata'; with the objective of enhancing booking of the Halls and enhancing revenue.

For this purpose, the General Manager (Admin), WBHIDCO invites Technical and Financial proposals from resourceful, reliable, bonafide and experienced organizations/ consultancy companies with experience in 'Brand marketing, social media outreach and business promotions, at an international level.

(Submission of Bid through online)

List of Work: -

Name of Work	Earnest Money	Period of Engagement
Engagement of a Consultant/Marketing agency for the promotion and outreach of Biswa Bangla Convention centre.	INR 500000/- only (Indian Rupees five Lakh only)	Not Exceeding 12 months

1. The Consultant/ Marketing agency engaged for the work will provide a team of experts to develop, manage, monitor and to provide professional support for the development, promotion and outreach of Biswa Bangla Convention center for New Town, Kolkata.
2. The details of the scope of work are provided in the section of Scope of Work at Serial No. 41 of this tender document.
3. **EARNEST MONEY DEPOSIT (EMD):** All intending Bidders must make Earnest Money Deposit (EMD) of INR 5,00,000/- (Rupees five lakh) only. Deposit of such Earnest Money and uploading of the same online should be completed by 17.00 Hrs of 09/11/2022.
4. Submission of EMD should be in favour of WBHIDCO LTD., KOLKATA only through RTGS/NEFT in the WBHIDCO's Bank Account in Union Bank of India, 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	Union Bank of India, Salt Lake City Branch
3)	IFS Code	UBIN0810231
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 the 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 provisions 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 at the appropriate section.
11. Tender documents may be downloaded from the website and submission of Technical Bid and Financial Bid shall be done as per Time Schedule of this Notice inviting EOI.
12. In terms 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 Taxpayer Identification Number (GSTIN) under GST Act, 2017, along with his bid. The bidder should note that bid submitted without GSTIN will be summarily rejected.
- 13. Pre-Qualification 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 50,00,000/- (Indian Rupees Fifty Lakhs only) in the year 2020-21. For Annual Turnover, certificate from Chartered Accountant shall be produced.
 - iv. The Bidder should have an experience (combined experience in case of Consortium) of Successful project completion with a similar job of Marketing and promotion of any Convention Centre / Business space/Lecture Hall/ Hotel Auditorium/ Corporate Lounge/ Mela Prangan with Government/ Private Department in at least Three (3) Metro 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 Government/Private Department in developing 'Marketing Strategies' for convention Center etc. in at least three (3) metro 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 a progressive or final bill of the work, to the contractor.
16. No Advance and secured advance will be considered
17. Idle labour, 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. **Earnest money** of the successful bidders Earnest Money for the successful Tenderer/Bidder will be retained and converted to an initial Security deposit.

19. **Date of Time Schedule:**

Sl. No	Particulars	Date & Time
1	Date & Time of uploading Notice Inviting Expression of Interest	13.10.2022
2	Pre-Bid meeting date and time	19.10.2022 at 15.00 Hrs
3	Documents download start Date & Time (Online)	14.10.2022 at 10.00 Hrs
4	Documents download end Date & Time (Online)	07.11.2022 at 17.00 Hrs
5	Bid submission (Technical & Financial) start Date & Time (Online)	14.10.2022 at 17.00 Hrs
6	Bid Submission (Technical & Financial) closing Date & Time (Online)	09.11.2022 at 17.00 Hrs
7	Date & Time of opening of Technical Proposal	11.11.2022 at 17.00 Hrs
8	Date & Time and venue for technical presentation	To be notified
9	Last Date & Time of uploading list for Technically qualified Bidder (Online)	To be notified
10	Date & Time of opening of Financial Proposal	To be notified

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:

- a. 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.
- b. 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.
- c. The final selection will be made on the basis of the composite QCBS score with 70:30 weightage on Technical and Financial Score.
- d. 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 similar job of Marketing and promotion of any: Convention Centre /Business space/ Lecture Hall/ Hotel Auditorium/ Corporate Lounge/ Mela Prangan with Government/ Private Department in at least Three (3) Metro Cities.	Summary of experience duly self- certified with documentary evidence.	20

2	Qualification and experience of the proposed team members who will drive the entire project.	<ul style="list-style-type: none"> i. A team of Marketing Specialist with MBA in Marketing from reputed university with minimum 60% marks (10 Marks) ii. Strategy and communication Specialist (10 Marks) iii. On-site Specialist (10 Marks) 	Detailed CV of the proposed team members will have to be submitted along with Specific Position.	30
3.	Technical Presentation	<p>Approach & Methodology for Similar kind of marketing tasks– 10 Marks</p> <hr/> <p>Methodology for promoting the BBCC - 10 Marks</p> <hr/> <p>Approach towards leveraging the Model for identifying the prospective organisation, those who are doing the conferences and seminars frequently and reaching them - 10 Marks</p> <hr/> <p>Tools proposed in the Marketing strategies – 10 Marks</p> <hr/> <p>Overall Work Plan to meet the deliverables – 10 Marks</p>	Presentation before an evaluation committee covering the points mentioned.	50
			Total Marks	100

30. Financial Bid

- i. Payment from WBHIDCO to the marketing partners will be made on a per (paid) programme basis including all facilities of the programme and the bidder need to quote the percentage of the total collection including hall and other facility bookings.
- 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 percentage amount, and the other qualified bidders will get a proportionately lower score as follows:
- iv. If the financial offer of least percentage bidder is L and that of another higher percentage 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 5% (iv) above is FS out of 100, then the final CQCBS score of this bidder will be $S = (70\% \text{ of } T) + (5\% \text{ of } FS)$

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 successful bidders are requested to note that, the existing Rues and Regulations of the convention center will remain same and cannot be altered.

Reservation of halls for wedding/ marriage/ birthday / dealer meet / political programme / student fest/ trade union etc. will not be allowed.
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:

- a. **Marketing Specialist**– should have played a lead role in direct marketing engagement across at least 3 Metro Cities.
- b. **Strategy and communication Specialist** – should have developed Strategy for at least 3 Metro Cities.
- c. **On-site Specialist** – should have hands-on experience in marketing developed Strategy for properties/events (below 35 years).

41. Scope of Work

1. Reach out to convention /exhibition organizer / associations nationally / internationally to do events at BBCC. A success fee would be given as incentive.
2.
 - i) Recommend media buying budget (%age wise) for print (to be specific regarding publication, newspaper/magazine), outdoor hoarding (including locations, cities, airport), TV, FM, Social Media (including WhatsApp groups, Facebook, LinkedIn, Instagram, email, websites, YouTube etc.), targeted one-to-one meetings with CXOs of International / National organisers
 - ii) Recommend agencies/vendors with costs following govt. norms.
 - iii) Help set up marketing office with one full-time manager deputed at site.
3. The bidder(s) has to provide end-to-end go to market strategy for acquiring bookings for all the available halls BBCC by following below activities but not limited to:
 - (i) Market research to give inputs to BBCC and WBHIDCO on programmes likely to succeed
 - (ii) Creation of suitable marketing materials like brochures, social media posters, etc. in both soft/hard copy as required.
 - (iii) Advertisement in paper media
 - (iv) Advertisement in screen at Airport, Metro, other exhibits of WBHIDCO
 - (v) Transport advertisement
 - (vi) Communication to relevant/potential target participants/organizations about respective programmes/ customers via phone, e-mail, social media and other channels
 - (vii) Lead generation and identify interested individuals as well as organizations
 - (viii) Programme sales, lead conversion, follow-up, and close the lead with booking payment
 - (ix) Providing Data/MIS reports programme wise on periodic basis to MD's office
 - (x) Reconciliation of programme related financial and operational data.
4. The bidders will provide the applicable digital techniques for BBCC on
 - (i) Social Media Marketing Strategy
 - (ii) Online paid advertising strategy
 - (iii) E-mail marketing strategy
 - (iv) Digital campaign creation and management
 - (v) Search engine optimization and the process of execution and implementation of the same.

5. The bidder should have an appropriately updated database of relevant contacts of a large number of potential client organizations to bring diversity in participation.
6. Bidder is expected to increase the benchmark of actual number participants per program year on year.
7. To carry out these it is expected that the bidder would create an appropriate team with dedicated project manager for BBCC, support for design and printing besides a large database for mailing, calling and meeting in person.
8. The programs of booking should not be anything related to wedding/ marriage/ birthday / dealer meet / political program / student fest/ trade union etc.
9. Before finalise the programme and collection of tariff, prior approval from the competent authorities of WBHIDCO need to be collected by the marketing partner.
10. The bidder has to follow the same existing process of bookings of the convention center, whereas, suggestion of improvement will always be applicable in every aspect of BBCC.

42. Payment

The Bidder has to quote the percentage share on success fees per programme (including GST @ 18%) in the Bill of Quantities (BOQ) provided for the Financial Bid.

EXPRESSION OF INTEREST FOR ENGAGEMENT OF CONSULTANT/MARKETING AGENCY FOR THE PROMOTION AND OUTREACH OF BISWA BANGLA CONVENTION CENTRE.

<u>Bidders Name</u>	<u>Rates</u>
<u>Particulars of Service</u>	% Share of agency to be quoted without GST
Providing end-to-end marketing for acquiring bookings for Biswa Bangla Convention Center of WBHIDCO (success fees for new national/international bookings)	5% (fixed) per booking (new) excluding F&B
Fees for engagement (per year, payable quarterly)	<u>To be quoted</u>

Payment terms:

1. Success Fee payment from WBHIDCO to the marketing partners will be made on a per (paid) program basis.
2. The Hall booking tariff, Food costs, other facilities rent, etc. will be the same as per fixed by the management of WBHIDCO and cannot be altered without the proper approval from the competent authorities of WBHIDCO.

3. Due to any reasons, if the program will stand cancelled and is in such a condition, the marketing partners will not receive any payment for their efforts.
4. The agency shall raise invoices on successful completion of each program and the same will be payable after deduction of applicable taxes as per the Income Tax Act.
5. The invoice will be raised by the agency as per the percentage rate finalized and agreed upon by the end of the tendering process.
6. Invoice s for quarterly payments should be raised within 7 days of the FY quarter.


General Manager (Admin)
WBHIDCO