

**STATE URBAN DEVELOPMENT AGENCY**

"ইলগাস ভবন", এইচ-সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা ৭০০ ১০৬, পশ্চিমবঙ্গ।  
"ILGUS BHAVAN", H-C Block, Sector-III, Bidhannagar, Kolkata 700 106, West Bengal

**SUDA-16011(16)/1/2021-IT/SEC(SUDA)-SUDA/ ৪৬২৫**

**Date: 3/03/2022**

**NOTICE INVITING TENDER**

**For Selection of Creative Agency For creation of digital content, management of social media and documentation work in State Urban Development Agency (SUDA), Urban Development & Municipal Affairs Department, Government of West Bengal at ILGUS BHAVAN, HC Block, Sector-III, Salt Lake , Kolkata-700106**

The Director, for and on behalf of the State Urban Development Agency (SUDA), Urban Development and Municipal Affairs Department, Government of West Bengal invites proposal for **Selection of Creative Agency For creation of digital content, management of social media and documentation work in State Urban Development Agency (SUDA), Urban Development & Municipal Affairs Department, Government of West Bengal at ILGUS BHAVAN, HC Block, Sector-III, Salt Lake , Kolkata-700106** from the reputed, bonafide ,experienced and resourceful Agency subject to adherence of the scope of work mentioned in Section B of this tender documents.

**The undersigned reserves the right to accept or reject any or all the Tenders without assigning any reasons there for.**

The bid documents can be downloaded from <http://www.urbanservices.gov.in> and <http://www.sudawb.org>

**Experience documents & EMD of Rs. 8000.00 In the form of Demand Draft in favour of State Urban Development Agency payable at Kolkata must be submitted along with the tender.**

The envelope super-scribed as **"Tender For Selection of Creative Agency For creation of digital content, management of social media and documentation work in State Urban Development Agency, complete with all tender documents may be dropped in the Tender-Box placed at Reception Counter, State Urban Development Agency (SUDA), ILGUS Bhavan HC, Block Sector III, Salt Lake , Kolkata - 700 106.**

The last date for submission of the tender is **18.04.2022 up to 2.30 pm.** and will be opened on the same date at **3:00 pm.** Incomplete and conditional tenders/bids shall be summarily rejected. The Director SUDA reserves the right to reject any or all the tenders without assigning any reason thereof.

## GENERAL ASPECTS OF TENDER

Data Sheet:		
1.	Name and nature of the Work/Tender	This tender is for Selection of Creative Agency For creation of digital content, management of social media and documentation work in State Urban Development Agency (SUDA), Urban Development & Municipal Affairs Department, Government of West Bengal at ILGUS BHAVAN, HC Block, Sector-III, Salt Lake , Kolkata-700106
2.	Location of the work	State Urban Development Agency (SUDA), Urban Development & Municipal Affairs Department, Government of West Bengal at ILGUS BHAVAN, HC Block, Sector-III, Salt Lake , Kolkata-700106
3.	Eligibility to participate in the Bid	<p>i) The Creative Agency must have been in operation for a minimum of 3 years as on the date of the issue of this NIT with Central Government/State Government/PSU/ULB level/any other Govt. Organisation in designing/production of creative's/ commercials for social media campaign comprises facebook, twitter, instagram and youtube and others as well as documentation in narrative formats and publicity materials and such other deliverables.</p> <p>ii) The Creative Agency (Single firm not group companies or group of firms) must have an Average Annual Turnover of INR 2 lakhs in the last three financial years (2017-18,2018-19,2019-20).</p> <p>iii)The Creative Agency should have handled at least one creative account in above-mentioned sector (mentioned at i) with revenue of over INR 50000 in any one of the last three financial years</p> <p>iv) The Creative Agency should be able to provide a qualified, dedicated servicing and creative team, for undertaking the creative work and campaign The Creative Agency team would be required to work closely with this office.</p> <p>v)The company must not have been blacklisted by any Government/Ministry/Department/PSU, nor should they have been debarred from dealing with any public Department.</p> <p>vi) Relevant certificates/documents in support of fulfilment of eligibility criteria must be submitted, otherwise financial bids will not be considered.</p> <p>vii) Be a registered Company/undertaking/entity formed and operating under the Indian Companies Act, statutory rules / obligations, in India for at least 5 years.</p> <p>viii) The bidder should have a full-fledged office with necessary technical staff in Kolkata Pin code area ( self attested address proof copy to be submitted). If Office/Branch Office is not already there at the time of bidding , successful bidder shall have to establish One Office/Branch Office within 90 days of award of contract. Payment shall be released only after submission of documentary evidence of having functional Office/Branch Office</p> <p>ix) The Firm / Agency shall have at its disposal a pool of highly competent staff Including photographers, videographers, media editors, graphics designers and editors, with extensive experience in creating media on themes noted above. List of competent staff with their educational Qualification &amp; Experience in the related field needs to be attached. Further details are given in the NIT under appropriate clause.</p> <p>x) The bidder needs to furnish GST Certificate, PAN, Valid Trade License etc.</p>
4.	Documents to be produced in support of Credentials for Bid submission	<p>Following documents shall have to be furnished in two separate covers:</p> <p><b>1.Technical Proposal</b></p> <p>a) <b>Covering Letter</b> ( Refer Annexure A)</p> <p>b) <b>Average Annual Turnover of the bidder</b> over the last three financial years (2018-19,2019-20 and 2020-21) certified by a practicing Chartered Accountant (Refer Annexure A No.II)</p> <p>c) <b>Statement of Legal Capacity</b> (Refer Annexure A No.III)</p> <p>d) <b>Details about the Bidder Agency</b> (Refer "Structure and</p>

		<p>Organization”in Annexure A No .IV)</p> <p>e) <b>Company Certificates</b> like</p> <ol style="list-style-type: none"> <li>Certificate of incorporation highlighting registration details along with the composition of Board of Directors , if applicable</li> <li>GST Registration No, PAN No. , Valid Trade License, IT return for last three years;</li> </ol> <p>f) <b>Statement of any Indictment:</b> The Bidders should not be under active prosecution for criminal offence, litigation, court receivership or similar proceedings</p> <ol style="list-style-type: none"> <li>It may please be noted that non-provision of this declaration in this proposal will lead to rejection of the same.</li> <li>Declaration that the Bidder or any of its staff had not been at any point of time <b>blacklisted</b> by any Government or its agencies or court of law or any other organization (Please refer Annexure A No.V)</li> <li>Brief of court/ legal cases pending, if any.</li> <li>Work Completion Certificates / Payment Certificates issued by competent authority</li> <li>Detailed Project experience during the period of last 10 years (Refer Annexure A No. VI).</li> </ol> <p><b>2. Financial Proposal</b></p> <p>a. Financial Proposal Submission Form( Refer Annexure C).</p> <p>b. BOQ.</p>
5.	Earnest Money Deposit and Security Deposit	<p><b>Rs.8,000.00 (Rupees Eight thousand only)</b> In the form of Demand Draft in favour of <b>State Urban Development Agency</b> payable at Kolkata must be submitted along with the tender This amount will be converted to security deposit for the successful bidder.</p> <p>Balance Earnest Money beyond Rs. 8,000.00 (if any, to fulfill 2% of amount offered) shall be deposited by the successful Bidder prior to acceptance of tender in the form of a Bank Draft obtained in favour of “State Urban Development Agency”, from any scheduled bank payable at Kolkata.</p> <p>The EMD for the successful Bidder will be converted to Security Deposit and additional amount of 8% will be deducted towards Security Deposit from each running bill. Such deducted total amount will be refunded after 3 months on expiry of the Contract. No interest shall be payable on the deducted amount.</p> <p><b>Note :</b></p> <p><b>If any bidder is exempted from payment of EMD, copy of original EMD exemption document needs to be submitted</b></p>
6.	Refund of Earnest Money	The EMD is interest free and will be refundable to the unsuccessful bidders within 15 days of signing of agreement with the Successful Bidder.
7.	Forfeiture of EMD / Security Deposit	<p>EMD may be forfeited:</p> <ol style="list-style-type: none"> <li>If a bidder withdraws his bid during the period of bid validity specified.</li> <li>In the case of a successful bidder, if the bidder withdraws or amends the tender or impairs or derogates from the tender</li> </ol> <p>Security Deposit may be forfeited:</p> <ol style="list-style-type: none"> <li>In case of non-performance at any time during the sustenance of the contract</li> <li>Or for any other reason as applicable in the Contract Agreement / Work Order</li> </ol>
8.	Cost Price of Bid Document	NIL
9.	Goods and Service Tax	The Bidder should include GST in the cost of services. However, the Employer / Authority will pay to the Bidder, GST or any other tax replaced with it at the prevalent rate at the time of actual payment to the Consultant / Bidder.

	(GST)	
10.	Currency	Bidder shall express the price of their assignment/job in Indian Rupees.
11.	Duration of Contract	The tenure of the contract may also be terminated before the completion of contract period due to non-performance or any reason which the Authority deems fit for cancellation of the contract.
12.	Bid Document	<p><b>The prescribed tender documents consisting of</b></p> <p>(i) <b>Technical Proposal and</b> (ii) <b>Financial Proposal</b></p> <p>Technical Bid: Technical bid should contain all the technical specifications, recommendations and other details as deemed fit by the company/firm/ Organizations to evaluate their capability of undertaking for the said work  <b>SUDA should call for a power-point presentation before the Tender Committee/Competent Authority by the technically qualified bidder about understanding and proper demonstration of the scope of the work as mentioned above which will be communicated in due course.</b></p> <p>Vendors who may not be able to demonstrate their understanding / capability will be rejected from the process of further evaluation.</p> <p>Financial Bid : financial bid shall be opened only for the bidders who will satisfy both for technical proposal as well as proper demonstration of scope of work through power-point presentation which will be decided by the <b>Tender Committee/Competent Authority</b> .</p>
13.	Bid Evaluation	<p>The evaluation committee /Competent Authority shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms and condition of the NIT. A Proposal shall be rejected at this stage if it does not respond to important aspects of the NIT .</p> <p>Method of selection will be Least Cost based Selection (LCS) Method. The evaluation committee/Competent Authority will select the bidder with the lowest evaluated total price and rank the bidders accordingly. The financial proposal of all the bidders who qualify on technical parameter shall be opened and based on the lowest price offer, the L1 bidder shall be selected</p>
14.	Form of Financial Proposal	<p>Financial Bid shall be (as per BOQ) offered by the Bidder for undertaking the Services as mentioned in this document for a <b>period of 01 year</b>.</p> <p><i>The Financial proposal shall be inclusive of all taxes, duties, GST, levies, cost of travel (both local and outstation pertaining to official works / assignments), cost of office consumables, space and furnishings, office rent, system support, mobile connectivity, internet charges and transportation costs.</i></p>
15.	Payment Schedule	<p>Payment will be made on the basis of work order issued as per approved rate against each item of work. In terms of actual requirement, the quantum of work will vary. Accordingly, the quantity of each item may increase/decrease in number and in such case the payment will be made on pro-rata basis of the approved rate of the Bid, for each item. The payment on account of management of social media accounts will be made on quarterly basis after completion of the work to the satisfaction of the authority.</p> <p>Taxes as applicable in India will be paid as per actuals.</p> <p>The cost quoted will be firm and fixed for the duration of performance of the</p>

		<p>contract and at no point of time will any deviation from the quoted rate be entertained by this office.</p> <p>The Financial Bid shall not include any conditions attached to it and presence of any such conditions attached to the financial proposal shall make it liable to be rejected summarily.</p> <p>In case the scope of work is modified, the authority may increase or decrease the cost proportionately, post mutual discussion with the agency.</p>
16.	Validity of Bid	120 days from the date of opening of the Financial part of the Bid.
17.	Withdrawal of Bid	A Bid can be withdrawn/modified/substituted on or before the Bid Due Date / Last date of Bid submission only on online basis. Bids cannot be withdrawn /modified/substituted once submitted after the last date of submission till the existence of bid the validity period.
18.	Acceptance of Bid	State Urban Development Agency (SUDA), reserves the right to accept or reject any or all proposals without assigning any reason thereto. SUDA reserves the right to withdraw from the process or any part thereof, to accept or reject any/all offer(s) at any stage of the process and/or modify the process or any part thereof or to amend any terms without assigning any reasons.
19.	Intimation	<p>The qualified Bidder(s) will be notified through email of the acceptance of their Bid. If at any time during the evaluation process, SUDA requires any clarification, they reserve the right to request such information from any or all of the agencies and the agencies will be obliged to provide the same within a reasonable time frame.</p> <p><b>SUDA should call for a presentation on the proposal from the technically qualified bidders, which will be intimated in due course</b></p>
20.	Influence	Any attempt to exercise undue influence in the matter of acceptance of Bid is strictly prohibited and any Bidder who resorts to this will render their Bid liable to rejection.
21.	Name and address of the Tender Inviting Authority	Director, State Urban Development Agency, ILGUS Bhawan, HC Block, Sector III, Bidhannagar, Kolkata – 700106
22.	Disqualification	A proposal that has been found to be incomplete in content or attachments or authenticity or devoid of EMD, shall not be considered for the purpose of qualification. If any information (false/unacceptable) is received by SUDA after the Bidder has been qualified to receive the Request for Proposal, SUDA reserves the right to reject the Bidder at any time after such information becomes known. The bidders not satisfying the requisite qualification criteria specified in the above sections are not eligible.
23.	Award of Contract	<p>SUDA will consider Work Order on that bidder whose offer has been found technically and financially acceptable as per the process mentioned above,</p> <p>The issue of Award Letter and Signing of Contract shall constitute the award of contract on the bidder. A contract under Indian Contract Act, 1872 shall be executed between SUDA and the bidder to whom contract has been awarded.</p>

## **IMPORTANT CONDITIONS APPLIED:**

- Before opening of the Financial bid, SUDA will call for a presentation on understanding of tender documents and Past Experience on the same nature of work.
- The full copyright of all creative and publicity material produced would rest with this Office Only. This would include full copyright of images used in the creative and publicity material.
- The logo(s), punch line(s), tag lines(s), created for this office will be the property of this Office in perpetuity.
- All creative and publicity material designed/produced will ensure topmost quality.
- The Agency will ensure submission of required creatives/publicity material and any other work undertaken within the time frame that would be conveyed by this office for each work assigned to it.
- The ownership of all print/outdoor/on-line creative, spots and publicity material produced/designed through the Creative Agency will at all-time rest with this Office, and the agency/copywriter/photographer/producer, etc. will have no proprietary or other rights in respect of the same, subject to full payment of that particular work by this Office. This would include full copyright for use of the images/photographs used in the creative and publicity material.
- The Creative Agency will provide the creatives and publicity & promotional material in standard formats as would be required and conveyed by this office only. Raw Stock / unmixed versions/ unused footage & photographs of the TV commercials and creatives will be the property of the SUDA and the same are required to be handed over to this office.
- The Creative Agency will be responsible for facing the copyright issues concerning usage of images, footages, text material obtained through various sources. The SUDA, West Bengal will not be a party to any disputes arising out of copyright violation by the agency, provided this office does not violate any terms of the third-party agreement.
- The agency shall be required to maintain absolute objectivity and neutrality in developing the content of the creative material assigned to the agency. Moreover, the agency will have to obtain on its own the no-objection/ consent of characters/persons who have featured in the creatives. This office will not be held liable for any dispute arising out of this issue.
- The Creative Agency will be responsible for obtaining any permission that may be required for undertaking work on its own as detailed in this tender Document.
- A formal agreement will be signed up between the successful agency and the Office of the SUDA, West Bengal after submission of the Security Deposit by the selected agency. The agreement will contain, inter alia, all conditions entailed in the tender document. Before the agreement is placed by the agency for signature, it shall be scrutinized by the office to ensure that the agreement is in conformity with the tender clause. The agency will be bound to follow high standards of objectivity and transparency in this regard.

- In case it is noticed that agency has been unable to deliver any work stated in the work order in part or whole under each item of work, penalty @ 10% would be imposed equivalent to the cost of that unit of work. SUDA has reserves the right to deduct the penalty from pending bills submitted for the work already performed by the agency.
- In the office, time and quality are considered essence of work for which responsibility will be assigned upon the agency once selected. It may be that in times of emergency, the office may need to execute works in a very short time. It will be binding upon the agency to execute the work assigned upon it without delay. Any deviation from this will not only frustrate the purpose for which the work is assigned, but also tarnish the credibility of the agency, other than attracting pecuniary provisions under the tender document.
- SUDA however not bound to accept any tender or to assign any reason for non - acceptance. SUDA reserves its right to accept the tender either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.



**DIRECTOR**  
**STATE URBAN DEVELOPMENT AGENCY**

## SECTION - B

### TERMS OF REFERENCE / SCOPE OF WORK

The aim of the project namely “**Ease of Doing Business**” (EoDB) is to facilitate setting up of new industries & businesses by simplification of procedures, time-bound delivery of services, ease of access to information, transparency in inspection procedures etc. In West Bengal, a wide range of activities have been assigned to various Departments. The Department of Urban Development & Municipal Affairs has been vested with a large number of action points to ease and simplify the urban services.

The Department of Urban Development & Municipal Affairs, Government of West Bengal, under the initiative of the project namely “Ease of Doing Business” (EoDB), has undertaken massive re-engineering of the statutory procedures and simplified the operating procedures relating to different urban services. This is aimed to facilitate the entrepreneurs and industries in setting up their business and compliance to statutory municipal regulation and procedures.

The existing procedures for different clearances have been redesigned and made simple and transparent. Efforts have been made to shorten the processing period for different clearances. Most of the processes now are lucid and streamlined. Beginning with application for fresh Certificate / License and payment of designated fees to downloading the final approval certificate, the end-user does not need a physical touch point. All the vital service delivery processes have been bound by strict timelines under the “**West Bengal Right to Public Services Act, 2013.**”

The inspection procedures have also been revisited and redesigned so as to make them transparent and time-bound. Submission of inspection reports within a stipulated timeline has been mandated by the Department.

The Department of Urban Development & Municipal Affairs is making relentless efforts to further ease the procedures and diminish the timelines. The Department is pledged to ease the procedures, rapid processing and faster and transparent delivery of urban services.

#### **Online Services for EoDB under UD&MA:**

1. Sanction of Industrial Building Plan in Municipal Areas
2. e-Intimation (by applicant) of Commencement of Construction in Municipal Areas
3. Issuance of Certificate for Completion upto Plinth Level for Building in Municipal Areas
4. Issuance of Occupancy Certificate of industrial Building in Municipal Areas
5. Online Sanction of Water Connection for Industrial Building in Municipal Areas
6. Sanction of Sewer Line Connection for Building in Municipal Areas
7. Issuance of Trade License (Certificate of Enlistment) including Renewal of Trade License in Municipal Areas
8. Online payment of Municipal Property Tax (OPTICS)
9. Know Your Property (Integration of Property Records and Encumbrances)
10. Road Cutting Permission (Right of Way) in Municipal Areas
11. Sanction for the Storage of Construction Materials in Municipal Areas
12. Issuance of Signage License for Advertisement including Renewal of Signage License for Advertisement in Municipal Areas
13. Permission for Mobile Tower Approval in Municipal Areas
14. Permission for Shooting of Movies in Municipal Corporation Areas

This Office desires to build traditions of inclusion and greater participation among the citizens of the State and for this purpose, it undertakes campaigns in social media.. This Office proposes to engage a Creative Agency for designing and production of the required creative and publicity material and to provide a vision and strategy for fostering inclusive and better service delivery.



Broadly, the Scope of work may be seen to fall as under:

- Providing a vision to create a theme/ tag line, a tune and a logo that will help in identification with citizens, in particular with youth with a view to promoting their participation in this EODB Services. It should help in formulating and implementing a creative strategy for the office catering to the needs and sensibility of different sections of the society.
- Designing and production of creatives for social network during the contract period on themes/subjects to be decided in due consultation, guidance and supervision of this Office. The creatives would, at times, be required to be provided at a very short notice.
- Themes on which creatives would be based should be identified in advance strictly in consultation with this office. These creatives would be adaptable for use in all media formats. The designed creatives may be adapted in up to 3 languages — Bengali, Hindi and Nepali.

Social Media is an integral part of the Communication strategy. The agency which shows willingness to participate in the tender must have the experience, competence and exposure to take upon social media strategies meant for this office in an organized and innovative manner. By taking part in the tender, it avows that it has both the intent and capacity to fulfil its obligations on social media front. Any violation on the part of the selected agency on grounds of proven failure to fulfil its mandate will be treated seriously by the authority in accordance with the tender and other existing rules and laws in force.

Social media is an integral tool for sustained and content-oriented information dissemination. The social media platforms engaged to promote and sustain the audience interest are to be established by way of a targeted approach on promoting and story creation. This has to be achieved with attractive and attention grabbing strategies, which will run throughout the year under the supervision and guidance of this office. In order to ensure intense monitoring, supervision and engagement with citizens, the agency will be required to deploy one full-time professional who will work under the direction and guidance of the designated officer of this office.

### **Social Media Strategy:**

The scope of work, under the sector of Social Media, will include the following:

- The agency will be entrusted with developing and maintaining content and communication strategy for social media in consultation with this office.
- Social Media Strategies will have pith and penetration to reach out to its target group. The agency will frame and fill contents into the social media strategy in line with the objectives of this office once the agency is selected.
- Some aspects of this Social Media Strategy:
  - Integration of different Social Media accounts: Creation of unique official user;
  - Making Social Media Account recognisable to the citizens;
  - Promotion and management of audience response;
  - Creation of an active and interactive platform with a niche following;
  - Building Community;
  - Engage the audience on social media platforms such as Facebook, Twitter, LinkedIn, and Instagram by way of feedback, suggestions and experiences of the office;
  - Live updates and information on what is happening in respect of progress

- Publishing online press releases/ important news, incidents of importance
- Regular engagement with users by organizing surveys, quizzes, contests on social media platforms in consultation with this office.

**Publicity on Social Media:** Publicize news, events and activities as suggested by this office using social media platforms.

**Copyright:** Content shared online must be copyright protected and unauthorized use must be monitored.

**Reporting:** The agency must submit weekly an Effectiveness Analysis Report to this office on the effectiveness of the social media strategy. The agency must submit a detailed analysis on steps undertaken for overall promotion on the Social Media Platforms and the results achieved on fortnightly basis.

Over and above what is written above, in respect of social media, the selected agency will be required to comply with instructions issued by the Authority from time to time.

**Exit Policy:**

Term of the contract is one year from the date of signing of the agreement, which may be renewed subject to the satisfactory completion of work as defined in the contract agreement and the decision of the competent authority in this regard. That on the expiry of this Agreement, the Selected Creative Agency assigned for the performance of the services under this Agreement shall handover or cause to be handed over all the Confidential Information, creatives and all other related materials/documents in its possession, in both soft and hard versions.

**Termination** The Director,SUDA without prejudice to any other remedy for breach of Contract, by written notice of default sent to Selected Agency, may terminate the Contract

- If the Selected Creative Agency fails to deliver any or all Contracted services as per service standards specified in the agreement or
- If the Selected Creative Agency fails to perform any other obligation(s) under the Contract, or
- If the Selected Creative Agency in the judgment of Director,SUDA has engaged in corrupt or fraudulent practices in competing for or in executing the Contract
- Violation of any other terms of the contract.

The Director,SUDA will have the right to terminate the contract at any point of time if the performance of the Selected Agency is not satisfactory by giving one month notice.

**COVERING LETTER  
ANNEXURE- A**

**II. Financial Statement**

1.Name of Applying Agency:

2.Summary of Turnover generated on the basis of the audited financial statement of the last 03 (three) financial years.

	2018-19 (Rs. In Lakh)	2019-20 (Rs. In Lakh)	2020-21 (Rs. In Lakh)
Annual Turn over			

Average Annual Turn over is XXXX (Rs in Lakh)

Signed by a Practicing Chartered Accountant

Name: Membership No.:

Name of the Firm with Seal

Date\_\_\_\_\_

Note: This form is required to be certified by a practicing Chartered Accountant

### ANNEXURE -III.

#### Statement of Legal Capacity

*(To be forwarded on the letterhead of the entity submitting the Proposal)*

Reference No. -----

Date: -----

To,  
The Director,  
State Urban Development Agency (SUDA)  
ILGUS Bhawan, HC Block, Sector III, Salt Lake City,  
Kolkata - 700106,  
West Bengal, India.

**Sub: Submission of proposal for creation of digital content, management of social media and documentation work in State Urban Development Agency (SUDA), Urban Development & Municipal Affairs Department, Government of West Bengal at ILGUS BHAVAN, HC . of West Bengal**

Sir,

This is with reference to the advertisement dated .....2022 inviting proposal for creation of digital content, management of social media and documentation work in State Urban Development Agency (SUDA), Urban Development & Municipal Affairs Department, Government of West Bengal at ILGUS BHAVAN, HC Govt. of West Bengal

We have read and understood the contents of the Invitation for proposal and the advertisement and pursuant to this hereby confirm that:

We satisfy the eligibility criteria laid down in the Tender notice.

We have agreed that (insert individual's name) will act as our representative and has been duly authorized\* to submit the proposal.

Yours faithfully,

Authorised Signatory  
For and on behalf of (Name of the agency)

*\*Please attach a true copy of the Letter of Authorization / Board resolution certified by the authorized Signatory for the individual bidding company.*

**Annexure IV.**

**Structure & Organisation**

**A. Details about the Bidder**

**1. Name of applying agency/bidder:**

**2. Registered Office Address:**

Telephone No.:

Fax No. :

E mail#:

Website:

**3. Kolkata Office Address:**

Telephone No.:

Fax No. :

E mail#:

Website:

**4. Name of the Contact Person for this assignment:**

Designation:

Address:

Telephone No. :

Cellphone No.:

E mail:

Fax No. :

Signature of applicant including  
title and capacity in which application is  
made.

## **Annexure V.**

### **Statement of any Indictment**

*(By any Income Tax, Sales Tax, Customs and Excise Authorities and other Regulatory Authorities) (To be forwarded on the letterhead of the interested entity submitting the Proposal)*

Date:

To,  
The Director,  
State Urban Development Agency (SUDA),  
ILGUS Bhawan, HC Block, Sector III,  
Salt Lake City, Kolkata - 700106,  
West Bengal, India

Sir,

We solemnly declare that there has been no conviction by a court of law or indictment or adverse order or investigation or charge sheet by an agency of the Government, any income tax, sales tax, customs, excise authorities and other regulatory authorities including but not limited to Reserve Bank of India (RBI) and Securities Exchange Board of India (SEBI) against us or our Promoter Group.

We have not been declared ineligible by the Government of India or any State / UT / Local Government for corrupt and fraudulent practices or blacklisted by them.

Yours faithfully,

Signature(s) of Applicant(s)  
Seal of applicant Name:

Designation:

## Annexure VI.

### Project Experience during the period Last Ten Years

Please categorize all the projects into four broad heads given in the table below and mark a tick (✓) for each of the projects.

Sl. No.	Name of Project/Assignment and year of completion (write 'ongoing' in case of ongoing project)	Categories	Project Location
		Value of Work Order	

**Detailed Project Experience during the period of Last Ten Years**

*(Bidders MUST maintain the same name and sequence of projects as it has been given in Annexure A. No. VI)*

Assignment name:	Approx. value of the contract (in Rs):
Country:	Location within Country:
Name of Client:	Total No of person-months of the assignment:
Address of Client:	
Start date (month/year): Completion date (month/year):	No of person-months provided by your firm:
Approx. value of the services provided by your firm under the contract (in Rs.):	
Name of Senior Staff involved from your firm and positions held in this project:	
Narrative description of project in brief:	
Description of actual services provided by your firm in the assignment:	
Whether the assignment is completed or continuing:	
Explanation on how it meets the eligibility criteria:	



**Annexure C - Financial Proposal Submission Form**  
(in Separate Envelope)  
**Bill of Quantities (BOQ)**

**In this BOQ only the total amount will be considered**

<b>FINANCIAL BID</b>				
Sl. No	Description of work	Rate with all applicable taxes & duties excluding GST	Applicable GST	TOTAL AMOUNT with all applicable taxes & duties including GST
1	<b>Creation of Business page, profile and channels for various digital media platforms (Facebook   Instagram   Youtube   Twitter)</b>			
2	<b>Yearly Maintenance, regular updating various business pages like Facebook, Instagram, YouTube, Twitter including inorganic AD budget</b>			

**TOTAL in Figure and Words).**

**NB. If there is any mismatch between Figure and words then words for the Total Rate as quoted by the Bidder will be considered**