

BISWA BANGLA MARKETING CORPORATION LIMITED
Karigari Bhawan, Room No 009, Ground Floor, Plot No B/7, Action Area – III,
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BBMC/ADMIN/2021-2022/SMA/008

Date: 7 January 2023

NOTICE NO.: BBMCL/ADN/CONS - S&M/2022-23/EOI08(e)

Tender ID: 2023_BBMCL_442666_1

**Notice Inviting Expressions of Interest/ bids for engagement of Consultant for
Sales and Marketing Activities**

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CHAPTER 1
NOTICE INVITING TENDER

Biswa Bangla Marketing Corporation Limited (BBMCL), under the control of Department of MSME & Textiles, Government of West Bengal, having its registered office at Karigari Bhawan, Room No 009, Ground Floor, Plot No B/7, Action Area III, New Town, Kolkata 700160 wishes to engage Consultant for Sales and Marketing activities in order to improve its retail operations and enhance footprint/ outreach economically.

On line bids in two bid system are invited from the reputed and experienced eligible bidders who fulfil the eligibility criteria mentioned elsewhere in the tender document for undertaking the contract for **Engagement of Consultant for Sales and Marketing Activities for BBMCL** for a total contract 1 year, with effect from the date of issuance of our Letter of Intent (LOI)/Work Order (WO).

Tenderers are advised to download Notice Inviting Tender along with other tender documents from the e-tendering portal <https://wbtenders.gov.in> and www.biswabangla.in. The tender has to be submitted online.

The scanned copies of other required documents in support of their credentials are to be uploaded along with the tender documents through the appropriate link.

S. No	Description	Details
1	Name of Work	<i>Engagement of Consultant for Sales and Marketing Activities</i>
2	Tender No	BBMCL/AND/CONS-IT/2022-23/EOI08(e)
3	Validity of Offer	120 days from the last date of submission of bid
4	Contract Period	For 1 year
5	Downloading / Submission of Tender:	
	a. Starts on	07.01.2023 at 10 AM
	b. Closes on	14.01.2023 at 10 AM
6	Opening of Technical Bid	14.01.2023 at 11 AM
7	Opening of Financial Bid	To be notified subsequently
8	Pre-Bid Meeting	09.01.2023 at 2 PM
9	Link for Pre-Bid Meeting	meet.google.com/gqu-gkjm-hcg

1. LIST OF DOCUMENTS TO BE UPLOADED

The scanned copies of following documents should also be uploaded at appropriate link in our e tendering system as part of the technical/commercial bid submission:

- a. Power of Attorney authorizing the person who has signed the tender to act and sign on behalf of the company or firm for bidders other than sole proprietor and professional/s applying in individual capacity
- b. Certificate of registration/incorporation in the case of Pvt Ltd/Public Ltd companies/certified copy of partnership deed in the case of LPP/Partnership firm/ any document under the relevant rules/laws if the firm is a proprietorship firm. Aadhaar Card in case of professional/s applying in individual capacity
- c. Income Tax PAN certificate copy
- d. GST Registration certificate copy if applicable
- e. Experience as Sales and Marketing Consultants (*Upload experience certificates or self declaration*).

2. VERIFICATION OF DOCUMENTS

- a. Tenderer should be in a position to produce all the original documents and/or any other information on dates as intimated or as and when required.
- b. Incomplete Tenders are liable for rejection without any further communication to the tenderer and decision of BBMCL in this respect will be final.
- c. Any party submitting the false or forged documents may be Black Listed, EMD could be forfeited, work could be cancelled, criminal prosecution or any other action as deemed fit may be initiated.
- d. BBMCL reserves the right to reject any or all tenders without assigning any reasons whatsoever.

3. Important information date and time schedule:

Sl. No.	Particulars	Date and Time
1.	Publication of e-NIT (Bidding Documents)	07.01.2023 at 10:00 AM
2.	Pre-Bid Meeting	09.01.2023 at 02:00 PM
3.	Uploading of minutes of pre-bid meeting and incorporating necessary changes in eNIT (if any)	To be notified subsequently
4.	Start date and time of uploading Bids	07.01.2023 at 10:00 AM
5.	Last date and time of uploading Bids	14.01.2023 at 10:00 AM
6.	Date and time of opening of Technical Bids	14.01.2023 at 11:00 AM
7.	Start of Technical Bid Assessment	14.01.2023 at 11:00 AM
8.	Uploading list of responsive/non-responsive Bidders.	To be notified subsequently
9.	Financial Bid Opening	To be notified subsequently
10	Link for pre-bid meeting	meet.google.com/gqu-gkjm-hcg

CHAPTER 2

PRE-QUALIFICATION

A	The overall experience of minimum 3 Years as Sales and Marketing Consultant for large retail outlets having minimum of 5 stores	Experience letter from minimum 3 clients need to be provided
B	Bidder organization should have office in Kolkata	Self-Certification
C	Bidder organization should have a minimum annual turnover of ₹ 25 Lakh for the previous 3 years	Self-Certification
D	Having operation in more than 5 major cities in India	Self-Certification
E	The Bidder / Organization / Agency should not be a blacklisted entity	Self-Certification
F	The overall experience as mentioned should comprise of leading team size of more than 5 personnel.	Self-Certification
G	The overall experience as mentioned should comprise of handling Retail sales, Channel sales, etc.	Self-Certification
H	The overall experience as mentioned should comprise of handling independent branch/region.	Self-Certification

CHAPTER 3

SCOPE OF WORK

Work covered in this tender document shall generally be as detailed herein below. However, consultant shall be responsible to complete the work in all respects which may not be explicitly covered below but nevertheless are required to complete the work envisaged with the exception of only such items as will be specifically excluded from consultant's scope.

The list is illustrative and not exhaustive, and the consultant will be responsible for the Sales and Marketing activities as instructed by the BBMCL.

- A. Offline Retail Stores -Analysis of category-wise contribution; product movement, product-wise profitability study, etc.
- B. Franchising - Franchising for resource-efficient retail footprint expansion.
- C. Business Development (opening of new stores) - Opening new stores at potent locations based on real insights.
- D. Introduction of Cutting-edge Visual Merchandising in line with latest trends and innovations in the industry.
- E. Exploring Cost-effective advertising and promotion for efficient customer acquisition.
- F. Brand management

CHAPTER 4

General Instructions to Tenderers for E-Tendering

1. Any Bidder willing to take part in the process of e-tendering will have to be enrolled and registered with the State Government e-procurement system, on <https://wbtenders.gov.in> Digital Signature Certificate (DSC).
2. Each Bidder is required to obtain a Class-II or Class-III Digital Signature Certificate (DSC) for submission of tenders, from the approved service provider of the National Informatics Centre (NIC). Details are available on the website <https://wbtenders.gov.in>. DSC is given as a USB e-token. The Bidder can search and download the e-NIT and Tender Documents electronically once it logs on to the website mentioned in Sl. No. 1 of the e-NIT. This is the only mode of collection of Bidding Documents.
3. The Bidders are also advised to upload relevant documents such as certificates and other required details etc. well in advance under the “My Documents” Tab at <https://wbtenders.gov.in> so that those can later be selected and attached during bid submission. This is likely to ensure hassle free upload of bid documents. There is no upper limit on the size of the file to be uploaded. However, the speed of upload is dependent on the memory available in the client’s system as well as the network bandwidth used. In order to reduce the file size, Bidders are advised to scan the documents in 75-100 DPI so that the optimal clarity is maintained.
4. **Bidder shall have to furnish the following documents:**
 - (a) Copy of Certificate of Incorporation and Memorandum of Articles of Association in case of Private / Public Ltd. Company or copy of partnership deed in case of Partnership firm or copy of Certificate of Incorporation and partnership deed in case of LLP/copy of proof of Proprietorship Firm.
 - (b) Copy of PAN Card.
 - (c) Copy of GST Registration Certificate.
 - (d) Copy of Trade License
 - (e) Copy of Income Tax Returns for the last 3 (three) financial years (2019-20, 2020-21, 2021-22).
 - (f) Copy of GST Return for last 3 (three) financial years (2019-20, 2020-21, 2021-22).
 - (g) Audited Balance Sheet for the last 3 (three) financial years (2019-20, 2020-21, 2021-22).
 - (h) Experience letter from minimum 3 numbers of clients/ Self Declaration or Undertaking by Authorised Person on organization’s letterhead stating such previous experience of engagement as Sales and Marketing Consultant in retail organizations having a minimum of 5 retail stores in operation.
 - (i) Notarized Power of Attorney in favour of signatory of bid and accompanying documents.

- (j) Declaration by way of affidavit duly notarized that the Bidder has not been barred by the Government of India (GOI) or Govt. of West Bengal for participation and the same subsists on the day of submission of the bid.

5. Points regarding Specifications

- I. The Bidders are cautioned to read the specifications carefully, as there may be special requirements. The technical specifications presented herein may not be construed as defining a particular manufacturer's product.
- II. The Bidder is expected to note and comply with all instructions, forms, terms, and specifications in the Bidding Documents. Failure to furnish all information or documentation required by the Bidding Documents may result in the rejection of the bid.

6. Submission of Bid

- I. Bids are to be submitted online in two folders at a time, one being the Technical Bid and the other being the Financial Bid before the prescribed date and time with Digital Signature Certificate (DSC). The documents are to be uploaded, scanned for viruses, and duly signed digitally so that the documents will get encrypted (transformed into non readable formats).
- II. Complete Bids (including Technical and Financial) must be uploaded in the e-tender website i.e. <https://wbtenders.gov.in> not later than the date as mentioned in the-NIT notice.

7. Bid Opening

- I. The Technical Bid will be opened online by the authority. The authority receiving tenders, or its authorized representative shall decrypt all Technical Bids submitted by the Bidders. The date and time for online opening of Financial Bid will be as specified in e-NIT. The manner of online opening of Financial Bid will be same as Technical Bid opening.
- II. At the end of the evaluation of the Technical Bids, BBMCL will upload on the website <https://wbtenders.gov.in> the name of the Bidders who have submitted substantially responsive Technical Bids and who have been determined as being technically qualified for opening of price bid, for further evaluation.
- III. BBMCL shall there after conduct the opening of the Financial Bid of all Bidders who have submitted substantially responsive Technical Bids and who have been determined as being qualified. All folders containing Financial Bids shall be opened one at a time and the follow in recorded:
 - a. The name of the Bidder;
 - b. The Financial Bid
 - c. Any other details as may be considered appropriate.

8. **Confidentiality**

Information relating to the examination, evaluation, comparison, and post qualification of Bids and recommendation of contract award, shall not be disclosed to Bidders or any other persons not officially concerned with such process until information on award of contract is communicated to all Bidders.

Any attempt by a Bidder to influence the Corporation in the evaluation of the Bids or contract award decisions may result in the rejection of its bid.

9. **Notification of Award**

The Selected Bidders whose bid has been accepted will be notified of the award prior to expiry of the bid validity period by uploading such information, by e- mail or facsimile confirmed by registered letter.

CHAPTER 5

Technical Eligibility Criteria

1. The bids of any Tenderer may be rejected if a conflict of interest between the bidder and the Company is detected at any stage"

2. Technical Eligibility Criteria for the Bidder

- i. The Bidder should not have been blacklisted by any Central Government / Public Sector Undertaking as on the date of bid submission. Copy of undertaking signed by authorized signatory should be submitted with the financial bid.
- ii. The overall experience of 3 Years as Sales and Marketing Consultants are also eligible to bid for large retail outlets having minimum of 5 stores.
- iii. Having operation in more than 5 major cities in India
- iv. The overall experience as mentioned in point ii above should comprise of handling Retail sales, Channel sales, etc.
- v. The overall experience as mentioned in point ii above should comprise of handling independent branch/region.
- vi. The overall experience as mentioned in point ii above should comprise of leading team size of more than 5 personnel.

3. Evaluation of Proposals

(a) Evaluation of Pre- qualification Proposal

The Evaluation Committee intends to evaluate the Technical Proposals based on technical eligibility criteria mentioned in para 6.1 and 6.2 above.

4. Financial Evaluation

After evaluating the technical bids, the same will be uploaded in the website <https://wbtenders.gov.in>. The Commercial bids will be opened online and the date and time of the opening would be informed well in advanced to the respective qualified bidders. The resultant contract shall be awarded to the bidder with lowest Commercial quote.

COMMERCIAL PRICE BID FORMAT

Price Bid for Sales and Marketing Consultant

	Rate/units	Amount in INR per month
Retainership Fees Per Month	Per Month	
Retainership Fees Per Month (without taxes) in words: (Rupees _____ only)		

Statutory Taxes/GST as applicable, if any, shall be paid extra. Bidder shall raise Tax-Invoice for retainership fees every month specifying retainership fees and applicable GST and shall ensure deposit of GST with appropriate authorities within prescribed time limits and shall file due returns and provide BL evidence of such deposit.

PARTICULARS OF THE TENDERER'S ORGANISATION

Sl. No.	Particulars	Remarks
1	Name of the Bidder	
2	Complete address of the bidder	
3	Name, Address, and contact number of the Owner/ Partner/ Director	
4	Email Address	
5	Date of Incorporation	
6	PAN	Attach self-attested copy
7	GST Registration No. (if applicable)	Attach self-attested copy
8	Trade License Registration No.	Attach self-attested copy
9	Experience letter	From minimum 3 clients need to be provided
10	Turnover of the last 5 financial years or from the date of establishment, whichever is later	Attach a self-declaration

I undertake that the above stated information is true to the best of my/our knowledge and in case of any false information I/we are liable to legal consequence and the order shall be cancelled.

Date:

Name & Full Signature and stamp of the Applicant(s)

if the form is not complete in all respect, it shall be liable to be rejected.

PAST EXPERIENCE (LIST OF ORGANIZATION)

List of Organizations for whom the Bidder has undertaken such work during last three years
(must be supported with supply orders)

Name of the organization	Name of Contact Person / User with Designation	Year when the professional service was provided	Contact No.

(Signature of the Authorized Person with Organization Seal)

Designation with Contact No:

Company Name:

**DECLARATION REGARDING DISCIPLINARY ACTION/ CLEAN TRACK/NO LEGAL ACTION (to be provided
on letter head of the firm)**

I/ We hereby certify that the above firm namely _____ is neither blacklisted by any Central/ State Government/ Public Undertaking/ nor any criminal case registered / pending against the firm or its owner / partners anywhere in India (or) against any of its branches (or) partners abroad.

I/ We hereby declare that none of the partners/ employees have been convicted of any offence involving moral turpitude or has been found guilty of any economic offence.

I/ We hereby declare that no appeal/ unresolved dispute/ suit case/ application have been pending at any court in India regarding the existence of business/right to carry on practice.

In case the above information found false, I/We are fully aware that the tender/contract will be Rejected / cancelled by the BBMC.

In addition to the above, BBMC will not be responsible to pay the bills for any completed /partially completed work.

I also certify that the above information is true and correct in any every respect and in any case at a later date it is found that any details provided above are incorrect, any contract given to the above firm may be summarily terminated and the firm blacklisted.

(Signature of the Authorized Person with Organization Seal)

Designation with Contact No:

Company Name:

CHECK LIST

Sl. No.	Particulars	Details/ Compliance (Y/N)	If Submitted, Mentioned Page No.	Remarks
1	Brief profile of the Agency/Firm and experience in similar field (At least 5 years of experience) As per Annexure- I			
2	Copy of Permanent Account Number (PAN)			
3	Copy of GST Registration Certificate			
4	Valid document in support of office in Kolkata			
5	Bidder's Annual Turnover Specifically in Advertisement Services (Min. Turnover Rs.25 Lakh per annum) for last three Financial years. (Copies of P&L Account and Balance Sheet certified by a Chartered accountant to be attached) FY 2019-20: Rs FY 2020-21: Rs FY 2021-22: Rs (Audited /Unaudited)			
6	Self-Declaration About Non Black-Listing			
7	List of major clients. Letter of engagement along with satisfactory completion certificate from commercial organizations towards providing similar services during last 5 years from the last date of submission of bid.			
8	Duly signed and stamped of the entire tender document along with its addendum/corrigendum, if any			

(Signature of the Authorized Person with Organization Seal)

Designation with Contact No:

Company Name: