

Office of the District Magistrate

PURBA MEDINIPUR

Tamluk :: Purba Medinipur

Memo No: 88 (i) / xxxxi / 29 / Tourism

Date: 23/08/2017

**NOTICE INVITING EXPRESSION OF INTEREST [EOI]  
FOR ENGAGEMENT OF EVENT MANAGEMENT AGENCY FOR PROPAGATING AND  
ARRANGING THE "BENGAL BEACH FESTIVAL 2017"**

Purba Medinipur District invites bids from reputed advertising agencies to undertake the job of conceptualization, design and execution of a sustained campaign to build identity through multi-media, multi-lingual awareness programme and campaign. A list of such items which are required by this office are given in the **Annexure-I** attached herewith. Intending bidders may visit & download bid documents from the website: <https://www.purbamedinipur.gov.in> from **23<sup>rd</sup> August, 2017 (Monday) at 11-00 Hours to 5<sup>th</sup> September, 2017 upto 16:00 Hours(only working days)**. The pre-qualification and bid documents duly filled in all respect, should be submitted from **29<sup>th</sup> August, 2017 (Tuesday) at 11-00 Hours to 5<sup>th</sup> September, 2017 ,Tuesday upto 16:00 hours (working days only) (as per server clock)**. Purba Medinipur District does not take any responsibility for the delay caused due to any reason.

P. Adhikary 23/08/17  
Additional District Magistrate(Try.)  
Purba Medinipur

Memo No: 88 (i) / 1(4) / 29 / Tourism  
xxxxii /

Date: 23/08/17

Copy forwarded for information to:

- 1) DIO, NIC with a request to publish this EOI Notice in District Website.
- 2) DICO, Purba Medinipur with a request to publish EOI Notice in brief in two daily newspapers as per the formal advertisement.
- 3) CA to the District Magistrate, Purba Medinipur.
- 4) CA to the ADM (Try.) / ADM (Dev.)

P. Adhikary 23/08/17  
Additional District Magistrate (Try.)  
Purba Medinipur

**NOTICE INVITING**  
**EXPRESSION OF INTEREST**  
**[EOI]**

**FOR ENGAGEMENT OF EVENT  
MANAGEMENT AGENCY FOR  
PROPAGATING AND  
ARRANGING THE “BENGAL  
BEACH FESTIVAL 2017”**

## **PART I – Statement of Purpose and Bid-Outline**

### **1. The scope of activity as envisaged would include the following :**

- a. To apply in priority services of Guinness book of world record for conch blowing by 10,000 adolescent girls and women.
- b. To arrange other activities to be held during the festival days as to be finalized by the District Administration
- c. To assist district administration of Purba Medinipur in forming Image building plan for Bengal Beach Festival 2017.
- d. To plan and develop campaigns for development of brand image of the project.
- e. To design and develop advertisement for Bengal Beach Festival 2017 and its services under Bengal Beach Festival 2017.
- f. To provide service to Purba Medinipur District Administration and DSDA for the period of engagement.

### **2.The selected creative agency would be responsible to undertake integrated promotional campaigning for Bengal Beach Festival 2017 through the following:**

- a) Creation of suitable advertisement in print media and publications.
- b) Designing of In-house publication and promotional materials.
- c) Conceptualization and supervision of audio-visual media including production of films, audio spots and presentations in various electronic formats.
- d) Promotional materials to be presented and circulated in exhibitions/seminars/workshops and also creating the 3D designing of stalls /venues for the said exhibitions / seminars / workshops. The selected agency will also assist Purba Medinipur District Administration in the identification of fabricators to execute the same.
- e) Advertisement plan through audio-visual and electronic media.
- f) Advertisement plan through banners, hoardings, mobile vans, etc.
- g) Anything related to branding and communications but not mentioned above that would help refurbish the brand identity for Bengal Beach Festival 2017.
- h) Preparation and rehearsal for the activities (with 10,000 Kanyashree Girls & SHG for Conch Blowing, with 500 Dhak Players for arranging Dhak Competition etc.).
- i) The agency will have to procure dress/ other deliverables as to be finalized by the District Administration (Sashes/uniform/dress- sun-guard for participants of Conch Blowing). The actual cost of which will be reimbursed by Purba Medinipur District Administration.
- j) The agency will have to invite and arrange suitable accommodations for judges/representatives of Guinness book of world record.
- k) The agency will have to manage the other events as Cultural Programme, Food Festival, Handicraft Festival and Carnival as being fixed by the District Administration by providing human resources.
- l) For all deliverables like banners, festoons, hoardings, TVC, jingles etc. related to creation of Brand Image will have to be placed and approved by the District Administration for

necessary approval as for all such cases **the actual cost will be borne by the District Administration.**

The selected creative agency shall prepare a composite campaign design for the period of the commencing from the date of engagement. The selected agency shall assist Purba Medinipur District Administrations in preparing a media plan for the campaign.

The agency will carry out the assignment in accordance with the highest standard of professional excellence, coupled with ethical competence and integrity, having due regard to the terms, conditions and standards of the assignment expected to be delivered.

**3. Earnest Money(Rs. 1,00,000 /-) should be deposited in the form of Demand Draft payable at State Bank of India in favour of District Magistrate, Purba Medinipur . For unsuccessful applicants, the Earnest Money will be returned against formal application after one month of the settlement of this EoI.**

**4. A pre-bid meeting** with the intending bidders will be held on **28<sup>th</sup> August, 2017, Monday at 15.00 hrs in the Meeting hall of the District Magistrate, Purba Medinipur, Tamluk, Purba Medinipur, Pin 721636** to discuss the issues concerning the campaign and the scope of the work. Attendance in the pre-bid meeting is not a pre-condition for participation in the tender.

**5. Bids must be submitted in 3 (three) parts as detailed in Part III of the bid document:**

- **PART 'A':** Credentials with other documents along with the Earnest Money in the form of DD as mentioned earlier as the Technical proposal
- **PART 'B':** Creative proposal which must cover indicative illustrations for brand identity, campaign design and sample creative to be submitted physically before Creative proposal evaluation.
- **PART 'C':** Financial bid in a format prescribed.

The bid documents must be submitted through offline mode at the office of the District Magistrate, Purba Medinipur, Tourism Section, 3<sup>rd</sup> floor by **16:00 hrs on 5<sup>th</sup> September,(Tuesday) 2017.** Offer(s) received after the stipulated date and time will not be accepted.

**PART 'A'** of the bid, **which determines eligibility**, will be opened on **5<sup>th</sup> Sept., 2017 Tuesday at 16:30 hrs in the office of** the District Magistrate, Purba Medinipur, Tourism Section. Bidders may remain present.

The details of the qualified bids as per eligibility criteria will be evaluated and uploaded on the official website of the District Magistrate, Purba Medinipur on **6<sup>th</sup> September, (Wednesday), 2017** in the website of <https://www.purbamedinipur.gov.in>. Applicants will be given the opportunity to make a presentation before the Evaluation Committee when their technical /creative bids will be opened. As per this uploaded notice, the evaluation of the creative proposal will be done as received under part B of the successful bidder, on **6<sup>th</sup> September (Wednesday), 2017** at 12:00 hrs of the DRDC meeting hall, Dharinda, Tamluk, Purba Medinipur. The qualified bidders are requested to place their presentation in any form to the Evaluation Committee.

**PART 'C'** of the applications which qualifies the technical eligibility and creative eligibility, will be opened on **7<sup>th</sup> September, Thursday, 2017 at 11:30 hrs** at District Magistrate, Purba Medinipur, Tourism Section after evaluation of the Technical Bids and creativity proposal.

**If a Technical Bid does not qualify, the corresponding Creative proposal and Financial Bid will not be opened.**

## **PART II – PROCESS OF EVALUATION AND SELECTION**

### **AND**

### **FORMAT FOR SUBMISSION OF BID DOCUMENT**

Bids will be evaluated on Quality Basis and then on Cost Basis to ensure a fair and transparent method of selection.

### **PART 'A' EMD AND CREDENTIALS**

#### **Eligibility Criteria:**

Details of EMD: DD of Earnest Money in favour of District Magistrate, Purba Medinipur, is not submitted along with bid documents, bids shall not be opened or Bids shall be treated as cancelled .

1. Creative agency must have full setup offices within the state.
2. Full accreditation of Indian Newspapers Society (INS) / Advertising Standards Council of India (ASCI) for press advertisement / Prasar Bharti accreditation for electronic media advertisement.

3. **Annual average turnover of the creative agency excluding revenues from media buying in any form including print, radio, television, internet or hoardings during last 3 fiscal years (2013-14, 2014-15 and 2015-16) should exceed Rs. 20 Lakh (Rs. Twenty Lakh).**
4. Creative agency should have experience in handling similar assignments of at least 05 reputed clients including at Public Sector Undertakings / Banks/Financial Institutions/Government Bodies in the last 5 years. Agency should have experience in handling brand building campaigns/projects for various organizations along with marketing ability and event management.

The credentials of the bidders will be examined first. The credentials will broadly cover the following areas-

- Infrastructure and capability including state-wide presence as mentioned above.
- Capacity judged on the basis of annual revenue as mentioned above.
- Compliance with regulatory requirement such as registrations, IT returns etc.
- Competence in promotional activities and sectors as mentioned above.

**PART 'A' MUST CONTAIN THE FOLLOWING DOCUMENTS:**

- **EarnestMoney(Rs. 1,00,000 /-) should be deposited in the form of Demand Draft payable at State Bank of India in favour of District Magistrate, Purba Medinipur .**
- **Proof of Infrastructural capability including state-wide presence** – Full service offices in Kolkata evidenced by attested copies of registration (of each office) under the Shops and Establishment Act or equivalent government regulation. The bidder's Kolkata office must have Full Service Operations including client-servicing, creative, studio and production. In case of any misrepresentation in this regard, the bidder/s will forfeit the Earnest Money Deposit and will be liable for legal or administrative action as may be deemed fit.
- **Capacity judged on the basis of annual turnover across all the activities mentioned** – Certificate from a registered competitive authority for the last 3 fiscal years **(2013-14, 2014-15 and 2015-16) showing average revenues of at least Rs. 15 Lakh (Rupees Fifteen Lakh) in last three fiscal years.**
- **Compliance with regulatory requirements** – attested copies of valid INS Accreditation/Advertising Standards Council of India (ASCI) for press advertisement / Prasar Bharti accreditation for electronic media advertisement, (wherever applicable) and acknowledgements of Income Tax returns (ITR-V) for the last 3 assessment years.

- **Competence in promotional activities** – testimonials / work orders from at least 5 clients / projects – Corporate Client / Government bodies or otherwise – handed over the last 3 (**2013-14, 2014-15 and 2015-16**) years where the agency has been entrusted to create an identity for brand / client on a longstanding / project basis.

**In case an Applicant does not meet the criteria for technical eligibility, his Creative and Financial Bids will not be opened.**

For all Applicants, eligible according to the prescribed criteria, **the Technical / Creative proposals will be evaluated by a designated committee that may include internal / external experts.** The qualified bidders shall be given an opportunity to make presentation before the committee on the date specified earlier.

**PART 'A' must be super-scribed "PACKET 'A' (as PART-A) EMD & TECHNICAL ELIGIBILITY" and must also bear the name of the bidder.**

#### **PART 'B' CREATIVE PROPOSAL**

**PART 'B' MUST CONTAIN THE FOLLOWING DOCUMENTS:**

- An illustrative overall campaign design for Bengal Beach Festival, 2017. The creativity and designs for the campaigns should be clear, concise and compelling. They should demonstrate comprehensive vision and ideas, with clarity of approach and innovativeness.
- The bidders will have to demonstrate the superior quality of their creative acumen and may choose to use any medium whatsoever of their choice for their purpose.

**PART 'B' must be super-scribed "PACKET 'B' (as PART-B) CREATIVE PROPOSAL "and must also bear the name of the bidder.**

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

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

## **CRITERIA FOR EVALUATION OF TECHNICAL QUALIFICATION & CREATIVE PROPOSAL**

<b>1</b>	<b>Suggested Marking System</b>	<b>Total Marks</b>	<b>Marks Scored</b>
<b>A</b>	<b>Technical Offer Evaluation</b>		
	Creativity and Design	25	
	Previous experiences	20	
	Competence across all media activities	10	
	Illustrative component demonstrating the analytical thought process of the agency for branding Mission Nirmal Bangla and ODF sustainability.	25	
	Brand building capabilities.	20	
	<b>Total Marks for Technical Evaluation</b>	<b>100</b>	

### **PART 'C': FINANCIAL PROPOSAL**

The Financial Proposal will be opened on the date as mentioned earlier for the qualified bidder only. The minimum qualification marks of the creative evaluation is 40 (forty), failing which the Financial Bid of the particular agency will not be opened.

The Financial Bid should be based on the agency's services in (a) Creation of Brand Identity (b) Strategic Consulting for campaign design (c) Creative and design inputs for specific deliverables during the tenure of the agreement.

### **EVALUATION OF THE BID**

- After the evaluation of Technical competence and creative competence, Office of the District Magistrate, Purba Medinipur, Tourism Section will intimate the agencies whose proposals did not qualify indicating that their Financial Proposals will not be opened.
- District Magistrate, Purba Medinipur, Tourism Section will simultaneously intimate those agencies that have qualified and will intimate the date and time set for opening the Financial Proposals.
- The names of the agencies, quality scores, and the offered prices will be read aloud and recorded when the Financial Proposals are opened, and a copy of this record will be retained.



Sl No.	Description of Job	Duration	Quantity
1.	1 No. TVC with continuation the story board showing ODF Achievement and sustainability (HD quality)	30 Sec	1 No.
2	Conceptualization and designing of Poster in soft copy (HD quality)	Different Sizes	1 No.
3	Conceptualization and designing of Banner in soft copy (HD quality)	Different Sizes	1 No.
4	Conceptualization and designing of Hoarding in soft copy (HD quality)	Different Sizes	
5	Conceptualization and designing of Table Calendar for 2018 year in soft copy	24page	1 No.
6	Conceptualization and designing of Booklet based on activities of Bengal Beach Festival 2017 in soft version	3page	1 No.
7	Conceptualization and designing of leaflet on activities of Bengal Beach Festival 2017 in soft version	7x10 Inch	1 No.
8	Conceptualization of Jingle to promote Bengal Beach Festival, 2017	10 Sec	1 No.
9	Managing the different events to be held at different locations during the festival		

All intending bidders may visit the office Notice Board of District Magistrate, Purba Medinipur, Tourism Section and official website i.e. [www.purbamedinipur.gov.in](http://www.purbamedinipur.gov.in). of District Magistrate, Purba Medinipur, Tourism Section for further information and are also welcome to approach District Magistrate, Purba Medinipur, Tourism Section for any information that they may require for the purpose of formulating their bids. For any clarification Officer in Charge, Tourism Section, office of the District Magistrate, Purba Medinipur, may be contacted. District Magistrate, Purba Medinipur, reserves the right to reject any or all the applications at his sole discretion without assigning any reason there for and without reference to the applicants.

**Canvassing is prohibited and would lead to disqualification**

*P. Adhikari* 23/08/17  
**Additional District Magistrate (Try.)**  
**Purba Medinipur**

To

**The District Magistrate,**  
**Purba Medinipur**

**Sub: Application against the EoI in connection with the Bengal Beach Festival, 2017**

**Sir,**

I/We, being a reputed agency in the field of Advertising / Event Management is eager to join with you as a creative partner and as an event manager to make the Bengal Beach Festival, 2017 a grand success. I/We have gone through the details of the EoI and have understood the scope of work along with all terms and conditions expressed in it. I/We will abide by all the terms and conditions if be selected. The rate offered by us is given below in the prescribed format:

Name of the Agency	Postal Address	e-mail Address	Rate quoted ( In Rs.) in numeric figure	Rate quoted ( In Rs.) in text

**I/We have enclosed the details of the Agency in prescribed format. I / we hereby certify that all the particulars given above are correct and true to the best of my / our knowledge.**

**Signature .....**  
**(Authorised Representative)**

**Full Name .....**

**Designation .....**

**Address .....**

**.....**

**Note: If needed, the agency can use separate sheets for explaining the above points**

1. Name of the Agency :
2. Address with Telephone no. etc. of Kolkata office:
3. Income Tax PAN / TAN No. :
4. Name of the proprietor / Partners / Directors:
5. Date of Establishment / Incorporation:
6. Whether accredited to INS/ASCI/ Doordarshan:  
(Copy to be enclosed)
7. No. of years in advertising business :
8. Particulars of Regd. / Head Office :
9. No. of branches / offices at Big Metros & their address (to be supported with documents regarding Registration with the concerned authorities):
10. Infrastructure available in Kolkata
  - (i) No. of persons working
    - (a) Creative Artists (Number) :
    - (b) Client servicing (Number) :
    - (c) Total (Number) :
  - (ii) Whether a fully fledged studio exists (details):
  - (iii) Whether recording facilities available (details):
  - (iv) Whether printing facility available (details). If tie up with any press exists then pl. state,
11. Details of key personnel who will work on this project of Purba Medinipur Zilla Parishad with age, qualification, experience (in years) notable skills and achievement:
12. Turnover (as defined in Para 3 of Part-II of EOI) details during last three years:

Year	In Rupees
2014-2015	
2015-2016	
2016-2017	

[Certificate from registered Chartered Accountant Firm required to be enclosed]:

1. List of Major Corporate Clients services [ Give details of Corporate clients having annual Billing with your Agency of Rs. 20 Lakh and above excluding billing for media buying in any form – Testimonials / copy of work orders from at least five (5) Clients of the projects handed over Last three years required to be enclosed ]

Sl. No.	Name of the client	Billing for 2013-2014	Billing for 2014-2015	Billing for 2015-2016

**14. Major campaign (s) handled during past three years (testimonials / copy of work orders from at least five (5) clients of the projects handled over the last three years required to be enclosed.**

Sl. No.	Name of the client	Nature of the campaign 2013-2014	Nature of the campaign for 2014-2015	Nature of the campaign for 2015-2016

**15. Give details of National / International awards in the field of advertising received, if any, during preceding three years:**

Sl. No.	Name of the award	Details of the Award 1 <sup>st</sup> /2 <sup>nd</sup> /3 <sup>rd</sup> /4 <sup>th</sup> etc	Product	Value of campaign (in Lakh)

**16. List of enclosures**

**I / we hereby certify that all the particulars given above are correct and true to the best of my / our knowledge.**

**Signature .....**  
**(Authorized Representative)**

**Full Name .....**

**Designation .....**

**Address .....**

.....

**Note: If needed, the agency can use separate sheets for explaining the above points**

## Description of works

SI No.	Description of Job	Duration	Quantity
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9	Managing the different events to be held at different locations during the festival	----	-----

**List of Important Dates of EOI**

1)	Date of Publication.	:	23.08.17
2)	Starting date and time for download of Bidding Documents	:	From 23.08.17 to 05.09.17
3)	Time, Date and Place of Pre-bid Meeting	:	28.08.17 at 3.00 PM, Conference Hall, Office of the District Magistrate, Purba Medinipur
4)	Date & Time of Submission.	:	From- 29.08.17 to 05.09.17 (from 11.00 hrs to 16 hrs.)(Only working days)
5)	Last date & time of Submission of bid documents	:	05.09.2017 at 16:00 hrs
6)	Time and Date for opening Technical Bid / Bids	:	05.09.17 at 16.30 hrs
7)	Date and venue of presentation of creative bid	:	06.09.2017 at 12:00 hrs. at DRDC meeting Hall, Dharinda, Tamruk.
8)	Date of submission of creative proposal	:	From 29.08.17 to 5.09.17 ( 11.00 hrs to 16.00 hrs) (Only working days)
9)	Time and Date of opening Financial Bids. (Subjected to completion of Technical Evaluation).	:	07.09.17 at 11.30 hrs, at the Office of the District Magistrate, (2 <sup>nd</sup> floor of the Administrative Building)
10)	Place of opening bids	:	Conference Hall, Office of the District Magistrate, 2 <sup>nd</sup> floor of the Administrative Building.
11)	Last Date of Bid Validity	:	07.10.2017
12)	Officer Inviting Bids	:	Additional District Magistrate (Try)

  
 Additional District Magistrate (Try)  
 Purba Medinipur