

## **State Urban Development Agency**

'ILGUS BHAWAN', HC Block, Sector III, Bidhannagar, Kolkata – 700106

Email: [wbsudadir@gmail.com](mailto:wbsudadir@gmail.com)

Memo No. [SUDA-14012\(99\)/3/2022-NULM SEC\(SUDA\)/7458](#)

Date: 22.02.2022

***Tender Document for Selection of Agency for Outdoor advertisement through framed Banner, Pole Kiosk, Pillar & Branding of Mela Ground***

for

**STATE SWAYAMSIDDHA MELA 2022**

**Venue: Bidhannagar Mela Ground,  
Karunamaye, Kolkata – 700 091**

**Date: 25.03.2022 to 04.04.2022**

1. **Invitation for Tender**

Tenders are invited by the State Urban Development Agency from reputed bonafied agencies/firms/contractors for Selection of Agency for **Outdoor advertisement through framed banner, Pillar, Pole Kiosk & branding of Mela Ground for “STATE SWAYAMSIDDHA Mela 2022”** at Bidhannagar Mela Ground, Karunamayee, Kolkata 700091, an initiative of Urban Development & Municipal Affairs Department, Govt. of West Bengal on and from **25.03.2022 to 04.04.2022**.

- a. Only the parties having experience in jobs (Any Govt. Mela) specially graced by high level dignitaries enjoying special security cover & other dignitaries may submit their E-tender.
- b. E-tenderers must furnish full data and information as required in this tender document.
- c. Award of work against the tender is at the sole discretion of State Urban Development Agency.
- d. E-tenders shall have to be uploaded to <https://wbtenders.gov.in> and <https://www.sudawb.org/> website.
- e. For any tender related queries intended bidders may send mail to [smmwbsulm@gmail.com](mailto:smmwbsulm@gmail.com).
- f. State Urban Development Agency reserves the right to accept or reject any or all tenders without assigning any reasons thereof and is not bound to award work to the lowest tenderer.
- g. 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.
- h. Any disputes will be attended to within the jurisdiction of Kolkata.

**Addl. Director, SUDA**

**Place: Kolkata**

**Date:**

## **2. Instructions to Tenderers:**

### **General Guidance for e-tendering**

Instructions/ guidelines for bidders for electronic submission of the proposals have been enclosed for assisting them to participate in e-tendering.

### **II. Registration of Bidder**

Any bidder willing to take part in the process of e-tendering will have to be enrolled and registered with the Government e-procurement system, through logging on to <http://wbtenders.gov.in>. The bidder is to click on the link for e-tendering site as given on the web portal.

### **III. Digital Signature Certificate (DSC)**

Each bidder is required to obtain a Class-II or Class-III Digital Signature Certificate (DSC) for submission of tenders, from the service provider of the National Informatics Centre (NIC) or any other bonafide service provider on payment of requisite amount. Details are available at the Website stated in Clause II of Instructions to Bidders. DSC is given as a USB e-Token.

- IV.** The Consultants / Bidders can search and download the Tender Documents electronically from computer by logging on to the website mentioned in Clause-II above using the Digital Signature Certificate. This is the only mode of collection of Tender Documents.

### **V. Submission of Proposal**

Proposals are to be submitted through online to the website stated in Clause II in one folder at a time before the prescribed date and time using the Digital Signature Certificate (DSC). The documents to be uploaded should be virus scanned copy duly Digitally Signed. The documents will get encrypted (transformed into non readable formats).

**Eligibility Criteria for participation of the tender: -**

- i) Eligible tenderers must have registered office under Kolkata Municipal Corporation/ Howrah MC or Bidhannagar Municipal Corporation.
- ii) The bidders also should have experience of carrying out similar work for any Govt. Mela at least 1(One) work (in any Govt. Mela) in last 5 (five) years, value of the work should not be less than **Rs. 12.00 Lakh (Rupees Twelve Lakh )** only.
- iii) Bidders must have a valid Trade License.
- iv) Avrg. annual turnover of **Rs. 15.00 Lakh (Rupees Fifteen lakh)** only and above in last three financial year (Fy-2018-19, 2019-20, 2020-21)
- v) Copy of Pan Card along with IT Return & Balance Sheet with P.L. accounts for the last 3 Financial year.
- vi) GST Registration Certificate.
- vii) P.Tax Reg. Certificate.

Bid should invariably be supported by following documents:

**TECHNICAL COVER should contain the following:-  
STATUTORY DOCUMENTS:**

<b>Sl. No.</b>	<b>Particulars</b>
1	Qualification Application (Annexure A, No. I)
2	Details of the bidder including registered office address (Annexure A, No. II)
3	Declaration that the Bidder or any of its / their 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 (Annexure A, No. III)

**NON-STATUTORY DOCUMENT:**

<b>Sl. No.</b>	<b>Particulars</b>
1	Copy of Pan Card along with IT Return & Balance Sheet with P.L. Accounts for the last 3 Financial year
2	GST Registration Certificate.
3	P.Tax & Trade License Certificate
4	Avrg. annual turnover detailed format (Annexure A, No. V)
5	Details of work experience during the period of last 05 years along with documentary evidence. (Annexure A, No. IV)

**Note: All statutory and non-statutory documents are to be submitted, otherwise will be disqualified in Bid evaluation.**

□ **Agency details.**

o Name of the person duly authorized to clarify, negotiate and finalize the tender along with telephone, e-mail and mobile numbers.

o No. of years in this field

o Past experience of the work of same nature supported by photographs and work orders. (attached annexure must be filled for quality evaluation)

**3) Evaluation of Tenders:**

1. The lowest financial bidder will be awarded provided all others clauses and condition are fulfilled.
2. **Rate should be quoted separately for each component i.e price quoted for below mentioned items and evaluation of financial bid will be made on the basis of aggregate of total four components. if any bidder does not quote rate for all components, it will be treated as cancelled.**

**4) Rates and Quotes**

The rates quoted shall be inclusive of all taxes and duties as applicable as per the law.

**5) FINANCIAL COVER should contain the following:**

- The contractor is to quote the rate online through computer in the space marked for quoting rate in the BOQ.

***Scope of Work as follows:-***

**A. Framed Banner for outdoor publicity & branding**

<b>SL No</b>	<b>Particulars</b>	<b>Width</b>	<b>Height</b>	<b>Total Sq.Ft</b>
1	<b>Size of Each Banner</b>	8ft	4ft	32 sq ft
2	<b>Usage of Media</b>	14 Oz Front Lit Star flex		
3	<b>Fabrication</b>	2 inches Iron bar frame		
4	<b>Quantity of Frame Banner</b>	<b>700 nos.</b>		
5	<b>Creative, Printing , Fixing , Mounting and Transportation</b>			

5	<b>Territory</b>	All key arterial Road, In Front of Metro entry exit Gate, All major Traffic Junction in Kolkata, and Surrounding Mela Ground and Road
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B. Pole Kiosk				
SL No	Particular	Width	Height	Total Sq.Ft
1	<b>Size of Each Kiosk</b>	3ft	5ft	15 sq ft
2	<b>Usage of Media</b>	14 Oz Front Lit Star flex		
3	<b>Fabrication</b>	2 inches Iron bar frame		
4	<b>Quantity of Kiosks</b>	<b>1350 nos.</b>		
	<b>Creative,Printing , Fixing , Mounting and Transportation</b>			
5	<b>Territory</b>	All key arterial Road, In Front of Metro entry exit Gate, All major Traffic Junction in Kolkata, and Surrounding Mela Ground and Road		

C. Pillar				
SL No	Particular	Width	Height	Total Sq.Ft
1	<b>Size of Each 4 sided Pillar</b>	4ft	12ft	192 sq.ft
2	<b>Usage of Media</b>	14 Oz Front Lit Star flex		
3	<b>Fabrication</b>	2 inches Iron bar frame		
4	<b>Quantity of Pillar</b>	<b>100 nos.</b>		
	<b>Creative, Printing , Fixing , Mounting and Transportation</b>			
5	<b>Territory</b>	All key arterial Road, In Front of Metro entry exit Gate, All major Traffic Junction in Kolkata, and Surrounding Mela Ground and Road		

<b>C. Misc Publicity</b>				
<b>SL No</b>	<b>Particular</b>	<b>Width</b>	<b>Height</b>	<b>Approx Total Sq.Ft Sq.Ft</b>
1	<b>Facia of Stall</b>	10	3	<b>15000</b>
	<b>Usage of Media</b>	14 Oz Front Lit Star flex		
2	<b>Print Media and Electronic Media publicity for State Swayamsiddha Mela 2022</b>	-		
3	<b>All small Trees of Mela Ground Covered by Square box (made by flex covered) Usage of Media: 14 Oz Front Lit Star flex, Fabrication: 2 inches Iron bar frame</b>	40 sqft each (20 nos.)		
4	<b>Food Zone Branding, and Creative for I Cards, Artists Batch, Invitation Card and Branding of Mela Ground with Selfi Zone (4 Nos.)</b>	-		
5	<b>Opening ceremony &amp; Closing Ceremony (By 10 Kg Cake Cutting, 1000 Ballons, Candle light decoration etc.) of STATE SWAYAMSIDHA MELA 2022</b>	-		
6	<b>Corner stalls wall cover by Banner (Creative, Printing) Usage of Media: 14 Oz Front Lit Star flex</b>	Height 10 ft x Width 20 ft= 200 sqft each (18 nos. approx)		

6) **CRITICAL DATES :**

<b>Sl. No.</b>	<b>Particulars</b>	<b>Date &amp; Time</b>
1	Date of uploading of Documents (Publishing Tender offline) from this end:	22.02.2022 04.00 PM
2	Documents Download Start Date	22.02.2022 04.00 PM
3	Bid Submission Start Date:	23.02.2022 10.00 AM
4	Date of Pre-Bid meeting (SUDA office conference Hall)	02.03.2022 12.00 Noon
5	Bid Submission Closing Date:	09.03.2022 05.00PM
6	Bid opening Date(offline)—	11.03.2022 05.00 PM
7	Date of communicating list for qualified bidder (offline):	To be notified latter on
8	Date of issuance of Work Order:	To be notified latter on

**7) Time Schedule:**

Tendered work should be completed in every respect must be handed over to the Mela Authority by **25.03.2022, 03.00 PM**

8) The accepting authority have the right to accept the lowest or any rate and also reserve the right to reject any part or in full or all tenders received and split up the work in different groups / phases without assigning any reason thereon.

9) Any conditional tender will not be considered

10) The incomplete tender or tender which don't fulfill laid down terms & conditions, will liable to be rejected.

11) In case the work is done in deviation to the specified specification or with any defect is found during Fair periods, a reasonable reduction in rates or full amount of cost/bill as may be fixed by appropriate authority, shall be made.

12) In case of violation/unsatisfactory performance in any of the above clauses/works, the concerned party will be penalized by way of cancellation of order and enlistment at any time, imposition of fine, and non-payment/deduction of amount from the bills amount etc. as will be decided by the authority

13) Income Tax or other tax will be deducted at source as per Government rate and existing rules at the time of payment of bills.

14) **Rs. 60,000.00 (Rupees Sixty Thousand)** only is to be deposited as Earnest Money Deposit against this tender through online mode by using ICICI Bank Gateway Portal in favour of "State Urban Development Agency". The earnest money shall be automatically converted into Security Deposit for fulfillment of the Contract.

15) 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 of completion of the work. No interest shall be payable on the deducted amount.

16) The EMD is interest free and will be refundable to the unsuccessful bidders within 15 days of signing of agreement with the Successful Bidder.

**16) Rules for Designing:**

(a) Any design and concept presented by the agency should be in accordance with the theme.

(b) All design should be created in conformity with the rules laid down by Government of West Bengal.

(c) The Agencies/Firms/Contractors shall comply with all the bye-laws and regulations of local and other statutory authorities having jurisdiction over the works and shall be responsible for the payment of all fees and other charges and the giving and receiving of all necessary notices and inform the said compliance with bye-laws, payments made, notices issued and received.

17) The Agencies/Firms/Contractors shall be responsible for any injury to persons, animals etc. and for any damages to the work structure and decorative works in the property which may arise from operation or neglect of himself or any of his sub-contractors or of his or sub-contractor's employees,

and such injury or damage may arise from carelessness, accident or any other cause whatsoever connected with carrying out of this contract. The clause shall be held to include any damage to buildings, whether immediately adjacent to or otherwise, any damage to roads, streets, footpaths, fairground etc., as well as any damage caused to the works forming the subject to this contract by any inclemency of weather or fire. The Agencies/Firms/Contractors shall indemnify the State Urban Development Agency and hold them harmless in respect of all and any expenses arising from any such injury or damage to persons or property as aforesaid and also in respect of any claim made in respect of injury and damage, under any acts of Government or otherwise, and also in respect of any award of compensation consequent upon such claims.

18) Payment will be released only after due completion of STATE SWAYAMSIDDHA Mela-2022 on receipt of duplicate bills & due recommendation from concerned Sub-Committee.

19) The successful Tenderer shall comply with all the bye-laws and regulations of local and other statutory authorities having jurisdiction over the works and shall be responsible for the payment of all fees and other charges and the giving and receiving of all necessary notices, and inform the said compliance with bye-laws, payments made, notices issued and received.

20) Failure to accomplish tendered work within stipulated time and to the satisfaction of competent authority shall invite penal measures, financial and / or otherwise as may be prescribed by competent authority

21) In terms of the FD, Audit Branch, Govt. of West Bengal notification No.4374 dt.13/7/17, the bidder has to upload valid 15-digit GST No. under GST Act 2017 along with his bid, the bidder should note that the bid submitted without GST will be summarily rejected.

22) The Financial offer of the prospective qualified tenderer(s) will be considered only if the technical bid of the tenderer(s) is found qualified by competent authority of SUDA. The decision of the competent authority of SUDA will be final and absolute in this respect and no challenge against such decision will be entertained.

23) Tax Invoice needs to be issued by the supplier for raising claim under the contract showing separately the Tax charge in accordance with the provision of GST act,2017 vide FD Memo No. 4374 dt.13/7/17.

24) No mobilization advance will be allowed.

25) Bid Documents are not transferable. All the tenderers must keep their offers valid for acceptance for a period of 180 days from the date of opening of tenders.

26) Period of Work 11 (Eleven) days.

**28) Award of Contract:**

The Bidder who's Bid has been accepted will be notified by the Tender Inviting & Accepting Authority through acceptance letter / Letter of Acceptance/Work Order.

**Additional Director, SUDA**

**TECHNICAL DATA SHEET**  
**Annexure – A**

**I. Qualification Application**

*(To be written on the letterhead of the Applicant)*

From:

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To

The Director,

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

**Subject:** 1) Supply of Audio, Video equipments & stage lights for “STATE SWAYAMSIDDHA Mela 2022

Sir,

This is with reference to the tender dated ..... 2022 inviting proposal for Supply of Audio, Video equipments & stage lights for “STATE SWAYAMSIDDHA Mela 2022.

As specified in the Tender notice, having examined the Statutory, Non statutory documents, I hereby submit all the necessary information and relevant documents for evaluation. The application is made by me / us on behalf of ----- in the capacity ----- duly authorized to submit the proposal. We believe that we satisfy the eligibility criteria set out in relevant sections of the proposal document.

We propose to submit our proposal as \_\_\_\_\_ (insert full name of Applying Agency).

We declare that we have not been convicted by a Court of law or indicted or adverse orders passed by a regulatory authority against us which would adversely impact our ability to manage the project if awarded or which relates to a grave offence that outrages the moral sense of the community.

We also declare that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our sister concerns .

We further declare that no investigation by a regulatory authority is pending either against us or against our sister concerns or against our Chief Executive Office (CEO) or any of our Directors/Managers/ employees.

We hereby certify that all the statements made and information supplied in the enclosed forms and accompanying statements are true and correct and complete. I/We have furnished all information and details necessary for the proposal and have no further pertinent information to supply.

We understand that:

(a) Tender Inviting Authority/Bid Evaluation cum Tender Committee can amend / modify the scope of this project.

(b) Tender Inviting Authority/ Bid Evaluation cum Tender Committee can reject any or all bids without assigning any reason. And also withdraw or cancel the bid process at any stage without any liability of whatsoever nature therefore.

I / We shall be glad to receive further communication on the subject.

**Enclosure: As per requirement:-**

Yours faithfully,

Date of Submission:

Authorized Signatory

## **II. Details about the Bidder**

### **A. Structure & Organization**

1. Name of applying agency:

2. Registered Office Address:

Telephone No.:

Mobile No. :

E mail#:

Website:

3. Name of the Contact Person for this assignment:

Designation:

Address:

Telephone No.

:

Mobile No.:

E mail:

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

### **III. 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:

**IV. Work experience during the period of last 05 years along with work order copy**

	Year ending on 31st March	Client company	Event	Venue & location	Job value (in `)	Work order from client	Photo enclosed (yes/no)	Awards won Documentary evidence to be submitted
Experience of last 5 years	2016-2017							
	2017-2018							
	2018-2019							
	2019-2020							
	2020-2021							

(Successful completion Certificate if any and Work order to be attached herewith)

.....  
**Signature with office stamp**

## V. 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)	Average
Annual Turnover				

Average Annual Turnover is.....(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

**Bill of Quantities (BOQ)**

<b>Sl. No.</b>	<b>Item</b>	<b>Unit</b>	<b>Quantity</b>	<b>Total Quoted Rate(inclusive of all taxes &amp; duties, except GST) in Rs.</b>	<b>GST in %age</b>	<b>Total Quoted Rate (inclusive of all taxes &amp; duties, GST, transportation, freight &amp; sample testing) in Rs.</b>
<b>1</b>	<b>2</b>		<b>3</b>	<b>4</b>	<b>5</b>	<b>6= (4+5)</b>
<b>1</b>	<b>Framed Banners</b> Creative, Printing , Fixing , Mounting and Transportation <b>cost of per Sq.Ft</b>	<b>Sqft</b>	<b>22,400</b>			
<b>2</b>	<b>Pole Kiosks</b> Creative, Printing , Fixing , Mounting and Transportation <b>cost of per Sq.Ft</b>	<b>Sqft</b>	<b>20,250</b>			
<b>3</b>	<b>Pillars</b> Creative, Printing , Fixing , Mounting and Transportation <b>cost of per Sq.Ft</b>	<b>Sqft</b>	<b>19,200</b>			
<b>4</b>	<b>Rate Per Sq.FT</b> for creative and Printing of <b>Facia</b>	<b>Sqft</b>	<b>15,000</b>			
<b>5</b>	Print Media and Electronic Media Publicity for State Swayamsiddha Mela 2022	<b>Nos.</b>	<b>1</b>			
<b>6</b>	<b>Rate per sqft</b> for covering all small Trees of Mela Ground	<b>Sqft</b>	<b>800</b>			
<b>7</b>	<b>Rate for</b> food Zone Branding, and Creative for I Cards, Artists Batch, Invitation Card and Branding of Mela Ground with Selfi Zone (4 Nos.)	<b>Nos.</b>	<b>1</b>			
<b>8</b>	<b>Rate for</b> Opening ceremony & Closing Ceremony (By 10 Kg Cake Cutting, 1000 Ballons, Candle light decoration etc.) of STATE SWAYAMSIDDHA MELA 2022	<b>Nos.</b>	<b>1</b>			
<b>9</b>	<b>Rate per sqft.</b> Corner stalls wall cover by Banner	<b>Sqft</b>	<b>3,600</b>			
	<b>Total=</b>					