

# WEST BENGAL STATE ELECTRICITY TRANSMISSION COMPANY LIMITED

## OFFER DOCUMENT FOR EMPANELMENT OF AGENCIES FOR PERFORMING THE JOBS RELATED TO CREATIVE WORKS, PRINTING OF DIFFERENT ITEMS, LITERATURE & OTHER ALLIED WORKS UNDER WBSETCL

No. CORP. COMMUNICATION/EMPANELMENT/2018/05

Dated: 16.11.18



### WBSETCL

OFFICE OF THE GENERAL MANAGER (HR&A)  
WEST BENGAL STATE ELECTRICITY TRANSMISSION  
COMPANY LIMITED  
VIDYUT BHAVAN  
8<sup>TH</sup> Floor, 'D' BLOCK  
SALT LAKE CITY, KOLKATA - 700 091

❖ *These documents are meant for the exclusive purpose of bidding against this empanelment offer and shall not be transferred, reproduced or otherwise used for purposes other than that for which they are specifically issued.*

☐ TELEPHONE/ FAX: (033) 2334 5879 ☐ E-Mail ID: [wbsetclcorporatehra@gmail.com](mailto:wbsetclcorporatehra@gmail.com)  
☐ CIN: U40101WB20075GC113474, ☐ Website: [www.wbsetcl.in](http://www.wbsetcl.in)

**WEST BENGAL STATE ELECTRICITY TRANSMISSION COMPANY LIMITED**

(A Govt of West Bengal Enterprise)

CIN: U40101WB2007SGC113474

Office of the General Manager (HR & A)

Regd. Office: Vidyut Bhavan (8<sup>TH</sup> Floor), Block-'D',  
Bidhannagar, Block-DJ, Sector-II: Kolkata: 700 091

**INDEX**

<b>Sl No.</b>	<b>Clause No.</b>	<b>Title</b>	<b>Page No.</b>
1.	N.A	Invitation for Empanelment	3
2.	N.A	Introduction	4
3.	N.A	Important Dates	4
4.	1.	Instruction to the Participants	5
5.	2.	Pre-Bid Meeting	6
6.	3.	Cost of Documents and Bid Security / EMD & CPG	6
7.	4.	Scope of Works	7
8.	5.	Eligibility / Qualifying Criteria	7-8
9.	6.	Duration of Empanelment	8
10.	7.	Number of Agencies to be Enlisted	8
11.	8.	Evaluation Methods	8-9
12.	9.	Details of allocation of marks	9
13.	10.	Preparation & Submission of Proposal	9
14.	11.	Opening of Proposal	10
15.	12.	Methods of Job Allocation	10
16.	13.	General Conditions of Empanelment	10-11

**WEST BENGAL STATE ELECTRICITY TRANSMISSION COMPANY LIMITED**

(A Govt of West Bengal Enterprise)

CIN: U40101WB2007SGC113474

Office of the General Manager (HR & A)

Regd. Office: Vidyut Bhavan (8<sup>TH</sup> Floor), Block-'D',

Bidhannagar, Block-DJ, Sector-II: Kolkata: 700 091

**No. CORP. COMMUNICATION/EMPANELMENT/2018/05**

**Dated: 16.11.18**

**EMPANELMENT OF AGENCIES FOR PERFORMING THE JOBS RELATED TO CREATIVE WORKS, PRINTING OF DIFFERENT ITEMS, LITERATURE & OTHER ALLIED WORKS UNDER WBSETCL**

WBSETCL invites applications in sealed cover from reputed, resourceful and bonafide agencies, having its **office at Kolkata** with **fully equipped set-up** as detailed in this offer documents for empanelment with the company for performing the jobs related to Artwork, Public Relations related matters, Printing of different items & other allied Works.

All applications must accompany with a non-refundable crossed Demand Draft / Bankers' Cheque of ₹ 2360/- [Rs.2000.00 (Two thousand only) plus 18 % GST] drawn in **favour of WBSETCL, payable at Kolkata** as Cost of Offer documents. In addition, the agencies have to submit another **Demand Draft / Bankers' Cheque** of an amount of ₹ 13,358/- (Thirteen thousand three hundred fifty eight) as **Bid Security / EMD** which shall be refunded to the unsuccessful participated agencies after completion of overall enlistment works.

The company reserve the right to reject any or all applications for enlistment without assigning any reason whatsoever. Applications, along with company profile and supporting documents, strictly on the basis of criteria stated in this offer documents, should reach the office of the **General Manager (HR & A), WBSETCL, Vidyut Bhavan, 8<sup>th</sup> Floor, 'D' Block, Sector - II, DJ Block, Bidhannagar, Kolkata - 700091** by **10.12.18 (within 2 PM)**. A pre-Bid meeting will be held in this regard on **27.11.18 at 12 noon at Conference Room, 9<sup>th</sup> Floor, 'B' Block, Vidyut Bhavan**. Offer documents will be opened on **10.12.18, at 3:00P.M, 9<sup>th</sup> Floor, Conference Room, 'B' Block, Vidyut Bhavan**.

Sd/-

(Sabaysachi Dutta)  
General Manager(HR&A)

## **Introduction:**

Post Electricity Act 2003, The Govt. of W.B divided the erstwhile West Bengal State Electricity Board (WBSEB) into two functionally independent state-owned companies, West Bengal State Electricity Transmission Company Limited (WBSETCL) and West Bengal State Electricity Distribution Company Limited (WBSEDCL), with effect from 01 April 2007.

WBSETCL is responsible for transmitting electricity from generating sources to load centers through a transmission network operating at 400kV, 220kV, 132kV and 66kV spread across West Bengal.

WBSETCL is currently playing three distinct functional roles envisaged under the Electricity Act 2003

- The State Transmission Utility (STU) provider
- A Transmission Licensee (TL)
- The State Load Dispatch Centre (SLDC)

At present Company have 7no of 400kv Sub-station out of which 1(one) GIS Sub-station, 25no of 220kv Sub-station which includes 5no of GIS Sub-station, 87no of 132kv Sub-station out of which 12 GIS Sub-station and 8no of 66kv Sub-station are functioning.

<b>Important Dates of Empanelment</b>	
<b>Particulars</b>	<b>Date</b>
<b>Document downloading Start</b>	<b>19.11.18 from 11:00A.M</b>
<b>Pre-bid Meeting</b>	<b>27.11.18 at 12:00Noon</b>
<b>Last date of submission of documents</b>	<b>10.12.18 upto 02:00P.M</b>
<b>Bid opening date</b>	<b>10.12.18 at 03:00P.M</b>

**1. Instruction to the Participants :**

- a. For this Bidding Document Purposes, West Bengal State Electricity Transmission Company Limited shall be referred to as 'WBSETCL' and the Agency shall be referred to '**Contractor or Bidder or Party or Agency**' or interchangeably.
- b. The parties to the Bid shall be the Bidder and WBSETCL.
- c. While all efforts have been made to avoid errors in the drafting of this offer documents, the Bidder/Agency is advised to check the same carefully. No claim on account of any errors detected in the offer documents shall be entertained.
- d. The bidder/agency shall submit a copy of the authorization letter / Power of Attorney as the proof of authorized representative for signing on behalf of the agency if such need arises. **(Annexure-C)**
- e. All Agencies / Bidders are explicitly informed that conditional offers or offers with deviations from the conditions of enlistment, the offers not meeting the minimum eligibility criteria or offer not accompanied with Cost of Offer Document & EMD of requisite amount/ any other requirements stipulated in the offer documents, are liable to be rejected.
- f. For all purposes of the contract including arbitration there under, the address of the bidder mentioned in the bid shall be final unless the bidder notifies any change of address through separate letter(s) sent by Registered Post with Acknowledgement Due (AD) to the General Manager (HR&A), WBSETCL, Corporate HR & A Deptt., 8th Floor, D-Block, Vidyut Bhavan, Sector-II, Block-DJ, Kolkata, West Bengal, Pin -700091. The bidder shall be solely responsible for the consequences of any omission or error to notify any change of address in the aforesaid manner.
- g. The offer inviting authority may ask for original documents regarding fulfilment of qualifying requirement and any other matters from the prospective agencies / bidders. In case the prospective bidders are unable to provide such documents in original, then the offer of such agencies / bidders shall not be considered as valid and the same are liable to be cancelled.
- h. Agencies should have their offices open on Monday to Saturday, and should be capable of handling assigned work on Sunday and Government Holidays on emergency basis.
- i. All information should be typed or hand written legibly in English only.
- j. Applicants are required to fill in and submit all the details asked for in the application format provided here with. **In case the space provided in the column of the format is not sufficient, the same may be provided in separate sheet duly indicating the same in the respective column of the format.**

## **2. Pre Bid Meeting:**

- a. Any essential requirement for successful operation as per Scope of Contract shall be indicated by the bidders and submitted at the pre-bid meeting scheduled to be held on **27.11.18 at 12 noon at Conference Room, 9<sup>th</sup> Floor, 'B' Block, Vidyut Bhavan, Saltlake, Kolkata-91.**
- b. The bidder/ agency or its authorised representative is invited to attend pre-bid meeting to be held on the date, time and location as specified above. The purpose of the meeting will be to clarify the exact scope of work and any issues regarding the offer documents. WBSETCL shall not be under any obligation to entertain/respond to suggestions made or to incorporate modifications sought for by the prospective bidders.
- c. Non-attendance at the pre-bid meeting will not be a cause for disqualification of bidders but at the same time shall not entitle them to raise any query at a later date.
- d. WBSETCL shall make related modifications/ amendments in the offer documents as may be considered necessary exclusively through issue of an amendment.
- e. Bidders shall not be permitted to indicate any additional requirements in the bid for any reason whatsoever after the Client has considered such amendments.

## **3. Cost of Offer Document & Bid Security / EMD:**

The cost of offer document amounting **Rs 2,000/- (Rupees Two Thousand)** with **18% GST** i.e **Rs.2360/- (Two thousand three hundred sixty)** only has to be submitted through **Account Payee Demand Draft / Bankers' Cheque** drawn in favour of **WBSETCL, payable at Kolkata** along with the offer documents in a separate envelope as specified under Clause No.10 in this document. This is non-refundable. If the bid is received without the aforesaid fee, it would not be considered and would be rejected summarily.

In addition, the agencies have to submit another Demand Draft / Bankers' Cheque of an amount of **₹ 13,358/- (Thirteen thousand three hundred fifty eight)** as **Bid Security / EMD** which shall be refunded to the unsuccessful participated agencies after completion of overall enlistment works. However, the EMD of the enlisted agencies will be adjusted with Contract Performance Guarantee (CPG). In case the agencies paid **Bid Security / EMD** in the form of Demand Draft / Bankers' Cheque than the **DD / Bankers' Cheque** should drawn in favour of **WBSETCL and payable at Kolkata.**

**Under any circumstances no exemption from submission of Cost of Offer document & EMD shall be provided to any agencies.**

The bidders / agencies selected for enlistment with WBSETCL shall have to pay Contract Performance Guarantee (CPG) for an amount of **₹1,33,581/-** which shall be refunded after completion of enlistment period.

#### **4. Scope of Works:**

Comprehensive Art Works, PR related matters & Publicity Services include the following:

- a. Designing, conceptualizing, printing and supply of corporate brochures, telephone directory, annual reports, house journals, wall calendars, desk calendars, corporate diaries, greetings cards and other printing materials.
- b. Designing, conceptualizing and printing of backdrops, banners, etc., in flex, cloth and other media.
- c. Conceptualizing, designing, organizing, fabrication and erection of pavilions for exhibitions.
- d. Any other PR related publicity/ advertisement matters viz. assisting in Press Conference, Publication of news items, media management and event management.
- e. Preparation / Creation / Making / Telecasting / Broadcasting of audio-visual advertisement materials.
- f. In **some special cases on exigency** the agencies have to design, conceptualize and release the advertisements in the Print Media as per direction of WBSETCL authority. In that cases rate of **I & CA Department, Govt. of West Bengal will be provided by WBSETCL** for publication of advertisement in Print Media.

#### **5. Eligibility / Qualifying Criteria:**

- a. The bidders/agencies must have 10(ten) years' experience in doing creative and artwork for all sorts of tender & display advertisement.
- b. The bidders/agencies must have 10(ten) years' experience in art works, PR related matters & PR Consultancy.
- c. The bidders/agencies must have full-fledged office at Kolkata & infrastructure including experience manpower in every sector. The office should have equipped with all modern facilities like MAC System etc.
- d. The bidder/agency should have worked with Central Govt. / State Govt. / Central PSUs / State PSUs / Statutory Bodies of Central or State Government / leading Private Sector Organization during last **three Financial Year** i.e 2015-16, 2016-17 & 2017-18.
- e. The bidder/agency either have its own **OFFSET PRESS** or have with Agreement with any other **OFFSET PRESS** to excess the Press for executing different orders received by them for printing purpose.
- f. The bidders/agencies must have equipped with sophisticated communication facilities including e-mail, fax and internet etc.
- g. The bidders/agencies must have skilled full time workforce in the areas of creative copy writing, visualization, DTP Operations & translation works.



- h. The bidder / agency should have Liquid Asset of ₹1,66,976/- (one lakh sixty six thousand nine hundred seventy six) or should have evidence of access to or availability of credit facilities of equivalent amount.
- i. The bidders /agency should have **Minimum Average Annual Turnover** for the best three years out of last five years of ₹10,01,858/- or above.
- j. Net worth of the bidder / agency should be positive.
- k. No consortium would be qualified as Art works, PR related matters Agency.
- l. The bidders/agencies must have registered with Goods & Service Tax (GST) and having a valid PAN.
- m. Must have uninterrupted **INS Accreditation** for last **five years i.e since October'2013** onwards.
- n. The bidder / agency must have opened their Offices on **Saturday**.

#### **6.Duration of Empanelment:**

The empanelment will be for a period of **2(two) years** from the date of Empanelment which can be extended by **one more year** depending upon the performance and service of the agencies.

However, WBSETCL reserves the right to terminate the empanelment of any Agency by **one month notice** at any time or to go for fresh empanelment before two years depending upon circumstances. WBSETCL also reserves the right to terminate the empanelment of any agency without issuing any warning.

#### **7.Number of Agencies to be Enlisted:**

Total **8(eight) number** of agencies will be enlisted under this Enlistment according to the marks received by the Agencies and as per evaluation.

#### **8.Evaluation Methods:**

The overall evaluation will be made by a Committee constituted by WBSETCL with cross-functional Officers. The evaluation will be made in three phases which is stated in detailed below:

**1<sup>st</sup> stage:** Scrutiny for qualifying criteria will be done in 1<sup>st</sup> stage. This will be a filtering process. The agency which qualifies in this stage will only move to 2<sup>nd</sup> Stage. Any agency not meeting any Q.R as specified would summarily be rejected and would not be considered for evaluation.

**2<sup>nd</sup> stage: (a)** Physical Verification will be carried out by the committee members to all agencies office to verify the existing infrastructures available to them and accordingly numbering will be made by the Committee.

**(b)** The agencies will be shortlisted on the basis of marks obtained by them i.e marks as awarded by the Committee on the basis of existing infrastructures & facilities available at their premises, conditions of Printing press etc. All Agencies qualified in 2<sup>nd</sup> stage called for 3<sup>rd</sup> stage selection.



**3<sup>rd</sup> Stage : (a) Presentation:** The Agency will be required to give presentation before the Committee for maximum 10(ten) minutes covering advertisement related issues, media plan, media handling campaigns, creative works & public relations etc.

**(b) Creative Print Media & Advertisement Design in colour:** Making & submission of advertisement copy / layout on a subject specified by the Committee in Black & White and Colour in Bengali & English.

**The final selection of the agencies for empanelment shall be done on the basis of the marks obtained by the art works, PR related matters agencies concerned together with marks obtained in Stage -II & Stage - III.**

**9.Details of allocation of marks:**

- a.Existing Infrastructure : 30 Marks
- b.Avalibility of OFFSET Press: 30 Marks
- c.Inspection / Verification : 30Marks (2<sup>nd</sup> Stage)
- d.Presentation : 30 Marks ( 3<sup>rd</sup> stage point - a)
- e.Making of Advertisement Design : 30 Marks  
(3<sup>rd</sup> Stage point - b)
- f.General Condition : 30Marks
- g.Details of Publication : 20 Marks

Detailed distribution of marks are specified in Annexure-A.

**10.Peparation & Submission of Proposal:**

The application should be submitted in a sealed cover containing **three separate envelopes:-**

**Envelope A** : Containing crossed A/C Payee Demand Draft/ Bankers Cheque as per amount specified as **Cost of Offer Documents**. This envelop should superscribed as Envelope-A.

**Envelope B:** Containing crossed A/C Payee Demand Draft/ Bankers Cheque as per amount specified as **Bid Security / EMD**. This envelop should superscribed as Envelope-B.

**Envelope C:** Containing all relevant and supporting documents as desired & in support of claim of eligibility criteria of the bidders / agencies along with **Annexure-B, C & D** as stated below. This envelop should superscribed as Envelope-C.

**This three sealed envelopes must again be enclosed in one sealed envelope clearly stating the OFFER number and subject matter and must be submitted to the General Manager (HR&A), Corporate HR&A Department, 8th.Floor, 'D' Block, Vidyut Bhavan, Block-DJ, Sector-II, Salt Lake, Kolkata-700091 on or before 10.12.2018(up to 02:00P.M).**

### **11. Opening of Proposal:**

Opening of proposals shall be done through manually by a Committee constituted by WBSETCL authority at 03:00P.M on 10.12.2018 at Conference Room, 9<sup>th</sup> Floor, B-Block, Vidyut Bhavan, Saltlake, Kolkata-91 in presence of the representatives of the agencies who wish to attend.

### **12. Methods of Job allocation:**

a. Charges for jobs like printing, exhibitions, hoarding, video-film, preparing any commercial advertisement will be decided on competitive bidding basis on limited tender process among the enlisted agencies.

b. Rate of art-works, if any will be decided by WBSETCL authority time to time considering DAVP rate.

c. The agencies will not be paid any charges for translation of material in English or Hindi or to any other Indian languages.

### **13. General Conditions of Empanelment:**

a. WBSETCL reserves the right to evaluate the credentials of the applicants and empanel the agencies found qualified and capable of meeting the requirement of WBSETCL. Applicants shall provide all information and allow inspection of infrastructural facilities, if so required.

b. Invitation of application doesn't bind WBSETCL to empanel the applicants or place order or send tender documents to the applicants responding against the notice.

c. Prompt and timely service is the essence of all orders to be placed on the successful applicants.

d. The agency shall prepare advertisements, artwork, design, etc., according to the approved artwork, visuals and estimates.

e. As and when any design is approved, the agency should prepare such adaptation, reduction and or alteration at approved rate.

f. The agency shall take up any type of printing/ production on behalf of the WBSETCL as regards to brochures, booklets, folders, leaflets, annual report, calendars, diary, etc., on samples approved by the company as and when required.

g. No payment will be made normally for the alteration of approved artworks, designs made by the agency.

h. In case of any dispute between the company and the agency, while fixing the charges of artwork, designs, adaptations, etc., the decision of the Company shall be deemed as final and binding.

i. The agency will be liable to submit such returns, statements and information as the WBSETCL may ask from time to time.

j. The agency shall be bound to return all stocks of **WBSETCL**'s property, viz., Photographs, printed matters, information, artworks, designs etc., lying with it as and when asked for and shall be bound to return the same within a fortnight when called for.

k. The agency shall be bound to compensate for any loss incurred for its negligence, lack of skill or other irregularities and the agency shall not be entitled to any remuneration for that part of work which is not approved by the **WBSETCL**.

l. Canvassing in any form to influence for inclusion in the panel by any manner/form will strictly be treated as disqualification and the application will summarily be cancelled. The company reserves the right to reject any or all applications for enlistment without assigning any reason whatsoever.

**END OF MAIN SECTION**

**INFORMATION SHEET**

**TO BE SUBMITTED BY THE PARTICIPATING AGENCIES**

<b>Sl No</b>	<b>Particulars</b>	<b>Information to be submitted by Agency</b>	<b>Used by WBSETCL</b>
1.	Name of the Agency		
2.	Address of Head Office / Regd. Office & other details	Address:  Landline No: i. ii. Fax No. i. ii. Mobile No. i. ii. E-mail address:  Contact Persons with designation:	
3.	Address of Kolkata Office & other details	Address: Landline No: i. ii. Fax No. i. ii. Mobile No. i. ii. E-mail address: Contact Persons with designation:	

4.	Ownership Pattern (Proprietary concern/ Partnership Firm / Pvt. Ltd./ Public Ltd. )		
5.	Profile of the Organization ( In short)		
6.	Trade License Number with details of issuing authority		
7.	Professional Tax Reg. Number		
8.	PAN & GST Number		

**N.B: The above information should be supported with valid documents.**

**Annexure - A**

<b>SCORING CRITERIA:</b>				
<b>(A) DETAILS OF EXISTING INFRASTRUCTURE (TOTAL MARKS : 30)</b>				
<b>Sl No.</b>	<b>Particulars</b>	<b>Information to be submitted by Agency</b>	<b>Scoring Points (Used by WBSETCL)</b>	
			<b>Allotted</b>	<b>Score</b>
1.	Fax	Please mention the number (s)	1	
2.	Internet Facilities	Please mention the number (s)	2	
3.	<b>Telephone connections :</b> For 1 connection - 1 point For 2 & more connections - 2 points	Please mention the number (s)	2	
4.	<b>Mobile phone connections to key personnel and marketing officials (with names &amp; designations) :</b> For up to 3 connection - 1 point For 5 & more connections - 2 points	Please mention the number (s)	2	
5.	<b>Details of Computers with UPS back up:</b> For up to 3 PC - 1 point For 5 & more PCs - 2 point	Please mention the sl. number (s)	2	
6.	<b>Scanners :</b> For up to 2 units - 1 point For 3 & more Units - 2 point	Please mention the sl. number (s)	2	
7.	<b>Digital Cameras :</b> For up to 2 units - 1 point For above 2 units - 2 points	Please mention the sl. number (s)	2	
8.	<b>Laser printer with capacity to print up to A4 size :</b> For up to 2 units - 1 point For above 2 units - 2 points	Please mention the sl. number (s)	2	
9.	<b>Graphic Designer :</b> For up to 2 designer - 1 points For 3 & more designer - 2 point	Please mention the name (s)	2	
10.	<b>Copy Writer :</b> For up to 2 designer - 1 points For 3 & more designer - 2 point	Please mention the name (s)	2	
11.	<b>DTP Operator :</b> For up to 2 Operator - 2 points For 3 & more Operator - 2 points	Please mention the name (s)	2	
12.	<b>Client Servicing Executive:</b> For up to 3 executives - 2 points For 4 & more executive - 3 point	Please mention the name (s)	3	
13.	<b>Media Executive :</b> For up to 3 executives - 2 points For 4 & more executive - 3 point	Please mention the name (s)	3	
14.	<b>Art Director</b>	Please mention the name (s)	3	

***N.B: The above information should be supported with valid documents.***

**SCORING CRITERIA:****(B) AVAILABILITY OF OFFSET PRESS  
(TOTAL MARKS : 30)**

Sl No.	Particulars	Information to be submitted by Agency	Scoring Points (Used by WBSETCL)	
			Allotted	Score
1.	<b>AVAILABILITY OF OFFSET PRESS</b>  Agency have own OFFSET PRESS - 30Points  Agency have agreement with other OFFSET PRESS owners - 15 Points  Agency have neither own OFFSET PRESS nor have any agreement to access any press - 0 Points	  Press name with detailed address & ownership, agreement detailed to be submitted	30	

***N.B: The above information should be supported with valid documents.***

**SCORING CRITERIA:****(C) INSPECTION & VERIFICATION OF OFFICE ESTABLISHMENT OF THE AGENCY & INFORMATION DISCLOSED  
(TOTAL MARKS : 30)**

Sl No.	Particulars	Information to be submitted by Agency	Scoring Points (Used by WBSETCL)	
			Allotted	Score
1.	<b>PHYSICAL VERIFICATION BY THE COMMITTEE MEMBERS AT THE AGENCIES OFFICES</b>  (Verification will be done to check the infrastructure available therein as well as facilities availed by the workers, Library facility, Front desk etc.)	  Information submitted under (A) above will also verified	30	



**SCORING CRITERIA:****(D) GENERAL CRITERIA  
(TOTAL MARKS : 30)**

SI No.	Particulars	Information to be submitted by Agency	Scoring Points (Used by WBSETCL)	
			Allotted	Score
1.	<b>Minimum Average Annual Turnover</b> for the best three years out of last five years of <b>₹10,01,858/-</b> or above  (Audited Accounts to be submitted in support of Annual Turnover)	FY:	10	
		TURNOVER:		
		FY:		
		TURNOVER:		
		FY:		
		TURNOVER:		
2.	<b>Liquid Asset of ₹1,66,976/-</b> (one lakh sixty six thousand nine hundred seventy six) or should have evidence of access to or availability of credit facilities of equivalent amount <b>AND Net Worth</b> is Positive.	FY:	10	
		L.A:		
		FY:		
		L.A:		
		FY:		
		L.A:		
3.	Empanelled as an art works, PR related matters agency with Central Public Sector Enterprise or State Public Sector Enterprise or Central Govt. Departments or State Govt. Departments and leading Private Sectors  (Empanelment with Central Public Sector Enterprise or State Public Sector Enterprise or Central govt. Departments or State govt. Departments - 1 points each (subject to maximum 5 points)  Empanelment with leading Private Sectors- 1 point each (subject to maximum 5 points)		10	

**N.B: The above information should be supported with valid documents.**

**SCORING CRITERIA:****(E) PRESENTATION  
(TOTAL MARKS : 30)**

Sl No.	Particulars	Information to be submitted by Agency	Scoring Points (Used by WBSETCL)	
			Allotted	Score
1.	The Agency will be required to give presentation before the Committee for maximum 10(ten) minutes covering advertisement related issues, media plan, media handling campaigns, creative works & public relations etc.	Applicant may indicate there indicative topics	30	

**SCORING CRITERIA:****(F) MAKING & SUBMISSION OF ADVERTISEMENT DESIGN  
(TOTAL MARKS : 30)**

Sl No.	Particulars	Information to be submitted by Agency	Scoring Points (Used by WBSETCL)	
			Allotted	Score
1.	Making & submission of advertisement copy / layout on a subject specified by the Committee in Black & White and Colour in Bengali & English.	Applicant may indicate there indicative topics	30	

<b>SCORING CRITERIA:</b>				
<b>(G) DETAILS OF PUBLICATION (TOTAL MARKS : 20)</b>				
<b>Sl No.</b>	<b>Particulars</b>	<b>Information to be submitted by Agency</b>	<b>Scoring Points (Used by WBSETCL)</b>	
			<b>Allotted</b>	<b>Score</b>
1.	ANNUAL REPORT		5	
2.	CORPORATE DIARY		5	
3.	CORPORATE PLAN		5	
4.	WALL & DESK CALENDAR		5	

**Note:** Applicants must:

- a) Provide/ disclose detailed information as far as possible.
- b) Self-attested copies with seal of all the certificates / documents in support of the information / data provided above are to be annexed with the Application positively.

(On Letter Head of Advertising Agency)

**PROPOSAL FOR EMPANELMENT**

(Annexure-B)

To  
The General Manager(HR&A),  
Corporate HR&A Department,  
WBSETCL,  
8<sup>th</sup> Floor, A-Block,  
Vidyut Bhavan,  
Kolkata-91

Sub: Empanelment of agencies for performing Art Works, PR Related works, Printing & Other allied works under WBSETCL

Ref: Offer Document No. CORP. COMMUNICATION/ EMPANELMENT/ 2018/05 dated: 16.11.18

Sir,

We are submitting our proposal for selection of our Agency M/s ..... for empanelment with WBSETCL as per terms & conditions stipulated in this Offer documents.

Two nos. of Demand Draft / Bankers' Cheque bearing DD No..... dated.....amounting Rs.....and DD No.....dated..... amounting Rs..... are enclosed herewith as Cost of Offer document & Bid Security / EMD respectively.

We are also enclosed other necessary documents required to establish our eligibility towards empanelment.

Yours' faithfully,

Signature:

Full Name:

Designation:

Address:

Mobile No:

E-mail ID:

**(TO BE EXECUTED ON Rs.10/- NON-JUDICIAL STAMP PAPER  
AND DULY NOTARIZED)  
AUTHORIZATION FOR SIGNING OF PROPOSAL OF EMPANELMENT**

**(Annexure-C)**

Know all men by these presents, We, .....(name of the agency and address of the registered office) do hereby irrevocably authorize Mr./Ms. .... , son/daughter/wife of ..... and presently residing at ....., ....., who is presently employed with us / holding the position of ..... to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our proposal for empanelment as agency for performing the jobs related to Creative Works, P.R related matters, Printing of different items & other allied Works with WBSETCL (the Authority) including but not limited to signing and submission of applications, and other documents and writings, participate in meetings and providing information/responses to the Authority, representing us in all matters before the Authority.

Person(s) authorized for signing of proposal of Empanelment:

Signature :

Full Name :

Designation :

Address :

In witness where of we, ....., the above named principal have executed this power of attorney on this ..... day of ..... 2018.

For.....

(Signature, name, designation and address of Authorizing Person)

Witnesses:

- 1.
- 2.

(To be submitted on letter heads of the Agencies)

(Annexure-D)

I..... son/wife of Shri .....am  
the Proprietor / Director / Partner / Authorized Signatory of M/s.  
..... and do hereby solemnly affirm and  
declare as under:

- (a) That I am the Sole Proprietor/Director/ Partner/Authorized Signatory of M/s.  
.....
- (b) That I state & declare that the our agency M/s..... is not debarred  
and /or blacklisted by any Central Govt. Organization / State Govt. Organization /  
Central / State PSUs in last 3 years as on the date of submission of the proposal.

(c) ~~Black listed & debarred by any Central Govt./PSU/ Autonomous body of the Central~~  
In case the above declaration is found to be incorrect or wrong, the empanelment, if  
awarded to the firm, shall be terminated immediately and the firm shall be liable to be  
blacklisted/debarred for future works/contract with WBSETCL. Any such action shall,  
however, be without prejudice other rights of WBSETCL including indemnifying losses under  
the law. The above declarations are given in accordance with offer conditions.

(Authorized Signatory)

(Name of the Signatory along with seal)

Note: The signatory should not affect any variation in the text of declaration. Declaration in  
any other form shall not be acceptable and shall render the agency for disqualification of  
the proposal.