



WEST BENGAL INDUSTRIAL DEVELOPMENT CORPORATION LTD

(A Government of West Bengal Undertakings)

PROTITI, 23, Abanindranath Thakur Sarani, Kolkata – 700017

Corporate Identity Number: U75142WB1967SC026988

**NOTICE INVITING APPLICATION
FOR SELECTION OF A CONSULTANT FOR DESIGN & DEVELOPMENT OF PUBLICITY MATERIALS**

1. Applications are invited by West Bengal Industrial Development Corporation Limited (hereinafter referred to as WBIDC) for engagement of an experienced individual Consultant on retainership basis for a period of 6 (six) months for design and development of various publicity materials.
2. Applications with covering letter addressed to The Managing Director, along with CV as per the format given in the Annexure and write-up on approach and methodology for undertaking the assignment, shall be submitted at Corporate Communication Department, West Bengal Industrial Development Corporation Limited, PROTITI, 23, Abanindranath Thakur Sarani, Kolkata- 700017.
3. Last date for submission of application is **27 Dec 2021, 2pm.**
4. WBIDC reserves the right to accept or reject any or all proposals without assigning any reasons thereof.
5. Description of assignment
 - i. Design and development of different publicity/ communication/ advertisement materials and collaterals, etc. based on the content to be provided by WBIDC. Services will include ideation and creation of newsletters, brochures, booklets, posters, billboards, hoardings, leaflets and stickers, etc. A maximum of 50 collaterals will be covered under this assignment during the period of contract.
 - ii. Advising on development of communication plan/ strategy.
6. Monthly Retainership Fee of Rs 75,000/- (Rupees Seventy Five Thousand only) shall be paid to the Consultant.
7. The period of retainership shall be 6 (six) months. It may be further extended upon satisfactory services provided by the selected Consultant, at the sole discretion of WBIDC.
8. **Experience criteria**

The applicant, as an individual person or owner of proprietary firm, must have experience of providing similar services to any organization in Government of West Bengal in last 5 years.

9. Selection criteria

| SI | Criteria | Maximum Marks | Score details breakup |
|----|---|------------------|---|
| 1 | Experience of providing similar services to any organization in Government of West Bengal - Department/ Corporation/ PSUs in last 5 years, as an individual person or owner of proprietary farm | 40 marks | <ul style="list-style-type: none">• Services provided to 1 organization-20 marks• Services provided to more than 1 organization-20 marks |
| 2 | Suitability of the applicant for undertaking the assignment (as per submitted CV) | 30 marks | |
| 3 | Write up on approach and methodology for undertaking the assignment | 30 marks | |
| | Total | 100 marks | |

- a. An Expert Committee will be constituted by WBIDC for evaluation of proposals
 - b. Applicant with highest score will be selected as the Consultant
 - c. The decision of the Expert Committee in the selection process would be final and binding upon all applicants and WBIDC would have the absolute discretion to reject or accept the offer of any applicant, without assigning any reason whatsoever
10. The selected Consultant shall treat all information provided to it or obtained otherwise in connection with the services as confidential and not use the same partially or totally for any purpose without the prior written approval of the WBIDC. Deliverables of the selected Consultant shall be of exclusive ownership of the WBIDC.
11. The selected Consultant shall be deemed to have paid all amount for use of patents, copyrights, registered charges, trademarks and payments for any other intellectual and industrial property rights. No extra amount shall be provided for any additional work which is incidental to the scope of the work .
12. All disputes or differences arising out of or in connection with the assignment with the selected Consultant shall be settled by bilateral discussions. Any dispute, disagreement or question arising out of or relating to the assignment or relating to performance, which cannot be settled amicably, may be resolved through arbitration in courts of Kolkata.

-sd-
MD, WBIDC

Annexure
Format of Curriculum Vitae (CV)

1. Name
2. Address
3. Name and address of the firm presently employed, if any
4. Years with the firm
5. Qualifications (Technical and General)
6. Experience (Relevant in the context of assignment)
7. Employment Record (starting with present position, all previous assignments may be covered)

Name of the Firm

Position Held

Years of Employment

8. Certification

I am willing to work on the assignment and I will be available for entire duration of the assignment as required.

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes my qualifications, my experience and me.

Place:

Date:

(Signature and name of the Applicant)