

**West Bengal Electronics Industry Development Corporation Limited**

Webel Bhavan, Block – EP and GP, Sector V, Bidhannagar, Salt Lake, Kolkata – 700 091  
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**INVITATION FOR EXPRESSION OF INTEREST (EOI) FOR**

**Empanelment of Partner for Tutorial Video and User Experience Video Generation Service Provider for Government Business Functions Functions**

**EOI NO.: EOT/COM/22-23/00051 DATED 27-09-2022**

GM (Commercial) on behalf of West Bengal Electronics Industry Development Corporation Limited,

Invites- EOI for the above-mentioned purpose. (To be submitted Online Only)

| Brief Description of Work  | Tender Document Money (TDM) (Non-Refundable)                  | Earnest Money Deposit (EMD) (Refundable)                           | Last Date and Time of Tender Submission (Online) | Date and time of opening of tender online |
|--|---|--|--|---|
| Tutorial Video and User Experience Video Generation Service Provider | Rs. 500.00 (Rupees Five Hundred Only) to be submitted online. | Rs.15000.00 (Rupees Fifteen Thousand only) to be submitted online. | 17/10/2022<br>12.00 HRS.                         | 19/10/2022<br>15.00 HRS.                  |

1. For Commercial Queries, Contact: Mr. Pratul Show, G.M. (Commercial) E Mail: [pratul.show@webel-india.com](mailto:pratul.show@webel-india.com) & Mr. Kausik Halder, Assistant Manager (Com) Email [halder.kausik@webel-india.com](mailto:halder.kausik@webel-india.com)
2. For Technical Queries, Contact: Mr.Sanjib Banerjee, Software Delivery Manager E Mail: [sanjib.banerjee@webel-india.com](mailto:sanjib.banerjee@webel-india.com)

## **1. Objective**

WEBEL being the nodal agency for the Govt. of West Bengal, develops and implements lot of Software-based and ITeS-based solution across the state of West Bengal. There are e-Governance and m-Governance projects carried out to facilitate the Govt. departments as well as the citizens of Bengal. Thus crops up the need of educating the target users like Govt. officials, other stakeholders like Banks, Educational Institutions and finally the citizens who are getting benefits out of these e-Governance implementations. The Agency is expected to undertake the generation of video for tutorial purpose to educate the targeted users and will act instrumental towards smooth service to all the stakeholders. Another category of videos are to interview the users and capture the video footage of their experience while using the software and hardware to assess the success of the deployed IT or ITeS solution.

WBEIDC has been entrusted upon to execute the different IT & ITeS work and so is about to invite Expression of Interest (EOI) to empanel the Agencies who will deliver the required products and services as may be required to educate the users base based on video tutorials for any such projects.

## 2. Instruction to Bidders

- A. Intending bidders may download the RFP document directly from the website <https://wbtenders.gov.in>
- B. Each bidder needs to obtain a Class-II or Class-III Digital Signature Certificate (DSC) for submission of EoI from the approved service providers on payment of requisite amount.
- C. The digitally signed EoI response should be submitted in the website
- D. Submission of RFP will be done as per time schedule stated mentioned in the Table 1 of this document.
- E. For any queries regarding this RFP, please contact with WBEIDC Limited contact persons as mentioned in the Table 1 of this document on or before last date of submission of queries. No queries will be entertained after this timeframe.
- F. RFP are to be submitted online to the website before the prescribed date & time using the Digital Signature Certificate (DSC). Virus scanned and duly digitally signed copies of the documents are to be uploaded.
- G. In the event of e-filing, intending bidders may download the tender documents from the website <https://wbtenders.gov.in> directly. Necessary cost of tender documents (tender fees) of Rs. 5,00 (Rupees Five Hundred Only) has to be remitted through Net banking or through RTGS NEFT through the <https://wbtenders.gov.in> portal as per G.O 3975-F(Y) dated 28th July, 2016 issued by Finance department Govt. of West Bengal.
- H. The bidder shall pay an EMD of Rs. 15,000 (Rupees Fifteen Thousand only) through Net banking or through RTGS NEFT through the <https://wbtenders.gov.in> //portal as per G.O 3975-F(Y) dated 28th July, 2016 issued by Finance department Govt. of West Bengal.
- I. Exemption under NSIC/ Udyog Aadhaar/MSME: - Bidders who are registered with NSIC, UNDER SINGLE POINT REGISTRATION SCHEME/ Udyog Aadhaar/MSME for the TENDERED ITEMS are exempted from payment of bid security up to the amount equal to their monetary limit. A proof regarding current Registration with NSIC / Udyog Aadhaar/MSME for the TENDERED ITEMS will have to be attached and documented, otherwise the Bid will be treated as cancelled. In case of bidders having monetary limit as "NO LIMIT", the exemption will be limited to Rs.50, 00,000/- only as per existing policy of WBEIDC Ltd.

### Important Dates & Fact Sheet

|     |   |  |
|-----|---|--|
| 1.  | Tender No. & Date   | <b>WEBEL/EOT/COM/22-23/00051 dated 27-09-2022</b>  |
| 2.  | Tender Version  | 1.0  |
| 3.  | Brief description of project  | Empanelment of Partner for Tutorial Video and User Experience Video Generation Service Provider for Government Business Functions.   |
| 4.  | Tender issuing entity   | WBEIDCL  |
| 5.  | Tender document Fee   | Rs 5,00 (Rupees Five Hundred only) through net banking or through RTGS/NEFT in the portal of the website: <a href="https://wbtenders.gov.in">https://wbtenders.gov.in</a> as per G.O 3975-F(Y) dated 28th July 2016 issued by Finance Department, Govt. of West Bengal. For details regarding payment procedure & guideline on the same, bidders are advised to follow the mentioned order and portal. Digitally signed Technical Bid and Financial Bid, to be submitted through the website <a href="https://wbtenders.gov.in">https://wbtenders.gov.in</a> |
| 6.  | Earnest Money Deposit   | The Bidder shall pay EMD of Rs. 15,000(Rupees Fifteen Thousand Only) through net banking or through RTGS/NEFT in the portal of the website: <a href="https://wbtenders.gov.in">https://wbtenders.gov.in</a> as per G.O 3975-F(Y) dated 28th July 2016 issued by Finance Department, Govt. of West Bengal. For details regarding payment procedure & guideline on the same, bidders are advised to follow the mentioned order and portal.   |
| 7.  | Last Date and time of submission of the queries                     | <b>Date: 11-10-2022 at 4:00 PM</b>   |
| 8.  | Corrigendum ( if any)   | <b>Date: 12-10-2022 at 3:00 PM</b>   |
| 9.  | Bid Submission start date & time (online)                           | <b>Date: 12-10-2022 at 5:00 PM</b>   |
| 10. | Bid Submission closing date & time (online)                         | <b>Date: 17-10-2022 at 12:00 PM</b>  |
| 11. | Bid opening date & time for Technical Proposals (Online)            | <b>Date: 19-10-2022 at 03:00 PM</b>  |
| 12. | Date of uploading the final list of Qualified Bidder to the website | <b>Date: To be notified later on</b>   |

### **3. Scope of Work**

#### **Video Tutorials**

1. On receiving any TOPIC, the agency is expected to liaise with WBEIDC Project Manager to understand the topic well so that proper content designing in three languages – Bengali, English and Hindi can be executed by the designated agency.
2. Shooting, filming and videography is required to be done at the defined location within Kolkata
3. Agency will be responsible for Content writing in all three (3) languages, Voice over of the content, Editing the scratch using proper acoustics to form in a presentable and unloadable format of video files
4. Video aspect ratio will be 1:3
5. All the given topics will be required to be transformed into video contents in 3 languages of duration of either 120 seconds or of 480 seconds

#### **Users Experience Video**

1. On receiving any TOPIC, the agency is expected to liaise with WBEIDC Project Manager to understand the topic well so that proper content designing in three languages – Bengali, English and Hindi can be executed by the designated agency.
2. Shooting, filming and videography is required to be done at the defined location within Kolkata
3. Interview of the officials and dignitaries need to be carried out by suitable anchors from the agency
4. Agency will be responsible for Content writing in all three (3) languages, Voice over of the content, Editing the scratch using proper acoustics to form in a presentable and upload able format of video files
5. Making voice over in 3 languages like Bengali, Hindi and English
6. Amelioration of the scratch videos using proper acoustics to be done to form in a presentable format
7. The agency is expected to send across the videos to the associated WBEIDC Project Manager for necessary corrective feedback, if any and approval
8. On receiving the corrective suggestions or approval, the agency will alter the video format

9. All the video aspect ratio for user experience category is expected to be 1:2

#### 4. Eligibility Criteria

| Sl. No. | Eligibility Criteria  | Documents to be submitted   |
|---------|---|---|
| 1.      | The Bidder must be a registered company to provide services tendered for and should be in existence for a minimum 03 years as a registered company having their registered office in West Bengal. Proprietorship and Partnership firms are also eligible to participate.  | Copy of Certificate of Incorporation & Article of Association in case of Company and Trade License for Proprietorship and Partnership firms |
| 2.      | The Bidder should be an established Video Production & Editing provider and is fully equipped with Hardware, Software, Manpower etc.  | Proof of Compliance in support may be provided  |
| 3.      | The firm must have executed at least one assignment Similar In Nature with minimum value of Rs. 10 Lakhs or more<br><br>Or<br><br>The firm must have executed at least Two (2) assignments Similar In Nature with minimum value of Rs. 5 lacs each or more<br><br>Or<br><br>The firm must have executed at least Two (3) assignments Similar In Nature with minimum value of Rs. 3.5 lacs each or more from any Government Department/Organization or. Govt. Department / Quasi Govt. Dept. / PSU / Board / Council/ Large corporate or similar organization in last 3 financial years. | Work order along with Completion Certificate has to be submitted.   |
| 4.      | Bidder should have valid GSTIN registration number, PAN & Trade License   | Attach relevant documents   |
| 5.      | The bidder should have annual turnover of Rs. 30 Lakhs or more in the last financial year ending on 31st March, 2022  | Audited balance sheets and profit & loss account of the last completed financial years has to be submitted..                                |
| 6.      | The bidder should have Aggregate Annual Turnover of minimum Rs. 100 Lakhs in last 3 completed financial years. (Fy 2019-20;2020-21;2021-22)   | Audited balance sheets and profit & loss account of the last three completed financial years has to be submitted.                           |

| Sl. No. | Eligibility Criteria  | Documents to be submitted   |
|---------|---|---|
| 7.      | The Bidder must have a local office in Kolkata, operational for the last 3 years to render timely local support.  | Copy of Trade License to be submitted   |
| 8.      | The bidder should have positive net- worth in the last three (3) financial years as on 31.03.2021.  | Certificate from Auditor and Audited Balance Sheet & Profit & Loss statement has to be submitted. |
| 9.      | The bidder should not have defaulted / blacklisted / debarred regarding bad performance / delivery in any State Govt., Central Govt. and PSUs of India at the time of bidding   | Self-declaration regarding the same on the bidder's Letterhead                                    |
| 10.     | The bidder must have a full featured and ready solution for the above requirement and the same should be demonstrated on demand basis after the day from the EOI submission, failing which the application will be liable to be rejected. | Mandatory   |
| 11.     | The proposer should be able to provide a link to an already delivered and published User Experience video   | Self-Declaration in letterhead required.  |

The bidder will be evaluated based on the past experience, readiness of the solution which will be decided by WBEIDC, and will be considered to be final.

## 5. Terms & Condition

- A. Intending Bidders to download the tender documents from the Website <https://wbtenders.gov.in>
- B. The applicant should submit all the necessary documents / proofs / self-declaration as mentioned in the table above to record their participation.
- C. After submission of all necessary documents as mentioned, WBEIDC will carry out an evaluation process in order to shortlist the eligible applicants.
- D. The bidder will be evaluated based on the past experience, readiness of the solution which will be decided by WBEIDC, which will be considered to be final.
- E. After the evaluation of the technical proposal, the Empanelled members will be informed by WBEIDC via a Letter of Empanelment/ Letter of Award.

- F. The bidders will be empanelled for a period of three (3) years from the date of empanelment. The contract may be renewed based on satisfactory performance of the bidder(s).
- G. Job will be entrusted to the bidder through limited tendering process within the empaneled bidders.
- H. Tender committee reserves the right to cancel the EOI process without assessing any reason to any respondent.
- I. Tender committee reserves the right to ask for any document found deficient or additional as mentioned in this EOI.
- J. Tender committee reserves the right to assign a successful bidder a particular geographical territory or customer.

**6. Covering Letter for submission of RFP**

(To be submitted on the letterhead of the bidder)

(Date)

To,

General Manager (Commercial),

WBEIDC,



Webel Bhavan, Block-EP & GP, Sector-V,  
Salt Lake, Bidhan Nagar, and Kolkata:-700091

**Ref:** WEBEL/EOT/COM/22-23/00051 Dated 27-09-2022

**Sub:**

Dear Sir/Madam,

We have examined the RFP document, we, the undersigned, herewith submit our RFP in response to your RFP no.

\_\_\_\_\_ for

“

\_\_\_\_\_”, in full conformity with the said RFP document.

- i. We have read the provisions of the RFP document and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our RFP shall not be given effect to.
- ii. We agree to abide by this RFP, consisting of this letter, the detailed response to the RFP and all attachments, for a period of 180 days from the date of submission of the bid.
- iii. We would like to declare that we are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment and we are not under a declaration of ineligibility for corrupt or fraudulent practices
- iv. We would like to declare that there is no conflict of interest in the services that we will be providing under the terms and conditions of this RFP.
- v. We hereby declare that all the information and statements made in this RFP are true and accept that any misrepresentation contained in it may lead to our disqualification.
- vi. We understand you are not bound to shortlist / accept any RFP you receive

Sincerely,

Signature of Authorized Signatory and Seal of the bidder

Name:

Designation:

Date:

## **7. Details of the Responding Bidder**

To,

The General Manager (Commercial)

WBEIDC Ltd

WebelBhavan, Block-EP & GP, Sector-V,

Salt Lake, Bidhan Nagar, and Kolkata:-700091

**Bidder information Format**

| #   | Description  | Details (to be filled by the responder to the RFP) |
|-----|--|--|
| 1.  | Name of the company  |  |
| 2.  | Official address   |  |
| 3.  | Phone No. and Fax No.  |  |
| 4.  | Corporate Headquarters Address   |  |
| 5.  | Phone No. and Fax No.  |  |
| 6.  | Web Site Address   |  |
| 7.  | Details of Company's Registration (Please enclose copy of the company registration document) |  |
| 8.  | Name of Registration Authority   |  |
| 9.  | Registration Number and Year of Registration   |  |
| 10. | GST registration No.   |  |
| 11. | Permanent Account Number (PAN)   |  |
| 12. | Corporate Identity Number (CIN)  |  |