

West Bengal Electronics Industry Development Corporation Limited

Registered Office
Webel Bhavan, Block - EP & GP, Sector - V Bidhannagar, Salt Lake Kolkata 700091
Phone: 9133-2339-2228/226/327/316 'Fax: 9133-2357-1739/1708 email: contact@webel-india.com

NOTICE INVITING OPEN TENDER

Notice Inviting Tender No. EOT/COM/18-19/00080R Dated: 27-12-18

For: DIGITAL MARKETING & SEO FOR WEBEL DQE ANIMATION ACADEMY.

The DY. G.M.(COMMERCIAL) on behalf of WEST BENGAL ELECTRONICS INDUSTRY DEVELOPMENT CORPORATION LIMITED invites Tender for the work detailed in table below:-

Brief Description of Work	Tender Document Money (Rs) [Non refundable]	Earnest Money Deposit (EMD) (Rs) [Refundable]	Last Date and Time of Bid Submission	TECHNICAL BID Opening Date and Time
DIGITAL MARKETING & SEO FOR WEBEL DQE ANIMATION ACADEMY.	Rs.500/-	Rs. 3,000/-	08 January 2019 3:00 PM	08 January 2019 4:00 PM
BID Opening Venue	WEST BENGAL ELECTRONICS INDUSTRY DEVELOPMENT CORPORATION LIMITED Webel Bhavan, Block - EP & GP, Sector - V Bidhannagar, Salt Lake Kolkata 700091			

For Commercial Queries, Contact: Mr. Pratul Show, DY. G.M.(COMMERCIAL) E-Mail: pratul.show@webel-india.com

For Technical Queries, Contact: Prodip Mukhopadhyay, CEO (WIL) E-Mail: prodip.mukhopadhyay@webel-india.com

DATE & TIME SCHEDULE

Activity / Event Description	Date	Time
Submission of Bid(s)	08 January 2019	3:00 PM
TECHNICAL BID Opening	08 January 2019	4:00 PM
PRICE BID Opening	09 January 2019	3:00 PM

NOTICE INVITING TENDER

1 . Final submission date & time

In the event of e-filling, intending bidder may download the tender documents from the website <https://wbtenders.gov.in> directly with the help of Digital Signature Certificate. Necessary cost of tender documents (tender fees) may be remitted through Demand Draft issued from any Scheduled Bank in favour of "WBEIDC Ltd", payable at Kolkata and also to be documented through e-filling. Cost of Earnest Money (EMD) may be remitted through Demand Draft / BG issued from any Scheduled Bank in favour of "WBEIDC Ltd", payable at Kolkata and also to be documented through e-filling. The original Demand Draft / BG against tender fees, Earnest Money Deposit (EMD) or documents in support of Fixed Security Deposit (FSD) (scan copy of FSD should be uploaded for EMD exemption) should be submitted physically to the Advisor (Commercial), West Bengal Electronics Industry Development Corporation Ltd, Block - EP & GP, Sector-V, Salt Lake City, Kolkata-700091 under sealed cover on or before 08-01-19 15:00.

2 . Price Bid/Financial Offer only if technical bid is qualified

The price bid / financial offer of the tenderer / bidder will be considered only if the technical bid of the tenderer is found qualified by the Tender Evaluation Committee (TEC) of WBEIDC. The decision of the TEC will be final and absolute in this respect.

3 . Scope of Work

The scope of work should be as follows:

THE DETAILS SCOPE OF WORK IS ATTACHED IN THIS TENDER DOCUMENT.

SECTION A

ELIGIBILITY CRITERIA

1 . Experience on the related job area

The bidder should have executed 1 single order of similar nature of jobs, particularly in DIGITAL MARKETING of Rs.500,000.00 each or more at any or The bidder should have executed 2 single order of similar nature of jobs, particularly in DIGITAL MARKETING of Rs.250,000.00 each or more at any or The bidder should have executed 3 single order of similar nature of jobs, particularly in DIGITAL MARKETING of Rs.150,000.00 each or more at any Govt. Department / Quasi Govt. Dept / PSU / Board / Council/ Large corporate or similar organization in last 3 financial years. Govt. Department / Quasi Govt. Dept / PSU / Board / Council or similar organization in last 3 financial years. Work Order copies along with job completion certificate from the customer duly self-attested are to be submitted.

Statutory

2 . Unpriced Bill of Quantities

Un-priced B.O.Q is to be submitted in company letterhead mentioning the name, make and model no. of all the items.

**Statutory
Non-statutory**

3 . Aggregate Annual Turnover

Aggregate of Turnover of last 3 Financial Years (01-04-15 - 31-03-18) should be Rs.2, 000,000.00 or above (Copy of audited Balance Sheet & P/L A/c duly certified by CA is required as proof).

Non-statutory

4 . Company Profile & Article of Association

The Bidder must submit detail profile of the company and Articles of Association in the specified area of the job mentioned in this tender.

Non-statutory

5 . Incorporation certificate

The bidder should provide the certificate of incorporation under Comapny Act 1956.

Non-statutory

6 . No Consortium is allowed

The Bids shall be submitted by only the Bidder; no consortium is allowed in this Bid. Declaration in this regard needs to be submitted.

Non-statutory

7 . NO PART BID ALLOWED

Bidders have to quote all the items mentioned in tender document.No part bid will be accepted. Otherwise, the bid(s) will be treated as cancelled.

Non-statutory

8 . Statutory Documents-PAN & IT Returns

Copies of valid PAN along with I-T return documents, for Financial Year 2014 2015, 2015-2016, 2016-2017 are to be enclosed with the bid.

Non-statutory

10 . Trade License

Copy of valid Trade License is to be enclosed with the bid.

Non-statutory

11 . Details of Office Locations

The Bidder must have office(s) in KOLKATA. (Copy of Trade License and contact details of the office(s), at the specified locations to be submitted along with the bid).

Non-statutory

12 . Banned by Govt. or like organizations

The bidder shall be required to give a declaration in their letter head that they have not been banned by any Government Agencies / Govt. Department / Quasi Govt. Dept / PSU / Board / Council or similar organization. If any Government Agencies / Govt. Department / Quasi Govt. Dept / PSU / Board Council or similar organization has banned the bidder and later on lifted the ban, the fact must be clearly stated.

Non-statutory

13 . Minimum number of years of existence

The bidding firm to be in existence for 3 years or more with experience of digital marketing for at least 1 year.

Non-statutory

14 . Additional Eligibility Criteria

COPIES OF REGISTRATION CERTIFICATE FOR GST MUST BE ENCLOSED WITH THE BID. BIDDERS ARE ADVISED TO ENCLOSURE SYSTEM OF NOMENCLATURE (HSN) CODE & SERVICE ACCOUNTING CODES (SAC) FOR ALL THE ITEMS.

Non-statutory

SECTION B

INSTRUCTIONS TO BIDDERS

GENERAL

1 . Instruction to submit no. of parts in the bid

Interested Bidders are required to submit their proposals in 1 sealed envelope(s) as per the instructions given below.

2 . Preperation of Tender

Tender shall be submitted in accordance with the following instructions:

- i) Tenders shall be submitted in the prescribed forms. All signatures shall be in longhand. Where there is conflict between the words and the figures, the figures shall govern.
- ii) All notations must be in ink or type written. No erasing or overwriting will be permitted. Mistakes may be crossed out and corrections typed or written with ink adjacent thereto and must be initialed in ink by the person or persons signing the tender.
- iii) Tenders shall not contain any recapitulation of the work to be done. Alternative proposals will not be considered unless called for. No written, oral, electronic, telegraphic or telephonic proposals for modifications will be acceptable.
- iv) Tenders shall be delivered to the office as notified on or before the date and time set for the opening of tenders in the Notice Inviting Tender. The packet of documents including the tender shall be enclosed in sealed envelope having the title of the work and the name of the bidder.
- v) Tenders subject to any conditions or stipulations imposed by the bidder are liable to be rejected.
- vi) Each and every page of the tender document must be signed with date and company seal by the bidder. This is required to show that the bidder had accepted all the terms and conditions mentioned in this tender document.

3 . Instruction to mark the techno-commercial bid envelope

The firm shall seal and mark the Techno Commercial Bid in one envelope super scribed with words:- "Techno Commercial Bid for "DIGITAL MARKETING & SEO FOR WEBEL DQE ANIMATION ACADEMY.". "Tender no.EOT/COM/18-19/00080R, dated 15-14:54" & "Do Not Open Before 29 11-18 16:00 Hrs". This envelope will also contain the EMD and Tender Document Fees (if the tender document is downloaded from the website) in a separate small envelope inside it.

4 . Instruction to mark the pricel bid envelope

The firm shall seal and mark the Price Bid in one envelope super-scribed with words:- "Price Bid for "DIGITAL MARKETING & SEO FOR WEBEL DQE ANIMATION ACADEMY.". "Tender no.EOT/COM/18-19/00080R, dated 27-12-18 14:54".

5 . Instruction to mark the both techno-commercial and price bid envelope

All the envelopes shall be sealed in a covering envelope super scribed with words Techno Commercial Bid & Price Bid for "DIGITAL MARKETING & SEO FOR WEBEL DQE ANIMATION ACADEMY." "Tender no.EOT/COM/18-19/00080R, dated 27-12-18 14:54" Not Open Before 29 11-18 16:00 Hrs". The sealed envelope containing the sealed Techno Commercial Bid and Price Bid should be addressed to the Mr. Pratul Show, through post / speed post / Courier or dropped personally within the stipulated time in the tender box kept with him. No other mode of delivery shall be accepted. WBEIDC Ltd will not be responsible for any postal delay. Late submission of Bid will not be accepted.

6 . Exemption under NSIC

The bidders (small scale units) who are registered with National Small Scale Industries Corporation, i.e, NSIC, UNDER SINGLE POINT REGISTRATION SCHEME 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 for the TENDERED ITEMS will have to be attached along with the bid. Registration other than NSIC & Under Single Point Registration Scheme) will not be entertained.

SECTION C

GENERAL TERMS & CONDITIONS

GENERAL TERMS AND CONDITIONS

1. Disputes and Arbitrations

In case of any dispute or differences, breach and violation relating to the terms of this agreement, the said dispute or difference shall be referred to the sole arbitration of Managing Director, WBEIDC Ltd. or any other person appointed by him. The award of the arbitrator shall be final and binding on both the parties. In the event of such arbitrator to whom the matter is originally referred to vacates his office on resignation or otherwise or refuses to do works or neglecting his work or being unable to act as arbitrator for any reason whatsoever, the Managing Director shall appoint another person to act as arbitrator in the place of outgoing arbitrator and the person so appointed shall be entitled to proceed further with the reference from the stage at which it was left by the predecessor. The Contractor will have no objection in any such appointment that arbitrator so appointed is employee of WBEIDC Ltd. The adjudication of such arbitrator shall be governed by the provision of the Arbitration and Conciliation Act, 1996, or any statutory modification or re-enactment thereof or any rules made thereof. The arbitration shall be held in Kolkata only.

2. Deadline for Submission of Proposals

Proposals will be received by WBEIDC at the specified address not later than 29-11-18 15:00 Hrs. WBEIDC may, at its discretion, extend this deadline. WBEIDC may also extend this deadline for any other administrative reason.

3. Force Majeure Condition

If the execution of the contract/supply order is delayed beyond the period stipulated in the supply order as result of outbreak of hostilities, declaration of an embargo or blockade of road, fire, flood or any such act of nature, then WBEIDC LTD may allow such additional time by extending the project execution timeframe as considered to be justified by the circumstances of the case and its decision will be final. If additional time is granted by the WBEIDC LTD, the supply order shall be read and understood as if it had contained from its inception the execution date as extended.

4. Inclusion of freight & insurance

Price quoted should be inclusive of freight & insurance upto the delivery locations.

5. Formats and Signing of Proposals

The original proposal shall be neatly typed and shall be signed by an authorized signatory / signatories on behalf of the Bidder. The authorization shall be provided by written Power of Attorney accompanying the proposal. The person or persons signing the proposal shall initial all pages of the proposal, except for un-amended printed literature. The proposal shall contain no interlineations, erase or overwriting. In order to correct errors made by the Bidder, all corrections shall be done & initialed with date by the authorized signatory after striking out the original words / figures completely.

6. Governing Laws

This Tender Document and the contract shall be governed by and interpreted in accordance with Laws in force in India. The courts at Kolkata shall have exclusive jurisdiction in all matters arising under the contract.

7. Late Proposals

Any proposal received by WBEIDC after the deadline for submission of proposals, as referred above shall not be accepted.

8. Language of Proposal & Correspondence

The proposal submitted by the Bidder should be in English language only. All the documents relating to the proposal (including brochures) supplied by the firm should also be in English, and the correspondence between the Bidder & WBEIDC will be in English language only. A duly signed formal copy must subsequently confirm the correspondence by Fax / e-mail.

9. Non escalation of Price

The price offers shall remain firm within the currency of contract and no escalation of price will be allowed.

10 . Non-eligibility of bid by Webel Group Company

No Webel group company allowed to bid in WBEIDC tenders, and bids will be summarily disqualified if received from any WEBEL group company.

11 . Availability of PAN

Any quotation submitted without PAN of the vendor will be summarily rejected.

12 . Proposal Currency

Prices shall be quoted in Indian Rupees, inclusive of all prevailing taxes, levies, duties, etc.

13 . Cancellation of PO

WBEIDC Ltd. reserves the right to cancel Purchase Order if the agreed delivery schedule is not adhered to by the supplier. Any loss arising out of such delay in the supply of the equipment / service, shall be on the supplier account.

14 . Period of Validity of Proposals

The price offers shall remain firm within the currency of contract and no escalation of price will be allowed. The quoted offer and / or rate must be valid for a minimum period of 180 Days from the date of opening of the tender. The tender inviting authority reserves the right for seeking extension of validity of offered rates from the successful bidder. Acceptance of such request during actual offer is however optional to the bidder. The price validity will remain unaltered irrespective of any reason including foreign exchange rate variation. Variation in statutory rate levied by Government will however be reflected for both reduction and escalation.

15 . Whom to report

Reporting: You have to report to MR. PRODIP MUKHOPADHYAY, CEO-WIL. for ALL purposes.

16 . Detail Specification

AS PER ATTACHED ANNEXURE OF THIS TENDER.

17 . Schedule of the Tender

The tender document shall be submitted on or before 28-12-18 15:00 Hrs. to Mr. Pratul Show

18 . Opening of Tender

The tenders shall be opened at the time set forth in the document. Bidders or their authorized representatives are invited to be present and to put their signatures on the records of tender opening as each tender is opened

19 . Withdrawal from Tender

Any bidder may withdraw his tender by written request at any time prior to the scheduled closing time for receipt of tenders and not thereafter.

20 . Additional Terms & Conditions

AT THE TIME ACCEPTING LOI, VENDOR IS ADVISED TO CHECK THE GST PERCENTAGE MENTIONED IN THE LOI. IN CASE BIDDER MUST INFORM DGM (COMMERCIAL) IN WRITING PRIOR TO ISSUE OF THE PURCHASE ORDER. ONCE PURCHASE ORDER ISSUED NO SUBSEQUENT REQUES PERCENTAGE WILL BE ENTERTAINED.

SECTION D

SPECIAL TERMS & CONDITIONS

SPECIAL TERMS AND CONDITIONS

1 . Consignee Details

Consignee Details: WEBEL DQE ANIMATION ACADEMY.

2 . Delivery time period

ALL ITEMS must be delivered and installed within 4 WEEKS from the date of issuance of LOI.

3 . Delivery Locations

Delivery/Installation location:

AS DIRECTED BY WEBEL DQE ANIMATION ACADEMY.

4 . Liquidated Damage

As per the job mentioned in the tender document; In the event of failure to meet the job completion in stipulated date/time liquidated damage may be imposed on the Vendor(s) for sum equivalent to 1.00% of the contract value for each week or part thereof, subject to a ceiling of 5.00% of the contract value (including all taxes & duties and other charges). In the event of LD exceeds 5.00% of the order value, WBEIDC reserves the right to terminate the contract and WBEIDC will get the job completed by any other competent party. The difference of cost incurred by WBEIDC will be recovered from the earnest money deposited / PBG / Invoice submitted by the vendor (as applicable).

5 . Payment Authority

Payment sanctioning authority: MR. PRODIP MUKHOPADHYAY, CEO-WIL.

6 . Payment Terms

Payment will be made on submission of bills along with the receipted Challan & successful installation certificate from the END CUSTOMER. Payment will be released within 30 days

7 . Security Deposit

Successful bidder will have to submit a performance bank guarantee within 14 DAYS of issuance of LOI, amounting 10% total ordered value in the format given in the tender document for a validity period of 60 DAYS more than the warranty period (1 YEAR from the date of final acceptance of the end customer) of the quoted items.

8 . Additional Terms & Conditions

ALL OTHER TERMS AND CONDITIONS ATTACHED IN THIS TENDER DOCUMENT.

BOQ, TECHNICAL SPECIFICATIONS & DELIVERY LOCATIONS

SL. No.	Description / Specification	Qty	UOM	Delivery Location
1	DIGITAL MARKETING & SEO	1	Job	HO (KOL)

(For WEBEL DQE Animation Academy)
Detailed scope attached

Delivery / Service Location Details

Location Code	Location Address
HO (KOL)	Webel Bhavan, Block - EP & GP, Sector - VBidhannagar, Salt LakeKolkata700091

Payment Terms Details

Payment Terms Code	Description
30D DELV	Within 30 days after delivery.

COMPLIANCE SHEET

SL. No.	Description / Specification	Qty	UOM	Offered Specification	Compliant (Yes/No)	Deviation Details (if any)
1	DIGITAL MARKETING & SEO	1	Job			

(For WEBEL DQE Animation Academy)
Detailed scope attached

ANNEX - BID FORM

(Bidders are requested to furnish the Bid Form in the Format given in this section, filling the entire Blank and to be submitted on Letter Head)

Ref No : (Mandatory)

Date : (Mandatory)

To.

Dy. General Manager (Commercial)

WBEIDC Ltd

Webel Bhavan

Block EP & GP, Sector-V

Salt Lake Electronics Complex

Kolkata-700091

Dear Sir,

Having examined the Bid documents we, the undersigned, offer to undertake the job of "<Tender Title>" as per the Tender No. _____ dated _____.

We agree to abide by this bid for the period of 6 (six) months from the date for fixed for price bid opening and it shall remain binding upon us for acceptance at any time before the expiry of the period.

This bid, together with your written acceptance thereof and your order / notification of award, shall constitute a binding contract between us.

We understand that WBEIDC reserves the right to accept in full / part or reject any or all the bids received or split order within successful bidding without any explanation to bidders and its decision on the subject will be final and binding on Bidder. We also understand that WBEIDC is not bound to accept the L-1 bid for placement of order.

We had given an EMD/BG of Rs. _____ (DD/BG No _____ dated _____ on _____) along with the technical document.

We also abide to go through bank Guarantee of 10% of the job value as Performance Bank Guarantee.

Dated, this _____ day of _____, 20__

Signature

.....
(In capacity of)

Duly authorized to sign bid for and on behalf of

(Name and Address of the Bidder)

(Affix Official Seal)

ANNEX - BOM & TECHNICAL SPECIFICATIONS

ALL TECHNICAL PARAMETERS OF ITEMS ARE MANDATORY. NO DOWNWARD DEVIATION IS ALLOWED. IN CASE OF ANY DEVIATIONS IN SPECIFICATIONS OF THESE ITEMS, THE BID WILL BE SUMMERILY REJECTED.

The bidder has to attach a technical compliance sheet in the following format:

Sl. No.	Description of Items	Make & Model No.	Qty	Unit	Offered Specification	Remarks
1						

ANNEX – PBG

PERFORMANCE SECURITY GUARANTEE BOND

1. In consideration of the MD , WBEIDC (hereinafter called 'WBEIDC') having agreed to exempt _____ (hereinafter called 'the said contractor(s)') from the demand under the terms and conditions of an agreement/Advance Purchase Order No _____ dated _____ made between _____ and _____ for the supply of _____ (hereinafter called "the said agreement "), of security deposit for the due fulfillment by the said contractor (s) of the terms and conditions contained in the said Agreement, on production of the bank guarantee for _____ we, (name of the bank) _____

(hereinafter refer to as "the bank") at the request of _____ (contractor(s)) do hereby undertake to pay to the WBEIDC an amount not exceeding _____ against any loss or damage caused to or suffered or would be caused to or suffered by WBEIDC by reason of any breach by the said Contractor(s) of any of the terms or conditions contained in the said Agreement.

2. We (name of the bank) _____ do hereby undertake to pay the amounts due and payable under this guarantee without any demure, merely on a demand from the WBEIDC by reason of breach by the said contractor(s)' of any of the terms or conditions contained in the said Agreement or by reason of the contractors(s)' failure to perform the said Agreement. Any such demand made on the bank shall be conclusive as regards the amount due and payable by the Bank under this guarantee where the decision of WBEIDC in these counts shall be final and binding on the bank. However, our liability under this guarantee shall be restricted to an amount not exceeding _____.

3. We undertake to pay to the WBEIDC any money so demanded notwithstanding any dispute or disputes raised by the contractor(s)/supplier(s) in any suit or proceeding pending before any court or tribunal relating thereto our liability under this present being absolute and unequivocal. The payment so made by us under this bond shall be valid discharge of our liability for payment there under and the contractor(s)/supplier(s) shall have no claim against us for making such payment.

4. We(name of the bank) _____ further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the said agreement and that it shall continue to be enforceable till all the dues of the WBEIDC under or by virtue of the said Agreement have been fully paid and its claims satisfied or discharged or till _____(office/Department) WBEIDC certifies that the terms and conditions of the said Agreement have been fully or properly carried out by the said contractor(s) and accordingly discharges this guarantee. Unless a demand or claim under this guarantee is made on us in writing on or before the expiry of TWO/TWO AND HALF/THREE YEARS (as specified in the tender no.....) from the date hereof, we shall be discharged from all liabilities under this guarantee thereafter.

5. We (name of the bank) _____ further agree with the WBEIDC that the WBEIDC shall have the fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said Agreement or to extend time of performance by the said contractor(s) from time to time or to postpone for any time or from time to time any of the powers exercisable by the WBEIDC against the said Contractor(s) and to forbear or enforce any of the terms and conditions relating to the said agreement and we shall not be relieved from our liability by reason of any such variation, or extension being granted to the said Contractor(s) or for any forbearance, act or omission on the part of the WBEIDC or any indulgence by the WBEIDC

7. We (name of the bank) _____ lastly undertake not to revoke this guarantee during its currency except with the previous consent of the WBEIDC in writing.

Dated the _____ day of _____, 20 _____

for _____
(Indicate the name of bank)

ANNEX - PRICE BID

(Bidders have to submit the price bid strictly in this format, otherwise the bid will be rejected)

Ref . No (Mandatory)

Date: (Mandatory)

Tender for _____ <Tender Title> _____, _____ <Tender No.>, _____ <Tender Date>

To,
Dy. General Manager (Commercial)
WBEIDC Ltd.

Dear Sir,

In response to the above tender, we offer our price as given below:-

Sl. No.	Item Description	Make & Model / Part No.	Total Qty.	Unit Rate	Amount (Rs.)	VAT Rate (%)	VAT Amount (Rs.)	Service Tax Rate (%)	Service Tax Amount (Rs.)	Total Amount (Rs.)
1										
2										
...										
n										
Total										

In words: Rupees _____

(Signature and Seal of authorized signatory & a copy of power of attorney is to be enclosed)

ANNEX - UFA

UNDERTAKING FOR AUTHENTICITY FOR ----- (items name)

(TO BE SUBMITTED ON LETTERHEAD BY THE SUCCESSFULL BIDDER)

Sub: - < _____ Tender Title _____ >

Ref: - 1. Your Purchase Order No. _____ dated _____

2. Our Invoice No. / Quotation No. _____ dated _____

With reference to the Servers etc. being supplied / quoted to you vide our Invoice No. / Quotation No. / Order No. cited above, we hereby undertake that all the components / parts / assembly / software used in the Servers under the above like Hard disk, Monitors, Memory etc. shall be original new components / parts / assembly / software only, from respective OEMs of the products and that no refurbished / duplicate / second hand components / parts / assembly / software are being used or shall be used.

We also undertake that in respect of licensed operating system if asked for by you in the purchase order, the same shall be supplied along with the authorized license certificate (e.g. Product keys on certification of Authenticity in case of Microsoft Windows Operating System) and also that it shall be sourced from the authorize source (e.g. Authorized Microsoft Channel in case of Microsoft Operating System).

Should you require, we hereby undertake to produce the certificate from our OEM supplier in support of above undertaking at the time of delivery / installation. It will be our responsibility to produce such letters from our OEM supplier's at the time of delivery.

In case of default and our inability to comply with the above at the time of delivery or during installation, for the IT hardware / software already billed, we agree to take back the desktops without demur, if already supplied and return the money if any paid to us by you in this regard.

We (system OEM name) also take full responsibility of full parts & service SLA as per the content even if there is no defect by our authorized service center / Reseller / SI etc.

Authorized Signatory with seal

Name : _____

Designation : _____

Place : _____

Date : _____

ANNEX – EXP PROF
EXPERIENCE PROFILE

Name of the Firm:

List of projects completed that are similar in nature to the works executed during the last 3 (three) years, as stated above.

Sl. No.	Customer's Name	PO No. and Date	Value in Rs.	Date of Successful Completion of the job	Completion Certificate Date issued by Customer

Note:

- i. Certificate from the Customers to be attached
- ii. Non-disclosure of any information in the Schedule will result in disqualification of the firm

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

ANNEX - SAO
STRUCTURE AND ORGANISATION

1) Name of Applicant	:	
2) Office Address	:	
Telephone No.	:	
Fax No.	:	
3) Name and Address of Bankers	:	
4) Attach an organization chart showing the structure of the company with names of Key personnel and technical staff with Bio-data.	:	

Note: Application covers Proprietary Firm, Partnership, Limited Company or Corporation.

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

BANK GUARANTEE (BG) FORM
BID SECURITY

Whereas

.....
(Hereinafter called "the Bidder") has submitted his bid dated..... against the RFP floated by WBEIDC Limited RFP ref:.....dated (hereinafter called "the Bid").

KNOW ALL MEN by these presents that WE.....Branch Name) of (Bank Name) having our registered office at (hereinafter called "the BANK") are bound unto WBEIDC Ltd. in the sum of Rs. for which payment well and truly to be made to the said WBEIDC Ltd, the BANK binds itself, its successors and assigns by these presents.

The Conditions of this obligation are:

1. If the Bidder withdraws its bid during the period of bid validity specified by the Purchaser.
2. If the Bidder does not accept an arithmetical correction in its Bid Price.
3. In the case of a successful Bidder, if the Bidder fails within the specified time limit to furnish the acceptance of Letter of Intent.
4. In the case of a successful Bidder, if the Bidder fails within the specified time limit to furnish the required Contract Performance Guarantee in accordance with the RFP.

We undertake to pay WBEIDC Ltd up to the above amount upon receipt of its first written demand, without the WBEIDC Ltd having to substantiate its demand, provided that in its demand the WBEIDC Ltd will note that the amount claimed by it is due to it owing to the occurrence of anyone or more of the above conditions specifying the occurred condition or conditions.

BG will be valid up to

This Guarantee will remain in force upto and including 60 days after the period of price validity, and any demand in respect thereof should reach the BANK not later than the above date.

(Signature of the BANK)

SEAL OF THE BANK

Dated: ----- day of -----(month) 20,....

Name of Witness (Signature of the Witness)

Address of Witness Date:

SCOPE OF WORK

DIGITAL MARKETING OF WEBEL DQE ANIMATION ACADEMY

ABOUT WEBEL DQE Animation Academy

Webel DQE Animation Academy is an initiative of Department of Information Technology and Electronics, Govt. of West Bengal in technical collaboration with DQ Entertainment (International) Ltd, one of the reputed organization in the field of Animation. Recognizing the need for greater technical support and advancements in the animation industry, Department of Information Technology and Electronics, Govt. of West Bengal deemed it necessary to offer superior animation training in the State. The academy offers internship program to the students for long term courses (duration 1 year or more) as a part of the curriculum.

OBJECTIVE

- Lead Generation – To generate successful leads through social media platforms. The main target audiences are students and their parents.
- Brand Building - Digital branding develops a business' identity, visibility and credibility in the community that interacts with the business online or through other digital mediums. This makes digital branding essential for creating and establishing a brand's story and presence in the digital world.
- Reputation Management - Online Reputation Management (ORM) is the act of monitoring, addressing or mitigating SERPs (search engine result pages) or mentions in online media and Web content. It is of great importance to companies to monitor how someone or something is perceived based on an internet search.

TARGET AUDIENCE

PROSPECTIVE CUSTOMERS

- Students appearing for +2 examination.
- Students pursuing Graduation
- Students of Art Colleges

TARGET GEO LOCATIONS

- Kolkata
- North 24 Parganas
- South 24 Parganas
- Howrah
- Hoogly
- Midnapore

INCLUSION

- Search Engine Optimization
- Social Media Optimization
- Search Engine Marketing
- Social Media Marketing

DETAILED ROADMAP

Activities	Jobs to Do
Website Master Audit	Yes
Keyword Search	20 – 25 Keywords
Analysing Webmaster tool and Analytics – (Report)	Critical issues to be fixed
Fixing on pages issues found on website audit report, fixing issues identified in website master tool <ul style="list-style-type: none"> ▪ Checking SEO friendly URL Structure ▪ Optimizing Canonical Issue ▪ Implementing H1 tags in the content ▪ Optimizing 'Title' tags for all pages ▪ Optimizing meta description & meta keywords for all pages ▪ Optimizing XML sitemap ▪ Optimizing robots.txt file ▪ Page load speed optimization 	Critical issues to be fixed
Content Optimization	Targeted Pages
Data highlighting in google webmaster tool	Yes
Structured data implementation with Schema.org mark up	Only Home, blog & Contact Page
Update/maintain/in-house/self- maintained blogs with google authorship	4 Post per month (at-least 500 words each)
Blogger Outreach	4 Guest blogging
Web 2.0 Blog (Content Marketing)	6 per month
Link Prism	40
Business Directory Listing/ Local Citation	15 submission
Industry specific directory	15 submission
Article Submission	2 per month
Press Release	1 per month
Google map integration and G+ business page optimization	Yes
Video Promotion	Yes
Social Media Promotion (Facebook, Twitter, Google , LinkedIn, Instagram & Youtube)	2 Status weekly
Dmoz Listing	Yes
Ad-Campaign	Yes
Email campaign	Yes

Other Off-page activities (Forum posting/ Group posting/ Review submissions, event information sharing etc.)	Yes
Google Analytics Report & Develop the database of leads to market them with other methods	Monthly Reporting
Monthly value driven report	Activity & Performance monitoring
Training on SEO & Digital Marketing	At least one manpower of Webel

DURATION

1 (One) Year from the date of issuance of Letter of Intent (LoI) / Purchase Order (PO).