

**NOTICE INVITING EXPRESSION OF INTEREST (EOI) FOR
ENGAGEMENT OF AGENCY FOR PREPARATION OF WEB-BASED
REPRESENTATION OF BIOGRAPHY OF RABINDRANATH TAGORE**

WBHIDCO invites bids from reputed agencies to undertake the job of preparation of web-based representation of biography of Rabindranath Tagore by collecting the most important, relevant and authentic historical information with direct or indirect relation to Tagore. The last date for submission of bids is 03.01.2014 at 13.00 hrs. at RABINDRATIRTHA (A Project of WBHIDCO Ltd.), New Town, Kolkata – 700 156. Detailed terms and conditions etc. may be seen from the website www.wbidco.com & www.rabindratirtha-wbidcoltd.co.in

Curator

Rabindratirtha

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PART –I Statement of Purpose and Bid-Outline

1. The West Bengal Housing Infrastructure Development Corporation (WBHIDCO), a Government of West Bengal Undertaking, is currently developing the New Town, Kolkata as a planned green City with ultra modern facilities and infrastructure for making the same, a major hub for business, trade and culture. With this end in view, the Corporation has set up Rabindratirtha over an area of 5 acres. The objective was to set up a centre for knowledge, education and research on Tagore’s works which is to be used by students and scholars from across the world and amongst the common citizens of the country. It was formally inaugurated by the Hon’ble Chief Minister on 07/08/12 and was formally opened to the general public from 16.9.12. The website of Rabindratirtha was formally inaugurated by the Hon’ble Chief Minister on 29.12.12. Now decision has been taken for preparation of web-based representation of biography of Rabindranath Tagore.

The goal of this project is to collect the most important, relevant and authentic historical information covering the lifespan of Tagore with direct or indirect relation to Tagore, and effectively represent those to benefit the Rabindra researchers as well as common people to easily locate and get the desired information. Initially the presentation of the biography will be in English, so as to reach and attract a wide audience across geographical borders. However, some of the original contents will remain in Bengali, along with its literal English translation (for those who do not know Bengali).

The presentation will use a dynamic and multi-dimensional timeline model with modern interface for an inviting and enjoyable user experience.

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collecting the most important, relevant and authentic historical information with direct or indirect relation to Tagore.

2. Terms of Reference

In the 152 years that have passed since Rabindranath Tagore was born, the face of India has undergone such radical changes as no optimist living in 1861 could have envisaged. But even more remarkable are the changes that have taken place in the mind and spirit of modern India of which the transformation in outward appearance is but a partial reflection. When Tagore was born India lay prostrate at the feet of the British. Only 4 years back the history of India was marked by the Sepoy Mutiny or the first war of independence. After a long rule of East India Company, the Britishers were shaken by the independence aspiring Indians. The outstanding feature of the intellectual and spiritual climate of the period which preceded Tagore's birth is the fact that Indians were enjoying the peace of the desert. India had ceased to be creative. Politically she was not even aware of the loss of national freedom, and culturally she hugged the trappings of the new servitude or blindly clung to the shackles of the old.

Eighty years later, when Tagore died, the face of India had been transformed. Politically she was on the eve of an adventure unparalleled in her history, culturally she had recovered her self-respect, and spiritually she was discovering the hidden springs of creative life. A multitude of forces and factors were responsible for this transformation. Among individuals who made these forces creative in shaping the destiny of India, Tagore stands out pre-eminent.

Essentially a poet, Rabindranath was much more than a poet as understood in the western sense of the term. His genius enriched whatever it touched. Like the sun after which he was named (Rabi), he shed light and warmth on his age, vitalized the mental and moral soil of his land, revealed unknown horizons of thought and spanned the arc that hides east from the west. To those who have access to the language in which he wrote the vitality of his genius is truly amazing. No less amazing are the variety and beauty of the literary forms he created throughout his life. He gave to his people in one life time what normally takes much

longer to evolve – a language rich and flexible, freed of many centuries-old inhibitions, a literature cherished as much by the people as by the academics.

Rabindratirtha, therefore, proposes to develop a web-archive which would depict every detail of the life of this myriad minded man focusing on several landmarks and milestones of the long life the poet lived. To understand the trajectories of such a long span of life, its vicissitudes would be the basic objective of this archive which, if developed with adequate researches, would make a large section of people to take interest in learning more about him, his life, his work and his time. It would also help the readers and researchers to search for and focus on as much specifics as possible about Tagore.

3. The scope of activity as envisaged would include the following :

- A web-based biography of entire lifespan of Tagore.
- A self-adjusting home page with a mix of important, popular and time-appropriate content.
- Present an effective view of events based on importance and time of a selected year.
- For any content (an event, a poem/song/literary work, a discussion etc.) provide related supporting materials, such as newspaper coverage, audio-visual etc. Clicking on corresponding links get the required information.
- Customized view using full text search to find all matching instances in the content. As a result of search, the timeline-based presentation should get rearranged.
- The goal is to make the web-based representation a premier destination for Rabindranath Tagore in the web.

4. Volume of Work

Collection of authentic content related to the eighty years lifespan of Tagore and represent the content elegantly in the web-based digital archive. Tagore's monumental work and his multidimensional ideology suggest the versatility and vastness of the content. The entire lifespan should contain all his important works and activities. In support of those, relevant newspaper clippings, rare audio-video clippings related to Tagore's life need to be accumulated and presented accordingly.

Tagore’s literary works, his paintings, letters etc. which will come in relation to lifespan should be represented accordingly in the archive. There should be provision to enhance the digital archive with more new information about Tagore which may be researched out in future.

The agency must carry out the assignment with the highest standard of professional excellence, coupled with ethical competence and integrity, having due regard to the terms, conditions and standards of the assignment expected to be delivered.

5. The selected agency would be responsible to undertake project of web-based representation of biography of Rabindranath Tagore for WBHIDCO through the following:

- a. Preparation of the web-based biography through multi-dimensional timeline model.
- b. Collection of and, if needed, conduct research for the required content. Rabindratirtha will not be responsible for the authenticity of the upload content. It will be the sole responsibility of the Agency.
- c. The textual part of the site will be in English. It will be the sole responsibility of the team to write/translate and review the uploaded content, so that correct language is used on the site. The language should be reviewed and approved by experts.
- d. Only approved, permitted content can be uploaded. Hence, the team should work closely with Rabindratirtha to acquire permission for the materials required to complete the work. To accomplish this, the team may need to work with the required publishers, institutions, media companies to seek permission for online use of materials like newspaper articles, books, literary content, songs, recitations, paintings etc.

6. TERMS OF PAYMENT

Sl. No.	Output	Expected timeframe (from execution of the ToR)	Payment terms (out of quoted amount)
1.	Presentation of the design & framework of the project	2 weeks from the date of issue of engagement letter	10%
2.	Procurement and handing over of one soft copy of information and data collected/generated alongwith mention of sources of information & data	4 months from the date of issue of engagement letter	15%
3.	Uploading the information and data in the website	6 months from the date of issue of engagement letter	25%

4.	Completion of documentation & trial run of the site	8 months from the date of issue of engagement letter	25%
5.	On completion of project	9 months from the date of issue of engagement letter	25%

Earnest Money of Rs. 20000/- (Rupees twenty thousand) only by Demand Draft/Pay Order drawn in favour of “**West Bengal Housing Infrastructures Development Corporation Ltd.**” payable at Kolkata shall be deposited along with the offer. Offers not accompanied by the Earnest Money will be rejected. Earnest Money of the unsuccessful bidders will be returned within 30 (thirty) days of signing of contract. The Earnest Money of the successful bidders will be retained.

A **pre-bid meeting** with the intending bidders (and who obtained the bid documents) will be held on **18th December, 2013 (Wednesday) at 16.00 hrs. at Rabindratirtha, Premises No. 33-1111, Major Arterial Road, 3rd Rotary, New Town, Kolkata – 700 156** to discuss the issues concerning the campaign and the scope of the work. Attendance in the pre-bid meeting is not a pre-condition for participation in the tender.

Bids must be submitted in 3 (three) parts as detailed in Part III of the bid document:

- **PACKET ‘A’** : Earnest Money Deposit and Credentials.
- **PACKET ‘B’** : Technical/Creative proposal which must cover indicative illustrations for concept, design and operational plan.
- **PACKET ‘C’**: Financial bid in a separated sealed envelope containing the bid in the prescribed format.

Bids containing the Three sealed covers, as mentioned above, must be placed within a further sealed cover superscribed “**BID FOR ENGAGEMENT OF AGENCY FOR PREPARATION OF WEB-BASED REPRESENTATION OF BIOGRAPHY OF RABINDRANATH TAGORE FOR WBHIDCO**” and bearing the name of the bidder. The bid must be submitted at **Rabindratirtha, Premises No. 33-1111, Major Arterial Road, 3rd Rotary, New Town, Kolkata – 700 156 within 13.00 hrs. on 3rd January 2014 (Friday).** Offer(s) received after the stipulated date and time will not be accepted.

PACKET “A” of the bid which determines eligibility will be opened on **3rd January, 2014 (Friday) at 14.00 hrs. at Rabindratirtha, New Town.** Bidders may remain present.

PACKET ‘B’ of the qualified bids will be opened **on 3rd January, 2014 (Friday) at 15.00 hrs. at Rabindrathirtha** for technical evaluation. Bidders will be given the opportunity to make a presentation before the Evaluation Committee when their technical/creative bids are opened.

PACKET ‘C’ of the bids which receives the minimum specified marks in their corresponding Technical Bids, will be opened **on 3rd January, 2014 (Friday) at 16.00 hrs. at Rabindrathirtha** after evaluation of the Technical Bids.

If a Technical Bid does not qualify, the corresponding Financial Bid will not be opened.

PART II – PROCESS OF EVALUATION AND SELECTION

AND

FORMAT FOR SUBMISSION OF BID DOCUMENT

Bids will be evaluated on Quality-cum-Cost Basis (QCBS) to ensure a fair and transparent method of selection.

PACKET ‘A’ EMD AND CREDENTIALS

Eligibility criteria

1. The agency must have office (s) in Kolkata
2. Annual average turnover of the agency should exceed Rs. 1 crore (Rs. One Crore) during last 3 financial years.
3. The Agency should have professionals having experience and/or innovative ideas in developing web-based biography with related contents for eminent personalities or historical events
4. The Agency should have the experience of handling at least one project of similar nature/conducting similar type of research work and necessary IT knowledge.

The credentials of the bidders as enclosed in PACKET- “A” will be examined first. The credentials will broadly cover the following areas –

- Proof of infrastructural capability including team of professionals.
- Capacity judged on the basis of annual revenue as mentioned above.
- Compliance with regulatory requirement such as registrations, IT returns etc.
- Competence in the areas of activities as mentioned above.

PACKET ‘A’ MUST CONTAIN THE FOLLOWING DOCUMENTS:

- **Earnest Money Deposit of Rs. 20,000** (Rupees Twenty Thousand) only by Demand Draft/ Pay Order drawn in favour of “West Bengal Housing Infrastructure Development Corporation Ltd”. payable at Kolkata.
- **Proof of Infrastructural capability including team of professionals** – Full profile & status of the Agency including location of Head Office. Details of qualifications & experience of the team of professionals along with supporting documents. In case of any misrepresentation in this regard, the WBHIDCO will forfeit the Earnest Money Deposit and will be liable for legal or administrative action as may be deemed fit.
- **Capacity judged on the basis of annual turnover** – Certificate from registered Chartered Accountancy Firms for the last 3 financial years showing the annual average turnover of at least Rs. 1 crore (Rupees One Crore).
- **Compliance with regulatory requirement such as registrations, IT returns etc.** – Chartered Accountant’s Certificate that Income Tax returns have been filed for the last 3 assessment years. Registration Certificate/License of the Agency.
- **Competence in the areas of activities as mentioned above** – Documents showing previous experience of handling similar projects/conducting research work of similar nature.

PACKET ‘A’ must be superscribed PACKET ‘A’ – EMD AND CREDENTIALS and must also bear the name of the bidder.

In case a bidder does not meet the criteria for eligibility, his Technical/Creative and Financial Bids will not be opened.

For all bidders eligible according to the prescribed criteria, **the Technical/ Creative proposals will be evaluated by a designated Committee that would include internal/external experts.** The qualified bidders shall be given an opportunity to make presentation before the Committee on the date specified earlier.

PACKET ‘B’ TECHNICAL/CREATIVE PROPOSAL

PACKET ‘B’ MUST CONTAIN THE FOLLOWING DOCUMENTS:

An illustrative overall design of the project. It should be clear, concise and compelling. They should demonstrate comprehension of Rabindratirtha’s vision and ideas, clarity of approach and innovativeness.

The bidders will have to demonstrate the superior quality of their creative acumen and may choose to use any medium whatsoever of their choice for their purpose.

PACKET ‘B’ must be superscribed “PACKET ‘B’ TECHNICAL / CREATIVE PROPOSAL” and must also bear the name of the bidder.

In case a bidder does not meet the criteria for eligibility, as outlined in the next page, his Financial Bid will not be opened.

The Evaluation Committee will judge the Technical proposal based on the marking system as detailed in the next page.

CRITERIA FOR EVALUATION OF TECHNICAL BIDS

1	Suggested Marking System	Total Marks	Marks Scored
A	Technical Offer Evaluation		
	Concept of the Project	20	
	Overall Design and Plan	15	
	Experience and qualification of the team of professionals	10	
	Ideas on important events	10	
	Sources of Information/References	10	
	Experience (example of 1 past/current campaign)	05	
	Total marks for Technical Evaluation	70	
B	Financial Offer Evaluation	30	
C	Total	100	
2	The Technical proposal should score at least 45 points out of 70 to be considered for the financial evaluation.		
3	The Financial proposal with the lowest cost (LI) will be given a score of 30 and other proposals’ (N, N1, N2 etc.) scores will be calculated by the formula “ L1 / N x 30 ”		

PACKET 'C' : FINANCIAL PROPOSAL

For those bidders whose Technical/Creative proposal receives the minimum qualifying marks (40 out of a possible maximum of 70) from the Evaluation Committee, the Financial Proposal will be opened on the date as mentioned earlier. If a Technical Bid does not receive the minimum specified marks, the corresponding Financial Bid will not be opened.

THE FINANCIAL BID WILL BE INCLUSIVE OF ALL EXPENSES

The Financial proposal will be evaluated and marked on a pro-rata basis, i.e. the lowest bidder (L1) will be given the maximum marks out of 30 and other bids (N, N1, N2 etc.) will be marked according to the formula “L1/N x 30”.

An illustrative list of activities under this project as envisaged by WBHIDCO has already been stated to help the agency ascertain the scope of work.

PACKET 'C' must be super-scribed “PACKET 'C' – FINANCIAL PROPOSAL” and must also bear the name of the bidder.

EVALUATION OF THE BID

- After the evaluation of technical competence, WBHIDCO will intimate those agencies whose proposals did not meet the minimum qualifying marks indicating that their Financial Proposals will not be opened.
- WBHIDCO will simultaneously intimate those agencies that have secured the minimum qualifying marks, and indicate the date and time set for opening the Financial Proposals.
- The Financial proposals will be opened in the presence of representative of the agencies.
- The names of the agencies, quality scores, and the offered prices will be read aloud and recorded when the Financial Proposals are opened, and a copy of this record will be retained.

All intending bidders may visit the WBHIDCO website for further information and are also welcome to approach WBHIDCO for any information that they may require for the purpose of formulating their bids. For any clarification Curator, Rabindratirtha may be contacted. WBHIDCO reserves the right to reject any or all the applications at the sole discretion without assigning any reason there for and without reference to the applicants.

Canvassing is prohibited and would lead to disqualification

WBHIDCO Ltd.

APPLICATION FORMAT FOR EMPANELMENT OF ADVERTISING AGENCY

1. Name of the Agency:
2. Address with Telephone No. etc. of Kolkata Office :
3. Income Tax PAN/TAN No. :
4. Name of the Proprietor/Partners/Directors :
5. Date of Establishment / Incorporation :
6. No. of persons working in Kolkata office
(mention their designation, qualification & experience(:
7. Details of key personnel who will work on this project of WBHIDCO with age, Qualification, experience (in years) notable skills and achievement :
8. Turnover details during last three years:

Year	In crores
2010-11	
2011-12	
2012-13	

[Certificate from registered Chartered Accountancy Firms required to be enclosed]

9. Details of project of similar nature handled before/research of similar nature conducted before:
[Supporting documents must be annexed]

10. List of enclosures:

I/We hereby certify that all the particulars given above are correct and true to the best of my/our knowledge.

Signature
(Authorised Representative)

Full Name

Designation

Address

Note: If needed, the agency can use separate sheets for explaining the above points. (Company Brochure & other relevant materials may be attached).