

**OFFICE OF THE
DISTRICT MAGISTRATE & COLLECTOR
SOUTH 24 PARGANAS**

Office: 12, Biplabi Kanai Bhattacharya Sarani, Alipore, Kolkata - 700 027
Phone: 033-2449 9944 / 2479 1694, Fax: 033-2448 7871
Email: dm.south24parganas@gmail.com, dm-ali@nic.in



Memo No: 27/IT/GS Mela -2022

Date : 27-10-2021

NOTICE INVITING OFF LINE EXPRESION OF INTEREST

**NAME OF THE WORK: DESIGN AND DEVELOPMENT OF THE GANGASAGAR
MELA OFFICIAL WEBSITE FOR GANGASAGAR MELA 2022.**

For and on behalf of the District Magistrate, South 24 Parganas, the Additional District Magistrate(IT), South 24 Parganas invites offline **gross amount** offer for **TWO BID SYSTEM EOI** from reliable, resourceful, bonafide and experienced firms / companies / individual software agency having requisite financial capability and sufficient experience in designing & development of similar nature of work

SCOPE OF WORK:

DESIGN, DEVELOPMENT & MAINTANANCE OF GANGASAGAR OFFICIAL WEBSITE under the control of Office of the District Magistrate, South 24 Parganas.

- 1) Designing of the Entire Front End and the Elements for Back End.
- 2) Purchase of Domain & Server and hosting
- 3) Back End Development
- 4) Search Engine Optimization
- 5) Website should be mobile responsive
- 6) Maintenance - Regular Updates, Monitoring till the completion of Mela period (to be extended as per requirement afterward) during pre Mela, Mela period & Post Mela event.

FEATURES AND FUNCTIONALITIES OF GANGASAGAR OFFICIAL WEBSITE:

- **Home Page Design :**
 - Home page should be designed on Grid based Content Block Layout
 - Home age should contain following modules :
 - ✓ Booking of e-Snan
 - ✓ Live streaming of Gangasagar Mela
 - ✓ Link for Gangasagar Social media pages
- **About Gangasagar**
 - Introduction
 - Mythological significance(animated story to be given)
 - Social significance (with documented materials)
 - Rituals
 - Past Gangasagar Mela (At least Three years synopsis of events to be shown)
 - Success stories of previous GS Mela.
- **Gangasagar 2021**

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- Bathing Dates
- Do's and Don'ts

➤ **Gallery**

- Images (Current year happenings & previous years file photo)
- Videos

➤ **Services for Pilgrims/Visitors**

- Prevention of Fire Hazards (Current details)
- Medical facilities (Entire plan in respect of Covid situation management to be given)
- Lost & Found (Last year's success stories & this year's initiatives to be given)

➤ **How to reach & Where to Stay**

- How to reach (Train / Flight / Bus route)
- Where to stay
- Maps
- Possible weather forecast
- Nearby places for visitors

➤ **New initiatives' publicity**

➤ **Eco friendly Ganga Sagar 2022 awareness generation & publicity.**

➤ **Contact us**

➤ **Traffic plan with map**

Utilization Period: Gangasagar Official Website should be live from November, 2021 upto completion of the mela.

EMD: Rs. 5000/- (Five thousand only) to be deposited as Bank Draft manually

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TIME LINE FOR EOI:

PARTICULAR	DATE & TIME
Date of Publication of EOI	07-10-2021
EOI start date & time	07-10-2021 at 5:30 PM
EOI end date & time	28-10-2021 up to 5:30 PM
Last date & time of submission of Technical Bid and Financial Bid in the drop box	28-10-2021 up to 5:30 PM
Date & Time of opening of Technical Bid in the Office of the District Magistrate, Alipore (IT Section)	29-10-2021 at 1:00 PM
Date & Time of opening of Financial Bid in the Office of the District Magistrate, Alipore (IT Section)	29-10-2021 at 2:00 PM
Validity of bid	90 days
Completion Period of app development	Within November, 2021

ELIGIBILITY CRITERIA & MANDATORY DOCUMENTS:

EXPERIENCE: The intending bidders should produce credentials of completion of similar nature of work for any Government Department/Offices as per following criteria:-

1. An organization carrying a sound understanding of both the design and development of Govt. website, Govt. publicity related issues and micro operational and admissible issues in the field of artistic content development of web-pages.
2. An organization to undertake large scale content development initiatives for publicity in the various field activities of Govt. sponsored scheme

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3. An organization worked in West Bengal in similar field of activities.
4. Experience in Creating, dynamic web-page handling, multi-dimensional web based publicity.
5. The agency must possess its own content development team for collection of database from various Offices/Section/places related to GS Mela 2022.
6. The agency must possess its own Digital photographers & videographers team for collection and development of quality content, creative writing, animation & other ornamental aspects as required to make website informative as well artistic keeping the parity with spirit of the Mela within the admissibility of Govt. norms and decorum.
 - All the data, pictures & videos to be collected by the agency personnel as an authorized representative of DM from the respective Officers/Section/places as per demand.

FINANCIAL CAPACITY: The average audited Annual Turn Over from the business having similar style of work for the last 3 (three) consecutive Financial Years should be equal to or more than 60% of the total quoted amount put to EOI.

EARNEST MONEY DEPOSIT: Bank Draft/ Cheque of Rs. 5000/- (Rupees Five Thousand) only shall be submitted in favour of the "District Magistrate, South 24 Parganas" payable at Alipore.

OTHER DOCUMENTS REQUIRED: Bidder shall submit

1. Valid Trade License
 2. Photo copy of valid PAN
 3. Income Tax return for the latest Financial Year
 4. Professional Tax Return for the latest Financial Year
 5. GST Registration
 6. Audited Balance Sheets of 3 consecutive Financial Years
- All the above-mentioned criteria and documents are mandatory and if the bidder fails to submit any of them, their bid will summarily be rejected.

NOTE:

**Similar nature of work means the nature of work & components of work mentioned in the Scope of work*

** Original documents should be produced for verification*

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40% weightage to be given for technical bid evaluation (Total Score 50) on following parameters:

Sl No.	Technical Criteria	Supportive documents to be produced	Weight age Point (Total Score-50)
1.	An organization carrying a sound understanding of both the design and development of Govt. website, Govt. publicity related issues and micro operational and admissible issues in the field of artistic content development of web-pages.	Supportive document to be produced on working experience covering in the mentioned activities in the eligible criteria.	10
2.	Category of skilled personnel to be engaged at Sagar Island for preparation of content etc.	Key resource person of the proposed support organization will produce document	10
3.	Experience in dynamic web-page handling, multi dimensional web based publicity.	Supportive Documents for establishing experience of work as mentioned in the eligible criteria.	10
4.	Power Point Presentation on design and development both content and graphics in respect to the dummy website of this project.	Key resource person of the proposed support organization will make a PPT before the District Administration of South 24 Parganas.	20

CRITERIA FOR EVALUATION OF TECHNICAL AND FINANCIAL BID:

As per the above eligibility criteria and according to point wise Total Score on all 4 (Four) parameters as delineated in the Technical bid parameters, an weightage will be calculated up to 40% (For example if as per eligibility criteria an organization scores 50, a score of 40 will be considered on weightage). The Financial Proposal of the technically qualified bidders will be opened on the date and time as mentioned earlier. If a bidder does not qualify in technical Bid, then the corresponding Financial Bid will not be opened.

The Financial Bid should be expressed as a consolidated fee inclusive of all Taxes and duties and processing charges.

The Financial proposal will be evaluated and marks allotted on a pro-rata basis, i.e. the lowest bidder - L1 will be given the maximum marks out of 60 and other bids(L1, L2, ...Li) etc will be allotted marks according to the formula : $L1/Li*60$.

In case a bidder does not match the criteria for eligibility as mentioned above, his financial bid will not be opened.

The marks obtained by each bidder in Technical and financial evaluation shall be added and the bidder getting the highest marks shall be preferred bidder P1, P2 and so on.

N.B: In case a bidder does not match the criteria for eligibility as mentioned above, his financial bid will not be opened.

Technical credentials shall be placed in a sealed cover having written on top "Technical Bid for Design and Development of The Gangasagar Mela Official Website for Gangasagar Mela 2022."

The financial offer of the bidder shall be submitted in a sealed cover having written on top "Financial Bid for Design and Development of The Gangasagar Mela Official Website for Gangasagar Mela 2022".

Sl. No.	Work Description	Rate including GST (in Rupees)
1.	Design and Development of The Gangasagar Mela Official Website for Gangasagar Mela 2022	

Both the sealed covers of Technical and Financial bid shall be placed in another bigger sealed cover having written on its top as "BID for Design and Development of The Gangasagar Mela Official Website for Gangasagar Mela 2022".

The bid shall be submitted in the drop box kept in the **Office of the District IT Section, New Administrative Building, 1st floor, Alipore, South 24 Parganas** within the date and time referred in this EOI.

NOTE:

**Similar nature of work means the nature of work & components of work mentioned in the Scope of work*

**The credential certificate should have been issued by a competent authority & no credential certificate from private agencies will be allowed.*

**** Original documents should be produced for verification***

The bid shall be submitted in the drop box kept in the **Office of the District IT Section, New Administrative Building, 1st floor, Alipore, South 24 Parganas** within the date and time referred in this EOI.

EVALUATION OF BID: Bids will be opened in front of bidders volunteering to be present. The Technical and Financial evaluation of the bids will be done by the bid-evaluation committee constituted for the EOIs. The names of the technically qualified bidders as per bid criteria after verification with originals & evaluation will be displayed in office notice board & official website. Only technically qualified bidders will be eligible for financial bid opening. The list of financial comparison chart of bidders will also be displayed like technical bid.

VALIDITY OF THE BID: The bid once submitted will be valid for 90 days.

WORK COMPLETION PERIOD: The selected bidder shall complete his work within November, 2021.

OTHER TERMS & CONDITIONS:

1. The earnest Money Deposited:
 - a. Can be converted into a security deposit against selected bidder. The EMD will be returned to the non selected bidder .
 - b. Forfeiture of EMD will be done:
 1. If the bidder withdraws tender after opening or acceptance.
 2. ii) If the selected bidder fails to accept work order, refuses whether wholly or partly the offer that would be made by the undersigned.
 3. If the selected bidder fails to do the work or supply material as per specification.
2. Income tax and other mandatory tax deduction shall be done as per government norms before payment
3. This office shall have the right and discretion to terminate the contract in the event of any sort of breach of contract.
4. Any black listed bidder shall not be allowed to participate in this EOI.
5. No cost escalation will be entertained.
6. Payment will be made as per availability of fund. No claim for delay of payment due to non-availability of fund will be entertained.
7. Intending bidders are requested to inspect the work site before quoting their rates.
8. Subletting of work is not allowed

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9. Penalty shall be imposed @5% of the total work value on weekly basis if the works are not completed within the stipulated time mentioned in the bid.
10. The intending bidders have to demonstrate the probable logistics and system at the time of technical bid opening, preference to be given to the satisfactory bidder as per following policy.

The bid inviting authority reserves the right to reject or cancel any bid without assigning any reason whatsoever.

Any attempt by the bidders to produce fake or false documents and frivolous complaints with an intention to vitiate the EOI process will be viewed seriously and the EOI committee will take necessary action to initiate process for black listing them.


07.10.2021

**Additional District Magistrate (IT), South 24 Parganas
&
Bid Inviting Authority**

Memo No: 27/1(8)/IT/GS Mela-2022

Dated: 07-10-2021

Copy forwarded for information and taking necessary action to:

1. Nazareth Dy. Collector, South 24 Parganas for displaying NIT in office notice board
2. DICO, South 24 Parganas for publishing brief advertisement of NIT in the news paper as prescribed
3. DIO NIC, South 24 Parganas for uploading the NIT in official website of the district
4. CA to DM, South 24 Parganas for kind appraisal of the District Magistrate
- 5-8. PA to ADM(ZP/D/LA/LR) South 24 Parganas for kind appraisal of the ADMs.


07.10.2021

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