

**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: 22/Social media/GSM-24

Date: 26/12/23

**NOTICE INVITING E-TENDER**

Name of Work: Digital & Video content development for branding of social media publication, LED display & other documentation purposes and content development for press meets, brief PPT, maintenance of official account of GS Mela 2024 in social media & digital promotion with innovative initiatives from the preparation stage & uploading in GS Mela website & all social media platforms.

**SCHEDULE OF IMPORTANT DATES OF BIDS**

PARTICULAR	DATE & TIME
Date of Publication of e-NIT	27/12/2023
Document download start date	27/12/2023 from 4.00 P.M.
Document download end date & time	10/01/2024 upto 4.00 P.M.
Bid submission start date	27/12/2023 from 4.00 P.M.
Last date & time of online submission of Technical Bid and Financial Bid.	10/01/2024 upto 4.00 P.M.
Date & Time of opening of Technical Bid in the Office of the Additional District Magistrate (Infrastructure), South 24 Parganas	12/01/2024 from 4.00 P.M. onwards
Presentation on proposed work	13/01/2024 from 11.00 A.M. onwards
Date & Time of opening of Financial Bid in the office of the Additional District Magistrate (Infrastructure), South 24 Parganas	To be notified later on
Validity of bid	180 days
Completion Period of the entire setup	Within 18 <sup>th</sup> January, 2024
Utilization Period	23/12/2023 to 18/01/2024

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On behalf of the District Magistrate, South 24 Parganas, the Additional District Magistrate (ZP), South 24 Parganas invites e-Tender in **TWO BID SYSTEM** for the aforesaid works from reliable, resourceful, bona-fide and experienced firms / companies / contractors having requisite financial capability and sufficient relevant work experience. The details are given below:

Name of work	Digital & Video content development for branding of social media publication, LED display & other documentation purposes and content development for press meets, brief PPT, maintenance of official account of GS Mela 2024 in social media & digital promotion with innovative initiatives from the preparation stage & uploading in GS Mela website & all social media platforms.
Scope of Work	<p>Digital &amp; Video content development for branding of social media publication, LED display &amp; other documentation purposes and content development for press meets, brief PPT, maintenance of official account of GS Mela 2024 in social media &amp; digital promotion with innovative initiatives from the preparation stage &amp; uploading in GS Mela website &amp; all social media platforms.</p> <p>Following are the mandatory works for GANGASAGAR MELA 2024 regarding Social Media &amp; Digital Promotion:</p> <ul style="list-style-type: none"><li>➤ Digital &amp; Video content development for branding of social media publication, LED display &amp; other documentation purposes i.c.w. GS Mela 2024.</li><li>➤ Maintenance of official account of Gangasagar Mela 2024 in the social media platform like Facebook, Twitter, Instagram and You Tube channel &amp; preparation of videos, teaser i.c.w. Gangasagar Mela 2024 under the control of the office of the District Magistrate, South 24 Parganas.</li><li>➤ Digital &amp; social media promotion (all platforms). Reaching 25 Lakhs users in each Social Media platforms.</li><li>➤ Promotion of GS Mela 2024 by bloggers/vloggers/ You tubers &amp; influencers</li><li>➤ Promotion of eco-friendly &amp; innovative initiatives at Gangasagar Mela 2024</li></ul> <p><b>N.B.</b></p> <ul style="list-style-type: none"><li>• Item wise rate should be given inclusive of all the charges with GST.</li><li>• Raw footage and edited version of all videos &amp; still photography are to be submitted to the Designated Officer for</li></ul>

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	<p><b>the purpose on real time basis.</b></p>
<p><b>Description of Work</b></p>	<ul style="list-style-type: none"><li>• Capture, design &amp; development of content for publication in different social media platform. Captured still pictures (pre mela preparation phase), video clips which will be utilized for branding of electronic publicity material and Mela related creative writing will be published through social media as well as through website &amp; outdoor display for publicity and awareness purpose including press release. Officially approved creatives for branding of electronic publicity material for other related purposes will be provided by District authority.</li><li>• The scope of work will also cover supply of these raw pictures/videos to the District authority (social media team) after editing as required of all activities from now till the completion of Mela</li></ul> <p>Preparation of short videos, PPT &amp; teaser for</p> <ol style="list-style-type: none"><li>i) Press conference</li><li>ii) Uploading in various social media platforms</li></ol> <p>Pre, during &amp; post Gangasagar Mela</p> <p>Development of various contents including history of Gangasagar Mela, upcoming events, arrangements of GSM etc as directed by the District authorities time to time.</p> <ul style="list-style-type: none"><li>• Photos, videos and information related to Gangasagar Mela 2024 to be posted and published in the official pages of social media platform like Facebook, Twitter, Instagram and Youtube channel</li><li>• Maintenance and regular updates of the social media official pages as directed by the District authorities from time to time</li><li>• Various awareness building activities i.c.w. Gangasagar Mela 2024 to be initiated through this social media platform</li><li>• Live streaming of Gangasagar Mela on Youtube channel and other social media platforms</li><li>• Promotion of all new initiatives during GS Mela on social media platform</li></ul> <p>Entire work will be from 23/12/2023 to 18/01/2024</p> <p><b>Mela Promotions:</b></p> <ul style="list-style-type: none"><li>• Phase I: This phase may make the audience aware and create buzz.</li><li>• Phase II: This phase may entice and urge the audience to plan a</li></ul>

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tour to Gangasagar Mela

- Phase III: This phase may highlight the success of the event

**Post Mela activities:**

- Some of the best Mela pictures individually or in an album format
- Some celebrity pictures, who have visited the Mela along with some of their bytes
- Pictures of some of the important activities and rituals performed
- Video bytes of devotees who are regular visitors and 1st timers, sharing their experiences

**Digital Media Activation- Gangasagar Mela**

- Facebook (video clips expressing building up the Mela from preparatory stages, pre, during & post Mela events. Minimum 100 nos of videos to be uploaded)
- Instagram & Twitter : videos, still photos, pictures story covering up main events & reaching up to Pan India users. Story building interactive posts, pilgrim facilities, complaint redressal through chat, tourist friendly post, interview of pilgrim, tourist & officials.
- Display Network
- YouTube (video clips expressing building up the Mela from preparatory stages, pre, during & post Mela events. Minimum 100 nos of videos to be uploaded)
- Business WhatsApp Activation
- WhatsApp channel
- Influencer + YouTube
- Digital Deliverables

**Youtube & Travel Vlogger Activation**

Individuals nowadays have made good use of it to influence people with relevant content

**Execution**

- Pre Mela (Phase-1) Influencer
- Pictures & reels on Pre Mela arrangements, capture bytes, focus on accommodation, cleanliness and journey, historical, religious and overall significance of Gangasagar Mela and post on their Social Media handles.
- During Mela (Phase 2) Influencer
- highlight the cleanliness, security, and their own perspective via the LIVE sessions
- Special Video Bytes- innovative and eco-friendly initiatives at Gangasagar Mela 2024
- Video bytes amidst the Mela, from both devotees and Government

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	<p>officials, not only help the audience engages but also help develop a bond with the people sharing the bytes. Bytes will be shared on Social Media offering a holistic perception to the audience</p> <p><b>Trivia</b> Static posts/Videos on the historical importance of the place and Mela will be circulated on social media</p> <p><b>Safety and Security</b> Highlight the Safety &amp; security policy for the visitors through their views</p> <p><b>Infrastructure</b> Creatives and clips across social media platforms to highlight the infrastructure</p> <ul style="list-style-type: none"> <li>• Digital &amp; social media</li> <li>• Babughat Photography Contest</li> <li>• Digital photography contest</li> <li>• Waste recycling activity</li> <li>• Short clips, initiatives, bytes (District Magistrate, locals, celebrities and government officials as to how environmentally aligned the Mela is)</li> <li>• Radio: Mirchi 98.3 FM</li> <li>• Talking about trivial facts on Gangasagar Mela &amp; highlight/ promote innovative and eco-friendly initiatives at Gangasagar Mela 2024</li> </ul> <p><b>Note :</b></p> <ul style="list-style-type: none"> <li>• Quantity of all the above items may be increased/decreased as per the requirement during Mela period. Rate will be fixed as per pro-rata basis.</li> <li>• <b>Item wise rate should be given inclusive of all the charges with GST.</b></li> </ul>
<p><b>Contract Period</b></p>	<p><b>Three months from the date of issuing work order.</b></p>
<p><b>Bid Inviting Authority</b></p>	<p>Additional District Magistrate (Infrastructure), South 24 Parganas on behalf of the District Magistrate, South 24 Parganas</p>
<p><b>TECHNICAL BID</b> <i>Eligibility Criteria for Technical Bid evaluation</i> <i>NOTE: Original documents will be verified only in case of doubt and complaint</i>  <i>IMPORTANT: If the bidders do not upload these requisite</i></p>	<p><b>CREDENTIAL:</b></p> <p><b>1. TECHNICAL CREDENTIAL/ EXPERIENCE:</b></p> <p>Intending bidders shall submit valid credentials certificate of completion of similar nature of work having minimum value of 40% of the estimated amount put to tender during last 3 (three) years in Gangasagar Mela prior to the date of issue of the tender notice</p> <p><b>OR</b></p> <p>Intending bidders should produce valid credential of similar nature of</p>

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*documents in the e-tender portal, they will summarily be rejected during evaluation. If anyone found to be submitting false or manufactured credential, then the bidder may be black listed or prevented from participation.*

work, each of the minimum value of 30% of the estimated amount each put to tender during last 3 (three) years prior to the date of issue of the tender notice.

**OR**

Intending bidders should produce valid credentials of 2(two) similar nature of completed works executed during last 3 (three) years having minimum value of 40% of the estimated amount put to tender prior to the date of issue of the tender notice.

However, additional weightage will be given to the bidders having previous experience of similar nature of work in last 3 (three) years in Gangasagar Mela during technical evaluation.

**2. FINANCIAL CREDENTIAL:**

Average Audited Annual Turn Over for the last 3 (three) consecutive financial years should be equal to or more than 60% of the total estimated amount put to tender.

**3. MANDATORY DOCUMENTS:**

- Valid Trade License/ Registration
- Income Tax return for the last financial year
- GST Registration certificate with up-to-date GST clearance
- Professional Tax Clearance certificate for the last financial year
- Audited Balance Sheets of last 3 financial years.
- Pan Card.

**4. OTHER DOCUMENTS:**

- Declaration in an affidavit that no litigation is pending against the Firm/company/contractor or not black listed.
- Declaration on manpower to be engaged during GS Mela 2024

Tender value (estimated)

**Rs. 12 Lakh (Rupees Twelve Lakh Only)**

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Earnest Money Deposit	<p><b>Earnest Money of Rs. 24,000/- (Rupees Twenty Four Thousand Only)</b> will be deposited electronically during filling up the e-Tender document. Offers not accompanied by the EMD will summarily be rejected.</p> <p>The earnest money deposited will be forfeited by the undersigned in case -</p> <ol style="list-style-type: none"><li>1. The bidder withdraws from tender after opening of tender / after acceptance.</li><li>2. The selected bidder fails to accept work order, refuses either wholly or partly the offer that would be made by the undersigned.</li><li>3. The selected bidder fails to do the work or supply materials as per specification.</li></ol>
Bid Document	<p>Bid Document is available in the e-Tendering portal of Govt. of West Bengal, <a href="http://wbtenders.gov.in">http://wbtenders.gov.in</a> Bidders who have registered with National Informatics Centre (NIC) can participate in the tender. Interested bidders shall register with NIC in advance. Document requisition shall be done as per instruction given in the Information to Bidders.</p>
Bid Evaluation	<p><b><u>PROCESS OF EVALUATION AND SELECTION OF BIDDER</u></b></p> <p>Bids will be evaluated by the tender evaluation committee chaired by ADM (Infrastructure) and comprises of DNO, MGNREGS; ADC,CD; NDC; DS, ZP; DPLO; DE, ZP; AE, ZP; DIA, ZP; RTO; TO-I and DIO, NIC, South 24 Parganas on Quality cum Cost basis to ensure a fair and transparent method of selection.</p> <p><b><u>Technical Bid Evaluation :</u></b></p> <p>The Technical Bid will be evaluated on necessary documents submitted as mentioned in the NIT and marks will be given to the eligible bidders on the following parameters:</p> <ol style="list-style-type: none"><li>a) Manpower engagement</li><li>b) Experience in Social media &amp; digital promotion related work in last 3 years</li><li>c) Credential in similar nature of work in last 3 years</li><li>d) Presentation of the entire project</li></ol> <p>Original documents will have to be produced by the bidders as and when asked by the bid evaluation authority. Presentations on proposed work have to be made by the participating bidders.</p>

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**Technical Bid Evaluation**

Sl. No	Parameters	Supportive documents to be produced	Weightage Point
1	No of skilled, unskilled and supervisory Manpower to be engaged during the period of operations who have been sufficiently experienced in the similar types of work	Declaration on number of manpower to be deployed to be given with technical bid papers in the letter head of the agency with the signature of the bidder	15
2	Experience in social media & digital promotion related work in last 3 years in GS Mela having minimum value of 40% of the estimated amount put to tender	Completion certificate to be produced	35
3	Previous Credentials in similar nature of work of last 3 years	Supporting documents to be produced in favour of previous Credentials in conducting similar nature of work	15
4	Presentation on entire project	Key resource person of the proposed support organization will make a Power Point presentation before the Tender evaluation committee on the proposed work	35
Total score			100

In technical bid evaluation, marks will be given to the bidders on the given four parameters out of 100.

Cut-off marks in technical bid evaluation is 50%

i.e. bidders who score greater than or equal to 50 out of 100, will qualify



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	<p>in the technical bid evaluation.</p> <p>Only the technically qualified bidders can advance for Financial bid evaluation.</p> <p>The Financial Bid should be expressed as a consolidated fee inclusive of all Taxes and duties and processing charges.</p> <p>Financial Bid of the technically qualified bidders will be evaluated and the bidder with the lowest financial proposal i.e. L1 bidder will be selected for the work.</p>
Date and time of opening of Financial Bid submitted on line of only the technically qualified bidders	To be notified later on
Financial Bid	Rate shall be quoted in the given BOQ for each item (item rate) inclusive of all taxes and charges.
Validity of Bid	180 days
e-Tender registration and bidding	<b>ONLINE BID SUBMISSION;</b> The Bidders are required to submit the Technical and Financial Bid documents <b>ONLINE</b> i.e. uploading of the documents complete in all respect by following the Online Bid submission procedure.
Important Instructions	<ul style="list-style-type: none"> <li>Names of the technically qualified bidders as per the bid criteria after verification with original [in case of doubt and complaint] &amp; evaluation will be displayed in the e-Tender portal by the tender evaluation committee.</li> <li>The financial bid documents of the technically qualified bidders will only be opened.</li> <li>List of Financial comparison chart of bidders will be published on the next day after opening. Bid inviting authority of South 24 Parganas reserves the right to reject or cancel any or all pre-qualification documents and bid document without assigning any reasons whatsoever.</li> </ul>
<b><u>INFORMATION TO THE BIDDERS (ITB)</u></b>	
<b><u>Download of Tender</u></b>	
Tender to be downloaded only from the e-Tendering portal of Govt. of West Bengal i.e. <a href="http://wbtenders.gov.in">http://wbtenders.gov.in</a> The tender will be submitted in two bid system i.e. <b>Technical bid &amp; Financial bid</b> only through online mode.	

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**Submission of Earnest Money Deposit: Earnest Money of Rs. 24,000/- (Rupees Twenty Thousand) only will be deposited by the bidder electronically online – through his net banking enabled bank account maintained at any bank. Intending bidder will get the beneficiary details from e-tender portal with the help of Digital Signature Certificate and may transfer the EMD from their respective bank as per the beneficiary name and account no, amount, beneficiary's bank name & IFSC code.**

**Technical Proposal :**

Technical proposal should contain the following two covers :

**A) Statutory Cover :** It contains the scanned copies (pdf format) of following documents

- Prequalification Application (Form -I)
- Earnest money (EMD) as prescribed in NleT
- NIT (digitally signed)

**B) Non-Statutory Cover :** It contains the scanned copies (pdf format) of following documents

**I) Certificates :**

- Valid Trade License / Registration
- Income Tax Return for the last financial year
- GST Registration certificate with up-to-date GST clearance
- Professional Tax Clearance certificate for the last financial year
- Audited Balance Sheet of last 3 financial years
- PAN Card
- Company details : Trade License , Incorporation of Certificates

**II) Credential :**

- **Technical Credential :** Documents of work done along with completion certificate.

Technical credential should be declared in following format:

SL No.	Name of the Organization to whom supplied	Name of Items	Quantity	Amount put to Work Order	Gross value of work done	Supply Order No. & date	Date of Commencement of work	Date of Completion of work

- **Financial Credential :** The average annual turnover of the agency in last 3 financial years as mentioned in NleT

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**III) Declaration :**

- ✓ Declaration in an affidavit that no litigation is pending against the Firm/company/contractor or not black listed
- ✓ Declaration on manpower to be engaged during GS Mela 2024

**Financial Bid / Proposal :**

The financial bid should contain the Bill of Quantity (BOQ) (item rate format) in one cover. Bidders are to quote the item rate (including all charges and taxes) at the marked space in the BOQ.

**EMD Exemption :** EMD exemption is allowed in this tender. Bidders registered with MSME can avail EMD exemption with uploading valid MSME documents.

Only downloaded copies of the above documents, digitally signed by the contractor are to be uploaded (Excel file).

**PAYMENT:**

Payment against the bill claim subjected to verification by the competent authority will be made on availability of fund.

EMD of the successful bidder may be adjusted against the bill claim while making payments.

The Payment of RA as well as final bill for any work will be made according to the availability of fund and no financial claim in case of any delay in payment will be entertained. No bidder can hamper the progress of work by stating non-payment of bills or non-receipts of payment. The financial capabilities of the bidder are evaluated through his annual turnover and no bidder can cite the non-payment as a reason for delayed completion or slow progress of work. Authority may impose penalty for delay in completion of work.

**Other Terms and conditions: -**

1. The credentials submitted by the bidders shall invariably be verified from competent authority through formal/informal ways. If the bidders are found producing manufactured credentials, then appropriate action for black listing/prohibition of participation / criminal proceeding shall be initiated by the bid inviting authority.
2. Sub-contracting by the successful bidder will not be allowed. Tender Committee shall take appropriate action against the willful defaulter.
3. The Bid inviting authority reserves the right to terminate the contract by giving one-month notice to the agency in case if any deviation from the norms or any non-compliance.
4. The entire work shall be completed within the time frame given in the work order. Any deviation in work completion period will invite penalty of 1-5% on the value of pending work. The Bid Inviting Authority is empowered to impose such penalty by obtaining a report from

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engineers.

5. Time extension on completion of work shall not be given in ordinary circumstances. Bid inviting authority is empowered to decide on time extension only after making proper assessment through a team of officials in an extraordinary circumstance like land dispute, natural calamity or similar situation.
6. Bid Inviting Authority shall moot a proposal for Black listing or prohibition of any contractors' participation for a period of one year for blatant violation of tender norms or for vitiating tender process.
7. **Withdrawal of bid:** None of the bidder shall be allowed to withdraw the bid once submitted. If any bidder attempts to withdraw bid at any stage of the bidding process or decides to withdraw after issuance of work order, then the EMD shall be forfeited and process shall be initiated for either black listing the bidder or prohibiting participation in any tenders for a period of one year.

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 tender process will be viewed seriously and the tender committee will take necessary action to initiate process for black listing them.

Additional District Magistrate (Infrastructure), South 24 Parganas  
&  
BID INVITING AUTHORITY

Memo No: 22/(19)/Social media/GSM-24

Date: 26/12/23

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 newspaper 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
- 5-9. CA to ADM (G/T/DEV/LA/LR) South 24 Parganas for kind appraisal of the ADMs.

Additional District Magistrate (Infrastructure), South 24 Parganas  
&  
BID INVITING AUTHORITY

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**Form-I**

**PRE-QUALIFICATION APPLICATION**

To  
The Additional District Magistrate (Infrastructure),  
South 24 Parganas

Ref : Tender for ..... (Name of Work)  
Tender Id :

Dear Sir,

Having examined the NIT documents, Statutory and Non-statutory documents, I/we hereby submit all the necessary information and relevant documents for evaluation.

The application is made by me / us on behalf of ..... (Organization name).

The necessary evidential documents admissible by law on behalf of the group of firms for application and for completion of the contract documents is attached herewith.

We are interested in bidding for the works given in enclosure to this letter.

We understand that :

- Tender Inviting & Accepting Authority can amend the scope and value of the contract bid under this project.
- Tender Inviting & Accepting Authority reserves the right to reject any application without assigning any reason.

Enco : e-Filing of Statutory and Non-statutory documents

**Signature of Applicant**

**(including title and capacity in which application is made)**