

West Bengal Real Estate Regulatory Authority

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NOTICE INVITING TENDER

NIT NO. 1042 –RERA/2M-17/2023

Date: 24/05/2024

Sealed tenders are being invited by **West Bengal Real Estate Regulatory Authority** from reliable agencies for carrying out publicity about WBRERA activities on various social media platforms.

Name of the Work:

Selection of creative agency for engaging in planning, conceptualization, ideation for creative communication & engaging in promoting & updating of various activities in the official digital platforms for WBRERA

A. Planning, Conceptualization, Ideation, Content Creation, Design & Artwork of Creative Communication

• **Scope of Works:**

- **Research & Ground Survey** for WBRERA
- **Conceptualization & Ideation** for **RERA Seal**
- **Concept, Design** for all kind of **Communication Collaterals** like:

Hoarding, Poster, Banner, Wall Mounted & Self Standing Displays, Signage, Leaflet, Kiosk, Standee, Info Pillars

Public Branding:

Bus, Subway, Public Conveyance, Mobile Van, Bus Shelter, Airport, Shopping Mall

- **Concept, Design** for all kind of **Corporate Collaterals** like **Letterhead, Envelope, Notepad, Diary, Business Card, Brochure, Booklet, Flyer, Mailer, Folder, Newsletter, Templated Emails, Presentation, Catalogue**
- **Creative Communication** for **WBRERA Website**

B. Social Media Marketing Plan

• **Scope of Works:**

- **Official social media pages** of WBRERA to be made in **Facebook, Instagram & YouTube.**
- **Creating & managing social media posts** on daily basis.
- **Developing the contents** for daily updates.
- **Concept & designing of posts** for all platforms.
- **Maintain social media paid promotion campaign.** (when required)
- **WhatsApp Official Channel:** For daily updates and news (on group chat and story).

- Push Notification on WhatsApp: District wise and category wise like (Broker & Buyer) using WBRERA's contact directory.

Bidder Eligibility Criteria:

- The creative Agency must have been in operation for a minimum of 5 years as on the date of the issue of this tender document in designing/ production of creatives/ commercials for various media, including print, social media, outdoor and others as well as documentation in narrative & audio-visual formats and publicity materials and such other deliverables.
- The creative Agency (Single firm not group companies or a group of firms) must have an Annual Revenue Turnover of INR 40 lakhs and above consistently during the last three financial years.
- The creative Agency should have handled at least one creative account in any sector with revenue of over INR3 lakhs in any one of the last three financial years.
- The creative agency must have preferably handled campaign of at least one brand at National/ State level for a Government or reputed private corporate house.
- The creative Agency should be able to provide qualified, dedicated service and creative team, for undertaking the creative work and campaign. The creative Agency team would be required to work closely with this office.

The selection of Successful Bidders shall be made on the basis given as follows:

- a) The initial short listing of the Bidders will be made on the basis of marks (atleast 80% marks need to be assured in Stage-I for further process).

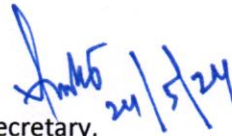
This process denoted as Stage-I:

Sl.No	Criteria	BasisofEvaluation	Max Marks	Supporting Documents
(A)	Presentation	Technical Presentation.	30	
(B)	Experience in similar type of work	The company/ Agency/ Entity must have experience of having executed works of similar nature for at least 8 years in the Recent past.	30	Completion certificate
		3 Projects	30	
		2 Projects	25	
		1 Project	20	
(C)	Strength	No. of successfully implemented similar projects in last three 3 years in State and Central Governments	10	Declaration by Authorized signatory
(D)	Company Turnover	Considering Highest turnover in any one year of Last 5 financial years	30	Audited Balance sheets of last 3 financial years
		Upto Rs. 1 crore	20	
		Rs. Fifty lakhs to 1 crore	25	
		MorethanRs.1crore	30	
Total(A+B+C+D)			100	

- a) The Successful Bidders who will fulfil the Stage-I will be selected for financial evaluation. This process denoted as Stage-II.
- b) After opening the financial bid of the Qualified Bidders in stage-II, the financial evaluation shall be made.

The last date and time for submission of tender is **07.06.2024 till 11 a.m.**
The date and time of opening of tender is **07.06.2024 at 12 noon.**

The undersigned reserves the right to accept or reject any tender without showing any reasons whatsoever.


Secretary,

West Bengal Real Estate Regulatory Authority

Memo: **1042/1(5)-RERA/2M-17/2024**

Date: **24 /05/2024**

Copy forwarded to:

1. The Chairperson, WBRERA for kind information.
2. The Special Secretary (SD) Housing Department
3. The Secretary, WBREAT for publication in office.
4. WBRERA Website.
5. Office notice board.


Secretary,

West Bengal Real Estate Regulatory Authority