



NEWTOWN KOLKATA
GREEN SMART CITY CORPORATION LTD.

Memo No : 310/NKGSCCL/ADMN-235/2020

Date : 11/06/2020

**HIRING OF AGENCY FOR ENCOURAGING THE USE OF CONTACTLESS
MEANS OF PAYMENT IN NEW TOWN KOLKATA**

Notice Inviting e-Tender No: 01/CEO/NKGSCCL of 2020-2021

A. BACKGROUND

New Town Kolkata is a planned newly developed green field satellite city on the north-eastern fringes of Kolkata in the district of North 24 Parganas in West Bengal. The city has a coverage area of 30 km² and with a planned population of 10,00,000.

Being a planned and "green" city, the existing settlements have been kept undisturbed and suitably integrated into the proposed land use as wet lands and low lying areas have been designated as open spaces. One of the key USPs towards the development is the flexible planning approach. New Town has been developed in three planning units for phased

Implementation of the plan, referred to as Action Area-I, II, III. There are three action areas where the development is planned. Additionally there is designated Central Business District (CBD). Main administrative and commercial functions have been placed at CBD located at the centre of the city.

The land use breakup of the whole New Town Planning Area shows that residential area covers maximum 40.17% followed by commercial area of 10.14%. IT and ITES has been allotted 4.73%. Social infrastructure areas have been allocated 10.07% and open spaces 14.06%. Commercial, IT and ITES land use has been placed in the centre of the city around which residential land use is distributed.

The city provides best in class urban infrastructure facility and government service delivery to its citizens while preserving the cultural heritage of West Bengal. Over the last few years, the city has achieved world class basic / core infrastructure facilities.

New Town is a Smart City under the Smart City Mission of Government of India.

B. OBJECTIVE

New Town Kolkata Green Smart City Corporation (NKGSCCL) proposes to hire an agency for conducting awareness amongst small, medium, large merchants, street vendors and Toto/Auto operators regarding the use of contactless means of payment and on boarding them on to the contactless transaction ecosystem.

It is proposed that these intervention will be planned over a period of 12 months and may be extended subject to the approval of the competent authority. The agency on-boarded will ensure the presence of adequate supervisory and field team for conducting survey and awareness campaigns.

C. SCOPE OF WORK

NEW TOWN KOLKATA GREEN SMART CITY CORPORATION LTD.

**Regd. Office : "Utility Building", 5th Floor, Plot No. AI/154/1, Premises No. 09/1-0024, Action Area-1A
New Town, Kolkata - 700156**

Telephone : (033) 2324 2276, Website : newtowngreencity.in

1. Baseline Assessment of the payments ecosystem in New Town

This will involve conducting an exhaustive survey of small, medium, large merchants at the 10 NKDA Markets and 2 Hawkers Market, street vendors, Toto/Auto operators and citizens across the city. The findings from the study will assist in analyzing the degree of contactless transactions in the city at the onset of the project. The baseline assessment will focus on multiple aspects, not limited to the list below:

- a. Usage of cash / bank transfer / UPI / wallets / credit & debit cards etc amongst merchants/ vendors / Toto & Auto operators
- b. Usage of cash / bank transfer / UPI / wallets / credit & debit cards etc amongst citizens visiting the vendors or using Totos & Autos
- c. Prevalence of key players in the contactless transaction economy of New Town Kolkata
- d. Key impediments to successful transition to a contactless transaction economy

2. Awareness Campaign and On boarding of merchants, street vendors, Toto / Auto operators and citizens on to the contactless transaction eco system

This will involve developing a detailed timeline based plan and will include ongoing awareness campaigns with small, medium, large merchants at the 10 NKDA Markets and 2 Hawkers Market, street vendors, Toto/Auto operators and citizens across the city, to onboard them onto the contactless transaction ecosystem. This activity will include at least 2 awareness campaigns in each market every month, two promotional events with atleast 5% residing population every month and atleast 2 awareness events with Toto/Auto Operators and atleast 1 event with street vendors every month

3. Mid Term Survey and End Line Survey

This will involve conducting a midterm survey and an end line survey at 6 months and 12 months respectively to assess the success of the awareness campaigns and on-boarding initiative undertaken by the selected agency. The midterm and end line survey will assess the transition of small, medium, large merchants at the 10 NKDA Markets and 2 Hawkers Market, street vendors, Toto/Auto operators and citizens across the city from cash transaction to cashless / contactless transactions, vis-à-vis the parameters assessed in the Baseline Survey

The end line survey will be accompanied by an overall impact assessment report highlighting the successful transition of New Town to the contactless payment ecosystem.

4. Documentation and Project Closure

This will involve documentation of each event / activity. Documentation will include photographs and audio-visuals of each event / campaign conducted.

Project closure will include conducting a one day workshop / event with officials from HIDCO / NKDA, vendors, merchants, citizens etc. wherein the findings of the study will be presented.

D. PAYMENT MILESTONE

Sl. No.	Action Item	Payment	Timeline
1.	Baseline Assessment	10%	T* + 1 Month
2.	Monthly Payment based on no. of events conducted**	50% (divided equally over 10 months)	Monthly
3.	Mid Term Survey	10%	T + 6 Month
4.	End Line Survey	15%	T + 12 Month
5.	Project Closure Workshop	15%	Project Closure

*T is the starting date of the project

** Payment will be released based on successful completion of all events as mentioned in the scope of work and documented

E. ELIGIBILITY

- a) The bidder should be a registered Indian Company under "The Company Act, 1956/2013"/ Partnership firm/ Proprietorship firm/LLP.
- b) Should have experience in digital payment promotion/ spreading of financial literacy in India during the last three years under a Government Department/PSU/Local Body/Corporate body in any city/town.
 - i. Payment certificate will not be treated as credential.
 - ii. Credential certificate issued by the Executive Engineer or equivalent or competent authority of a state/central Government, state/ central Government undertaking statutory/ Autonomous bodies constituted under the central/ state statute, will be taken as credential.
 - iii. In case of a corporate client this credential should be issued by a member of the board of directors/partner of the client.
- c) Intending Tenderer must be financially sound with a minimum average turnover of Rs.1 crore, (Rupees fifty crore only) during the last three financial years (FY 2016-17, 2017-18, 2018-19) and having a trade license, G.S.T Registration certificate and Profession Tax certificate.
- d) PAN Card, Income Tax Return Acknowledgement Receipt for the last 03 (Three) Assessment years, P.T. Deposit Challan for the year 2019-20
- e) Registered Partnership Deed for Partnership Firms only along with Power of Attorney since executed under any Judicial Magistrate/First Class Magistrate is to be submitted. The company shall furnish the Article of Association and Memorandum as on-statutory documents.
- f) Joint Venture or consortium is not allowed in this tender.
- g) Sub vendors may be engaged on getting their credentials vetted by NKGSCCL in the post tender phase.
- h) Three consecutive years' (2016-17, 2017-18, 2018-19) Audited Accounts to be submitted along with Tender documents.

F. EVALUATION METHOD

1. The eligibility will be determined through a scoring as described in the Technical Scoring table below.
 - i. Only the bidders who qualify with 50 points in technical score will be considered for opening of the Financial Proposal and evaluation of the same.
 - ii. The highest financial score of 100 will be awarded to the technically qualified bidder who quotes the least amount and the other qualified bidders will get proportionately lower score as follows:
 - a. If the financial offer of least cost bidder is L and that of another higher cost bidder is N then the financial score of the higher cost bidder FS will be $FS = 100 \times (L/N)$
 - iii. The technical score will be given a weightage of 70% and there will be a 30% weightage on the financial score and final selection will be made on the basis of the composite score as follows:
 - a. If the Technical score of a bidder out of 100 is T where $T > 50$, and their Financial Score calculated as at ii.a above is FS out of 100, then the final CQCBS score of this bidder will be $S = 70\% \text{ of } T + 30\% \text{ of } FS$
 - iv. The bidder scoring highest composite score will be the selected bidder subject to compliance with all other relevant terms and conditions.

Technical Scoring:

Sl. No.	Criteria	Scoring	Supporting document to be submitted	Maximum Score
1	Average Turnover of last three years	5 points for Rs.1 crore, additional 1 point for each Rs.10 lakh of additional turnover upto maximum score of 15 for Rs.2 crore of turnover or more.	Copies of Audited Accounts for the last three financial years (2016-17, 2017-18, 2018-19) attested by the authorised signatory submitting the bid.	15
2	Local presence	10 for having Office in West Bengal	Copy of trade Licence/Electricity Bill/Post Paid Telephone Bill clearly mentioning the name of the bidder same in name and style as used in the bidding	10
		0 for No office in West Bengal		

Sl. No.	Criteria	Scoring	Supporting document to be submitted	Maximum Score
			process duly attested by the authorised signatory submitting the bid	
3	Local Language proficiency	10 for proficiency in local language	Self-declaration by way of an affidavit sworn by the authorised official of the bidder, declaring that the majority of the team members to be engaged for the project will be proficient in reading, writing and speaking in Bengali and any contravention will lead to cancellation of contract with forfeiture of security deposit	10
4	Work experience	10 for experience of spreading financial literacy within last three years	Copy of completion certificate or experience certificate from Government/Statutory body/Local government/Public Limited Company attested by authorised signatory of the bidder.	20
		15 for experience of promotion of digital payment last three years		
		20 for experience of spreading financial literacy and promotion of digital payments within last three years		

Sl. No.	Criteria	Scoring	Supporting document to be submitted	Maximum Score
5	Manpower	10 marks for relevant experience and 5 marks for relevant academic qualification in marketing/Public relation/banking N.B. Cannot be replaced in actual implementation	Copy of detail Resume of one site manager who will be placed on full time basis for the entire project period in Smart City Office for coordinating and monitoring the operation of the project as well as maintaining liaison with NKGSCCL showing	15
			i. Relevant educational qualification ii. Relevant Experience Signed and certified by the authorised signatory of the bidding agency and the professional, certifying the truthfulness of the resumes, and engagement for the proposed project if selected.	
6	Technical presentation	10 marks on appreciation of the work	Presentation before an evaluation committee covering the points 1. Appreciation of the project 2. Proposed approach and methodology 3. Innovative ideas already implemented elsewhere by the agency	30
		10 marks for approach and methodology proposed		
		10 marks on tested and replicable innovative ideas already implemented elsewhere by the agency		
Total maximum Score				100

G. GENERAL TERMS AND CONDITIONS

List of Schemes :-

Name of work	Earnest Money (Rs.)	Period of engagement
HIRING OF AGENCY FOR ENCOURAGING THE USE OF CONTACTLESS MEANS OF PAYMENT IN NEW TOWN KOLKATA	Rs.1,00,000/- (Rupees one lakh only)	12 (twelve) months

1. The details of the scope of work is provided in the section of Scope of Work of this tender document.
2. In the event of e-filling, intending bidder should download the tender documents from the website <http://wbtenders.gov.in> directly with the help of Digital Signature Certificate.
3. All the bidder shall have to submit earnest money & necessary earnest money will be deposited by the bidder through the following payment mode as finance dept. order no-3975-F (Y) dated 28th July 2016
 - a) Net banking (any of the banks listed in the ICICI Bank payment gateway in case of payment through ICICI payment gateway).
 - b) RTGS/NEFT through bank account in any bank. The EMD shall be deposited in favour of "New Town Kolkata Green Smart City Corporation Limited" payable at Kolkata.
4. Technical and Financial bids are to be submitted duly digitally signed in the website <https://wbtenders.gov.in>. The acceptance of bid is not obligatory.
5. Corrigendum, further notices and responses to queries if any will be published in the website <https://wbtenders.gov.in> at the appropriate section.
6. Tender documents may be downloaded from website and submission of Technical Bid and Financial Bid will be done as per Time Schedule of this NIT.
7. The selection will be through a Combined Quality and Cost Based Scoring System with 50% qualifying score in technical evaluation for being eligible to be evaluated financially.
8. There will be a 70:30 weightage to quality and cost in the CQCBS evaluation.
9. In term of Finance Department, Audit Branch, Govt. of West Bengal's Notification no.4374-F(Y) dated 13th July, 2017, the bidder has to uploaded valid 15-digit Goods and Service Taxpayer Identification Number (GSTIN) under GST Act, 2017, along with his bid. The bidder should note that bid submitted without GSTIN will be summarily rejected
10. The Earnest Money Deposit of Rs.1,00,000 (Rupees one lakh Only) will be converted to Security Deposit for the selected agency.

11. Intending Tenderer must be financially sound with a minimum average turnover of Rs.50 crore, (Rupees fifty crore only) during the last three financial years (FY 2016-17, 2017-18, 2018-19) and having a trade license, G.S.T Registration certificate and Profession Tax certificate.
12. PAN Card, Income Tax Return Acknowledgement Receipt for the last 03 (Three) Assessment years, P.T. Deposit Challan for the year 2019-20
13. Registered Partnership Deed for Partnership Firms only along with Power of Attorney since executed under any Judicial Magistrate/First Class Magistrate is to be submitted. The company shall furnish the Article of Association and Memorandum as on-statutory documents.
14. Joint Venture or consortium is not allowed in this tender.
15. Sub vendors may be engaged on getting their credentials vetted by NKGSCCL in the post tender phase.
16. Three consecutive years' (2016-17, 2017-18, 2018-19) Audited Accounts to be submitted along with Tender documents.
17. Fund for this project will be made available from the Smart City Mission by the New Town Kolkata Green Smart City Corporation Limited.
18. No claim for interest or compensation will be entertained in respect to any money or balance of payment which may be due or alleged to be due to the agency owing to any dispute between the contractor and NKGSCCL or in respect to any delay in making payment of progressive or final bill of the work, to the contractor.
19. No advance and secured advance will be considered.
20. Idle labour, idle rent and hire charges etc.:
No claim of any category and type, on this ground shall be entertained. The contractor and NKGSCCL shall make every effort that such situation does not arise.
21. Security Deposit:
Earnest Money for the successful tenderer will be retained and converted to Initial Security deposit.
22. Income Tax & G.S.T will be deducted as per Govt. orders issued from time to time and would be applicable on the date of making payment of the bills.
23. The Bidder, at his own responsibility and risk is encouraged to visit and examine the town and its surroundings and obtain all information that may be necessary for preparing the Bid and entering into a contract for the work as mentioned in the Notice Inviting Tender, before submitting offer with full satisfaction. The cost of visiting the site, shall be at his own expenses.
24. The intending Bidders shall clearly understand that whatever may be the outcome of the present invitation of Bids, no cost of Bidding shall be reimbursable by the Department. New Town Kolkata Green Smart City Corporation Limited reserves the right to accept or reject any offer without assigning any reason whatsoever and is not liable for any reimbursement of any cost that might have been incurred by any Tenderer at any stage of Bidding.
25. Prospective applicants are advised to note carefully the minimum qualification criteria before tendering the bids.
26. Conditional / Incomplete tender will not be accepted under any circumstances.

27. During scrutiny, if it comes to the notice of the tender inviting authority that the credential or any other paper found incorrect / manufactured / fabricated, that bidder would not be allowed to participate in the tender and that application will be rejected without any prejudice.
28. Before engagement, Tender Inviting Authority may verify the credential and other documents of the qualified tenderer if found necessary. After verification if it is found that the documents submitted by the tenderer is either manufactured or false in that case the said Tenderer will not be empaneled under any circumstances and his/their offer will be treated as cancelled.
29. If any discrepancy arises between two similar clauses on different notification, the clause superseding others will be solely as per the discretion of the Tender inviting authority
30. The successful tenderer whose tender is accepted shall make formal agreement along with bid documents in triplicate, within 7 (seven) days from the date of issue of work order by Chief Technical Officer, New Town Kolkata Green Smart City Corporation Limited on payment of usual charges which is non-refundable under any circumstances and submit the same duly signed by him/ them to this office. If the contractor fails to perform the formalities within the specified period the Tender is liable to be cancelled and the Earnest Money will be forfeited as per relevant clauses of WBFR.
31. Qualification criteria:
 - i. The tender inviting and Accepting Authority will determine the eligibility of each bidder. The bidders shall have to meet all the minimum criteria as stipulated in relevant clauses of this NlET.
 - ii. The eligibility of a bidder will be ascertained on the basis of the document(s) submitted in support of the minimum criteria. If any document submitted by a bidder is either manufactured or false, in such cases the eligibility of the bidder / tenderer will be rejected at any stage without any prejudice to take any penal action against him/ them as may be deemed fit by the Tender Accepting Authority.
32. The agency must have the capacity to engage professionals as directed by the Chief Technical Officer, NKGSCCL.
33. Agencies are required to give a work program preferably in the form of a bar-chart and to get it approved by the Chief Technical Officer, NKGSCCL before commencement of work and if progress of work abruptly differs from such work program, the undersigned may terminate the work order at any point of time and penal action as per Tender Terms and conditions will be imposed.
34. Intending tenderer should note that he may have to work simultaneously with other contractors already entrusted with other work or with contractor to be entrusted with other work in future in the same function. The contractor will have to work in close co-operation and harmony with all the contractor engaged in the project. Any claim for idle labour, for any reason whatsoever, will not be entertained under any circumstances.
35. NKGSCCL will not be held responsible for making payment against any anticipated profit and/ or compensation for any losses or price escalation whatsoever for the works as stated in the annexure of this NlET. Rates should be quoted accordingly.

36. The address as furnished by the contractor shall be deemed as the postal address of this office. Any notice or instruction to be given to the contractor under the terms of contract shall be deemed to have been served if it has been delivered to his authorized agent (on the strength of authorization) or representative or sent by registered letter to his official address as furnished.
37. Arbitration clause of WBF 2911(ii) stands deleted.
38. Participation in this tender deems that the applicant is fully agreeable to abide all terms and conditions as stated in this Notice Inviting e tender.
39. Mobilization advance, time / cost overrun and consequent cost escalation for any material, labour, etc. will not be allowed.
40. The offer shall remain valid for 180 days from the date of opening of the tender.

H. DATE AND TIME SCHEDULE

Sl. No.	Particulars	Date & Time
1	Date of uploading of NleT and other documents (online)	12-06-2020
2	Date, time and venue of pre bid meeting	22-07-2020 at 12:00 pm at NKGSCCL Conference Room
3	Documents download start date (Online)	13-06-2020 on 10:00am
4	Documents download end date (Online)	06-07-2020 on 3:00pm
5	Bid submission start date (On line)	13-06-2020 on 11:00am
6	Bid Submission closing (On line)	06-07-2020 on 6:00 pm
7	Bid opening date for Technical Proposals (Online)	07-07-2020 on 3:00 pm
8	Date time and venue for technical presentation	To be notified later
9	Last date of uploading list for Technically qualified Bidder(online)	To be notified later

Signature Not Verified

Digitally signed by SUBRATA
MUKHERJEE
Date: 2020.06.12 15:37:08 IST
Location: West Bengal-WB