



West Bengal Minorities' Development & Finance Corporation

(A Statutory Corporation of Govt. of West Bengal)

No.987-MDC/1Q-16

Date:19.02.2021

Notice Inviting Quotation

Sealed quotations are invited from the bonafide & experienced willing agencies as per particulars given below:-

Name of work:

Digital content designing and operation of various social media platform like Facebook, Twitter, Youtube, Whatapps etc.

Scope of Work:

- Graphic Designing & Banner creation
- Social Media Management
- Paid Marketing Assistance, if required

Eligibility Criteria: The Agency must have

- i. Should have a valid Trade license/Certificate of incorporation.
- ii. Should have a valid PAN Card.
- iii. Should have GST registration certificate, if any.
- iv. Working experience in similar nature of work for any Organization.
- v. An undertaking to be furnished that the Agency not has been blacklisted by any Court/State Govt./Govt. undertaking, etc.
- vi. The Agency should have an office at West Bengal.

Last date for submission of Quotation:

25.02.2021 at 12.00 noon at AMBER: DD-27/E, Sector-I, Salt Lake City, Kolkata- 700064

Opening date of Quotation:

25.02.2021 at 2.00 PM at AMBER: DD-27/E, Sector-I, Salt Lake City, Kolkata- 700064

Earnest money:

- a. 2% of the bid amount shall be required to be deposited by every quotationer in favour of West Bengal Minorities Development & Finance Corporation or WBMDFC in the form of Demand Draft (Other than those who are exempted as per rule) as earnest money.
- b. Earnest money deposit (EMD) will be forfeited in the event of a bidder withdrawing or modifying his bid after opening of quotation and till completion of the successful bidder declining to accept the work Order, or to pay the Security Deposit.
- c. The application Bid shall be rejected if it is not accompanied with the required Earnest money deposit (EMD).

Handwritten signature and date: 19/2/2021



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- d. Original earnest money deposit papers to be attached.
- e. Earnest money deposit (EMD) of successful bidder will be converted with security deposit and will be refunded after successful completion of work (one year).
- f. Earnest money deposit (EMD) of unsuccessful bidder will be refunded after finalisation of the tender.

Mode of payment:

- i. No advance payment will be made. Payment will be made on quarterly basis.
- ii. The successful bidder shall submit necessary bank details for bill payment at the time of signing the contract.

Period of contract:

The contract period with this Corporation would be initially for 1(one) year and may be further extended, based on the requirement of the Corporation on monthly/quarterly basis as per same rate, unless it will stand cancel on expiry of contract or on written notice within fifteen days.

The agreed price would be applicable throughout the contract period. No hike in price would be admissible; however, if the prices are reduced on any account, benefit of the same should be passed on to Corporation.

General Terms & Conditions

1. The willing agencies will have to quote their rate for one year in their letter pad and rate is to be quoted both in words and in figures. Rate should be exclusive of GST.
2. All corrections are to be initialled.
3. All the aforesaid documents to be self-attested.
4. Original documents are to be checked before issue of work order.
5. WBMDFC reserves the right to reject any quotation or all quotations without assigning any reason.
6. Statutory deducted shall be made as per rule.
7. Validity of quotation 10(ten) days from the date of submission.
8. All agencies are requested to be present at the time of the opening of sealed quotation.
9. The successful bidder has to undertake that data should be preserved with proper security & safety and should not be shared with anybody.
10. If there is any breach of contract the terms with the successful bidder will be cancelled forthwith and legal action will be taken as deem fit & proper.
11. Successful bidder should maintain of all social media site of the Corporation. Any data/ video, etc. should be updated or deleted from all social media site will be done under the approval of the appropriate Authority of WBMDFC only.
12. New changes/any modifications in existing social media platform will be done under the approval of the appropriate Authority of WBMDFC only.
13. The administrative password of all social media platform should be kept confidential and not to share others without prior approval of competent authority of WBMDFC.



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14. Conditional/Incomplete quotation will not be accepted.
15. During scrutiny, if it comes to the notice of the Quotation inviting authority that the credentials or any other documents is incorrect/manufactured/fabricated, that quotation will be out rightly rejected without any prejudice.
16. Before issuance of work order, the quotation inviting authority may verify the original credential and other documents of the lowest quotation if found necessary. In case, if it is found that the documents submitted by the lowest quotation either manufactured or false; the work order shall automatically stand cancelled and legal action as per prevailing rules shall be taken by Corporation (WBMDFC).
17. The Corporation reserves the right to terminate the work order with a fifteen days' notice, if the service provider failed to provide the required service/support to the Corporation.
18. The contract of service may be terminated by issuing 1 (one) month prior notice from agency side.


Managing Director

No.987-MDC/1Q-16

Date:19.02.2021

Copy forwarded for information& wide circulation to the:

- i. Director, Directorate of Madrasah Education, Govt. of West Bengal
- ii. Dy. Secretary,MA& ME Deptt.,Govt. of West Bengal.
- iii. Secretary, Urdu Academy, Govt. of West Bengal


Managing Director

No.987-MDC/1Q-16

Date:19.02.2021

Copy forwarded for information to the:

- i. PA to Chairman, WBMDFC
- ii. General Manager(SR),WBMDFC
- iii. Chief Accounts Officer, WBMDFC
- iv. Internal Audit Officer, WBMDFC
- v. Manager System, WBMDFC
- vi. Software Developer, WBMDFC
- vii. Office Notice Board


Managing Director