



## WEST BENGAL KHADI & VILLAGE INDUSTRIES BOARD

(A Government of West Bengal Enterprise under Micro, Small and Medium Enterprises and Textile Department)

12, B.B.D.Bag, Kolkata – 700 001

Website: [wbkvib.org.in](http://wbkvib.org.in)/Web Portal: [banglarkhadi.in](http://banglarkhadi.in)



Memo No: 149 /KB/STAT/21/ONLINE MARKETING/2024-25

Date: 16.01.2025

### NOTICE INVITING e-QUOTATION REFERENCE No. WBKVIB/CEO/NIQ/195/2024-25 OF CHIEF EXECUTIVE OFFICER WEST BENGAL KHADI & VILLAGE INDUSTRIES BOARD

The Chief Executive Officer, Khadi & village Industries Board, invites-Quotation for the work detailed in the table below which are to be executed through Engineering Section of WBKVIB.: -

|                            |   |
|----------------------------|---|
| Name of Work               | Notice Inviting Online Quotation for Graphic Design Development and preparation, Implementation of an E-Commerce web portal along with App Development with engagement of expertise in WBKVIB during the year 2024-25 |
| Estimated Amount (₹)       | ₹ To be Quoted (Including all Taxes, GST, Cess etc.)  |
| Earnest Money (₹)          | ₹ 12000.00 Online e-procurement   |
| Period of Completion       | 120 Days from date of Work Order.   |
| Name of Concerned District | Kolkata   |
| Defect Liability Period    | 01 (One) Year   |
| Eligibility of Bidder      | Bonafide, resourceful, experienced and reliable, Government licensed contractor eligible for similar type of work through pre-qualification, similar type of work in Govt or PSU Organization                         |

#### Note:

- In the event of e-filing intending bidder may download the tender document from the website, <https://wbtenders.gov.in> indirectly by the help of Digital Signature Certificate & necessary Earnest Money.
- Intending Tenderer will not have to pay the cost of tender documents for the purpose of participating in e-tendering, but the successful L1 (Lowest) Bidder will have to pay the cost of tender documents of 2 (two) sets, as per notification no. 199-CRC/2M-10/2012 Dated: - 21/12/2012 and notification no.- 452-A/PW/0/10C-35/10 Dated: - 26/07/2011 of secretary PWD Govt. of West Bengal.

#### ◆ DATE & TIME SCHEDULE:

| Sl No. | Particulars  | Date & Time                        |
|--------|--|------------------------------------|
| 2      | Documents download start date (online)   | 21-01-2025 from 18.00 hrs. onwards |
| 3      | Documents download end date (online)   | 07-02-2025 up to 18.00 hrs.        |
| 4      | Online Bid Submission Start Date & Time  | 21-01-2025 from 18.00 hrs. onwards |
| 5      | Online Bid Submission Last Date & Time   | 07-02-2025 up to 18.00 hrs.        |
| 6      | Time & Date of Opening of Technical Bid (Bid will be opened by Authorized Officer) | 10-02-2025 from 11.00 am onwards   |
| 7      | Date of Opening of Financial Proposal (Online)                                     | To be notified.                    |

❖ Details of Scope of work provided in enclosed annexure

## **GENERAL INSTRUCTION**

### **❖ Eligibility criteria for participation in tender:**

- I. Bidder should have credential of direct development of software application and web sites, web portal development and Graphic Design development in Govt. Organization, PSU in last 5 years.
- II. Bidder should have at least development 2(two) Count Website or Web Portal in last 5 years in any Govt. Organization, necessary completion certificate should be provided from competent authority.
- III. Bidder should have expertise in handling large Enterprise Data Bases application and Preparation of Application Development.
- IV. The bidder vendor should not have been **blacklisted** or **caught in any fraudulent** practical self-declaration to be provided.
- V. The bidder should have two Technical Expertise.

### **1. Documents to be submitted online for Technical Bid:**

- A. Pan Card.
- B. Latest professional Tax Paid Challan & P-Tax Enrollment Certificate, Professional Tax Payment Certificate.
- C. Valid 15-digit Goods and Services Taxpayer Identification Number (GSTIN) under GST Act, 2017 & Latest GST Return in Form No. 3B.
- D. Latest Valid Trade License.
- E. Work Order along with Payment Certificate, Completion certificate for the work in technical credential.
- F. Registered Partnership Deed, if applicable.
- G. The Power of Attorney for signing the tender by partner

### **2. Other terms and conditions:**

- a. The prospective bidders shall have in their full-time engagement experienced engineering personnel.
- b. The Bid should be submitted in two parts in two separate sealed covers digitally super scribing "TECHNICAL BID" and "FINANCIAL BID". FINANCIAL bid of only those bidders shall be opened who are technically qualified on evaluation according to the predefined qualification criteria as mentioned in this N.I.Q by the 'Tender Committee' formed for the purpose. The decision of the 'Tender Committee' will be final and absolute in this respect. The list of Qualified Bidders will be displayed in the Notice Board of this Office on the scheduled date and time as mentioned NIQ.
- c. Issuance of work order as well as payment will depend on availability of fund and no claim whatsoever will be entertained for delay of Issuance of work order as well as payment, if any. Intending tenderers may consider these criteria quoting their rates.
- d. Defect Liability Period mentioned in NIQ front page\*\*
- e. Adjustment of price (increase or decrease): - No escalation of cost will be allowed even in extension period of time, granted by WBKVIB.
- f. No Mobilization advance and Secured Advance will be allowed.
- g. Price preference will not be allowed.
- h. Security deposit @ 8% will be deducted from the running bill till completion of the work.
- i. Security deposit & Earnest Money Deposit will be released after 3(Three) year from the date of completion of the work and recommendation of Project Engineer.
- j. The Chief Executive Officer, WBKVIB reserves the right to cancel the NIT due to unavoidable circumstances and no claim in this respect will be entertained.
- k. Before issuance of the work order, the tender inviting authority, may verify the credential & other documents of the lowest tenderer if found necessary. After verification, if it is found that such documents submitted by the lowest tenderer is either manufactured or false in that case, work order will not be issued in favor of the tenderer under circumstances.
- l. The intending tenderers are required to quote the rate online only. No offline tender will be entertained.
- m. The intending tenderer is required to quote the rate in figures as well as in words as percentage above / below than or at per with the relevant price schedule of rates.
- n. No CONDITIONAL / INCOMPLETE TENDER will be accepted under any circumstances.
- o. In case of Quoting rates, no multiple lowest rates will be entertained by the Department.
- p. Qualification Criteria.

**N.B.-** All the above documents are to be submitted in separate .pdf file properly named with a forwarding letter in company letter head pad addressed to the CEO, WBKVIB listing all the documents submitted online. The letter head must contain full address telephone no / Mobile No. and e-mail ID.No other papers are required.

3. (BOQ) is attached herewith. The same is to be submitted online as financial bid.
4. Location of critical events: All meetings related to selection of L1 will be done at the office of the CEO, WBKVIB, Hemanta Basu Bhavan, 12 BBD Bag, Kolkata- 700 001.
5. The technical & financial proposal should be developed by the agency after reading the project summary, details of hardware intervention required, site map and quantity of works to be taken up. The agency may also visit the executing site before preparation of proposal.
6. For any further query one can e-mail to ceowbkvib@gmail.com or call at 9674312318 According to clause 19 of 2911 (ii) contractor should have valid license under the contract labour (Regulation and Abolition) Act 1970 betaken commencement of work and continue it until completion.
7. Contractor will have to maintain qualified technical employees and / or Apprentices of site as per prevailing Apprentices Act or as stipulated at the contact.

**\*\* Defect Liability Period: -**

▪ 03 (Three) Months

▪ 12 (Twelve) Months

: Full security deposit shall be refunded to the contractor on expiry of the time period from the actual date of completion of the work.

▪ 36 (Thirty-Six) Months

: i) 30% of the security deposit shall be refunded to the contractor on expiry of 2 (Two) years from the actual date of completion of the work.  
ii) The rest 70% of the security deposit shall be refunded to the contractor on expiry of 3 (Three) years from the actual date of completion of the work.

▪ **60 (Sixty) Months**

- : i) No security deposit shall be refunded to the contractor for 1st 3 (Three) years from the actual date of completion of work.  
 ii) 30% of the security deposit shall be refunded to the contractor on expiry of 4 (Four) years from the actual date of completion of work.  
 iii) The rest 70% of the security deposit shall be refunded to the contractor on expiry of 5 (Five) years from the actual date of completion of work.

• **Interest free security deposit**

- : Full security deposit shall be refunded to the contractor after receiving the requesting letter from the contractor and 6 (Six) months after expiry of agreement with the Board.

*16/01/25*  
**Chief Executive Officer  
 WBKVIB**

Memo No: *149/1 (8)* /KB/STAT/21/ONLINE MARKETING/2024-25

Date: *16.01.2025*

Copy Forwarded for wide publicity through the office Notice Board to: -

1. F.A. & C.A.O. WBKVIB.
2. A.E.O., WBKVIB.
3. P.O(R & T), WBKVIB
4. P.E.O. WBKVIB.
5. Project Officer Online Marketing, WBKVIB
6. The Executive Engineer, WBKVIB
7. All District Officer, WBKVIB.
8. Notice Board / Office Website.

*16/01/25*  
**Chief Executive Officer  
 WBKVIB**

## ANNEXURE

### Detail Project Scope of work is as Detailed Below:

#### Website Domain Registration:

- The Domain of the Web Portal will be chosen by the competent authority and upon availability of the same the Domain will be booked by the vendor for 2 years. The vendor has to actively guide the competent authority in this regard.
- The Domain should be registered in the Name of the CEO of the WBKVIB.
- The Control Panel of the Domain has to be maintained by the Vendor or the Bidder.

#### Website Hosting Details:

- The Hosting Centre should be in India.
- Hosting Centre in East India will be Preferred.
- The Web Portal should be secured via SSL.
- Hosting should be done in Dedicated Servers.
- Hosting should be done in VPS/VCS and as per the requirements / load increases the hosting should be able to be scaled up to meet up with the traffic.

#### The following Services will be required:

- Web Service
- Email Service
- WhatsApp Service
- SMS Service
- Application (ECommerce with Inventory, In House Production, Purchase, Sales, Sales Return, Purchase Return (with appropriate Debit and Credit note), Damage Management, Vendor Management.
- All modifications to the Web Portal should be done using a password authenticated system and WebApis should serve request with an authenticated token.

#### Website Static Scope of Work:

- To ensure compliance with the Guidelines for Indian Government Websites (GIGW).
- To make the Web Portal as per Cert-IN Guidelines.
- To restructure content of the website to make it disabled friendly so that the available information is easily accessible to people with visual disability.
- These can be styled entirely through CSS. Menu Items can have conditional states (i.e. the menu Item can be styled differently If it is the first item, if it is an even-numbered item, or if it is the Item etc.
- Dynamic menus: Menus and submenus can be created based on the page-tree as pages are added and subtracted
- Audit Trail: Administrator shall have access to one log in the backend or individual logs on each page where they can view changes that have been made to the database.
- Content Approval: All and every content modified, removed or added will have to be approved by an editor, reviewer and/or administrator.
- Backend System will have User Access to restricted and/or read, modify (add, remove or edit) as per User Grant Settings (Privilege).
- User Management: The Administrator can Grant, Revoke, enable/disable users, can set up Privileged Access Management (PAM) System (Assigning Privileges) per user/ per user group.
- Metadata Insertion: Can be inserted for each page or globally, and for different languages.
- Search Engine Friendly URL's: A rewrite engine is a software that modifies a web URL's appearance (URL rewriting). Rewritten URLs (sometimes known as short, fancy URLs, or search engine friendly - SEF)
- Internal Shortcuts: Repetitive Operations and frequently used internal modules/pages can be put up as shortcut in a single click. Having a collection of shortcuts, users can jump around inside website with little effort.
- Rich Text Editor: Multiple RTEs with Microsoft word like icons support for Mac/safari and Other popular Browsers like (Edge, Chrome, Firefox) on all platforms; WYSIWYG editors are highly configurable buttons and CSS styles can be added and removed.
- CSS Styled Content: All aspects of the core functionality can be styled on the website. Most extensions can be styled through CSS.
- Online Administration: All administration is handled online via a current web browser.

- Minimal Training Required: Editing content is as easy as editing in Microsoft Word. Menu links are automatically generated as an editor adds pages and most content elements features wizards for further ease of use.
- Site Map: A hierarchical visual model of the pages of a Web site. Site maps users navigate through a Web site that has more than one page by showing the user a diagram of the entire site's contents.
- Site search will allow users to do keyword search in site. It will lead to links of all the pages in which keyword is found on the search result.
- Restructure overall content with proper tagging to make them screen reader friendly.
- Compatibility of the Web Portal with popular browsers like Google Chrome, Mozilla Firefox, Safari and also Smart Phone Browsers.
- Develop Resolution Independent Design Structure.
- Visitor can reach homepage from anywhere in the website with just one click.
- Complete linking hierarchy is displayed to the visitor for each page.
- Site map link is available at the bottom of all pages.
- Content Integration. The content of the website will be integrated to newly designed website. Integration with the existing site content into the new website structure and getting the approval from user's assigned representative to ensure correctness is to be.
- The website should have good color combination and high-end graphics.
- The template has to be approved by the competent authority. The website would be developed in English. All further modifications and additions would also have to be done. The website should also support UNICODE and other International Standards.
- The Web Portal should be accessible in Public Forums like, Facebook, Twitter, YouTube and Instagram etc.
- IP based tracking of the Web Portal as who has accessed the web portal and from what IP

### Website E-commerce Scope of Work

#### Catalogue Browsing

- Layered / Faceted Navigation for filtering of products
- Static Block toot to create category landing pages
- Ability to assign designs on category and product level (unique design per product/category)
- Configurable search with auto-suggested terms
- Recently viewed products
- Product comparisons
- Recently compared products
- Cross-sells, Up-sells and Related Items
- Popular Search Terms Cloud
- Advanced Filter with Product / Product Type and Budget and Color / Size etc.
- Product Reviews
- Product listing in grid or list format
- Breadcrumbs

#### Catalogue Management

- Inventory Management with Backordered Items, Minimum and Maximum quantities
- Batch import and Export of catalogue
- Batch Updates to products in admin panel
- Simple, Configurable (e.g. size, color, etc.), Bundled and Grouped Products
- Virtual Products
- Customer Personalized Products - upload text for embroidery, monogramming, etc.
- Tax Rates per location, customer group and product type
- Attribute Sets for quick product creation of different item types
- Create Store-specific attributes on the fly
- Media Manager with automatic image resizing, watermarking, and virtual trial with a 3d mannequin
- Advanced Pricing Rules and support for Special Prices (see marketing tools)
- Search Results rewrites and redirects
- Approve, Edit and Delete Product Tags
- Approve, Edit and Delete Product Reviews
- RSS feed for Low Inventory Alerts

#### Product Browsing

- Multiple Images Per Product
- Product Image Zoom-in Capability
- Product Reviews
- Related Products
- Stock Availability
- Multi-Tier Pricing Upsell
- Product Option Selection
- Grouped Products View
- Add to Wishlist
- Send to a Friend with Email

### **Customer Accounts**

- Order status and history
- Re-orders from account
- Recently ordered items
- Address Book with unlimited addresses
- Default Billing and Shipping addresses
- Wishlist with ability to add comments
- Email or Send RSS feed of Wishlist
- Newsletter Subscription management
- Product Reviews submitted
- Product Tags submitted
- Account Dashboard for overview of: recent orders, personal information, newsletter subscription status, primary billing address, primary shipping address, shopping cart, wish list, recently ordered Items, recently reviews and recent tags
- Cancellation of Order
- Damaged / Defective Item Received 3. Size Unfit
- Wrong Item Received
- With refund or replace with same (in case of damaged) and replace with correct item if wrong item is shipped.

### **Site Management**

- Control multiple websites and stores from one Administration Panel with ability to share as much or as little information as needed
- Multi-Lingual
- Support for localization
- Currency INR
- Administration Permission System Roles and Users
- Web Services API for easy integration with third party systems
- Flexible tax rate management with support for domestic and international markets "
- Fully 100% customizable design using templates
- Customer Groups
- One-Click Upgrades
- Content Management System for Informational Pages
- Order Management
- View, edit, create and fulfil orders from admin panel.
- Create one or multiple invoices, shipments and credit memos per order to allow for split fulfilment
- Print invoices and packing slips
- For customer support and any general queries: Call Centre (Phone + Mail + WhatsApp) Support
- Includes ability to create new customer, or select existing customer and view shopping cart, wish list, fast ordered items, and compared products list, as well as select addresses, give discounts and assign custom prices
- Create re-orders for customers from administration panel.
- Email Notifications of Orders
- RSS feed of New Orders
- View of stock in MIS
- View of total Sale (customized)
-

**Shipping**

- Integration with domestic as well as international logistics companies for real-time shipping.
- On-site order tracking from customer accounts
- Flat rate shipping per order
- Flat rate shipping per item
- Free Shipping
- Table rates for weight and destination
- Table rates for product sub-totals and destination
- Table rates for number of items and destination

**Checkout**

- One-Page Checkout
- SSL security support for orders on both front-end and back-end
- Checkout without account/Guest Checkout
- Shopping Cart with tax and shipping estimates
- Checkout with account to use address book
- Option to create account at beginning of checkout
- Accept gift messages per order and per item
- Saved Shopping Carts with configurable expiration time
- Invoice generation and Logistics Challan Generation from the Back end as per the specifications of the Logistics Partner

**Other generic features (Dynamic Components of Web Portal):**

- Contact Us-Key Contacts/Administrative Staff details will be posted online.
- FAQ Systems.
- Feedback System.
- Event Calendar.
- Image Gallery- Photo Gallery.
- Video Gallery.
- Information System-Government Orders & Circular Publication Systems.
- Circular & Notice Upload System.
- News System.
- Site Map.
- Related Links.
- Recruitment System.
- RTI System.
- Public Grievance System.
- Website Search Module.
- Achieves.
- Direct Mailing Facility.
- SMS Sending & Receiving Module with Bulk SMS System.
- Online Suggestion Module
- Announcement system - The site should have publicity facility through various schemes, events etc.
- Email accounts for staffs needs to be provided through Mail-Server
- Acts & Policies Systems
- Privacy Policy
- Cookie Policy
- Cancellation & Return Policy