

**GOVERNMENT OF WEST BENGAL  
HOME (CONSTITUTION & ELECTIONS) DEPARTMENT  
ELECTION WING**

**DETAILED NOTICE  
FOR  
INVITATION OF EXPRESSION OF INTEREST ( UNDER TWO COVERS TENDER SYSTEM ) FOR  
PROJECT IMPLEMENTATION FOR ELECTION COMMISSION OF INDIA GUIDED BASELINE SURVEY  
OF VOTER'S BEHAVIOUR IN THE STATE OF WEST BENGAL**

**N.I.T No. 1339/ Home (Elec)/ R1M—38/2010**

**Dated 14-07-2010**

Abbreviations/Definitions:

ECI	:	Election Commission of India
CEO	:	Chief Electoral Officer
DEO	:	District Election Officer
VOTER	:	Elector registered in the Electoral Roll
STATE	:	State of West Bengal
AC	:	Assembly Constituency
IEC	:	Information, Education and Communication
EPIC	:	Electoral Photo Identity Card
PIA	:	Project Implementation Agency

The term "Agency" shall include registered firm, corporate body inclusive of registered company, and academic Institutions having due affiliation in Union of India. In case of any dispute over eligibility on this count, decision of the undersigned will be final.

**Brief Description of the Project**

The Election Commission of India (ECI) has undertaken several IEC campaigns in the country with a view to educate voters about their rights, to apprise their roles in election as well as voting processes, to facilitate them perform functions with ease and convenience and to make them aware of the importance of participation of citizenry in such processes. The primary focus of these activities rests on ensuring higher participation in voting process as well as accurate enrolment of electors in the electoral rolls.

In order to understand the extent and level of knowledge, belief, perception, readiness, trends, factors and reasons behind lower enrolment of voters in electoral rolls and of participation and non-participation of registered voters in the election/voting processes encompassing the social paradigm determining voters' behaviour relevant to such fields of activities and to identify measures to be undertaken towards ensuring accurate enrolment of electors and higher voter turnout in future election/voting processes, the ECI has also taken initiative to carry out the Baseline Survey of Voter's Behaviour in the state of West Bengal. And, for this purpose, it proposes to engage services of a Project Implementation Agency (PIA).

The main objectives of the Baseline Survey of Voter's Behaviour in consonance of what has been explained above would be as follows :-

- To understand the reasons for people not coming forward for enrolment as electorate.
- To understand the reasons behind people not seeking photo-updation and EPIC.
- To understand the underlying reasons for low voter turnout in last election in the State and identify hindrances to voting.
- To identify demographics of electoral segments with lower enrolment, lower EPIC coverage and lower participation during polls.
- To suggest logical and plausible measures to ensure higher enrolment and higher voter turnout based on the outcomes of the Survey.

The Baseline Survey will be followed by preparation of a Process Documentation and an End-line Survey. The Baseline Survey will be required to be completed in such a manner and time-frame that the comprehensive Study documentation over it is submitted within a time span of 30 days from the date of engagement of agency for this purpose.

### **Outline of the Scope of Work**

It is desirable that samples are so drawn keeping in view the varied demographic features available in the State that every objective of the Survey under proposal shall get exposure to scientific analysis through plenty of data inputs derivable from field level interactions.

The entire State can be classified into two sets of clusters of samples, one having clusters of samples with incidence of lower enrolment of voters in electoral rolls or lower instances of photo-updation or lower number of EPIC holding or lower voter turnout in last Assembly Election (2006) and another having clusters of samples with incidence of higher enrolment of voters in electoral rolls or higher instances of photo-updation or higher number of EPIC holding or higher voter turnout in last Assembly Election (2006). These two sets of clusters of samples should cover the entire state with all diverse geographic, lingual, socio-economic, political and general demographic features associated to it. These two sets, when selected scientifically based on figures already available with ECI, will facilitate in appraising reasons behind such discrete and distinct incidences of mentioned events and analyse data relevant to such samples so as to suggest effectively, qualitatively and logically as to what measures would be necessary to be undertaken towards ensuring objectives of the ECI as set forth hereinbefore.

The minute sample should be so drawn that there is substantial opportunity to build one-to-one communication between the surveyor and the voter and the questionnaire as may be designed for survey may convey correct, expressed and perceived inputs of voter's mind so to reflect truest possible image through it.

Questionnaire should be so selected that it covers all possible angles of human reactions relevant to voter's behaviour under survey. It should be precise and convenient to response without having overlapped areas. It must be presented before individual in language(s) conversed by the voter.

Pre-testing of questionnaire is required to be done and experts in the field as well as in ECI or DEO or CEO shall be consulted in fine tuning it before finally floating it in field survey.

Evaluation of data as may be collected from samples shall be analysed both on qualitative as well as quantitative counts to reveal an accurate account of Voters' behaviour in the State.

The documentation of entire process of survey should be done, with minute details, in scientific and transparent manner and this shall be a part of the final report.

### **Time frame of Work**

The Baseline Survey will be required to be completed in such a manner and time-frame that the comprehensive Study documentation along with details of survey analysis and data are submitted within a time span of 30 days from the date of engagement of agency for this purpose.

### **Prequalification criteria for the Project Implementation Agency**

- (a) The PIA should be of repute and have a good standing in the field of its main activities.
- (b) The PIA should be an agency, either a body corporate or a registered firm or academic institution, having a registered office within the Union of India.
- (c) The PIA should have a proven track-record in the field of Social Marketing and Research, with adequate experience of conducting Public survey focused on socio-demographic profile of area under study, preferably in the state of West Bengal.
- (d) The PIA should have adequate qualified, skilled and experienced field level staff/assistant/manpower to actually conduct the survey within specified time-frame. Those personnel should have conversational fluency in local language, well-conversant with regional profile including etiquettes, belief and customs of the sample of people assigned to them for conduct of survey. They should be respectful in attitude, manner and discourse so as to win confidence in individuals under sample of survey and to elicit frank and free responses from them.
- (e) The PIA should also have substantially qualified and experienced team leaders to guide, enthuse and manage those field level assistants.
- (f) The PIA should have experts in related fields for proper designing of modules of survey, selection of samples, analytical valuation of survey data, preparation of process documentation and deducing survey inputs into a logically analysed study report, in scientific and transparent manner, with suggestions explicitly deliberated therein.
- (g) The PIA should have adequate knowledge of the entire State, in terms of geographical spread, customs and traditions, demographic profile of the voters, socio-economic conditions of people, etc.

- (h) The PIA should be free from affiliation, covert or overt, to any political, religious or sectarian belief.
- (i) The PIA should have ability and capacity to deliver quality output within strict timeline with every sense of maintaining confidentiality of data analysis as well as findings of the Survey.

The intending Agency shall have to present a Quality Assessment Proposal along with Abstract in Formats A & B ( as appended below ) in a separate sealed cover along with explicit communication under Letter head stationery expressing interest in undertaking the proposed Study. The Quality Assessment Proposal should contain details of quantifiable inputs relating to the following aspects in consonance of its Abstract in Formats A & B as well as declaration to the effect of non-quantifiable items as mentioned at sub-para (h) and (i) above. The proposal should be duly bound and supported by relevant documents.

- a) General and overall experience of the Agency including the years of operation indicating number of years in Social & Marketing Research and conduct of public Survey.
- b) Experience of working on a similar project in Union of India funded by any Organization/Institution of International, National or Regional repute, or World Bank or any external funding agencies of Global repute.
- c) Experience of working on project as in (b) above within the state of West Bengal.
- d) Annual turnover of the Agency for the last five years (exempted in case of Academic Institutions).
- e) Contract wise nature, cost, person month inputs, employer (client), location and specific services for works in hand & as well as completed works.
- f) Specific experience of the Agency/Institution in the required area of expertise.
- g) Summary of permanent professional employees and resource persons indicating the nature of specialization, qualification and experience considering requirements specified in earlier paragraphs.
- h) Location & address of the registered office.

### **Comprehensive Financial proposal**

The intending Agency shall invariably offer a comprehensive Financial proposal in a separate sealed cover with an abstract of broad items of expenses (inclusive of taxes and duties applicable) and duly arranged details of cost analysis for all those items of expenses. The Financial proposal should not contain any hidden cost of whatsoever nature.

## **Quality and Cost Based Assessment and Selection**

Based on the information supplied in the E.O.I, the sealed cover containing Prequalification documents in mode of Quality based Assessment of the Agency shall be opened in presence of all authorized officials of the intending agencies who are present at the schedule time and date as notified herein below. According to such Quality based Assessment the bonafide and qualified agencies shall be shortlisted and ranked on the basis of marks obtained in such process. Quality Evaluation marks will be allotted out of 60 (sixty) in this part of which 30 (thirty) marks shall be the qualifying marks.

Sealed covers containing Financial Proposal offered shall be opened only in respect of those intending agencies who have secured qualifying marks in Quality Evaluation process as stated hereinbefore. The authorized representatives of only those agencies shall be allowed to be present in such process at the scheduled time and date as notified herein below. The evaluation of Financial Proposal of those agencies shall be undertaken with due regard to all information desired in this tender. Financial Evaluation marks will be allotted out of 40 (forty) marks in this part.

On the basis of marks obtained by the qualified agencies on both Quality Assessment and Cost based Assessment they shall be ranked according to total marks obtained by each out of 100 (hundred) and a panel of 3 (three) such bonafide duly qualified agencies shall be finally prepared.

The offer for Project implementation shall be notified in due time and manner by the undersigned after necessary clearance of the Government of West Bengal and approval of the Election Commission of India. The offer will be given to a single agency starting with the first in the panel. If such agency declines to undertake such Project implementation and/or fails to perform as per notified manner and time schedule, next offer will be given to the second agency in the panel and in similar situation and response of the second agency as described above, the offer shall be extended to the third agency.

As soon as the offer for Project Implementation is accepted by the agency by written communication, a formal letter of engagement shall be issued to the agency for Project Implementation and such date of issue shall be construed to be the date of engagement in relation to time-frame of project as described hereinbefore.

## **Other Terms & Conditions**

- a) All duties, delivery charges, taxes and other levies payable by the Agency/Institution for carrying out the works shall be included in the total price to be quoted. Validity period of the financial proposal offered shall be 120 (hundred and twenty) days from the date of last date of submission of tender.
- b) Credentials of working with Government Departments along with documentary evidence shall have to be annexed with the tender. Preference will be given to those having high experience of working with Government Departments for the type of work required for this job.
- c) Award of Work: The undersigned reserves the right to accept or reject any tender and to cancel the bidding process and reject all tenders at any time prior to the award of contract without assigning any reason whatsoever. Work order in each case will be issued after final correction of proofs and satisfaction about designs.

- d) Payment terms: No advance shall be paid for the job. Payment will be made after submission of comprehensive report as described in detail hereinabove within the specified date and after satisfaction about the quality of jobs as mentioned in this tender notice.
- e) An amount of Rs.20,000/- (Rupees twenty thousand) only will have to be deposited along with the tender as Earnest Money in the form of demand draft/banker's cheque, drawn in favour of the **Chief Electoral Officer, West Bengal**. The amount so deposited will be released in case of rejected tenders within 15 days from the date of request. The earnest money will be converted into security deposit in respect of agency selected finally and offered with the Project implementation and the same will be released after satisfactory completion of work.
- f) Each participating agency must have permanent Income Tax, Sales Tax/VAT Account numbers/ registrations and necessary documentary evidence in support of that along with copies of Income Tax Returns for the last three years will have to be submitted along with the offer.
- g) No tender shall be received through fax or e-mail. Incomplete tenders shall be summarily rejected.

The undersigned invites Expressions of Interest (EOI) supplemented by Quality Credentials as well as Financial Proposal from domestic **Agencies/Institutions** for the Project Implementation for Election Commission of India guided Baseline Survey of Voter's Behaviour in the state of West Bengal.

The Sealed envelope marked clearly "**Expression of Interest for Project Implementation for Baseline Survey of Voter's Behaviour**", containing two separate sealed covers for Quality Assessment and Financial Proposal and EOI in expressed letter head stationery and the Earnest Money Deposit in mode of Demand Draft/Banker's Cheque inside, complete in all respects, addressed to the undersigned must be **dropped in the Tender Box only placed in this office as located in the 3<sup>rd</sup> Floor of 21, Netaji Subhas Road, Kolkata—700 001 not later than 1400 hours of 27<sup>th</sup> day of July 2010 (Tuesday).**

The said sealed envelopes will be opened on **the 28<sup>th</sup> day of July 2010 (Wednesday) at 1400 hours** for Quality Assessment to be followed by Cost based Assessment in a continuous sequence till finalization of Panel. If for any reason that day becomes a holiday, sealed envelopes will be opened on the next working day at **1400 hours**.

Further information, if any, may be obtained from the address and telephone Nos. given below. The Authority reserves the right to reject any or all the EOIs without assigning any reasons thereof.

Contact Persons:

- 1) Mr. Saibal Barman  
(033) 2231—0845
  
- 2) Mr. Arun Bhattacharya  
(033) 2231—0850

Chief Electoral Officer  
West Bengal

**Format - A**

Sl. No.	Credentials	Information	Ref. page no. of the supporting documents
1.	Year of Registration (Affiliation in case of academic Institution)		
2.	Pan No.		
3.	Service Tax registration No.		
4.	General and Overall experience of the Agency (No. of years) in the field of Socio-economic study		
5.	Experience of the Agency in Market Research (No. of years)		
6.	Experience of the Agency in Social Survey (No. of years)		
7.	Experience of working on a similar project in Union of India funded by any Organization/Institution of International, National or Regional repute, or World Bank or any external funding agencies of Global repute. (No. of years)		
8.	Experience of the Agency in working in West Bengal (No. of years). State location & name of Projects.		
9.	Annual Turnover of the Firm for last 5 years (Rs. in lakhs)		
10.	Specific experience of the Firm in the required area of expertise (No. of years)		
11.	Address of Registered office with Telephone Nos.		
12.	Address of local office in Kolkata, if any, with Telephone Nos.		
13.	Name, designation and contact No of the Key person		
14.	Email id of authorized person of the Agency/Institution		
15.	History of past litigation if any (Yes/No)		

**Format - B**

**Permanent professional employees & resource persons :-**

Sl. No.	Name	Nature of Specialization	Qualification	Year of experience in the required area
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The information furnished in the above formats must be supported with relevant documents.