

**GOVERNMENT OF ODISHA**  
**FOOD SUPPLIES AND CONSUMER WELFARE DEPARTMENT**



RFP for selection of agency to undertake IEC activities of  
FS&CW Department for creating public awareness

**RFP NO: 01/FSCW/February 2020**

Request for proposals are invited from eligible bidders for undertaking **IEC activities of FS&CW Department for creating public awareness**. The tender document with all information relating to the tender process including tender document cost, EMD, eligibility criteria, scope of work, terms & conditions, evaluation criteria and formats of submission of tender may be downloaded from the website [www.foododisha.in](http://www.foododisha.in)

Particulars	Scheduled Date & Time
Publication of RFP	04.02.2020
Pre-bid meeting	12.02.2020 at 1600 Hours at OSCSC
Last date & time for submission of Bids	26.02.2020 at 1700 Hours
Opening of Technical Bid	27.02.2020 at 1600 Hours at OSCSC
Technical Bid Presentation	27.02.2020 at 1600 Hours at OSCSC
Opening of Financial Bid	It will be informed to the technical bid qualified bidders through mail

Any amendment in the tender document due to decision in pre-bid meeting/extension of bid if any shall only be notified in the website mentioned above. The proposals shall be submitted through Speed Post/ Registered Post only to “**Joint Secretary (NFSA), Food Supplies & Consumer Welfare Department, Loka Seva Bhawan, Sachivalaya Marg, Odisha, Bhubaneswar, Pin-751001**”. The authority reserves the right to cancel any or the entire selection process without assigning any reason thereof.

-Sd/-  
**Joint Secretary to Govt**



**GOVERNMENT OF ODISHA  
FOOD SUPPLIES & CONSUMER WELFARE DEPARTMENT**

**Request for Proposal (RFP)**  
RFP for selection of agency to undertake IEC activities of FS&CW  
Department for creating public awareness

**RFP NO: 01/FSCW/February 2020**

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## 1. Introduction:

The mandate of Food Supplies & Consumer Welfare Department (hereinafter referred to as 'FS&CW Department') is procurement of paddy from farmers by ensuring Minimum Support Price (MSP), providing food security to the beneficiaries at subsidized price through Public Distribution System (PDS), scientific storage of rice received through custom milling route, protection of rights and interest of consumers through market interventions and enforcement of different Control Orders/Acts.

The broad objective of this assignment is to develop IEC materials & execute IEC campaign highlighting the above activities of FS&CW Department to sensitize and create awareness among general public, beneficiaries and other stake holders in the State.

**As part of the above broad scope of IEC strategy, FS&CW Department, Government of Odisha has planned to carry out an extensive IEC campaign on 'GIVE UP RATION CARD' concept urging PDS beneficiaries not in need of food security to surrender their Ration Cards.**

It is in this context, FS&CW Department wants to invite Request for Proposal (Hereinafter referred to as 'RFP') from advertisement agencies/firms for development of IEC strategy/materials meant to carry out the 'Give up Ration Card' campaign across the State.

## 2. Disclaimer:

The information contained in this RFP document provided to the bidders by the FS&CW Department, or any of their employees or advisors, is provided to the bidder (s) on the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided.

The purpose of this RFP document is to provide the bidder(s) with information to assist in the formulation of proposals. This RFP document does not purport to contain all the information each Bidder may require.

This RFP document may not be appropriate for all persons, and it is not possible for the Department, their employees or advisors to consider the business/investment objectives, financial situation and particular needs of each bidder who reads or uses this RFP document.

Each bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP document and if necessary, may obtain independent advice from appropriate sources.

FS&CW Department, their employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFP document.

FS&CW Department shall be the sole and final authority with respect to qualifying a bidder through this document. The decision of tender inviting authority in selecting/appointing the agency/firm that qualifies through this document, shall be internal and it reserves the right to reject any or all the bids without assigning any reason thereof.

FS&CW Department may terminate the process at any time without assigning any reason and upon such termination, Department shall not be responsible for any direct or indirect loss or damage arising out of such a termination.

FS&CW Department may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document.

### 3. FACTSHEET

Clause Reference	Topic
Scope of Work	To provide services for IEC activities on different activities of FS&CW Department for creating public awareness campaign across the State.
Project Period	The period of such engagement shall be for 01 (one) year initially and may be extended to another one year depending upon the performance of the vendor.
Method of Selection	Quality Cost Based Systems (QCBS) method shall be used to select the vendor. The bidder has to submit the bid in two separate sealed envelopes marked 'Technical Bid' & 'Financial Bid'. All the bids will be evaluated on the basis of pre-qualification criteria. Technical evaluation of only those bids will be carried out which satisfy all the pre-qualification criteria. Price bid of only those bidders will be opened who qualify in Technical Bid with a score of 70%. The highest weightage (Technical weightage +Financial weightage) among the qualified bidders will be selected.
Language of Bid	The entire bid document should be submitted in English language.
Currency of Bid	The bid price should be quoted in Indian Rupees. The offered price should be inclusive of tax. The financial bid should indicate offered price and tax component separately.
Tender Document Fee	The bidder needs to deposit non-refundable tender document fee of <b>Rs.5,000/-</b> (Rupees five thousand) only in shape of a Demand Draft to be drawn from any Scheduled Bank/Nationalized bank in favour of " <i>Odisha State Civil Supplies Corporation Ltd. (OSCSC)</i> " payable at Bhubaneswar.
Earnest Money Deposit(EMD)	The pre-qualification bid should accompany Earnest Money Deposit of amount <b>Rs. 2,00,000/-</b> (Rupees Two Lakh only) in the shape of Demand Draft drawn from any Scheduled Bank/Nationalised Bank in favour of ' <i>Odisha State Civil Supplies Corporation Ltd. (OSCSC)</i> ' payable at Bhubaneswar. The EMD should be valid for 90 days from the date of submission of bid.
Performance Security	The successful bidder shall have to submit performance security for a value equivalent to @10% of the total estimated annual work order cost.
Validity of Bid	180 Days from the date of bid submission.
Bid document submission	One copy of the (i) pre-qualification-cum-technical bid including Tender fees, DD towards EMD must be submitted. Only one copy of the financial bid required for submission. The tender paper, technical bid, should be kept in a sealed envelope with superscription as "Pre-Qualification-cum-Technical Bid". The financial bid should be kept in a separate sealed with superscription as "Financial Bid". Both the envelope envelopes should be kept in a separate envelope with superscription as " <b><i>Bid for selection of Agency/firm for development of IEC strategy/materials meant to carry out the 'Give up Ration Card' campaign across the State</i></b> ".
Consortium	Keeping in view the Scope of Work, Consortiums/Joint Ventures are not allowed. Proposals only from bidders, applying individually shall be considered for evaluation. Firms applying in consortium/joint venture shall be summarily rejected.
Documents	The RFP document will be available from the date of advertisement till the due date of bid on the website of FS&CW Department at <a href="http://www.foododisha.in">www.foododisha.in</a> which can be obtained downloaded from the website. Bidders are advised to submit their proposal in the appropriate formats specified in this document. FS&CW Department may, at its own initiative or in response to a clarification requested by an invited consulting firm or

Clause Reference	Topic
	for any reasons, may modify the document by amendment at any time before the submission of proposals. The amendment will be notified in the website of FS&CW Department and revised documents/clarification if any will be uploaded in the website.
Address for Bid Submission and for all other purposes with respect to this RFP	Joint Secretary to Government (NFSA), Food Supplies & Consumer Welfare Department, Government of Odisha. Odisha State Secretariat, Bhubaneswar, PIN-751002 e-mail ID: <a href="mailto:mqhaque786@gmail.com">mqhaque786@gmail.com</a>

#### 4. Schedule of Selection Process

Sl No	Event Description	Date
1	Publication of RFP	04.02.2020
2	Pre-Bid meeting	12.02.2020 at 1600 Hours, Conference Hall, OSCSC Ltd., C/2, Nayapalli, Bhubaneswar-751 012
3	Last Date and time for submission of Proposal	26.02.2020 at 1700 Hours
4	Opening of Technical Proposal	27.02.2020 at 1600 Hours
5	Presentation by Bidders Qualified in Eligibility Criteria	27.02.2020 at 1600 Hours, in the Conference Hall, OSCSC Ltd., C/2, Nayapalli, Bhubaneswar-751 012
6	Opening of Financial Bid	To be intimated to the Technically Qualified Bidders.

#### 5. Scope of Work:

The scope of work of the assignment is as below:

- a) Preparing of communication, branding, promotion, advertising strategy, advertising materials and implementation plan.
- b) **Design & development of advertisement text for print Media:** The agency/firm is required to develop creative designs for print media (newspaper) advertisement and a release plan based on the schedule prepared by FS&CW Department, Odisha.
- c) **Production of audio spots & radio creative:** Production of audio spots in Oriya language with scope of dubbing these materials into Odiya and English languages. The agency/firm shall develop scripts/story board for the above mentioned audio spots as per the content provided by the FS&CW Department.
- d) **Production and Dubbing of TV Spots:** Production of television commercials/AV spots in Oriya language with scope of dubbing these materials into Odiya and English languages. The agency/firm shall develop scripts/story board for the above mentioned TV spots as per the content provided by the FS&CW Department.
- e) **Field level IEC materials:** The scope covers design & printing of (i) Multi-colour leaflets/flyers - minimum 70 gsm (ii) Multi-colour poster s- Art paper minimum 120 gsm (iii) Multi-colour flex banner and (iv) Multi-colour hoarding
- f) **Photography & videography:** The agency/firm shall make corporate films to display in the caravan and in all displays throughout the State. It may produce success stories, case studies, documentary videos on the activities and the campaign.
- g) **Design, Development & Mounting of Outdoor Hoardings:** The agency/firm shall identify locations and put up hoardings, minimum at 100 locations throughout the State. The

amount quoted by the agency/firm shall include cost of hiring of hoarding, flex printing, flex mounting and transport. The hoarding should be visible and in prime locations. The agency/firm shall also seek necessary permissions for the same from appropriate authorities.

- h) **Social Media Campaign:** It covers facebook, twitter, You-tube advertisement and promotion (Managing Page, app development, content, creative & promotion etc).
- i) **Community Media:** The agency/firm has to organize folk shows, street play, magic shows and other such traditional/innovative media for promotion of the activities of the Department.
- j) **Event Management of State level functions:** The agency has to organize different events like Stage Management, Media Management, exhibits, etc. for the State level functions for launching of the scheme or any other activities as per requirement of FS&CW Department, Odisha from time to time.
- k) Any other media activity like Web Media Publicity through web banner & Video spots, designing wall paintings etc.

## 6. Preparation and Submission of Proposal

- 6.1 **Proposal Preparation Costs:** A bidder can submit only one proposal at a time. Bidder submitting more than one proposal shall be rejected. The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by FS&CW department to facilitate the evaluation process and in negotiating a definitive contract or all such activities related to the bid process. FS&CW Department will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- 6.2 **Language:** The Proposal should be filled by the Bidder in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the Proposal, the English translation shall govern.
- 6.3 **Submission:** The RFP bids must be submitted in one envelope containing two separate envelopes as under, super-scribing '**Tender for IEC Activities**':
  - a) Pre-Qualification-cum-Technical Proposal - Envelope I
  - b) Financial Proposal - Envelope II

The tender documents shall be spiral bound and page numbered.

- 6.4 **Pre-Qualification-cum-Technical Proposal:** The proposal should be provided with following information using the format in format section of the technical proposal of the RFP document:
  - i. Letter of proposal - Annexure A1
  - ii. Particulars about the Bidder - Annexure A2
  - iii. Financial capacity of the Bidder - Annexure A3
  - iv. Experience of Bidder in similar projects - Annexure A4
    - a. Experience in preparation of Promotion Plan & execution of similar assignments.

- b. Experience in event management of similar nature.

*All the projects cited needs to be submitted by supporting credentials (work orders/completion certificates) from clients.*

- v. Approach, methodology and work plan - Annexure A5.
- vi. Bid Processing fees in the form of Demand Draft in favour of 'Odisha State Civil Supplies Corporation Ltd. (OSCSC)' payable at Bhubaneswar.
- vii. EMD in the form of Demand Draft in favour of 'Odisha State Civil Supplies Corporation Ltd. (OSCSC)' payable at Bhubaneswar.

## 6.5 Financial Proposal

- i. The financial proposal should include remuneration for staff, accommodation, transportation and equipment, printing of documents and all other expenses related to the assignment for both the activities i.e. promotion of different activities of FS&CW Department.
- ii. In the Financial Proposal, the Agency/firm shall quote an item-wise tentative cost for all elements in the scope. However, the Total Amount quoted against each item-wise by the Agency shall be considered for financial evaluation (format enclosed at Annexure - B2).
- iii. All costs must be expressed in Indian rupees only.

## 6.6 Checklist for Submission

A	Technical Proposal	Format
1	Covering Letter	Annexure A-1
2	Bid processing fee (non-refundable) of Rs. 5,000/- (Rupees five thousand) only	Form for Demand Draft drawn in favor of "Odisha State Civil Supplies Corporation Limited" payable at Bhubaneswar.
3	Bid Security of Rs. 2,00,000 (Rupees two lakhs) only	Form of Demand Draft drawn in favor of " Odisha State Civil Supplies Corporation Limited" payable at Bhubaneswar.
4	Particulars of Bidder	Annexure A2
5	Financial capabilities of the Bidder	Annexure A3
6	Details of experience in similar assignments	Annexure A4
7	Approach, methodology and work plan	Annexure A5
8	Credential details for technical evaluation	Annexure A6
<b>B</b>	<b>Financial Proposal</b>	<b>Annexure - B</b>

## 7. EVALUATION CRITERIA

**7.1 Evaluation of Proposals:** The RFP bids of those Agencies which would meet the minimum conditions of eligibility specified in the 7.2, will be evaluated in two stages:

- Evaluation of Pre-qualification-cum-technical Proposal.
- Evaluation of Financial Proposals of Technical qualified bidders

**7.2 Pre-Qualification/Minimum Eligibility Criteria:**

- i. **Legal Entity:** The Bidder should be a single Business Entity. For the purpose of this invitation for RFP document, a Business Entity shall mean a company registered in



India under the Companies Act or a partnership firm and shall be operating in Media/PR/Events/Design Services.

- ii. The Firm must have been rendering services for designing, development of advertisement text, field level IEC activities, production of radio & TV Spots, event management & other IEC activities for last FIVE years, **and**;
- iii. In the last 5 years, the bidder should have experience in relevant IEC activities in any State or at National level for Govt. Departments/PSUs, either directly or through any development partners & at least one of them should have the value of minimum Rs. 50 lakhs or above.
- iv. In the last 5 years, the firm should have managed experience in relevant IEC activities in any State for at least two (2) projects in Non-Government sector with a contract value of **minimum of Rs.25 Lakhs** or above for each project.
- v. The bidder should have achieved a **minimum annual average turnover of Rs. 2.00 Crores** during last three financial years (FY 2016-17, 2017-18 & 2018-19). Copy of Audited Financial Statement to be enclosed.
- vi. Company/Firm should have a Permanent Account Number (PAN), GST registrations. (copies to be enclosed). **IT return copies** for the last three year (FY 2016-17, 2017-18 & 2018-19) to be submitted.
- vii. Firm should have accreditation with **INS & Membership of EEMA** (Certificates to be attached).
- viii. **Blacklisting:** The Bidder should not have been blacklisted/banned/debarred/under investigation by any State Government or Central Government entity/PSU in the last 3 years by self-certification. False certification and/or non-disclosure will lead to forfeiture of the EMD and disqualification from the evaluation process and blacklisting the firm.
- ix. Prior experience in working on awareness campaign in Odia is desirable.

### 7.3 Technical Proposal Evaluation

- a. Technical proposal evaluation shall be carried out in a 100-mark scale (credential score) based on their credentials submitted with respect to relevant past project experience.
- b. Bidders **scoring 70** or above in credential score shall be qualified for opening of their Financial Proposal.

### 7.4 Evaluation credentials of the firm will be done as per the following system (details to be submitted in Annexure-A6):

Sl No	Details	Maximum Marks	Basis of Marks to be allotted
1	EXPERIENCE: Experience in last five years in designing, development of advertisement text, field level IEC activities, production of radio & TV Spots, event management & other IEC activities in any State or National level for Government Departments either directly or through any development partners or in Non-Govt. Sectors. (Work Order Copy along with the Work Completion certificate shall be submitted along with the Bid)	30	State or National level for Govt. Department s/PSUs, either directly or through any development partners (turnover 50 Lakh or more) 01 (one) project: <b>5 marks</b> 02 (two) Projects: <b>10 marks</b> 03 Projects: <b>15 marks</b> Above 3 Projects: <b>20 marks</b>  Non-Govt. Sector (two projects worth 25 Lakhs or above): 02 (two) Projects: <b>5 marks</b> Above 02 Projects: <b>10 marks</b>
2	<u>Work Experience in IEC Activity</u> 1. Production of minimum 05 (five) audio spots/05 (five) TV Spots	20	1. 5 audio spots/5 TV Spots & above- <b>5 Marks</b>

SI No	Details	Maximum Marks	Basis of Marks to be allotted
	2. Printing of minimum 01 (one) Lakh Leaflets/10,000 Posters/01 (one) lakh Sq ft flex Banners 3. Display of hoardings for minimum 20,000 sqft 4. Photography/videography in any one Govt./PSUs/non-Government sector (The bidder is required to submit work order in support of work completion along with displayed copies)		2. Printing of leaflet 1 Lakh & above-5 Marks 3. Printing of 10000Poster & above-5 Marks 4. Printing of 1lakh sq.ft. flex Banner & above-5 Marks 5. Display of Hoardings for minimum 20,000 sq.ft. & above - 5marks 6. Photography/videography in any one Govt./PSUs/non-Government sector & above-5 Marks
3	Experience in last three years executing similar works in different geographical locations like districts in the any State.	10	1 to 10 Districts: 2 marks 11 to 20 Districts: 4 marks 21 to 30 Districts: 6 marks 31 & above Districts: 10 marks
4	Average annual turnover of the firm in financial year 2016-17, 2017-18 & 2018-19.	20	>Rs. 2 crores ≤ Rs. 3 crores: 10 marks >Rs. 3 crores ≤ Rs. 4 crores: 15 marks >Rs. 4 crores: 20 marks
5	<b>Approach, Methodology and Work plan</b> - Describe your approach / methodology and work plan to provide the required services and the compliance of your methodology and work plan to the terms of reference mentioned at Annexure-A5. The bidders who qualify in the minimum conditions of eligibility as specified in the clause 7.2 shall also be called for a presentation on their approach/methodology and work plan as mentioned in their bid (Annexure-A5)	20	The <b>approach section</b> should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approaches this project. The <b>methodology section</b> should provide insight and consideration of each of the main task areas specified in the terms of reference. This section should highlight each of the main task area, specify what activities will be undertaken by whom & at what stage in the project and should clearly set out the specific deliverables. The <b>work plan section</b> should show the methodology graphically in Microsoft project or by means of a Gantt chart or other recognized project management tool, showing the task area, the activities to be undertaken and the <b>timing of deliverables</b> keeping in mind the time frame mentioned in the Terms of Reference.
<b>Total:</b>			<b>100</b>

**7.5** For SI No - 01, 02 & 03 of the above table, the Bidder shall submit a list of works executed (in last five financial years), in an 'excel sheet' mentioning clearly the work order No/date, quantity of work executed and page No detail in which documents submitted (i.e. the work order copies and work completion certificate from any Govt./PSU/non-Government sector) for necessary verification of the technical committee. Also the sample copies of any displayed material shall be submitted with the bid.

**7.6** Relevant projects to be considered under 360-degree communication / Advertisement / Promotional Campaign:

- a. Government Events
- b. Award Ceremony

- c. Conferences/Seminars
- d. Cultural Event
- e. Advertising Campaigns

**Note:** Social Events like private parties, marriages, etc. shall NOT be considered for evaluation.

**7.7 Opening of Financial Proposal:** The financial proposal of those bidders shortlisted by the Technical Evaluation Committee shall be opened and evaluated in presence of such bidders. Financial proposals for both the stages of the assignment shall be calculated in the following manner.

The score shall be computed as follows:

- a. **Financial Score:** The lowest financial proposal (FM) will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:

$$F = 100 \times FM/F1$$

(F1 = amount of Financial Proposal as proposed by the Bidder for the assignment)

- b. **Combined Evaluation & Scoring:** Combined Score-The Combined Score shall be evaluated based on the Credential Score (CS) and Financial Score (FS) for bidders which were shortlisted at the Project

$$\text{Combined Score} = 0.8 \times (\text{CS}) + 0.2 \times (\text{FS})$$

- c. The Bidder who obtains the highest Combined Score shall be identified as the Preferred Bidder.
- d. The decision of FS&CW Department as regards to acceptance/rejection of eligibility for parties who apply shall be final and binding.
- e. Notwithstanding the above, FS&CW Department reserves the right to accept or reject any or all bids or to annul the bidding process.
- f. No information on the evaluation proposal will be disclosed to any person other than those directly concerned with the selection process. Proposals of any Bidder, who tries to influence the evaluation, will be liable to be rejected.
- g. In case there is a tie in weightage, the bidder with highest technical score shall be selected. In case it is found with same technical score, the bidder with higher turnover shall be selected.

**7.8 Negotiation:** Contract negotiations will then be scheduled with qualified Agency. Negotiations will commence with a discussion of technical proposal, the proposed concept, staffing and Price Proposals. After the contract has been successfully negotiated, selected Agency will be issued Letter of Intent by FS&CW Department.

### **7.9 Late Bids**

- a. Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained and shall be returned unopened.
- b. The bids submitted by telex/telegram/fax/e-mail etc. Shall not be entertained. No correspondence will be entertained on this matter.
- c. FS&CW Department shall not be responsible for any postal delay or non-receipt/ non-delivery of the documents. No further correspondence on the subject will be entertained.
- d. FS&CW Department reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.

## 8. Instructions to the Bidders

- 8.1 General Instructions:** While every effort has been made to provide comprehensive and accurate background information, requirements and specifications, Bidders must form their own conclusions about the solution needed to meet the requirements. Bidders and recipients of this RFP may consult their own legal advisers in relation to this RFP.

All information supplied by the bidders will be treated as contractually binding on the bidders, on successful award of the assignment by the FS&CW department on the basis of this RFP.

No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of the FS&CW Department. Any notification of preferred bidder status by the FS&CW Department shall not give rise to any enforceable rights to the Bidder. The FS&CW Department may cancel this process of RFP at any time prior to a formal written contract being executed by or on behalf of the FS&CW Department.

This RFP supersedes and replaces any previous public documentation & communications and Bidders should place no reliance on such communications.

- 8.2 Compliant Proposals/Completeness of Response:** Bidders are advised to study all instructions, forms, terms, requirements and other information in the RFP documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.

Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected.

Bidders must: Include all documentation as specified in this RFP; Follow the format of this RFP and respond to each element in the order as set out in this RFP; Comply with all the requirements as set out in this RFP.

The documents once submitted by the bidder in sealed cover along with the tender paper are final. No further document or communication will be entertained once the tender is opened.

### 8.3 Pre-Bid Conference

- a) There will be pre-bid conference under this request for proposal. Therefore, it is essential for the interested bidders to carefully read, interpret and understand the clauses as given in this RFP document and submit their relevant queries through mail [mqhaque786@gmail.com](mailto:mqhaque786@gmail.com) on or before **11.02.2020 till 1600 Hours**. Any queries beyond this schedule date & time will not be entertained for discussion during the pre-bid conference. The pre-bid conference will be held on date **12.02.2020**, at 1600 Hours at OSCSC Ltd head office. Only one authorised person from each interested bidding firm/agency/company shall remain present in the meeting.
- b) The queries should necessarily be submitted in the word or excel file in the following format:

Sl No	RFP Document Reference(s) (Section & Page Number(s))	Content of RFP requiring Clarification(s)	Points of clarification
1			
2			

- c) FS&CW department shall not be responsible for ensuring that the bidders' queries have been received by them.
- d) Responses to Pre-Bid queries and issue of corrigendum/Addendum (if any)
- FS&CW department will provide timely response to all queries. However, FS&CW department makes neither representation nor warranty as to the completeness or accuracy of any response made in good faith, nor does undertake to answer all the queries that have been posed by the bidders. At any time prior to the last date for receipt of bids, FS&CW department may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by a corrigendum or addendum.
  - The Corrigendum/Addendum (if any) will be posted on the website [www.foododisha.in](http://www.foododisha.in)
  - Any such corrigendum/Addendum shall be deemed to be incorporated into this RFP.
  - The bidders while submitting the proposal should submit duly signed copy of corrigendum/addendum along with it.

In order to provide prospective Bidders reasonable time for taking the corrigendum/addendum into account, FS&CW department may, at its discretion, extend the last date for the receipt of Proposals.

**8.4 Authentication of Bids:** A Proposal should be accompanied by a power-of-attorney in the name of the signatory of the Proposal.

## 9. Key Requirements of the Bid

### 9.1 Right to Terminate the Process

- a) FS&CW Department may terminate the RFP process at any time and without assigning any reason. FS&CW Department make no commitments, express or implied, that this process will result in a business transaction with anyone.
- b) This RFP does not constitute an offer by FS&CW Department. The bidder's participation in this process may result FS&CW Department selecting the bidder to engage towards execution of the contract.

**9.2 RFP Document Fees:** RFP document can be downloaded from the website [www.foododisha.in](http://www.foododisha.in) The bidders are required to submit the document Fee (non-refundable) of Rs.5,000/- (Rupees five Thousand Only) by Demand Draft in favour of "Odisha State Civil Supplies Corporation Ltd. (OSCSC) " and payable at Bhubaneswar from any of the scheduled bank/nationalised bank along with the proposal. Proposals received without or with inadequate RFP Document fees shall be rejected.

**9.3 Earnest Money Deposit (EMD):** Bidders shall submit, along with their Bids, EMD of Rs 2.00 Lakh (Rupees Two Lakh only), in the form of a Demand Draft issued by any of the scheduled bank in favour “Odisha State Civil Supplies Corporation Ltd. (OSCS), payable at Bhubaneswar”, and should be valid for **90 days** from the due date of the RFP.

- a) EMD of all unsuccessful bidders would be returned/refunded by FS&CW Department within 1 month of declaration of the successful bidder. The EMD for the amount mentioned above, of successful bidder would be returned upon submission of Performance security.
- b) The EMD amount is interest free and will be returned/ refundable to the unsuccessful bidders without any accrued interest on it.
- c) The bid / proposal submitted without EMD, mentioned above, will be summarily rejected. The EMD may be forfeited: If a bidder withdraws its bid during the period of bid validity.
- d) In case of a successful bidder, if the bidder fails to sign the contract in accordance with this RFP, the EMD will be forfeited.

#### **9.4 Award of contract**

**Right to Accept Any Proposal and To Reject Any or All Proposal (s):** The FSCW Dept reserves the right to accept or reject any proposal, and to annul the tendering process / public procurement process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds of action.

#### **9.5 Notification of Award**

- a) FSCW Dept will notify the successful bidder within 180 days of receiving proposals in writing or by fax or email. In case the tendering process is not completed within the stipulated period, FS&CW Department, may request the bidders to extend the validity period of the bid beyond 180 days.
- b) The notification of award will constitute the formation of the contract. Upon the successful bidder’s furnishing of performance security, FSCW Dept will notify each unsuccessful bidder and return their EMD.

#### **9.6 Contract Finalization and Award**

- a) FS&CW Department shall reserve the right to negotiate with the bidder(s) whose proposal has been most responsive. On this basis the draft contract agreement would be finalized for award & signing.
- b) FS&CW Department may also decrease or increase the quantity of any item in the Scope of Work defined in the RFP. Accordingly total contract value may be changed on the basis of the rates defined in the financial proposal.
- c) FS&CW Department reserves the right to make necessary negotiations, as deemed appropriate.

**9.7 Performance Security:** The selected bidder would be required to provide a Performance Security either in form of Demand Draft from any Nationalised Bank or in form of Performance Bank Guarantee from any Nationalised Bank, within 15 days from the notification of award, for a value equivalent to @10% of the total work order. The performance security should be valid for a period of 60 days beyond the period of contractual

obligations (including warranty period). The selected bidder shall be responsible for extending the validity date of the performance security as and when it is due on account of non-completion of the project and warranty period. In case the selected bidder fails to submit performance security within the stipulated time, the FSCW Dept at its discretion may cancel the order placed on the selected bidder without giving any notice. The FSCW Dept shall invoke the performance security in case the selected vendor fails to discharge their contractual obligations during the period or incurs any loss due to vendor's negligence in carrying out the project as per the agreed terms and conditions.

MSME units (if Any) applying for the bid and if awarded for the bid after due selection, have to deposit the performance security deposit within the time schedule.

- 9.8 Signing of Contract:** After FSCW Dept notifies the successful bidder that its proposal has been accepted, the two parties shall enter into a contract, incorporating all clauses of pre-bid clarifications and the proposal of the bidder between FSCW Deptt. and the successful bidder.
- 9.9 Failure to Agree with the Terms and Conditions of the RFP:** Failure of the successful Bidder to agree with the Terms and Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event FSCW Dept may award the contract to the next best value bidder to award in L1 rate (among both the bidders) or call for new bids.
- 9.10 Dispute Resolution Mechanism:** The Bidder and FS&CW shall endeavour their best to amicably settle all disputes arising out of or in connection with the Contract in the following manner:
- a) The Party raising a dispute shall address to the other Party a notice requesting an amicable settlement of the dispute within **seven (7) days** of receipt of the notice.
  - b) The matter will be referred for negotiation between FS & CW Department and the Authorized Official of the Bidder. The matter shall then be resolved between them and the agreed course of action documented within a further period of **15 days**.
  - c) In case it is not resolved between FS & CW Department and the bidder, it will be referred to the Commissioner-cum-Secretary, FS & CW Department for negotiation and his decision will be final and binding on both the parties.
- 9.11 Notices:** Notice or other communications given or required to be given under the contract shall be in writing and shall be faxed/e-mailed/hand-delivery with acknowledgement thereof, or transmitted by pre-paid registered post or speed post or courier.
- 9.12 Force Majeure:** Force Majeure is herein defined as any cause, which is beyond the control of the selected bidder or FS & CW Department as the case may be which they could not foresee or with a reasonable amount of diligence could not have foreseen and which substantially affect the performance of the contract, such as:
- a) Natural phenomenon, including but not limited to floods, droughts, earthquakes and epidemics.
  - b) Acts of any government, including but not limited to war, declared or undeclared priorities, quarantines and embargos.
  - c) Terrorist attack, public unrest in work area provided either party shall within **10 days** from occurrence of such a cause, notifies the other in writing of such causes. The bidder or FS&CW Department shall not be liable for delay in performing his/her obligations resulting from any force majeure cause as referred to and/or defined above. Any delay

beyond 30 days shall lead to termination of contract by parties and all obligations expressed quantitatively shall be calculated as on date of termination. Notwithstanding this, provisions relating to indemnity, confidentiality survive termination of the contract.

**9.13 Exit Plan:** The selected Bidder will provide systematic exit plan and conduct proper knowledge transfer process to handover operations to team/vendor appointed by FSCW Dept before project closure.

#### **9.14 Fraud and Corrupt Practices**

- a) The Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, FS & CW Department shall reject a Proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the “Prohibited Practices”) in the Selection Process. In such an event, FS & CW Department shall, without prejudice to its any other rights or remedies, forfeit and appropriate the bid security or Performance Security, as the case may be, as mutually agreed genuine pre-estimated compensation and damages payable to the Authority for, inter alia, time, cost and effort of the Authority, in regard to the RFP, including consideration and evaluation of such Bidder’s Proposal.
- b) Without prejudice to the rights of FS & CW Department under Clause above and the rights and remedies which FS & CW Department may have under the LOI or the Agreement, if a bidder is found by FS & CW Department to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the selection process, or after the issue of the Work Order or the execution of the agreement, such Bidder shall be ineligible to participate in any tender or RFP issued by FSCW Dept, any Department of State Govt. During a period of 2 (two) years from the date of such Bid.
- c) For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them:
  - i. “corrupt practice” means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the selection process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of FS & CW Department who is or has been associated in any manner, directly or indirectly with the Selection Process.
  - ii. “fraudulent practice” means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process;
  - iii. “coercive practice” means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person’s participation or action in the Selection Process;
  - iv. “undesirable practice” means (i) establishing contact with any person connected with or employed or engaged by FS & CW Department with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a Conflict of Interest; and



- v. “restrictive practice” means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the Selection Process.

**9.15 Payment Schedule:** Payment will be made on conclusion of assignment basis, where vendor shall raise the bill, in triplicate and submit the same to FS&CW Department. As far as possible the payment will be released within 15days from the date of the submission of invoice.

#### **Terms & Conditions**

- a) The payment shall be released within 15 days of submission of invoice.
- b) The invoice shall be considered for sanction while payment proportionately on the certificate on actual performance basis.
- c) In case of reduced services/quantities, the invoice shall be raised based on actual.
- d) The Tax shall be paid on actual prevailing rate at the time of release of payment (On actual bill amount only) as per the prevailing rate as per Income Tax Act/GST.
- e) Each such supporting document as will be needed to substantiate the expenditure incurred shall be submitted along with the invoice copy.
- f) The proof copy of the depositing the tax amount along with periodic filling statement copy of the taxes raised in the invoice shall be submitted by the contract holder.
- g) TDS shall be applicable at the prevailing rate as per the Income Tax Act/GST Act at time of release of actual payment.
- h) It is required to ensure that all deliverables are of high quality and have undergone sufficient internal review process before being shared with the department. Any risks, dependencies, limitations, additions, deletions etc. Shall be flagged at least 10 days in advance to the FS & CW Department to ensure necessary mitigation action.

#### **9.16 Financial**

- a) The Earnest Money Deposit in respect of the agencies which do not qualify the Technical Bid (First Stage) / Financial Bid (Second competitive stage) shall be returned to them without any interest. In case of successful tenderer, if the agency fails to submit security deposit within 15 days from date of placing the work order the EMD shall stand forfeited without giving any further notice.
- b) The successful Tenderer will have to deposit a Performance Security Deposit of @10% of the Work Order Value either in form of Demand Draft from any Scheduled Bank/Nationalised Bank or in form of Performance Bank Guarantee from any Scheduled Bank/Nationalised Bank drawn in favour Managing Director, OSCSC Ltd., payable at Bhubaneswar covering the period of contract. In case, the contract is further extended beyond the initial period, the performance security will have to be accordingly renewed by the successful tenders. The amount of performance security deposit is to be determined by the Authority taking into account the contractual obligation of the vendor.
- c) In case of breach of any terms and conditions, the Performance Security Deposit of the vendor shall be liable to be forfeited besides annulment of the agreement.
- d) The Authority reserves the right to withdraw or relax any of the terms and condition mentioned above so as to overcome the problem encountered at a later stage.
- e) In the event of any dispute arising in respect of the clauses of the agreement the same shall be resolved through negotiation. Alternatively the dispute shall be referred to the

next higher authority or controlling officer for his decision and the same shall be binding on all parties.

- f) All disputes shall be under the jurisdiction of the court at the place where the FS & CW Department is located, i.e. Bhubaneswar. The successful bidder will enter into an agreement with FSCW Department for the said assignment as per the requirement of the FSCW Dept on above terms and conditions.

**9.17 Liquidated Damages:** In case of any failure on the part of the selected agency/firm as detailed in the Work Order copy, even after repeated reminder to the selected agency/firm, FSCW Department may take immediate measure to address the issue and the cost as deemed appropriate shall be deducted from the payment of the selected agency/firm. In the event of delay in execution of work, specified in this Contract / furnishing of deliverables, FS&CW Department shall be at liberty either to levy penalty as deemed appropriate (i:e a penalty at @5% of the value of work order in respective phases, for delay of every two-week up to a maximum of @10% of the value of work order) or may deduct amount as deemed appropriate from the part or whole claim amount or may cancel the award of contract at any moment of time. For the purpose of this clause, part of a month shall be considered to be a full month.

**9.18 Compensation for Termination of Contract:** If the selected agency/firm fails to carry out the award / work order in terms of this document within the stipulated period or any extension thereof, as may be allowed by FS&CW Department without any valid reasons acceptable to FS&CW Department, FS&CW Department may terminate the contract after giving 1 months' notice, and the decision of FS&CW Department on the matter shall be final and binding on selected agency/firm. Upon termination of the contract, FS&CW Department shall be at liberty to get the work done at the risk and expense of the selected agency/firm through any other agency, and to recover from the selected agency/firm compensation or damages.

**9.19 Action for Breach of Contract:** It is the responsibility of selected agency/firm to ensure performance of all the provisions of the contract as well as the terms & conditions as laid down in the RFP to the full satisfaction of the FS & CW Department In the event of non-performance or violation of any provision of the contract by the service provider, his security deposit shall be 17forfeited and the balance work would be done as his risk and cost. He shall also be black listed and debarred from participating in the future tender of the FS & CW Department. The decision of the Commissioner-cum-Secretary would be final and binding on the Parties.

## **10. ANNEXURES - FORMATS**

Letter of Technical Proposal

To

The Joint Secretary to Government (NFSA),  
FS&CW Department, State Secretariat,  
Odisha, Bhubaneswar, Pin-751001

Sub: Proposal for selection of agency/firm for **IEC activities of FS&CW Department for creating public awareness - Technical Proposal**

Sir,

With reference to the RFP dated \_\_\_\_\_ for the above captioned project, and clarification issued by FS&CW Department, Odisha thereof, I \_\_\_\_\_, having examined all relevant documents and understood their contents, hereby submit our **proposal for selection of agency/firm for IEC activities of FS&CW Department for creating public awareness.**

The proposal is unconditional and unqualified.

1. All information provided in the proposal and in the Appendices are true and correct and all documents accompanying with this proposal are true copies of their respective originals.
2. This statement is made for the express purpose of appointment as the agency for the aforesaid project.
3. I shall make available to FS&CW Department any additional information it may deem necessary or require for supplementing or authenticating the proposal.
4. I acknowledge the right of the FS&CW Department to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
5. I certify that in the last three years, we or any of our associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.

**I declare that:**

- a. I have examined and have no reservations to the RFP documents, including any addendum issued by the FS&CW Department;
- b. I have not directly or indirectly or through an agent, engaged or indulged in any corrupt practices, fraudulent practices, coercive practices, undesirable practices or restrictive practices, in respect of any tender or request for proposal issued by or any agreement entered into with the FS&CW Department or any other public sector enterprise or any government, Central or State; and
- c. I hereby certify that we have taken steps to ensure that, no person acting for us or on our behalf, will engage in any corrupt practices, fraudulent practices, coercive practices, undesirable practices or restrictive practices.
- d. I understand that you may cancel the selection process at any time and that you are neither bound to accept any proposal that you may receive nor to select the agency, without incurring any liability to the Bidders.
- e. If our Firm is qualified on the basis of minimum eligibility criteria, we shall make a presentation on approach & methodology and work plan to FS&CW Department on the date specified in the intimation received from FS&CW Department.
- f. The undersigned is authorized to sign the documents being submitted through this RFP. (A copy of Power of Attorney to be enclosed).
- g. In the event our firm is selected as the agency for this project, we shall enter into a contract with FS&CW Department.
- h. The Financial Proposal is being submitted in a separate cover. This Technical Proposal read with the Financial Proposal shall constitute the application which shall be binding on us.
- i. The information provided herewith is true and correct to our best knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. We understand in such cases our bids are liable to be rejected.

Yours faithfully

(Signature, Name and Designation of the Authorized Signatory)  
(Name and Seal of the Bidder)

**Power of Attorney (Sample)**

Know all men by these presents, we, \_\_\_\_\_ (Name of Firm and Address of the Registered Office) do hereby constitute, nominate, appoint and authorize Mr/Ms. \_\_\_\_\_ son/daughter/wife and presently residing at \_\_\_\_\_, who is presently employed with us and presently holding the position of \_\_\_\_\_ as our true and law full attorney (hereinafter referred to as the “Authorized Representative”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our proposal for selection of agency/firm for **IEC activities on different activities of FS&CW Department for creating public awareness**, but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-proposal and other conferences and providing information/responses to the FS&CW Department, representing us in all matters before the FS&CW Department, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the FS&CW Department in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with the FS&CW Department.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, \_\_\_\_\_ THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20 \_\_\_\_\_

For.....  
(Signature, Name, Designation, Address)

Witnesses:

- 1.
- 2.

..... (Signature, Name, Designation and address of attorney)  
Notarized Accepted

**Notes:**

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the 19xecutants(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of Rs. 50 (fifty) and duly notarized by a notary public.

**Particulars of the bidder ( To be Fill-up by the Bidder)**

Sl No	Particulars of the Bidder	Document No./ Date	Page No. at Which Supporting Documents attached in the Bid
01	Name of Company or Firm		
02	Legal status (e.g. incorporated private company, unincorporated business, partnership etc.)		
03	Registration No.		
04	Year of Incorporation		
05	Year of commencement of business on Media/PR/Events/ Design Services		
06	Registered address /Phone Number/ E-mail ID		
07	Principal Place of Business		
08	PAN NUMBER		
09	GSTIN NUMBER		
10	ITR acknowledgment for assessment year-2017-18, 2018-19,2019-20		
11	Name, designation, address and phone numbers of authorized signatory of the Bidder	Power of Attorney Dated_____	
12	Self Certification on Blacklisting		
13	Details of Accreditation with INS & Membership of EEMA ( Certificate to be attached)		
14	Tender Fees Details	DD No- Date-	
15	EMD Details	DD No- Date-	

(Signature, name and designation of the authorized signatory)

For and on behalf of \_\_\_\_\_

**Financial Capacity of the Applicant**

Sl No	Financial Year	Annual Turnover in Lakhs
1	2016-17	
2	2017-18	
3	2018-19	

**Certificate from the Statutory Auditor**

This is to certify that \_\_\_\_\_  
 (name of the Applicant) has received the payments shown above against the respective years.  
 The Average Turnover of the Firm in the last three years is Rs. \_\_\_\_\_ (In  
 words) \_\_\_\_\_.

Name of the audit firm:

Seal of the audit firm:

Membership No:

Date:

(Signature, name and designation of the authorized signatory)

In case the Applicant does not have a statutory auditor, it shall provide the certificate from its chartered accountant that ordinarily audits the annual accounts of the Applicant.

**Eligible Project Undertaken by the Bidder**

The following information should be provided in the format below for each Eligible Project for which your firm was legally contracted by the Client stated as a single entity.

*(Applicants are advised to provide the information for only those assignments qualifying projects in different IEC activities and awareness programmes separately.)*

SI No	Particulars	Details/Page No. Reference
I	Assignment Name	
II	Name, fax, email of the Client Representative:	
III	Time when the assignment was carried out: Date of Commencement: Date of Completion:	
IV	Location of the Event	
V	Work Order No/date & Contract Value (Work Order Value)	
VI	Narrative Description of the Scope of work of the assignment (360 degree approach in Communication/Advertise/Promotion)	
VII	Description of Actual Services provided by your Organization. (360 degree Communication/Advertise/Promotion) <ul style="list-style-type: none"> <li>▪ Social</li> <li>▪ Mass</li> <li>▪ Community</li> <li>▪ Outdoor/Mid</li> <li>▪ Event</li> <li>▪ Creatives</li> <li>▪ Production</li> </ul>	
VIII	Status of the assignment ( Completed/On-going)	
IX	Page No. Reference of Work Order & Work Completion certificate enclosed with the Bid	

**IMPORTANT:** Use separate sheet for each Eligible Project.

Please provide a copy of completion certificate from the client. The submitted testimonial MUST contain detail description of work (Scope of Work and TOR) carried out by the Bidder. Only those would be considered for the evaluation for which the documentary proof client's completion certificate have been provided.

(Signature, name and designation of the authorized signatory)

(To be furnished in the Technical Proposal)  
Approach, Methodology & Work Plan

The **approach section** should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approaches this project.

The **methodology section** should provide insight and consideration of each of the main task areas specified in the terms of reference. This section should highlight each of the main task area, specify what activities will be undertaken by whom & at what stage in the project and should clearly set out the specific deliverables.

The **work plan section** should show the methodology graphically in such type of projects or by means of a Gantt chart or other recognized project management tool, showing the task area, the activities to be undertaken and the **timing of deliverables** keeping in mind the time frame mentioned in the Terms of Reference.

Authorized Signatory: \_\_\_\_\_

Name and Designation of Signatory: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

(Company Seal)



**Credentials for Technical Evaluation (To Be Filled-up by the Bidder)**

Sl No	Details of Evaluation credentials of the firm as per Clause-7.4 of RFP	Parameter for Technical Evaluation	Work Order No./Date	Page No of the Work Order Copy & Completion Certificate enclosed with BID
1	EXPERIENCE: Experience in last five years in designing, development of advertisement text, field level IEC activities, production of radio & TV Spots, event management & other IEC activities in any State or National level for Government Departments either directly or through any development partners or in Non-Govt. Sectors(project value 50 Lakh or more). (Work Order Copy along with the Work Completion certificate shall be submitted along with the Bid)	Project-1 in Govt. Sector		
		Project-02 in Govt. Sector		
		Project-03 in Govt. Sector		
		Project-1 in Non-Govt. Sector		
		Project-2 in Non-Govt. Sector		
		Project-3 in Non-Govt. Sector		
2	Work Experience in last five years in IEC Activity 1. Production of minimum 05 (five) audio spots/05 (five) TV Spots 2. Printing of minimum 01 (one) Lakh Leaflets/10,000 Posters/01 (one) lakh Sq ft flex Banners 3. Display of hoardings for minimum 20,000 sqft 4. Photography/videography in any one Govt./PSUs/non-Government sector (The bidder is required to submit work order in support of work completion along with displayed copies)	Number of Audio Spots		
		Number of TV Spots		
		Number of Leaflets Printed		
		Number of Posters Printed		
		Number of Flex Banners Printed		
		Number of Hoardings Displayed		
		Number of assignments Completed for Photography/videography in any one Govt./PSUs/non-Government sector		
3	Experience in last three years executing similar works in different geographical locations like districts in the any State.	Number of Districts Covered		
4	Average annual turnover of the firm in financial year 2016-17, 2017-18 & 2018-19.	Rs. _____	CA Certificate Dated- ___/___/___	

N:B:- During filling up of the above table, the bidders may add-on row for reflecting more numbers of assignments in the above table format.

Place:-

Date :-

**Seal & Signature of the Bidder**

**B. FINANCIAL PROPOSAL**

**Covering Letter  
(On the Bidders Letterhead)**

To,

The Joint Secretary to Government (NFSA),  
FS&CW Department, State Secretariat,  
Odisha, Bhubaneswar, PIN-751002

Sub: Proposal for selection of agency/firm for “IEC activities of FS&CW Department for creating public awareness”- **Financial Proposal**

Sir,

I, \_\_\_\_\_enclose herewith our Financial Proposal for selection of our firm as Agency to carry out Proposal for selection of agency/firm to undertake “IEC activities on different activities of FS&CW Department for creating public awareness”. Please note that the financial proposal does not contain any conditions and is submitted as per the prescribed format. In case of any discrepancy, our firm will be solely responsible for the same.

I agree that this offer shall remain valid for 90 (Ninety) days from the bid due date or such further period as may be mutually agreed upon.

Yours faithfully

Signature: \_\_\_\_\_

Full Name: \_\_\_\_\_

Designation: \_\_\_\_\_

**FINANCIAL PROPOSAL**

Name of Work: Proposal for “Selection of agency/firm for IEC activities on different activities of FS&CW Department for creating public awareness”

Sl No	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		a	b	a x b
<b>Advertising &amp; Promotion</b>				
01	<b>Preparing of Communication, branding, Promotion, Advertising strategy, Designing and implementation plan</b>	Lumpsum		
02	<b>Design &amp; Development of Advertisement Text for Print Media:</b> The agency is required to develop creative/designs for print media (newspaper) advertisement and a release plan based on the schedule prepared by FS&CW Department, Odisha.	Approx. 6 creative design shall be taken into account for evaluation	Up-to 150 Sq cm	
			Between 150 Sq Cm & 425 Sq Cm	
			Large Size Between 425 Sq-Cm & 850 Sq Cm	
			Large Size Above 850 Sq.Cm	
03	<b>Production of Radio Spots &amp; Radio Jingles.</b> Scope of dubbing shall include Regional languages of Odisha and also in Hindi and English. The output shall be submitted in the prescribed media form. The rate shall be quoted Separately for Radio Spot & Radio Jingles.	1	Production Rates up-to 30 Sec.	
			Production Rates up-to 60 Sec.	
			Up-to every 10 seconds Production over & above 60seconds	
			Dubbing rates per 10 secs.	
04	<b>Production and Dubbing of TV Spots:</b> Production of television commercials/AV spots in Oriya language with scope of dubbing these materials into Hindi and English language. The Agency shall develop scripts/story board for the above mentioned TV spots as per the content provided by the FS&CW DEPARTMENT.	1	Production Rates up-to 30 Sec	
			Production Rates up-to 60Sec	
			Up-to every 10 seconds Production over & above 60seconds	

SI No	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		1	Dubbing rates per 10 secs.	
05A	<b>Field Level IEC Activities :</b> Multi-colour leaflets/Flyers ¼ demi size (22cm x 28cm) of minimum 70 gsm art paper Approx. 1,00,000 numbers for evaluation purpose	1,00,000Nos	Per Unit cost	
05A	<b>Field Level IEC Activities :</b> Multicolour Posters demi size (44cm x 56cm) of minimum 120 gsm art paper Approx. 10,000 number for evaluation purpose	10,000Nos	Per Unit cost	
05C	<b>Field Level IEC Activities :</b> <b>Outdoor Banners and Frame:</b> The quantity of banners may be communicated to the agency through work-order, but the agency has to quote the Sq.ft rate for printing of high quality flex banner. The preferable dimensions for the banners shall be 20'x10' and the size of the banner may vary as per the requirement (the dimension may vary as per the requirement). The Agency shall also include the cost of Framing, Installation and Transportation of the same. For minimum 500 nos. (Size : 20'x10')	Approx. 1,00,000 sq.ft shall be taken into evaluation.	Per sq ft.	
06	<b>Photography &amp; Videography:</b> The agency shall make corporate films to display in the caravan and in all displays. It may produce success stories, case studies, documentary videos on the scheme and the campaign. The output shall be in any prescribed media form.	1 No. of Still Camera Per day	Per day	
		1 No of Video Camera Per day	Per day	
07	<b>Social Media Campaign</b> (Facebook, Twitter, Youtube) Advertisement and Promotion (Managing Page, app development, content, Creative & promotion etc).	Lumpsum (for One Year) (At least 3 months aggressive promotion and		

Sl No	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		rest 9 months page management)		
08	<b>Design, Development &amp; Mounting of Outdoor Hoardings:</b> The Agency shall identify locations to put up hoardings minimum of 100 locations across the State. The amount quoted by the Agency shall include cost of hiring of hoarding, flex printing, flex mounting and transport. The hoarding should be visible and in prime locations. The Agency shall also seek necessary permissions for the same from appropriate authorities. <b>Note:</b> Per month rental charges shall be paid extra as applicable.	Approx. 20,000 sq.ft shall be taken into account for evaluation	per sq ft.	
09	<b>Community Media</b> The agency has to organize folk shows, street plays and other such traditional/innovative media for promotion of the scheme.	1	Per folk show	
		1	Per street play	
10	<b>Event Management of State Level Functions</b>	1	Per Event Management	
11	<b>Production of Audio Visuals like Video Spots, Short Films etc.</b>	1	10 Seconds to One Minute	
		1	1 Minute to 2Minutes	
		1	2Mnutes to 5 Minutes	
		1	5Minutes to 15 Minutes	
12	<b>Advertisement through Web Media</b> Web Banners (300X250 Pixels, 728X90Pixels etc.) & Video Spots per Week	1	Web Banners (300X250 Pixels, 728X90Pixels etc.) per Week	
		1	Video Spots per Week	
13	<b>Design, Development &amp; Printing of Handy Guides</b>		Up-to 2 Pages	
			Up-to 4 Pages	
			Up-to 6 Pages	

Sl No	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
14	Design, Development of Wall Paintings (Multicolored Art)		Per Sq Feet	

**Note:**

- a. GST as applicable shall be paid extra by FS&CW Department.
- b. No conditions should be attached to the price proposal.
- c. In case of any discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words would be considered as final price.
- d. The Agency has to quote individual rate for each item in scope.

Signature of the Agency:

Address:

Date:

Place:

**\*\*\*&&&\*\*\***