

GOVERNMENT OF ODISHA  
INFORMATION AND PUBLIC RELATIONS DEPARTMENT

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No. \_\_\_\_\_/IPR, Bhubaneswar  
(File No. IPR-AVP-PUB-0027-2017)

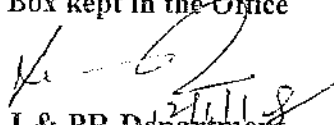
579

Dated the 12<sup>th</sup> January, 2018

LETTER OF INVITATION

**Name of the Assignment: RELEASING OF GOVERNMENT ADVERTISEMENTS IN WEB MEDIA**

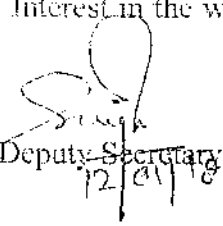
1. **Director, I&PR Department, Govt. of Odisha (The Client)** invite sealed proposal from the web media houses for **"RELEASING OF GOVERNMENT ADVERTISEMENTS IN WEB MEDIA"**. More details on the proposed service are provided at **Section-2: Information to the bidder** of this RFP Document.
2. Agency will be selected under **Cost Based Selection (CBS)** procedure as prescribed in the RFP Document.
3. The proposal must be delivered at the specified address as per the Bidder Data Sheet by **Speed post / Registered Post/ Courier/ By directly dropping in Drop Box kept in the Office of Director I and PR**. The Client shall not be responsible for postal delay or any consequence. Submission of proposal through any other mode will be rejected. The details relating to the eligibility criteria, terms and conditions and other information relating to this EOI can be downloaded from the I & PR Department Web Site: [www.inpr.odisha.gov.in.](http://www.inpr.odisha.gov.in/) / [www.asl.ori.nic.in/enews/iprtender.aspx](http://www.asl.ori.nic.in/enews/iprtender.aspx).
4. The last date and time for submission of proposal complete in all respects is on 27.01.2018 at 04.00 PM and the date of opening of the bid is on 27.01.2018 at 04.30 PM in the presence of the bidder's representative at the specified address as mentioned in the Bidder Data Sheet (Sl. no.7). Representatives of the bidders may attend the meeting with due authorization letter on behalf of the bidder.
5. This EOI includes following sections:
  - a. Letter of Invitation [Section – 1]
  - b. Information to the Bidder [Section – 2]
  - c. Technical Proposal Submission Form [Section – 3]
  - d. Financial Proposal Submission Form [Section – 4]
6. While all information/data given in the EOI are accurate within the consideration of scope of the proposed assignment to the best of the Client's knowledge, the Client holds no responsibility for accuracy of information and it is the responsibility of the bidder to check the validity of information/data included in this document. The Client reserves the right to accept / reject any/all proposals / cancel the entire selection process at any stage without assigning any reason thereof.
7. The Technical and Financial Proposal should be put into separate envelope and submitted inside one single envelope super-scribing the title of the EOI as **"RELEASING OF GOVERNMENT ADVERTISEMENTS IN WEB MEDIA"**. Bidders must submit their proposals through **Registered Post/ Speed Post/ Courier/ / by directly dropping in Drop Box kept in the Office of Director I and PR**.

  
Director, I & PR Department  
Government of Odisha

(P.T.O)

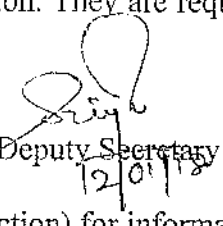
Memo No 580, Date 12/01/18

Copy forwarded to System Analyst for information and necessary action. He is requested to take appropriate steps for uploading the Expression of Interest in the website of Information & Public Relations Department.

  
Joint Director-cum-Deputy Secretary to Govt.  
12/01/18

Memo No 581, Date 12/01/18

Copy forwarded to Luminous Infosys., CSP to RTI Portal, RTI Central Monitoring Mechanism, I & PR Department for information and necessary action. They are requested to publish the Notification in the RTI Portal of Government of Odisha.

  
Joint Director-cum-Deputy Secretary to Govt.  
12/01/18

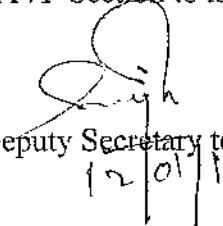
Memo No 582, Date 12/01/18

Copy forwarded to Dy. Secretary to Govt. (Advertisement Section) for information and necessary action. He is requested to publish the clarification in two leading Odia News Papers and one leading English daily on 13.01.2018 with reference to this Department letter No.10855 dated.05.12.2017.

  
Joint Director-cum-Deputy Secretary to Govt.  
12/01/18

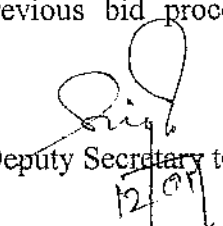
Memo No 583, Date 12/01/18

Copy forwarded to the Dairy Superintendent for information and necessary action. He is requested to receive and hand over the bids to the Desk Officer of AVP Section to keep the bids under safe custody.

  
Joint Director-cum-Deputy Secretary to Govt.  
12/01/18

Memo No 584, Date 12/01/18

Copy forwarded to all the Bidders participated in the previous bid process for information and necessary action.

  
Joint Director-cum-Deputy Secretary to Govt.  
12/01/18

**GOVERNMENT OF ODISHA  
INFORMATION AND PUBLIC RELATIONS DEPARTMENT**

\*\*\*\*\*

No. \_\_\_\_\_/IPR, Bhubaneswar  
(File No. IPR-AVP-PUB-0027-2017 )

Dated the 12<sup>th</sup> January, 2018

**EXPRESSION OF INTEREST**

**RELEASING OF GOVERNMENT ADVERTISEMENTS IN WEB MEDIA**



**GOVT. OF ODISHA  
I & PR DEPARTMENT**

**DECEMBER, 2017**

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### BIDDER DATA SHEET

<b>Sl. No.</b>	<b>Particular</b>	<b>Details</b>
1.	<b>Name of the Client</b>	<b>Director, I &amp; PR Department, Govt. of Odisha</b>
2.	<b>Method of Selection</b>	<b>Cost Based Selection (CBS) Method</b>
3.	<b>Date of Issue of EOI</b>	<b>11.01.2018</b>
4.	<b>EOI Due Date</b>	<b>27.01.2018 at 04.00PM</b>
5.	<b>Date of Opening of EOI</b>	<b>27.01.2018 at 04.30 PM</b>
6.	<b>Address for Submission of Proposal</b>	<b>The Director Information &amp; Public Relations Department, Government of Odisha, Bhubaneswar, Odisha Telephone No-2394890/ 2398610(Fax), Email <a href="mailto:iprenews@gmail.com">iprenews@gmail.com</a></b>  <b>Mode of Submission: Speed Post / Registered Post / Courier/ By directly dropping in Drop Box kept in the Office of Director I and PR only to the address as specified above during the office hour only.</b>
7.	<b>Place of Opening of Proposal:</b>	<b>Conference Hall of I &amp; PR Department</b>

*For Details please visit: [www.inpr.odisha.gov.in](http://www.inpr.odisha.gov.in)*

**SECTION: 1**

**LETTER OF INVITATION**

## LETTER OF INVITATION

### **Name of the Assignment: RELEASING OF GOVERNMENT ADVERTISEMENTS IN WEB MEDIA**

1. **Director, I&PR Department, Govt. of Odisha (*The Client*)** invite sealed proposal from the web media houses for “**RELEASING OF GOVERNMENT ADVERTISEMENTS IN WEB MEDIA**”. More details on the proposed service are provided at **Section-2: Information to the bidder** of this RFP Document.
2. Agency will be selected under **Cost Based Selection (CBS)** procedure as prescribed in the RFP Document.
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4. The last date and time for submission of proposal complete in all respects is \_\_\_\_\_ and the date of opening of the bid is \_\_\_\_\_ in the presence of the bidder’s representative at the specified address as mentioned in the Bidder Data Sheet (**Sl. no.7**). Representatives of the bidders may attend the meeting with due authorization letter on behalf of the bidder.
5. This EOI includes following sections:
  - a. Letter of Invitation [**Section – 1**]
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7. The Technical and Financial Proposal should be put into separate envelope and submitted inside one single envelope super-scribing the title of the EOI as “**RELEASING OF GOVERNMENT ADVERTISEMENTS IN WEB MEDIA**”.. Bidders must submit their proposals through Registered Post/ Speed Post/ Courier/ / by directly dropping in Drop Box kept in the Office of Director I and PR.

**Director, I & PR Department  
Government of Odisha**

**SECTION: 2**

**INFORMATION TO THE BIDDER**



## **1. BACKGROUND:**

In a democracy, the role of media is quite crucial. Being independent in nature and function this fourth pillar promotes the provisions as contained in the Article-19(a) of the Constitution of India. Application of Mass Media for the socio-economic uplift of the people in a democratic setup, therefore, assumes much significance in the changing face of technology. Constant dialogues with nascent media have thus become an imperative need for the executive shouldering onerous responsibilities of disseminating information and gathering feedback on the implementation of development programmes.

With the inventions and innovations in the area of Internet, Web Media, Digital & Mobile Technologies, in the last one decade there has been a dramatic change in the field of Mass Media communication, especially the way people access and consume news information and other contents.

With the extensive digital spread and the growing audience interest in new media, a new generation mass media format called web portal or web channel, have emerged in the present GloCal (Global and Local) scenario. Moreover, these web and mobile based media platforms have become so popular and handy that they cater to millions of audience – from youth to senior citizens - in the present day society without any bias of geography.

Further, with the large scale growth and popularity of Social Media platforms (say Facebook, WhatsApp, Twitter, YouTube, Instagram etc.), the new generation news web media sites have expanded their reach, engagement and impact on the mass and the society without limiting their operations to any geographical area, unlike print, radio or television media.

## **2. SCOPE OF THE ASSIGNMENT:**

Odisha has become a part of the digital growth story in the country and as the trend goes hopefully the new media is going to grab immense attention of the mass, especially the youth, in the coming couple of years. In fact, Digital Media has become a game changer for the media operators, the audience and all the stakeholders associated with the domain in the state.

## **3. OBJECTIVE:**

In the recent times, even Digital Media has created a wave in the semi-urban and rural population due to the introduction of 3G and 4G technologies and developing last mile network by different service providers. Moreover, the web media is getting popular these days with the availability of more and more content in the regional or local languages.

Therefore, the Department of Information and Public Relations in the Government of Odisha seeks to augment an intensive information campaign encompassing the broader circle of socio-economic development. The sharing of information with the public and imparting the message of transparency and accountability through the most easier and convenient means have become the cardinal principles of all modern approaches in the 21<sup>st</sup> Century.

#### 4. KEY REQUIREMENTS AND DELIVERABLES:

Looking at the current web presence in Odisha, the content and formats being delivered by different players and dynamics of the media industry, priority needs to be attached to the web media operators/houses having following features while short listing them for any particular purpose:

- Having dynamic web portals carrying news, current affairs and features and interviews etc. (a diversified range of content to attract a larger audience base) on regular basis.
- Focusing on news and current affairs on Odisha.
- Having operations in Odia and/or English language.
- Having integration of Videos and other multimedia, where possible.
- Having a good Social Media presence.
- Having regular office for the purpose with basic infrastructure. **(Such as Furniture, Fixtures, Computer & Associated Peripherals etc. to operationalise the web portal)**
- Having regular Team/Staff and Journalists for day to day news collection and production. **(There can be at least 4 staffs lead by one Journalist for Category C, at least 4 – 6 staffs lead by one Journalist for category B and at least 6 staffs lead by one Journalist for category A web portals)**
- The website must be at least 12 months old and must be continuously in operation under the same name (i.e. website address) for minimum 6 months. The change of office address must be communicated to the Director, I&PR Department, Government of Odisha immediately failing which the Web Media may be de-pannelled.
- The English or Odia website must have minimum average Unique Users of **15,000 per month for qualifying for Category C , 20,000 for Category B and 30,000 for Category A Web Player** (based on the data of last six months). This claimed number should be verified online from an acceptable and credible third party tool that monitors website traffic in international level like Google Analytics. The Web Media needs to submit a self certified viewership report.
- I&PR Department reserves the right to decline any website if its content is found to be anti-national/ obscene/ indecent/ anti-social/ violation of communal harmony and national integrity etc. or deemed objectionable in any form as determined by the competent committee, or if the website acts in violation of the extant Cyber Laws of India.
- It should have the facility of a dedicated section for promoting development programmes and related news including important events of Government of Odisha.
- The e-Publication version of newspaper would not be considered for getting empanelled as they are already covered in their parent form.
- If any of the information submitted by the websites is found to be false or incorrect in any manner, the website cannot be taken into consideration for giving Government Ads.
- **The finalised rate shall be valid for a period of one year from the date of empanelment of the Web Media. Revision of rate will be considered after one year from the date of fixation of rate.**

## 5. RECEIPT OF PROPOSAL:

Towards this end, Request for Proposal is invited from eligible agencies fulfilling the laid down eligibility criteria to submit their proposals. The details relating to the eligibility criteria, terms and conditions and other information relating to this EOI can be downloaded from the I & PR Department Web Site: [www.inpr.odisha.gov.in](http://www.inpr.odisha.gov.in). Tender shall be opened on 27.01.2018 at 04.30 PM in the Conference hall of I&PR Department. Proposal may be submitted through **Speed Post / Registered Post / Courier/ by directly dropping in Drop Box kept in the Office of Director I and PR addressed to the Director, I&PR Department in the address The Director, Information & Public Relations Department, Government of Odisha, Bhubaneswar, Odisha** in a sealed envelope. The last date for receipt of proposals is 27.01.2018 till 04.00 PM.

## 6. PROPOSAL VALIDITY:

The Offer submitted and the prices quoted therein shall be valid for **90 days** from the date of opening of bid. Bid valid for any shorter period shall be rejected by the Client.

## 7. PROPOSAL EVALUATION AND EMPANELMENT:

A two stage evaluation process will be adopted as explained below for evaluation of the bids:

- **Pre-qualification Evaluation (1<sup>st</sup> Stage):** Preliminary evaluation of the proposals will be done to determine whether the proposals are in order & complete and the requisite documents have been properly furnished by the bidder or not. This shall be done in accordance with the qualification requirements as prescribed in the Section 8 of EOI Document. It may be noted that in case the web portal, which has participated in the bid process, fails to qualify for empanelment, as per the prescribed criteria, their financial bids shall not be opened and shall be returned to them, without opening.
- **Financial Evaluation (2<sup>nd</sup> Stage):** The financial proposals of only such bidders shall be opened who qualify in the pre-qualification evaluation stage as stated above. The bidder or his duly authorized representative (authorized in writing, under the seal and signature of the bidder) may attend the financial bid opening meeting, if they so desire. The name of the bidder along with the quoted financial price for each component will be announced during the meeting.

The Price Bid has to be submitted as per prescribed Format at Section: 4. Cost Based Selection (CBS) method will be followed during the overall selection process. The client will select the lowest evaluated price bid (L1) for each Category of Web Portal and for each component among all the bids. For the purpose of evaluation, the total evaluated cost shall be inclusive of all overhead expenses and applicable taxes for which the client makes payments to the agency. The agency will be empanelled for a period of 1 year from the date of notification.

## 8. TECHNICAL (PRE QUALIFICATION EVALUATION) BID REQUIREMENTS:

The bidder needs to submit the following self certified documents along with the technical bid:

- 1) Copies of the up to date IT Return for the last 3 assessment years
- 2) Copy of PAN Number
- 3) Copy of GSTIN
- 4) regular office for the purpose with basic infrastructure. Bidder must submit documentary evidence in support of proof of having a regular office with address (in case of hired space, lease deed agreement copy to be submitted) and indicate the basic infrastructure available in the office such as Fixtures and Furniture's, basic necessities such as Computers and associated peripherals required to operationalize the web portal, in their local office in the state of Odisha. (Details of fixtures/ furniture's, Computers and peripherals must be submitted under self attestation of the bidder)
- 5) Bidder must have a Minimum and regular strength (as stipulated at section 4 above.) led by a responsible journalist for day to day news collection and production of content for the web media portal. In support of proof, the bidder must furnish the details of such staff along-with their bank account statements for last 6 months towards payment of salary as a proof of their working for the web portal.
- 6) The website must be at least 12 months old and must be continuously in operation under the same name (i.e. website address) for minimum 6 months. The change of office address must be communicated to the Director, I&PR Department, Government of Odisha immediately failing which the Web Media may be de-empanelled.
- 7) The English or Odia website must have stipulated average Unique Users as per the requirement. (based on the data of last six months). This claimed number should be verified online from an acceptable and credible third party tool that monitors website traffic in international level like Google Analytics. The Web Media needs to submit a self-certified viewership report.
- 8) An undertaking that the firm is not blacklisted/debarred from any Government organization/Department during the recent past

#### 9. SUBMISSION OF PROPOSAL:

The Technical and Financial Proposal should be put into separate envelope and submitted inside one single envelope super-scribing the title of the EOI as **“RELEASING OF GOVERNMENT ADVERTISEMENTS IN WEB MEDIA”**.. Bidders must submit their proposals through **Registered Post/ Speed Post/ Courier/ / by directly dropping in Drop Box kept in the Office of Director I and PR addressed to**

To,

**The Director,  
Information & Public Relations Department,  
Government of Odisha, Bhubaneswar – 751001**

**SECTION: 3**

**TECHNICAL PROPOSAL SUBMISSION FORMS**

**COVERING LETTER**  
**(In Bidders Letter Head)**

[Location, Date]

To

**Director,  
Information & Public Relations Department,  
Government of Odisha,  
Bhubaneswar – 751001**

**Subject: RELEASING OF GOVERNMENT ADVERTISEMENTS IN WEB MEDIA**

Dear Sir,

I, the undersigned, offer to participate in the selection process for \_\_\_\_\_ in accordance with your Request for Proposal No.: \_\_\_\_\_, dated \_\_\_\_\_. We are hereby submitting our proposal, which includes Technical Proposal and Financial Proposal sealed in separate envelopes.

I hereby declare that all the information and statements made in this Technical Proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. Our proposal will be valid for acceptance up to **90 Days** and I confirm that this proposal will remain binding upon us and may be accepted by you at any time before the validity of the bid.

I hereby unconditionally undertake to accept all the terms and conditions as stipulated in the EOI document. In case any provision of this EOI are found violated, then your department shall without prejudice to any other right or remedy be at liberty to reject our proposal including forfeiture of the full said earnest money deposit absolutely.

I remain,

Yours faithfully,

***Authorized Signatory with Date and Seal:***

**Name and Designation:** \_\_\_\_\_

**Address of the Bidder:** \_\_\_\_\_

**FORMAT-I: DETAILS OF THE BIDDER**

<b>Sl No.</b>	<b>Description</b>	<b>Details</b>
1	<b>Name of the Bidder</b>	
2	<b>Address for communication:</b> Tel : Fax: Email id :	
3	<b>Name of the authorized person signing &amp; submitting the bid on behalf of the Bidder:</b> Mobile No. : Email id :	
4	<b>Registration / Incorporation Details</b> Registration No: Date & Year. :	
5	<b>Local office in Odisha</b> <b>If Yes, Please furnish contact details</b>	Yes / No
6	PAN Number	
7	Goods and Services Tax Identification Number (GSTIN)	

**Authorized                      Signatory                      [In                      full                      and                      initials]:**

**Name and Designation with Date and Seal:** \_\_\_\_\_

**SECTION: 4**

**FINANCIAL PROPOSAL SUBMISSION FORMS**



**COVERING LETTER**  
**(In Bidders Letter Head)**

[Location, Date]

To

**Director,  
Information & Public Relations Department,  
Government of Odisha,  
Bhubaneswar – 751001**

**Subject: RELEASING OF GOVERNMENT ADVERTISEMENTS IN WEB MEDIA**

I, the undersigned, offer to provide the services for [\_\_\_\_\_] in accordance with your Request for Proposal No. \_\_\_\_\_, Dated: \_\_\_\_\_. Our attached Financial Proposal is submitted as per the prescribed format. The quoted amount per each activity is inclusive of the taxes applicable as per GST Act. I do hereby undertake that, in the event of acceptance of our bid, the services shall be provided in respect to the terms and conditions as stipulated in the EOI document.

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the proposal of **90** days. I have carefully read and understood the terms and conditions of the EOI and do hereby undertake to provide the service accordingly.

I understand that you are not bound to accept any proposal you receive. We thank you for providing us an opportunity to participate in the selection process. Please find our financial offer as per Commercial bid format along with this covering letter.

I remain,

Yours faithfully,

***Authorized Signatory [In full and initials]:***

***Name and Designation of Signatory with Date and Seal:***

***Address of the Bidder:***

**SUMMARY OF FINANCIAL BID**

**“RELEASING OF GOVERNMENT ADVERTISEMENTS IN WEB MEDIA”**

**Advertisement Formats and Rates (Proposed):**

<b><u>SCHEDULE - 1</u></b>		
	<b>30 Thousand and above Unique Users per Month (As per Google Analytics)</b>	
<b>Category A (Large)</b>	Property	<b>Rate (in Rupees)/per week</b>
	Web Banner (300x250 Pixels, 728x90 Pixels etc.),	
	<b>20 Thousand to 30 Thousand Unique Users per Month (As per Google Analytics)</b>	
<b>Category B (Medium)</b>	Property	<b>Rate (in Rupees)/per week</b>
	Web Banner (300x250 Pixels, 728x90 Pixels etc.),	
	<b>15 Thousand to 20 Thousand Unique Users per Month (As per Google Analytics)</b>	
<b>Category C (Small)</b>	Property	<b>Rate (in Rupees)/per week</b>
	Web Banner (300x250 Pixels, 728x90 Pixels etc.),	

<b><u>SCHEDULE - 2</u></b>		
	<b>30 Thousand and above Unique Users per Month (As per Google Analytics)</b>	
<b>Category A (Large)</b>	Property	<b>Rate (in Rupees) /per week</b>
	Video Spots or related Government advertorial	
	<b>20 Thousand to 30 Thousand Unique Users per Month (As per Google Analytics)</b>	
<b>Category B (Medium)</b>	Property	<b>Rate (in Rupees) /per week</b>
	Video Spots or related Government advertorial	
	<b>15 Thousand to 20 Thousand Unique Users per Month (As per Google Analytics)</b>	
<b>Category C (Small)</b>	Property	<b>Rate (in Rupees) /per week</b>
	Video Spots or related Government advertorial	

**NB:**

1. All the Web Banners can carry multiple creative (still images/designs) in .gif format for a dynamic look.
2. All web banners and advt. items shall have option for outgoing link to any particular website of the advertiser or lead to any particular web page (carrying more info/story on the subject) inside the same portal.
3. All applicable taxes over and above fix Rates.
4. Government in Information & Public Relations Department may relax any of the clauses on special cases.
5. *Taxes will be paid by the Client as per the applicable rate under GST Act. Fee offered above shall remain fixed till empanelment period.*

**Authorized Signatory [In full and initials]:**

**Name and Designation of Signatory with Date and Seal:**

**Address of the Bidder:**