

**REQUEST FOR PROPOSAL**

**“HIRING OF MOUNTING OF HOARDINGS IN ALL GRAM PANCHAYAT, MUNICIPAL CORPORATION,  
MUNICIPALITY AND N.A.C. AREAS ACROSS THE STATE”**



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

**JULY, 2018**

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**BIDDER DATA SHEET**

Sl. No.	Particular	Details
1.	Name of the Client	Director, I & PR Department, Govt. of Odisha
2.	Method of Selection	Cost Based Selection (CBS) Method
3.	Date of Issue of RFP	20/07/2018
4.	Proposal Due Date	06/08/2018 (1.00 pm)
6.	Date of Opening of Proposal	06/08/2018 (3.30 pm)
8.	Expected Date of Commencement of Assignment	August
9.	Address for Submission of Proposal	<p>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></p> <p>Mode of Submission: <b>Speed Post / Registered Post / Courier</b> only to the address as specified above during the office hour only. Submission of bid through other mode and late bid will be rejected.</p>
10.	Place of Opening of Proposal:	Conference Hall of I & PR Department

## SECTION: 1

### LETTER OF INVITATION

RFP No: 8712

Dated: 20/07/2018

**Name of the Assignment: SELECTION OF AGENCIES FOR “HIRING OF MOUNTING OF HOARDINGS IN ALL GRAM PANCHAYAT, MUNICIPAL CORPORATION, MUNICIPALITY AND N.A.C AREAS ACROSS THE STATE”**

1. **Director, I&PR Department, Govt. of Odisha (The Client)** invite sealed proposal from the eligible agencies / bidders for “**HIRING OF MOUNTING OF HOARDINGS IN ALL GRAM PANCHAYAT, MUNICIPAL CORPORATION, MUNICIPALITY AND NACs ACROSS THE STATE**”. 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** only. The Client shall not be responsible for postal delay or any consequence. Submission of proposal through any other mode will be rejected.
4. The last date and time for submission of proposal complete in all respects is **Dt.06.08.2018 at 1.00 PM** and the date of opening of the technical bid is **Dt.06.08.2018 at 3.30 PM** in the presence of the bidder's representative at the specified address as mentioned in the Bidder Data Sheet (**Sl. no.10**). Representatives of the bidders may attend the meeting with due authorization letter on behalf of the bidder.
5. This RFP 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**]cccccccccccccccc
6. While all information/data given in the RFP 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.

**Hoisted in the Website :-** <http://inpr.odisha.gov.in/> and <http://as1.ori.nic.in/enews/iprtender.aspx>

**Director  
I & PR Department  
Govt. of Odisha**

## SECTION: 2

### INFORMATION TO THE BIDDER

#### 1. OBJECTIVE:

Government of Odisha intends to hire the services of the bidders for Mounting of Hoardings for advertisement of Govt. Developmental and welfare policies and schemes.

#### 2. SCOPE OF WORK

Director, I & PR Department, Government of Odisha is looking for an agency for hiring of "Mounting of Hoardings". Towards this end, Request for Proposal is invited from the eligible agency fulfilling the laid down eligibility criteria for conducting the said programme.

#### 3. KEY DELIVERABLES:

The service provider shall have to perform the following assignments during the period of contract:

1. It shall be the duty of the Service Provider to inform the Collector/ADM or his duly authorized officer of the district, about the details of hoardings.
2. Service provider shall ensure all safety precautions for the people as per law. It shall be liable to meet all legal requirements as required by Law.
3. Service provider shall maintain the prescribed minimum standards of star canvass flex, front lit flex 260 GSM weight.
4. The Service provider shall ensure that it does not infringe any provisions of Copyright Act and such other acts. In case of any violations in this regard, the Service Provider shall be liable for action as per Law.

#### 4. ELIGIBILITY CRITERIA:

1. The bidder must be a registered company under the Indian Companies Act or registered individual / partnership firm or Proprietorship firms.
2. The bidder should have valid GST registration for legally carrying out its business activities.
3. The bidder should have a valid PAN. The bidder shall provide the details of the ownership of the company.
4. The bidder should have local office in the state of Odisha with adequate manpower and infrastructure support.
5. The bidder must have experience of executing at least one similar project.

#### 5. TECHNICAL REQUIREMENT DETAILS:

The service provider should have the capability to display hoardings in particular zone or in all seven zones.

## 6. TERMS AND CONDITIONS:

- I) The state of Odisha has been divided into seven zones of Revenue districts.  
**Zone -1 :- Sambalpur, Sundergarh, Jharsuguda, Bargarh and Deogarh.**  
**Zone -2:- Balasore, Mayurbhanja, Keonjhar, Bhadrak and Jajpur.**  
**Zone -3:- Cuttack, Angul, Dhenkanal, Kendrapada and Jagatsinghpur.**  
**Zone -4:- Koraput, Rayagada, Nabrangpur, Malkangiri and Kalahandi.**  
**Zone -5:- Balangir, Nuapada and Subarnapur.**  
**Zone -6:- Ganjam, Gajapati, Phulbani and Boudh.**  
**Zone -7:- Puri, Khurda, Nayagarh.**
- II) 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 RFP can be downloaded from the Government of Odisha Portal. All Tender Section and also from I & PR Website:- <http://inpr.odisha.gov.in/>. Tender shall be opened on **06/08/2018 at 3:30 PM** in the Conference Hall of I&PR Department. Proposal may be submitted to the Director, I&PR Department in the address mentioned in the SI No.9 of the Bidder Data Sheet in a sealed envelope. The last date for receipt of proposals is **06/08/2018 at 1:00 PM.**
- III) The annual turnover Rs. 20 lakhs per year with audited balance sheet of last three years.
- IV) Experience in mounting of hoardings.
- V) Attested copies of Income Tax Returns and Service Tax Returns for the last year.
- VI) Selected company/Firm will have to sign an agreement for a period of one year from the date of work order. This could be extended for a further period, if necessary. The terms & conditions of the contract remain unaltered.
- VII) Wherever specific terms & conditions have not been spelt out in the document, OGFR of State Govt. shall apply.
- VIII) If work is not found satisfactory the agreement is liable to be cancelled without giving any reasons thereof.

## 7. Bid Validity Period:

The Offer submitted and the prices quoted therein shall be valid for **60 days** from the date of opening of Bid. Bid valid for any shorter period shall be rejected by the Client.

## 8. Bid Processing Fee :

The bidder must furnish as part of technical proposal, the required bid processing fee amounting to **Rs. 10,000/- (Ten Thousand Only)** in shape of DD / BC from any scheduled commercial bank in favor of **“DDO, I&PR Department”** payable at Bhubaneswar. Proposals received without bid processing fee will be out-rightly rejected.

## 9. Earnest Money Deposit (EMD) :

The bidder must furnish, as part of the technical proposal, an Earnest Money Deposit (EMD) amounting to **Rs. 1,00,000/- (One Lakh Only) per package** in shape of DD/BC from any scheduled commercial bank in favour of **“DDO, I&PR Department”** payable at Bhubaneswar. The EMD of unsuccessful bidders shall be refunded after finalization of selection process and award of contract. The EMD of the successful bidder will be released only after furnishing of the required Performance Bank Guarantee (PBG) and signing of the contract.

The EMD will be forfeited on account of the following reasons:

- Bidder withdraws its proposal during the bid validity period as specified in RFP

- Bidder does not respond to requests for clarification of its proposal.
- Bidder fails to provide required information during the evaluation process or is found to be non-responsive or has submitted false information in support of its qualification.
- If the bidder fails to
  - provide clarifications
  - agree to decisions of the contract negotiation meeting
  - sign the contract in time
  - furnish required Performance Bank Guarantee.
- Any other circumstance which holds the interest of the Client during the overall selection process.

#### **10. Performance Bank Guarantee: (PBG)**

Within 7 days of notifying the acceptance of proposal for the award of contract, the qualified bidder shall have to furnish a Performance Bank Guarantee amounting to **10% of the contract value** from a scheduled commercial bank situated in Bhubaneswar / Odisha in favour of “**DDO, I&PR Department**”, as per the format at **Annexure-I**, for a period of three months beyond the entire contract period (i.e. PBG must be valid from the date of effectiveness of the contract to a **period of 3 months beyond the contract period**) as its commitment to perform services under the contract. Failure to comply with the requirements shall constitute sufficient grounds for the forfeiture of the PBG. The PBG shall be released immediately after three months of expiry of contract provided there is no breach of contract on the part of the qualified bidder. No interest shall be paid on the PBG.

#### **11. Price Bid:**

The Price Bid is to be submitted as per the 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 among all the qualified 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 payment to the agency. The client reserves the right to assign the task to other qualified bidders at the lowest bid price without compromising on the quality of the services required.

The state has been divided into seven Zones. A bidder can participate for all the Zones or particular Zone/Zones.

#### **12. Termination of Contract**

The contract can be terminated by the Deptt. during the period of contract by giving 15 days notice in case of violation of any terms & conditions of the contract or in public interest. In case of violation of contract of the Company /Firm, the bank guarantee can also be forfeited by the Deptt. apart from levy of fine/ recovery and termination of contract. In case the contractor is not interested in continuing with the contract, he can give a 3 months advance notice.

### **13. Documents required to be submitted (Self Attested)**

- 1) Previous Service Tax return copy.
- 2) Up to date Income Tax return copy.
- 3) Previous VAT Clearance certificate.
- 4) Up to date GST Registration Certificate / Clearance Certificate
- 5) Annual turnover over Rs. 20 Lakhs per year with audited balance sheet of last three years.
- 6) EMD of Rs. 1,00,000/- (one lakh) drawn in favour of DDO, I&PR Deptt.
- 7) Demand Draft of Rs. 10,000/- (ten thousand) towards cost of tender paper and processing fee in favour of DDO, I&PR Deptt.
- 8) Experience certificate for Mounting of Hoardings.
- 9) Copy of PAN Number
- 10) Copy of audited balance sheet of the last three years.

### **14. 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 RFP as **“HIRING OF MOUNTING OF HOARDINGS IN ALL GRAM PANCHAYAT, MUNICIPAL CORPORATION, MUNICIPALITY AND N.A.C. AREAS ACROSS THE STATE”**

Bidders must submit their proposals through **Registered Post/ Speed Post/ Courier** to

**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: SELECTION OF AGENCIES FOR “HIRING OF MOUNTING OF HOARDINGS IN ALL GRAM PANCHAYAT, MUNICIPAL CORPORATION, MUNICIPALITY AND N.A.C. AREAS ACROSS THE STATE”.**

Dear Sir,

I, the undersigned, request you 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 **60 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 RFP document. In case any provision of this RFP 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>SI No.</b>	<b>Description</b>	<b>Full Details</b>
<b>1</b>	<b>Name of the Bidder</b>	
<b>2</b>	<b>Address for communication:</b> Tel : Fax: Email id :	
<b>3</b>	<b>Name of the authorized person signing &amp; submitting the bid on behalf of the Bidder:</b> Mobile No. : Email id :	
<b>4</b>	<b>Registration / Incorporation Details</b> Registration No: Date & Year. :	
<b>5</b>	<b>Local office in Odisha</b> <b>If Yes, Please furnish contact details</b>	<b>Yes / No</b>
<b>6</b>	<b>Bid Processing Fee Details</b> Amount : BC/DD No. : Date: Name of the Bank:	
<b>7</b>	<b>EMD Details</b> Amount : BC/DD No.: Date: Name of the Bank:	
<b>8</b>	PAN Number	
<b>9</b>	Goods and Services Tax Identification Number (GSTIN)	
<b>10</b>	Whether willing to carry out assignments as per the scope of work of the RFP	<b>YES</b>
<b>11</b>	Whether accept all the terms and conditions as specified in the RFP	<b>YES</b>

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

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

**FORMAT - II: LEGAL CONSTITUTION & NUMBER OF YEARS OF EXISTENCE**

Parameter	Information	Supporting Documents	Page No.
Company/Firm Name and Existence		Certificate of Incorporation/ Registration (refer Table below for appropriate documentation)	
Type of Organization	Private Limited Company Registered Individual /Partnership Firm /Proprietorship firm		
Name of Registration Authority			
Registration No.			
Date of Registration			
Place of Registration			
GST Registration	Registration No.	Registration Proof:	
PAN	PAN No.		
IT Returns of last 03 Assessment years			

**FORMAT - III: Technical Details (As per the laid down 07 Technical Parameters)**

<b>Parameter</b>	<b>Information</b>	<b>Supporting Documents</b>	<b>Page No.</b>
1			
2			
3			
4			
5			
6			
7			

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: SELECTION OF AGENCIES FOR “HIRING OF MOUNTING OF HOARDINGS IN ALL GRAM PANCHAYAT, MUNICIPAL CORPORATION, MUNICIPALITY AND N.A.C. AREAS ACROSS THE STATE”**

I, the undersigned, offer to provide the service for **[Insert title of assignment]** in accordance with your Request for Proposal No. \_\_\_\_\_, Dated: \_\_\_\_\_. Our attached Financial Proposal is **[Insert amount(s) in words and figures]** per month per unit. This amount is exclusive 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 RFP 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 **60** days. I have carefully read and understood the terms and conditions of the RFP 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**

**“HIRING OF MOUNTING OF HOARDINGS IN ALL GRAM PANCHAYAT, MUNICIPAL CORPORATION,  
MUNICIPALITY AND N.A.C. AREAS ACROSS THE STATE”**

<b>Name of Work</b>	<b>All inclusive Rent per Month (in INR) per unit exclusive of taxes</b>	<b>GST @ (_____%)</b>	<b>Total</b>
Mounting of Hoardings size (20X10) sq. ft.or proportional , Rates quoted should be clear in terms of unit per square feet inclusive of hire charge of hoardings, printing in star canvass flex and its mounting.	<b>In Figure in INR</b> _____ <b>In word</b> _____ _____		
Printing of star canvass flex and its mounting per square feet.	<b>In Figure in INR</b> _____ <b>In word</b> _____ _____		

The bidder should mention the Zone/Zones for which applied. (Refer terms and conditions).

***N.B. Taxes will be paid by the Client as per the applicable rate under GST Act. Fee offered above shall remain fixed till completion of the contract.***

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

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

**Address of the Bidder:**

**PERFORMANCE BANK GUARANTEE FORMAT**

To,

WHEREAS..... (Name and address of the Consultant) (hereinafter called “the Consultant”) has undertaken, in pursuance of RFP no..... dated ..... to undertake the service ..... (description of services) (herein after called “the contract”).

AND WHEREAS it has been stipulated by \_\_\_\_\_(Name of the Client) in the said contract that the Consultant shall furnish you with a bank guarantee by a scheduled commercial bank recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract;

AND WHEREAS we have agreed to give the supplier such a bank guarantee;

NOW THEREFORE we hereby declare that we are guarantors and responsible to you, on behalf of the Consultant, up to a total of ..... (amount of the guarantee in words and figures), and we undertake to pay you, upon your first written demand declaring the consultant to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the bidder before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the supplier shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This performance bank guarantee shall be valid until the ..... day of ....., 2018

Our branch at Bhubaneswar (Name & Address of the Bank) is liable to pay the guaranteed amount depending on the filing of claim and any part thereof under this Bank Guarantee only and only if you serve upon us at our Bhubaneswar branch a written claim or demand and received by us at our .Bhubaneswar branch on or before Dt.....otherwise bank shall be discharged of all liabilities under this guarantee thereafter.

**(Signature of the authorized officer of the Bank)**

.....  
**Name and designation of the officer**

.....  
**Seal, name & address of the Bank & Branch**

**Government of Odisha**  
**Information & Public Relations Department**

\*\*\*

No. Misc- 07/2017 \_\_\_\_\_ / IPR, BBSR Dated \_\_\_\_\_

**Office Order**

A committee is hereby constituted by Information & Public Relations Department under the chairmanship of Commissioner-cum-Secretary, I & PR Deptt. with the following officers as members for selection of agencies for hiring of mounting of hoardings in all Gram Panchayats, Muncipal Corporation, Municipality and NAC areas across the state in order to ensure propagation of IEC, publicity and communication activities.

- |  |                 |
|--|-----------------|
| 1. Director, Information & PR                  | Member          |
| 2. Additional Secretary to Govt, Finance Deptt | Member          |
| 3. Joint Director-cum-Dy.Secy.I&PR             | Member          |
| 4. Team Leader PPOMU                           | Member          |
| 5. AFA-cum-US to Govt, I & PR                  | Member          |
| 6. Dy. Director-cum-Dy.Secy ,I&PR              | Member Convenor |

Director, I & PR

Memo No. \_\_\_\_\_ Date \_\_\_\_\_

Copy forwarded to all the members for information and necessary action.

Director, I & PR

Memo No. \_\_\_\_\_ Date \_\_\_\_\_

Copy forwarded to Sri D.K. Jena, Addl. Secy, FD/ PPOMU/ for information and necessary action.

Director, I & PR

Memo No. \_\_\_\_\_ Date \_\_\_\_\_

Copy forwarded to P.S. to Commissioner-cum-Secy to Govt./ P.A. to Director, I & PR for kind information of Commissioner-cum-Secy and Director, I & PR respectively.

Director, I & PR



## SECTION: 1

### LETTER OF INVITATION

RFP No: 7194  
13/06/2018

Dated:

**Name of the Assignment: SELECTION OF AGENCIES FOR “HIRING OF MOUNTING OF HOARDINGS IN ALL GRAM PANCHAYAT, MUNICIPAL CORPORATION, MUNICIPALITY AND N.A.C AREAS ACROSS THE STATE”**

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**Director  
I & PR Department  
Govt. of Odisha**

GOVT.OF ODISHA

INFORMATION & PUBLIC RELATIONS DEPARTMENT

LETTER OF INVITATION

RFP No: 8712

Dated: 20/07/2018

**Name of the Assignment: SELECTION OF AGENCIES FOR “HIRING OF MOUNTING OF HOARDINGS IN ALL GRAM PANCHAYAT, MUNICIPAL CORPORATION, MUNICIPALITY AND N.A.C AREAS ACROSS THE STATE”**

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**Hoisted in the Website:-** <http://inpr.odisha.gov.in/> and <http://as1.ori.nic.in/enews/iptender.aspx>

**Director  
I & PR Department**



