

Government of Odisha
Information & Public Relations Department

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ADVERTISEMENT

RFP No : 116

Dated: 12/2017
03.01.18


REQUEST FOR PROPOSAL

Name of the Assignment: Empanelment of Creative Agencies for Print Media / Electronic Media.

Information & Public Relations Department, Government of Odisha invites "Request for Proposal" (RFP) from the eligible bidders to submit their application for Empanelment of Creative Agencies for Print Media / Electronic Media.

For overview of the objective & scope of the assignment, pre-qualification criteria, bidding terms and conditions and suggested response formats, please visit the websites of <http://inpr.odisha.gov.in.Download/tender10741.pdf>
<http://as1.ori.nic.in/enews/iprtender.aspx>.

Interested bidders who meet the specified pre-qualification criteria may furnish their "Request for Proposal" complete in all respect through **SPEED POST / REGISTERED POST / COURIER** in a sealed cover super scribing "Empanelment of Creative Agencies for Print Media / Electronic Media" on or before 27.01.2018 at 3.00 PM at the address specified below. The authority reserves all rights.


Director,
Information & Public Relations Department,
Government of Odisha, Telephone No-
2394890/ 2398610(Fax),
Email [-iprenews@gmail.com](mailto:iprenews@gmail.com)

Address for Submission of Proposal:

Memo No. SN-3/17 _____ Dt. _____

Copy forwarded to Dy. Secy. to Govt.(Advt.) / Advt. Section-III for information and necessary action. They are requested to make arrangements for publication of text in The Times of India, The Samaj and The Sambad on 04.01.2018.


Dy. Director-cum-Dy. Secy. to Govt.

Memo No. SN-3/17 118 Dt. 03/01/18

Copy forwarded to System Analyst for information and necessary action. He is requested to make arrangements for loading of RFP in the websites of "<http://inpr.odisha.gov.in.Download/tender10741.pdf>" "<http://as1.ori.nic.in/enews/iprtender.aspx>" immediately.


Dy. Director-cum-Dy. Secy. to Govt.

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Director,
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REQUEST FOR PROPOSAL (RFP)

Empanelment of Creative Agencies for Print Media / Electronic Media.

**INFORMATION & PUBLIC RELATIONS DEPARTMENT,
GOVERNMENT OF ODISHA
BHUBANESWAR**

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Section I

General Terms and Conditions

OBJECTIVE: The objective of this “Request for Proposal” is for **Empanelment of Creative Agencies for Print Media and Electronic Media** under I & PR Department to create awareness among the public through Audio Visual and Display Media as per rules and business of Government of Odisha.

- 1. RFP ISSUING AUTHORITY:** This Request for Proposal (RFP) is issued by the Director, Information & Public Relations Department, Government of Odisha for empanelment of potential creative agencies under the selection process. The client’s decision with regards to the selection process through this RFP shall be final and reserves the right to reject any or all the bids without assigning any reason thereof. The details of the contact persons for the overall selection process are given below:

Sl. No.	Item	Description
1	Name of the Assignment	Empanelment of Creative Agencies for Print Media and Electronic Media.
2	Name of the Client	Director, Information & Public Relations Department, Government of Odisha
3	Name of the Contact Person with Address	Sri Niranjana Sethi, Jt. Director-cum-Dy. Secy. to Govt., Information & Public Relations Department, Government of Odisha, Bhubaneswar, Telephone No-0674-2394513 Email -iprenews@gmail.com
4	Name of the Contact Person (Alternate) with Address and Contact Details	Shri Bipin Bihari Bariki, Dy. Director-cum-Dy. Secy. to Govt., Information & Public Relations Department, Government of Odisha, Telephone No-0674-2392484,
5	Website Address for downloading of RFP Document	http://inpr.odisha.gov.in/
6	Address for Submission of Proposal thorough SPEED POST / REGISTERED POST / COURIER	The Director Information & Public Relations Department, Government of Odisha, Lok Sampark Bhawan Bhubaneswar, PIN-751001 Odisha.

2. TENTATIVE CALENDER OF EVENT UNDER RFP PROCESS:

Sln	Mile Stone	Time Line
1	Issue of RFP	04.01.2018
2	Last Date and Time for Submission of RFP in Complete Respect	27.01.2018 and 3.00 PM
3	Opening of RFP Responses	27.01.2018 and 3.30 PM
4	Declaration of result for Empanelment	will be intimated later on

- 3. AVAILABILITY OF RFP DOCUMENT:** RFP document can be downloaded from the I&PR websites as specified in this document. The bidders are expected to examine all instructions, forms, terms, project requirements and other details in the RFP documents. Failure to furnish complete information or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the bidder's risk and may result in out rightly rejection of the proposal.
- 4. RFP PROCESSING FEE:** A non-refundable processing fee for **Rs. 10,000 (Rupees Ten Thousand only)** in the form of a Demand draft or a Banker Cheque drawn in favour of **“DDO, I&PR Department”** payable in any of the nationalised bank at Bhubaneswar must have to be submitted along with the technical proposal. Bids received without or with inadequate Processing fees shall be out rightly rejected.
- 5. VENUE AND DEADLINE FOR SUBMISSION OF PROPOSAL:** Applications, in its complete respects as specified in the RFP, must be submitted to inviting authority at the address specified above. The client may, in exceptional circumstances and at its discretion, extend the deadline for submission of proposals by issuing an addendum, which would be made available on the specified web sites. The last date and time for submission of the application complete in all respect through **SPEED POST / REGISTERED POST / COURIER** is 27.01.2018 up to 3.00 PM at the specified address as given below:

Director
Information & Public Relations Department,
Government of Odisha,
Bhubaneswar, Telephone No-2394890/ 2398610(Fax),
Email -jprenews@gmail.com

Submission of RFP through Hand / Electronic Form will not be entertained.

Section II

Objective and Scope of the Assignment

Background

The Government of Odisha, during the last decade, has played a proactive role in implementing multiple people – centric welfare schemes and social initiatives. Apart from this, the government also undertakes various activities / initiatives from time to time to promote “**ODISHA : An Unstoppable Urge For Transformation**”.

Some of these initiatives include:

- **Comprehensive & Inclusive Agricultural Policy** – *Promotion of Agricultural Activities*
- **Skilled-in-Odisha** – Promotion of self employment through quality skill development training to youth
- **ODISHA: Soul of Incredible India** – *Promotion of Tourism Development*
- **Rashtriya Khel Protsahan Purashkar 2017** – *Promotion of Sports and Allied Activities*
- **National Rural Livelihoods Mission (NRLM)** - *Bring down rural poverty by promoting diversified and gainful self-employment to the rural poor*
- **Ujjwal & Utkarsh** – *Provision of quality education*
- **Niramaya** – *Provision of free medicine*
- **ODISHA: New Opportunities** – *Investment in Odisha*
- **Odisha Youth Innovation Fund** - *promoting innovative entrepreneurship among the youth*

All these initiatives have received acclaim both nationally and overseas and brought numerous glories to the state government.

The Information & Public Relations Department plays a significant role in communicating pro-people schemes of the State Government to all the sections of the society. It acts as a two-way communication bridge between the Government and people, as it effectively transmits information of Governments welfare schemes and programmes to people and acquaints the beneficiaries about it, and at the same time communicates the common man’s feedback to the Government.

To facilitate effective programme communication to the intended audience, the I&PR Department is the Nodal Department for all state government departments for their programme communication needs for the electronic and print media.

To strengthen the two way communication between the people of Odisha and the State Government, the **I & PR Department requires a panel of IEC production agencies for strong information, education and communication.**

Project Objectives

The Information and Public Relations Department , Government of Odisha, intends to seek the services of a panel qualified IEC Production Agencies to bring in awareness among the people of Odisha about the various welfare schemes and development programmes implemented by the State Government; showcase the achievements and success stories of government programs and display the progress made by the State in various fields and for shaping media highlights on various public initiatives of Government of Odisha. The

Director, I&PR Department intends to empanel IEC Production Agencies through a competitive bidding process. The role of the IEC Production Agencies is to:

- To provide information, education and communication services to the department to bring about awareness on the different schemes and programmes of the Government among the people of Odisha, to encourage two-way communication between the Government and people of Odisha for better programme service demands and service delivery.
 - Providing creative designing services for :
 - Print media
 - Electronic media
 - Web media
 - Field Events
 - Any other media
 - Designing and production of creatives for the print, online, outdoor and other media on themes / subjects to be decided in consultation with the Government / Department. The print creatives would, at times, be required to be provided at very short notice.
 - Any other creative work that may be assigned by the Client from time to time.

Scope of Work

(A) Printing Media Creatives:

- Creation of logo and tagline for the campaign.
- Developing Creative for print media (design, layout, copy writing and colour scheme).
- Adaptation of creative in regional languages according to regional cultural background.
- Translation of printed creative in regional languages (without adaptation).
- Cover design and text layout for printed publicity.
- Design of Banners and Hoardings etc.

(B) Electronic Media Creatives: (TV/Radio/SRP/Films)

- Adaptation of Audio-Video production for Radio, TV, Films
- Production of Radio Spot, Jingle, Sponsored Radio Programmes,
- Production of Video Spot./ Documentaries/Telefilms
- Adaptation of the language version, content, characters, property, artists, outdoor shooting, language graphic animations etc. to ensure the programme
- Production of Audio-Video Documentaries
- Adaptation of creatives for Outdoor Publicity, Exhibition and Web Media.
- Survey/feedback, Research, Market Research of all respective media

The following details the requirements further:

- I. **Radio Spots:** For radio creatives which have only words/speech, and do not involve composition of original music
- II. **Radio Jingle/Song/Signature Tune :** For radio creatives which are partially or fully music based, with original composition, script, production with good voices & music/audio and following software, master CD, one broadcast copy of CD , one I&PR copy of CD, and client copy of CD.

Re-recording of Spot/Jingle/Song/Signature Tune: These would be admissible if script is changed after production is carried out as per the approved script and artists have to be called again for recording. No charges would be admissible if changes in spot/jingle can be made only through editing, within six months of the approval of the spot, even if spot was made as per approved script. This would include one broadcast CD copy, one I&PR CD copy and one client CD copy.

- III. **Sponsored Radio Programmes:** Radio programmes, which are being sponsored by any Client Department include charges for script, production with good voices, master (CD) , one broadcast copy (CD) and one I&PR copy (CD) & one client copy (CD). Production includes signature tune, opening/closing/change over music/jingle, drama, stock voices/music/songs, studio recorded interviews/expert comments, receiving questions through phone/E-mail/letters, reply of questions by anchor/experts in the programme, production of promos including one broadcast CD copy, one I&PR CD copy and one client CD copy.

Field Interviews: If field interviews are specifically desired by the client, the producer shall carry them out with no extra cost to the Client/I&PR

Re-editing: Re-editing of old episodes is defined as deleting or re-arranging some portion.

Re-recording: Re-recording is defined as re-recording some portion of an old episode to replace some old portion, and may include charges for voices, editing, one broadcast CD, one I&PR CD and one client CD.

- IV. **Video Spot./Documentaries/Telefilms:** Video Spot./Jingle/Documentaries/Telefilms are shot on Digi Beta or DV Cam. This includes charges for script, detailed shot-by-shot storyboard (for Video-spots), location, travel outside the head quarter up to 200 kilometers, models, anchors, shooting, editing, jingle, 2-D/3D animation/ 2D & 3D Character animation/all kinds of Graphics as required by Client , titling/sub-titling/text, music, voiceover, background effects, special effects,). Two Master Copies (both mixed and unmixed) in Digi Beta or DVC , for Client and I&PR. In addition, all video-spots would be required to be submitted in suitable digital MPEG format at broadcast quality for delivery by internet.

Reimbursement of actuals for journey beyond 200 kms: Journey could be undertaken by rail (First Class/AC-2T) or by road up to 800 kms. The producer, may, however, obtain prior permission of I&PR for undertaking such journey and should submit supporting documents ie used tickets or bill for hiring vehicles etc to support their claim.

Language Version: The language version would include besides dubbing, regional content, characters, property, artists, outdoor shooting in regional locations, language graphic animations etc. to ensure regional look to the programme.

Labelling: Each DVD/CD and its cover should be properly labelled mentioning title of spot/programme, subject, duration, language, name of client, name of I&PR /production agency and year of production.

Empanelment Terms and Conditions

(a) The agencies will abide by the terms and conditions laid down herewith and any other condition prescribed by I&PR from time to time in fulfilment of its objective of serving and facilitating the stake holders departments of Government of Odisha.

(b) This Empanelment would not in any way mean that I&PR would be paying any retainer ship fee or monthly consultancy charges or any other form of remuneration to the empanelled agencies.

(c) I&PR shall hire the agency only if it is not being able to do so with its existing resources and after applying the due procedures.

(d) I&PR may hire the agency for its own IEC related work or even for those of other Stake holders Departments of Govt. of Odisha.

(e) The advertisements and other creative work so produced in consultation with the client department and I&PR would be released only through I&PR to the Print and other publicity media on approved rates.

(f) For all the creative work done for IEC awareness and publicity of I&PR Department and other stake holders departments, the payment would be met from I&PR Department funds.

(g) I & PR Department shall retain the absolute copyright and all such production related rights including the rights for adaptations translation, reproduction, alteration and archiving without any restriction of time period of all such creative and their inputs which might be produced by the agency for executing a work/campaign. Such creative could be used in any such future campaigns that the Government may consider appropriate.

(h) The agency may also mention the provision only for release of advertisement through their agency if the creative/ Production is provided by I&PR/ outsourced.

(i) The empanelled agencies by agreeing to these Terms and Conditions shall be liable to for penalty as per the terms of this contract in the event of their failing to adhere to them.

(k) The agency also agrees to abide by any other terms and conditions to be prescribed by the I&PR in future.

Manner of Employment:

I&PR Department shall hire the services of the Empanelled Print, Electronic and Multimedia Agencies for IEC activities of I & PR Department and the other stake holder Departments of Government of Odisha. I&PR Department shall hire the agency only after it makes an assessment of the requirement to hire an empanelled agency for the scope of work or any part of it.

Release of the Advertisement:

All the media release- either of the Stake holders Departments or I&PR shall be routed only through I&PR Department.

Payment Schedule

For all kinds of production jobs no advance payment shall be made. Payments will be made only after satisfactory completion of each job and on submission of authenticated bills in the manner stipulated by I&PR.

Territory

The Agency shall provide all such services described above within the territorial limits of state of Odisha only. The Agency shall arrange all applicable inputs if required, on terms to be agreed separately.

Conflict of Interest

I&PR Department, Government of Odisha requires that the Agency provide professional, objective and impartial advice and at all times hold I&PR & other department's interests paramount, strictly avoid conflicts with other assignments/jobs or their own corporate interests and act without any consideration for future work.

Confidentiality

Confidentiality shall be maintained for the information relating to the examination, clarification and comparison of the proposal. Violation of this clause may result in the rejection of the proposal.

Approvals

The Agency shall seek written approval of all visuals, artworks, copy, scripts, etc. And the Agency shall not proceed further with any work until approval of related documents by I&PR Department / Stake holder Department of Government of Odisha. Both, I&PR/Department of Government of Odisha and the Agency, shall communicate to each other the names of officials authorized to sign various documents or approval under the agreement.

Records

The Agency shall maintain all layouts, artworks, production, copy, negatives, tapes, bills vouchers, etc. for duration of the contract period and then submit the same to the I&PR/Department of Government of Odisha for future requirement.(if not already submitted).

Fraud & Corruption

I&PR Department /Stake holder Department of Government of Odisha requires that Agencies selected for the particular assignment must observe the highest standards of ethics during the performance and execution of such contract. In pursuance of this policy, Government of Odisha:

a) Defines, for the purposes of this provision, the terms set forth as follows:

(i). "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of I&PR or any personnel of Agencies in contract executions.

(ii) "Fraudulent practice" means a mis-presentation of facts, in order to influence a procurement process or the execution of a contract, to I&PR/Department of Government of Odisha and includes collusive practice among Respondents (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or non-competitive levels and to deprive I&PR/Department of Government of Odisha of the benefits of free and open competition;

(iii) "Coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution contract.

b) Will reject a proposal for award, if it determines that the Agency recommended for the award of the Creative Campaign, has been determined by I&PR/Department of Government of Odisha to having been engaged in corrupt, fraudulent or unfair trade practices.

(c) Will declare a firm ineligible, either indefinitely or for a stated period of time, for awarding the contract, if it at any time determines that the firm has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing, the contract.

Standards of Performance

The Agency shall perform the services and carry out their obligations under the Contract with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The Agency shall always act in respect of any matter relating to this contract as faithful advisor to

Delivery of Document / Products

As per the time schedule agreed between the Parties for specific projects given to the empanelled Agency from time to time, the Agency shall submit all the deliverables on due date as per the delivery schedule. The Agency shall not without I&PR/Stake Holder Department of Government of Odisha prior written consent disclose the Contract, drawings, specifications, plan, pattern, samples to any person other than an entity authorized by the I&PR/Department of Government of Odisha for the performance of the Contract. In case of termination of the Contract all the documents used by Agency in the execution of project shall become property of I&PR/Department of Government of Odisha.

Change Orders

I&PR/Department of Government of Odisha may at any time before completion of work under project awarded to empanelled Agency, change the work content by increasing/reducing the quantities of the services by not more than 20% of the estimated total cost of the Campaign project as mentioned in the Contract Agreement for execution of the Project, without creating the liabilities for compensation on any grounds, whatsoever due to this change. In such a case, the Agency will have to perform the service in the increased/decreased quantity at the

same contract rates within the time stipulated for providing services to I&PR/Department of Government of Odisha.

Agency Personnel

The Agency shall employ and provide such qualified and experienced personnel as may be required to perform the services under the specific project assigned by I&PR/Department of Government of Odisha and it is desirable from the Agency to deploy the personnel, who have adequate experience in the domain related with the project. It is desirable that for the Projects, the Consultant/Agencies must hire the services of Relevant Specialists, on a case to case basis, to work on the Project effectively. The Agency shall give proof of the status of its regular employee's status or contractual staff and its creative team on a regular basis to I&PR/Department of Government of Odisha during such period of the time of contract. The Agency shall not change the team deployed for the work without intimation to I&PR Department.

Applicable Law

Applicable Law means the laws and any other instruments having the force of law in India as they may be issued and in force from time to time. All legal disputes are subject to the jurisdiction of civil court of Bhubaneswar only.

Copyrights

Copyrights and other intellectual property rights in all materials, ideas and work or any kind generated by the activities of the Agency performed hereunder shall vest in I&PR/Department of Government of Odisha, to the extent copyright belongs to the Agency, provided that I&PR/Department of Government of Odisha has paid the Agency for its services.

Assignments

The Agency shall not assign the project to any other agency, in whole or in part, to perform its obligation under the Contract, without the I&PR's authorized representative's prior written consent. **Sub-contracting of the services allotted is not allowed in any manner.**

Performance Assessment

If during execution of the Project, following problems were to be found, then a penalty of 1% of the Contract value per week (subject to maximum of 10%) may be imposed by I&PR Department of Government of Odisha:

- a) Quality of deliverable is not up to the mark, (till the quality is improved to the required extent)
- b) Delays in deliverables
- c) Not assigning adequate resources in time
- d) Not engaging resources on a dedicated basis, even when required
- e) Assigning resources that do not meet the client's requirements as per the approved time schedule or the quality of deliverable.

Audit

The I&PR / Stake Holder Departments shall be entitled to conduct audits, on the appointed Service Provider (name of the agency) whether by its internal or external auditors, or by agents appointed to act on its behalf and to obtain copies of any audit or review reports and findings made by the said audit service provider in conjunction with the services performed for the client. The audit will cover strategy and cost of implementing the communication programmes and value derived thereof.

Duration and Validity of the Empanelment

Duration of the empanelment of the agency and validity of the rate contract shall be one (1) year from the date of finalisation which may be extended for a maximum period of up to 1 year, if required, based on performance, at the same terms and conditions. I&PR Department, Govt. of Odisha reserves the right to withdraw the empanelment at any stage without assigning any reason thereof. **Empanelment of will be done for Print Media and Electronic Media separately and there will be maximum of 3 to 4 agencies will be finally selected for empanelment on each category based on their secured technical scores. The client will execute the contract separately for each category.** The decision of the client regarding selection of the Agencies will be final and binding and reserves the right to amend, modify, add or delete, accept or reject in part or full, one or all conditions mentioned above without assigning any reason thereof.

Section III

Bidding Terms and Pre-Qualification Criteria

1. TERMS AND CONDITIONS UNDER RFP:

- a) This RFP is not an offer and is issued with no commitment. The Client reserves the right to withdraw the RFP and change or vary any part thereof at any stage and also reserves the right to disqualify any bidder, should it be so necessary at any stage.
- b) The Client reserves the right to withdraw this RFP if it determines that such action is in the best interest of the Government.
- c) Timing and sequence of events resulting from this RFP shall ultimately be determined by the Client.
- d) No oral conversations or agreements with any official, agent, or employee of the client shall affect or modify any terms of this RFP and any alleged oral agreement or arrangement made by a bidder with any department, agency, official or employee of the client shall be superseded by the definitive agreement that results from this RFP process.
- e) Neither the bidder nor any of the bidder's representatives shall have any claims whatsoever against the client or any of their respective officials, agents, or employees arising out of, or relating to this RFP or these procedures (other than those arising under a definitive service agreement with the bidder in accordance with the terms thereof).
- f) Applicants, those are found to canvass, influence or attempt to influence in any manner the qualification or selection process, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.
- g) Each applicant shall have to submit only **one RFP** as per the prescribed format.

2. ACKNOWLEDGMENT OF UNDERSTANDING OF TERMS :

By submitting a proposal, each bidder shall be deemed to acknowledge that it has carefully read all sections of this RFP, including all forms, schedules and annexure hereto, and has fully informed and agreed itself as to all existing terms, conditions and limitations.

3. EVALUATION OF PRE-QUALIFICATION PROPOSAL :

The bidders' Pre-Qualification Proposal will be evaluated as per the requirements specified in the RFP and adopting the pre-qualification criteria spelt out in this RFP. The Bidders are required to submit all required documentation in support of the pre-qualification criteria specified and the required data and information as required for evaluation.

4. LANGUAGE OF PROPOSAL:

The proposal and all correspondence and documents shall be written in **English**.

5. VALIDITY OF PROPOSAL: Proposals shall be remain valid for a period of **60** (Sixty Days) days from the date of opening of the RFP. The Client will make the best efforts to finalization of the empanelment process within this period.

6. PRE-QUALIFICATION CRITERIA :

This Expression of Interest (RFP) is open to all registered entities and **Eligibility Criteria (PQC) for empanelment of Agencies** as specified below:

Slno	Eligibility Criteria	Documents Requirement
1.	The Bidder/s must be the "Single Entity" having registered under Indian Companies Act. and must be in business for last 5 years from the date of incorporation on last date of the submission of proposal.	Certificate of Incorporation / Registration
2.	The bidder must have an annual financial turnover equivalent to Rs.1.00 Cr. and should have a positive net-worth in each of the last three consecutive financial years	Copy of duly audited Financial Statement (including Balance sheet and Income/Expenditure Statement) for last three financial years along with a certificate from their statutory Auditor as per Format at Annexure-III.
3.	The bidder should have full fledged registered local presence / office in the state of Odisha .	Valid Address Proof (Copy of Telephone Bill, PAN, Electricity Bill etc.)
4.	The agency should have full and continuous accreditation to the Indian Newspaper Society (INS) for the last 2 years and should be valid as on the due date of bid submission against the Notice for inviting RFP.	Self-attested accreditation certificate to be submitted by agencies with bid document. I&PR Department may ascertain accreditation status from INS. The accreditation should be valid till the period of empanelment and if the validity expires prior to the period of empanelment, the same should be renewed at-least one month prior to the date of expiry
5.	At least successfully completed three assignments of similar nature as per the RFP requirement having contract value of Rs. 50.00 Lakh each during the last three financial years.	Copies of work order from the previous clients.
6.	The bidder should not have been blacklisted by Central / State Govt. Institutions for any means of non-obligation.	Self Declaration from the Bidder
7.	Other supportive documents along with Technical Bid	Self certified copies of PAN , GSTIN, IT Return for the last three Assessment Year

NB: Last three Financial year implies (14-15, 15-16 & 16-17)

Any deviation from the prescribed procedures / formats / required documents / conditions shall result in out-right rejection of the proposal. All the pages of the proposal have to be sealed and signed by the authorized representative of the bidder. All the required documents should be the part of the technical proposal only.

7. RESPONSE REQUIREMENTS:

- a) The response to the Pre-Qualification Requirements shall be prepared in accordance with the requirements and in the format specified in the RFP.
- b) Application must be direct, concise and complete. Information not directly relevant to this RFP should be omitted.
- c) The Pre-Qualification Proposal shall be sealed and super scribed “**Empanelment of Creative Agencies for Print Media / Electronic Media.**” at the address specified in this document.
- d) The response should contain the copies of references and other documents as specified in the RFP. All the pages and supportive documents have to be signed by the authorized signatory
- e) The Client will not accept delivery of proposal in any manner other than that specified in this RFP. Proposal delivered in any other manner shall be treated as defective, invalid and out rightly rejected.

8. SUBMISSION OF PROPOSAL:

Bidder must submit their proposals by **Registered Post / Speed Post / Courier** only to the specified address on or before the last date and time for submission of proposals as mentioned earlier. The Client will not be responsible for postal delay / any consequence in receiving of the proposal. The proposal must have to be submitted in two parts. Each part should be separately bound with no loose sheets. Each page of the two parts should be page numbered and in conformation to the eligibility qualifications and clearly indicated using an index page. The Client will not consider any proposal that arrives after the deadline. Any Proposal received after the deadline for submission shall be declared late, rejected, and returned unopened to the Bidder.

The procedure for submission of the proposal is described below:

i) **Technical Proposal (Original + 1 Copy):**

The envelope containing technical proposal shall be sealed and superscripted as **Technical Proposal – Empanelment of Creative Agencies / Producers for Video Content Development/ AV Documentation/ Radio Jingle/ Print Media Content Development and any other public education materials for Print and Digital Media”**.

The duly filled-in technical proposal submission forms along with all the supportive documents and information have to be furnished as part of technical proposal as per the requirement.

- ii) **Financial Proposal (Original + 1 Copy):** The envelope containing financial proposal shall be sealed and superscripted as **“Financial Proposal – Empanelment of Creative Agencies / Producers for Video Content Development/ AV Documentation/ Radio Jingle/ Print Media Content Development and any other public education materials for Print and Digital Media”**. The duly filled-in financial proposal submission forms should contain the detailed price offer and have to be furnished as per the prescribed format only as part of financial proposal.

The **"Technical Proposal"** and **"Financial Proposal"** must have to be submitted in two separate sealed envelopes (with respective marking in bold letters) along with the prescribed formats/information mentioned in the RFP Document. The first envelope must be marked as **"TECHNICAL PROPOSAL (NAME OF THE ASSIGNMENT)"** and it should contain Technical Proposal (Part- A) and (Part - B). The second envelope must be marked as **"FINANCIAL PROPOSAL (NAME OF THE ASSIGNMENT)"** and it should contain Financial Proposal only. Both the above envelopes have to be sealed and placed inside a third main envelope with proper labeling of following information in bold:

NAME OF THE ASSIGNMENT:

RFP NUMBER AND DATE:

DEADLINE FOR SUBMISSION OF BID:

NAME AND ADDRESS OF THE BIDDER:

9. EVALUATION OF TECHNICAL PROPOSAL :

A three stage process will be adopted as explained below for evaluation of the proposals:

- **Preliminary Evaluation (1st 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.
- **Technical Evaluation (2nd Stage):** Technical proposal will be opened and evaluated for those bidders who qualify the preliminary evaluation stage. Technical evaluation of the proposals of the qualified bidders shall be made as per the following parameters:

The detail break up for the criteria for evaluation for technical proposal will be as follows:

Sl. No.	Criteria of Evaluation of Technical Proposal	Maximum Marks
1	Past Experience	30
2	Organisational Strength	30
3	Financial Strength	20
4	Technical Presentation	20
	Grand Total	100

Bidders will make a presentation before the Client during the technical evaluation stage. The detail schedule along with an outline for presentation will be intimated to the concerned bidders well in advance. The bidder whose technical proposal secures a score above the minimum qualifying mark of **70** in the technical evaluation stage will be qualified for opening of the financial proposal.

- **FINANCIAL EVALUATION (3rd Stage):**The financial proposals of the technically qualified bidders only shall be opened at this stage in the presence of the bidder's representative who wishes to attend the meeting with proper authorization letter. The name of the bidder along with the quoted financial price will be announced during the meeting.

10. EVALUATION PROCESS

Quality and Cost Based Selection (QCBS) method will be followed during the overall selection process. The financial bids of the technically qualified bidders will be ranked in terms of their quoted unit cost with respect to the individual activity as per their financial bid. The lowest one (L1) price among all the technical qualified bids, per each activity which will be considered as the **approved rate**. ***Maximum of 4 agencies will be considered for empanelment in each category of services among the technically qualified bidders as per their technical score secured during the technical evaluation stage in the sequences of descending order from Highest to Lowest.***

Section IV:

Technical Proposal Submission Forms

**(COVERING LETTER)
(IN BIDDER'S LETTER HEAD)**

To,
The Director,
Information & Public Relations Department,
Government of Odisha

Sub: Empanelment of Creative Agencies for Print Media / Electronic Media. (Technical Proposal)

Ref : RFP No. 116 and Dated: 03.01.18

Dear Sir,

Having examined the Expression of Interest (RFP), the receipt of which is hereby duly acknowledged, we, the undersigned, intend to submit a Pre-qualification requirements proposal in response to the **Expression of Interest (RFP) No. 116** for the assignment of Print Media / Electronic Media.

I attach hereto the response as required by the RFP, which constitutes our proposal.

The details of the Contact Person on behalf of the bidder are given below:

Name	
Designation	
Address for Communication:	
Mobile No:	
E-mail:	

I confirm that the information contained in this response or any part thereof, including its exhibits, and other documents and instruments delivered or to be delivered to client is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the department in its empanelment process. Our proposal will be remain valid for a period of **60 days**.

I fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the short listing process, we are liable to be dismissed from the selection process or termination of the contract during the project, if selected to do so, for undertaking the assignment.

I agree for unconditional acceptance of all the terms and conditions set out in the RFP document.

Yours faithfully,

Authorized Signatory with Date and Seal:

Name and Address of the Bidder: _____

GENERAL DETAILS OF THE BIDDER**(To be furnished in a Separate Sheet)**

Sl No.	Description	Full Details
1	Name of the Bidder	
1	Permanent address Tel : Fax : Email id :	
2.	Name of the authorized person signing & submitting the bid on behalf of the Bidder: Mobile No. : Email id :	
3.	Registration / Incorporation Details of the Bidder Registration No: Registration Date & Year. :	
4.	RFP Processing Fee Details Amount : DD No. : Date : Name of the Bank:	
6.	PAN Number	
7.	GSTIN Number	
8.	Details of the Organisational Capability	<i>(Please attached a separate sheet describing the manpower and infrastructure details availability with the bidder)</i>

Sign and Seal of the Authorised Representative**Date and Place:**

(To be furnished in a Separate Sheet)
FINANCIAL DETAILS OF THE ORGANISATION

Financial Information			
	FY 2014-15	FY 2015-16	FY 2016-17
Financial Turn Over (in INR Cr.)			
Net worth (in INR Lakhs)			
<p><i>Mandatory Supporting Documents:</i></p> <p>Auditor Certified financial statements for the Last three financial years; 2014-15, 2015-16, and 2016-17</p> <p><i>The above information have to be jointly certified and sealed by the company auditor and the authorised representative of the bidder and to be furnished in original along with the RFP, failing which the proposal will be out rightly rejected.</i></p>			

Sign and Seal of the Company Auditor with Date and Seal

Sign and Seal of the Authorised Representative

Date:

Place:

PREVIOUS EXPERIENCE: (To be furnished in a separate sheet)

PREVIOUS ASSIGNMENT DETAILS: (For last 3 Years)

Name of the Assignment	Types of Service Provided	Name of the Client	Duration of the Assignment	Contract Value in INR	Period	Status

Mandatory Supporting Documents:

- a. Copies of the work order from the previous clients must have to be furnished along with the technical proposal.

Section V

Financial Proposal Submission Forms

(COVERING LETTER)

(IN BIDDER'S LETTER HEAD)

To,
The Director,
Information & Public Relations Department,
Government of Odisha

Sub: Empanelment of Creative Agencies for Print Media / Electronic Media. (Financial Proposal)

Ref : RFP No. 116 and Dated: 03.01.18

Sir

I, the undersigned, offer to provide the services for [*Insert title of assignment*] in accordance with your Request for Proposal No. 116, Dated. 03.01.18. The quoted amount for 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 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.

I remain,

Yours faithfully,

Authorized Signatory [*In full and initials*]:

Name and Designation of Signatory with Date and Seal:

Address of the Bidder:

—

Financial Proposal Format (Package –A)					
[Print Media]					
Slno	Name of the Activity	Specification	Quoted Rate in INR	Taxes	Total
1	Design for Print Media (Advertisement)	Quarter Page (Per Sq.cm)			
		Half Page (Per Sq.cm)			
		Full Page (Per Sq.cm)			
2	Design of IEC Materials	Flex Backdrop / Banner Design and Printing (Per sq. ft)			
		Design, Printing and framing of: Backdrop(flex) Standee (flex) Podium Branding(flex) (<i>Per Sq. ft</i>)			
3	Content Writing	Language Translation – Including vetting and typing (per 100 word) Content Writing for reports/ brochures/online publication/internal communication/speech writing			
4	News Paper Ad	Strip Ad -32.9 cm (w) x 6 cm(h)			
		Quarter Page Ad			
		Half Page Ad			
		Full Page Ad			
5	Outdoor Media Ads	Hoarding (Per Sq Ft)			
		Posters			
		Bus Panels			
		Digital Signage			
		Wall Printing (Per Sq Ft)			

Authorized Signatory [In full and initials]:

Name and Designation of Signatory with Date and Seal:

Address of the Bidder:

Financial Proposal Format (Package –B)					
[Electronic Media]					
Slno	Name of the Activity	Specification	Quoted Rate in INR	Taxes	Total
1	Radio Spot	Up to 30 Second			
		31 – 60 Seconds			
		Above 60 Seconds			
2	Radio Jingles / Song / Signature Tunes	Up to 60 Second			
		Above 60 Second			
3	Sponsored Radio Programme (SPR)	Up to 15 Mts			
		Up to 30 Mts			
		Above 30 Mts			
4	Video Spots	Up to 60 Seconds			
		Above 60 - 120 Seconds			
5	Documentary /Spots / Telefilms	From 2 to 5 Min			
		Above 5 – 15 Min			
		Above 15 – 30 Min			
6	Video Compilation in Beta SP / DCV pro	Up to 5 Min			
		Up to 30 Min			
		Up to 60 Min			
		More than 60 Min			
7	Specialist services pertaining to Print and AV Media	Video Shooting (Outdoor Location) – per day Format HD			
		Video Shooting (Interviews) – Per day Format HD			
		VO Script writing (1-5 min) as per actual			
		Content Writing for reports/ brochures/online publication/internal communication/speech writing			
		Language Translation – Including vetting and typing (per 100 word)			

Authorized Signatory [In full and initials]:

Name and Designation of Signatory with Date and Seal:

Address of the Bidder:

Note:

- *Lowest (L1) among the quoted cost per activity will be the evaluated cost and considered for empanelment.*
- *Bidders are encouraged to quote for the single package or both package. However, the contract will be separate for Print Media and Electronic Media*
- *Design plus Master artwork charges includes all costs required for making the creative print ready. No other cost on account of any technical factor will be paid over and above the design and artwork charges.*
- *Adaptation charges are applicable when same design is kept for different collaterals, or same booklet/brochure/report are to be made in different languages, or when small custom changes are to be made for various purposes. Adaptation shall not be paid for rework on designs/artwork which are not approved by competent authority.*
- *For printing of items like backdrop, banner, standee etc, rates will be governed by Event management items which includes design components*
- *The evaluated cost per each item should be inclusive of all applicable taxes.*
- *There is no minimum guarantee of work.*

Authorized Signatory [In full and initials]:

Name and Designation of Signatory with Date and Seal:

Address of the Bidder: