

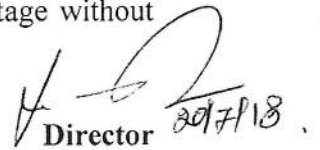
LETTER OF INVITATION

No. 8697 /IPR , BBSR.
(IPR-AVP-PUB-0009-2018)

Dated: 20/7/18

Name of the Assignment: Media Partner with Odia TV News Channels to create massive awareness on different Flagship programmes of Government under IEC activities.

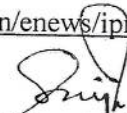
1. **Director, I&PR Department, Govt. of Odisha (*The Client*)** invite sealed proposal from the Electronic media houses for “**Media Partner with Odia TV News Channels to create massive awareness on different Flagship programmes of Government under IEC activities**”. More details about the EOI can be visited at the I & PR Department website: www.inpr.odisha.gov.in/ www.enewsnic.in/ [/iprtender.aspx](http://iprtender.aspx).
2. Agency will be selected under **Cost Based Selection (CBS)** procedure as prescribed in the EOI 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 **06.08.2018 by 03.30 PM** and the date of opening of the bid is **06.08.2018 at 04.00 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. Financial Proposal Submission Form [**Section – 3**]
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.


Director 20/7/18

**I & PR Department
Government of Odisha**

Memo No 8698, Date 20/7/18

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 www.inpr.odisha.gov.in/ www.as1.ori.nic.in/enews/iptender.aspx.


Joint Director-cum-Deputy Secretary to Govt.

Memo No 8699, Date 20/7/18

Copy forwarded to Dy. Secretary to Govt. (Advertisement Section) for information and necessary action. He is requested to publish the Expression of Interest in one leading Odia News Paper and one leading English daily on 20.07.2018.


Joint Director-cum-Deputy Secretary to Govt.

Memo No 8700, Date 20/7/18

Copy forwarded to Superintendent, Issue Section for information and necessary action. He is requested to display the EOI in the Notice Board of this Department.


Joint Director-cum-Deputy Secretary to Govt.

Memo No 8701, Date 20/7/18

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


Joint Director-cum-Deputy Secretary to Govt.

EXPRESSION OF INTEREST

**MEDIA PARTNER WITH ODIA TV NEWS CHANNELS TO CREATE MASSIVE
AWARENESS ON DIFFERENT FLAGSHIP PROGRAMMES OF GOVERNMENT
UNDER IEC ACTIVITIES**



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

JULY, 2018

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SECTION: 1

LETTER OF INVITATION

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 EOI	20.07.2018
4.	EOI Due Date	28.07.2018 by 03.30 PM
5.	Date of Opening of EOI	28.07.2018 at 04.00 PM
6.	Address for Submission of Proposal	<p>The Director Information & Public Relations Department, Government of Odisha, Bhubaneswar, Odisha Telephone No-2394890/ 2398610(Fax), Email -iprenews@gmail.com</p> <p>Mode of Submission: Speed Post / Registered Post / Courier 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>
7.	Place of Opening of Proposal:	Conference Hall of I & PR Department

For Details please visit: www.inpr.odisha.gov.in

SECTION: 2

INFORMATION TO THE BIDDER

1. BACKGROUND AND SCOPE OF THE ASSIGNMENT:

Scope of the work:

Minimum 1 news story of 3 minutes duration to be produced and telecast 7 times a day in 3 different time slots (2 times from 8.00 AM to 11.00 AM – 2 times from 5.00 PM to 7.00 PM – 3 times from 7.00 PM to 10.00 PM) on developmental activities / success stories with regard to Socio-Economic programmes undertaken by Govt. of Odisha from time to time for all round development of the State in general and the people of different districts of the state in particular.

Three to Four Odia TV News Channels will be empanelled for the purpose with the telecast cost discovered through the bidding process. The number may increase, if required by the Client.

Terms and Condition:

1. The Odia News channel must have direct satellite link.
2. The Odia News Channel must have direct telecast mechanism.
3. The Odia News Channel must have research wing with experts for preparation of publicity materials on various Flagship programmes implemented in the State of Odisha.
4. The Odia News Channel must have minimum 10 viewership (TRP) accessed by BARC or like organisation with reasonable Urban and Rural dispersions.
5. The Odia News Channel must be available on all DTH platform and leading cable operators in Odisha.
6. The Odia News Channel must be covering news item from across the State.
7. Developmental stories of last three months telecast by the News Channel.
8. The Odia News Channel must be having interactive shows that involve in public viewers participation on various Social subjects.
9. The Media organisation should deposit a **sum of Rs. 1 Lakh in shape of Demand Draft in favour of Director, I & PR Department, Govt. of Odisha** (refundable) security which can be refunded after successful completion of the assignment during the period of agreement.
10. The period of agreement is for three months from the date of assignment and this can be extended up to one year period.
11. It should have the facility of a dedicated section for promoting development programmes and related news including important events of Government of Odisha.
12. If any of the information submitted by the TV News Media Organisation is found to be false or incorrect in any manner, the Organisation cannot be taken into consideration for giving such assignment.

Information and Public Relations Department reserves the right to decline any TV News Media Channel 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 authority

2. RECEIPT OF PROPOSAL:

Towards this end, Expression of Interest is invited from Odia News channel to submit their proposals for the above assignment. Proposal will be opened on 28.07.2018 at 04.00 PM in the Conference hall of I & PR Department. Proposal may be submitted through **Speed Post / Registered Post / Courier** 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 28.07.2018 by 03.30 PM.

3. PROPOSAL VALIDITY:

The Offer submitted and the prices quoted therein shall be valid for **30 days** from the date of opening of bid. Bid valid for any shorter period shall be rejected by the Client.

4. TECHNICAL 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 years
- 2) Copy of PAN Number
- 3) Copy of GSTIN
- 4) Documentary evidence regarding local office in the state of Odisha with adequate manpower and infrastructure support.
- 5) An undertaking that the firm is not blacklisted/debarred from any Government organization/Department during the recent past

5. PROPOSAL EVALUATION AND EMPANELMENT:

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

- **Pre-qualification 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.
- **Financial Evaluation (2nd Stage):** The financial proposals of the 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 for each component will be announced during the meeting.

The Price Bid has to be submitted as per prescribed Format at Section: 3. **Cost Based Selection (CBS)** method will be followed during the overall selection process. The client will select the **lowest evaluated price bid (L1)** among all the bids. The empanelment will be done for a period of 1 year from the date of finalization of rate.

6. 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 **“Media Partner with Odia TV News Channels to create massive awareness on different Flagship programmes of Government under IEC activities”**. Bidders must submit their proposals through **Registered Post/ Speed Post/ Courier** to

To,

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

SECTION: 3

FINANCIAL PROPOSAL SUBMISSION FORMS

COVERING LETTER

(In Bidders Letter Head)

[Location, Date]

To

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

Subject: Media Partner with Odia TV News Channels to create massive awareness on different Flagship programmes of Government under IEC activities.

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 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 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 30 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

Description of Activity	Price Schedule in INR
Production of 1 story of 3 minutes duration and telecast the same 7 times a day in 3 different time slots (2 times from 8.00 AM to 11.00 AM – 2 times from 5.00 PM to 7.00 PM – 3 times from 7.00 PM to 10.00 PM) on developmental activities / success stories with regard to Socio-Economic programmes undertaken by Govt. of Odisha from time to time for all round development of the State in general and the people of different districts of the state.	
Taxes as applicable _____	
Total	

Authorized Signatory [*In full and initials*]:

Name and Designation of Signatory with Date and Seal:

Address of the Bidder:

