

REQUEST FOR PROPOSAL (RFP)

Selection of Public Relations-Media Management Firms / Agencies

In connection with IITF-2023 at Pragati
Maidan,
New Delhi

Government of Odisha

Information & Public Relations Department,
Odisha

Lok Sampark Bhawan, Bhubaneswar

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Government of Odisha
Information & Public Relations Department
Lok Sampark Bhawan, Bhubaneswar

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No. IPR-FP-IITF-0005-2023/14898/ I&PR, Bhubaneswar, Dated:30.10.2023

Selection of Public Relations-Media Management Firms / Agencies for undertaking PR and Media management activities relating to Odisha Pavillion, at PragatiMaidan, New Delhi in connection with IITF-2023.

1. **Director, I&PR Department**, Govt. of Odisha (The Client) invite Request for Proposal (RFP) from the eligible Public Relations-Media Management Firms / Agencies for Odisha Pavillion, at PragatiMaidan, New Delhi in connection with IITF-2023.
2. Detailed about scope of work eligibility requirements and other details may be seen from the website of I&PR Department www.inpr.odisha.gov.in/website of Odisha Govt. <http://www.odisha.gov.in>. The detail RFP document may be downloaded from the said website of I&PR Department/ website of Govt. Odisha.
3. Last date for receipt of sealed Proposal on **dtd. 07.11.2023 at 03.00 PM**.
4. Date for opening of RFP on **dtd. 07.11.2023 at 04.00PM** in the Office of the **Director, I&PR, LokSamparkBhawan, Unit-V, Bhubaneswar Pin-751001**.

BIDDER'S DATA SHEET:

| Sl. No. | Particular | Details |
|----------------|---------------------------------------|---|
| 1 | Name of the Client | The Director, I&PR Department, Govt. of Odisha |
| 2 | Method of Selection | Quality and Cost Based Selection Method (QCBS) |
| 3 | Date of Issue of RFP | Dtd. 31.10.2023 |
| 4 | RFP Due Date and Time | dtd. 07.11.2023 by 03.00 PM |
| 5 | Date and Time for Opening of Proposal | dtd. 07.11.2023 at 4 pm. |

| | | |
|---|------------------------------------|---|
| 6 | Address for Submission of Proposal | <p>The Director, Information & Public Relations Department, Government of Odisha, Lok Sampark Bhawan, Unit-V, Bhubaneswar, Odisha-751001 Telephone No- 2394890 Email – iprodisha@gmail.com</p> <p>Mode of Submission: Speed Post/Registered Post/Courier/Sealed Drop Box only to the address as specified above during the office hour only. Submission of Proposal through any other mode and late Proposal will be rejected.</p> |
| 7 | Place of Opening of Proposal | Conference Hall of I& PR Department |

Sd/-

Director, I&PR

Memo No. **14899**/IPR., BBSR, Dated: **30.10.2023**

Copy forwarded to OSD to Principal Secretary to Govt., I & PR/Sr. P.S. to Director I&PR and Director (Technical) for kind information of Principal Secretary to Govt. and Director, I&PR and Director (Technical) respectively.

Sd/-

Additional Director

Memo No. **14900**/IPR, Date: **30.10.2023**

Copy forwarded to System Analyst (I/C) for information and necessary action. He is requested to take appropriate steps for uploading the Request for Proposal (RFP) in the website of the Information & Public Relations Department www.inpr.odisha.gov.in /website of Odisha Govt. <http://www.odisha.gov.in>.

Sd/-

Additional Director

Memo No **14901**/IPR, Date: **30.10.2023**

Copy forwarded to System Analyst/State Portal, Secretariat for information and necessary action. They are requested to hoist the Request for Proposal (RFP) in the State Govt. Portal.

Sd/-

Additional Director

Memo No.14902/IPR, Date:30.10.2023

Copy forwarded to Joint Director (Advertisement Section) for information and necessary action. He is requested to publish the Request for Proposal (RFP) in two leading Odia News Papers and one leading English daily on dtd. 31.10.2023.

Sd/-

Additional Director

Memo No.14903/IPR, Date:30.10.2023

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

Sd/-

Additional Director

Memo No.14904/IPR, Date:30.10.2023

Copy forwarded to Dairy Superintendent for information and necessary action. He is requested to receive the sealed bid documents by Speed Post/ Registered Post/Courier only and hand over the bids to the Additional Director to keep the bids in safe custody.

Sd/-

Additional Director

Memo No.14905/IPR, Date:30.10.2023

Copy forwarded to O.E.-II Section for information and necessary action.

They are requested to keep ready conference hall on dtd.06.11.2023 at 04:00 PM for above purpose.

Sd/-

Additional Director

Government of Odisha

Information & Public Relations Department

LokSamparkBhawan, Bhubaneswar

REQUEST FOR PROPOSAL (RFP)

1. **Director, I&PR Department**, Govt. of Odisha (The Client) invite sealed Request for Proposal (RFP) from the eligible Public Relations-Media Management Firms / Agencies for undertaking activities relating to PR and Media management of Odisha Pavillion, at Pragati Maidan, New Delhi in connection with IITF-2023.
2. Detailed technical Specifications, probable requirements may be seen from the website of I&PR Department www.inpr.odisha.gov.in/ website of Odisha Govt. <http://www.odisha.gov.in>.
3. The Application shall be submitted in the office of the undersigned duly signed by the authorized signatory on each page and duly authenticated with seal in token of having read, understood and accepted the terms and conditions of the RFP. Application submitted otherwise than in the manner prescribed in the Request for Proposal (RFP) shall be rejected.
4. I&PR Department have the right to accept or reject the Tender(s) without assigning any reason thereof.
5. Date of Issue of Request for Proposal (RFP) on dtd. **31.10.2023 at 10.00 AM**.
6. Last date for receipt of sealed RFP on dtd. **07.11.2023 at 03.00 PM**.
7. Date for opening of RFP on dtd. **07.11.2023 at 04.00 PM** in the Office of the **Director, I&PR, Lok Sampark Bhawan, Unit-V, Bhubaneswar, Pin-751001**. Telephone No- 2394890/ Email – iprodisa@gmail.com.
8. The concerned Agencies are required to attend the bid opening meeting or depute their authorized Representatives to remain present during opening of the RFP on dtd. **07.11.2023 at 04:00 PM** in the Office of the **Director, I&PR, LokSamparkBhawan, Unit-V, Bhubaneswar, Pin-751001**. Telephone No- 2394890/ Email– iprodisa@gmail.com
9. The RFP received after the stipulated date and time will not be taken into consideration and liable for rejection.
10. All disputes which may arise relating to tender are subject to judicial jurisdiction of the competent Court at Bhubaneswar only.
11. It is to certify that this tender document **contains 22 pages**.

Director,

SECTION: 1

LETTER OF INVITATION

RFP No:

Dated:

Name of the Assignment: For undertaking activities relating to different works of Odisha Pavillion, at PragatiMaidan, New Delhi in connection with IITF-2023.

Director, I&PR Department, Govt. of Odisha(*The Client*) invites sealed proposal from the eligible agencies for undertaking activities relating to media management at Odisha Pavillion, at PragatiMaidan, New Delhi in connection with IITF-2023.

More details on the proposed service are provided at **Section-2: Information to the bidder** of this RFP Document.

1. AGENCIES will be selected under **Quality & Cost Based Selection (QCBS)** procedure as prescribed in the RFP Document.
2. The proposal must be delivered at the specified address as per the Bidder Data Sheet by **Speed post / Registered Post / Courier/Sealed Drop Box** only. The Client shall not be responsible for any delay in receipt of the Tender papers. Submission of proposal through any other mode will be rejected. The proposal received after due and time will not be considered.
3. The last date and time for submission of proposal completed in all respects is **dtd.06-11-2023 at 3.00 p.m.** and the date and time for opening of the technical bid in presence of the bidders or their authorized representative at the specified address as mentioned in the Bidder Data Sheet (**Sl. No. 7**) is **dtd.06-11-2023at 05:00 PM**. Representatives of the bidders may attend the meeting with due authorization letter on behalf of the bidder.
5. This RFP includes following sections:
 - a. Bidders Data Sheet
 - b. Letter of Invitation
 - c. Information to the Bidder
 - d. Technical Proposal Submission Form
6. Financial Proposal Submission Form
7. 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. No claim whatsoever shall be admissible for the alleged loss/damage suffered by the bidders on account of such rejection. In case of any dispute/ambiguity arises in the documentation, the decision of the Tender calling authority is final, binding and cannot be challenged.

Director, I&PR Department

Govt. of Odisha

INFORMATION TO THE BIDDER

1. OBJECTIVE:

Government Of Odisha, I & PR Department is participating in the IITF-2023 in the PragatiMaidan, New Delhi to be held from 14-11-2023 to 27 -11-2023. To organize the trade fair Govt. is in need of service provider who can provide different ancillary services as detailed in the scope of work. The service provider has to provide different services as per specification as detailed in the scope of work.

2. SCOPE OF WORK:

A. Name of the work with specifications:

| Sl. No | Name of the Work | Specification |
|--------|------------------|--|
| 1 | Audio-Visual | <ol style="list-style-type: none">1. Documentation of different activities at the Odisha Pavilion in the specific timeline.2. Visual bytes of dignitaries, ministers/ official of Odisha Govt /Central Govt and ITPO.3. Visual bytes of visitors4. Press Meet visual prior to the Odisha Day celebration. <p>Total 15 Days assignment. Around 30 nos of visual documents.</p> |
| 2. | Photography | <ol style="list-style-type: none">1. Coverage of Photography for the entire IITF-2023 fair period.2. High resolution photos of Odisha Pavilion, stalls and products displayed in the |

| | | |
|----|-----------------------|---|
| | | <p>pavilion, visitors and dignitaries photographs</p> <ol style="list-style-type: none"> 3. Photo coverage on the Odisha Day celebration which is scheduled on 19th November inside the Pragati Maidan, amphitheater. 4. High resolution Photographs of other pavilions. 5. Submission soft/ hard copy of photographs in an album format. |
| 3. | Social Media | <ol style="list-style-type: none"> 1. Short edited visuals for posting in the social media handles of I&PR Dept. 2. Short visuals for Facebook/instagram reels. 3. Edited video of major events/ short documents for YouTube posting |
| 4. | Social Media Boosting | <ol style="list-style-type: none"> 1. Boosting of various posts in different social media platforms including facebook, twitter and other platforms. 2. Sharing of content by celebrities, youtube bloggers on Odisha Pavilion. 3. Sharing of the social media content through influential people. |
| 5. | Press Release | <ol style="list-style-type: none"> 1. Drafting of press release on Odisha Pavilion activities on the day of inauguration, Odisha Day celebration, press meeting etc. 2. Drafting short documents in audio-visual format on various products displayed in the Odisha pavilion. (The Odisha pavilion will showcase millet product, tourism potential, turmeric, handicrafts and handlooms etc.) |
| 6. | Print Media Coverage | <ol style="list-style-type: none"> 1. Ensuring Coverage of the event in local/national important print media/magazines. 2. Preferred special story/feature on Odisha |

| | | |
|--|--|---|
| | | pavilion/ Odisha products in magazines. |
|--|--|---|

B. Bidder is required to specify rates for each item in the Financial Bid (**Annexure-C**) as per the specifications.

4. ELIGIBILITY CRITERIA:

1. The bidder must be a legally valid entity registered company under the Indian Companies Act or registered Individual / Proprietorship firm/ Partnership firm. A proof for supporting document regarding legal validity of the bidder shall be submitted.(Copies shall be furnished)
2. The bidder should have valid GST registration for legally carrying out its business activities. The bidder should submit up-to-date GST Return filing copies.(Copies shall be furnished)
3. The bidder should have a valid PAN. The bidder should submit IT Return filing copy for last consecutive three assessment years (i.e 2021-22, 2022-23, and 2023-24.)(Copies shall be furnished)
4. The Public Relations-Media Management Firms / Agencies must have experience of execution of any international/ national level fair at least twice during last 5 (five) years. The bidder should have executed two similar works of not less than Rs.10 (ten) lakh each in a single work order during last 5 (five) years or should have executed one similar work of not less than Rs.20 (Twenty) lakh in a single work order during last 5(five) years.(Work order Copies shall be furnished)
5. The bidder should have a minimum turnover of Rs. 20 Lakhs in each year for three financial years out of last five financial years i.e. 2017-18, 2018-19, 2019-20, 2020-21 and 2021-22. The bidder must submit annual turnover certificate of last five financial years, duly certified by C.A. (indicating membership no. of C.A. with seal) ending on 31-03-2022 with audited balance sheet of last three financial years.
6. The bidder with unsatisfactory performance, if any, will not be eligible for the tender process.
7. The Agencies must not have been barred or blacklisted by any State/ Central Government Departments/ Govt. PSUs and also should not have indulged in any criminal offence.(An Affidavit to this effect shall be furnished).

5.EVALUATION AND SELECTION PROCEDURE:

In order to select the agencies, I&PR. Department will evaluate the detailed selection as per RFP. During the evaluation of proposal, I & PR. Department may at its discretion, ask the Agencies for clarification on their applications submitted. The process of selection of Agencies is as given below.

- i. Evaluation Process: Scrutiny of eligible criteria mentioned above for responsiveness to Request for Proposal (RFP) will be done by the I & PR. Department to determine whether the documents have been properly signed, qualification criteria fulfilled and all relevant documents submitted and whether the response to RFP is in order. The

response to the RFP not conforming to the eligibility criteria, financial turnover requirements, submission of documents and past work experience etc. will be rejected. The Agencies who qualify Technical Evaluation (In the 1st stage) shall go to the next stage i.e. Financial Evaluation (2nd stage).

- ii. Financial bid of only Technical evaluation (1st stage) qualified agencies will be opened and accordingly L-1 rate will be derived. Financial Bid of the unqualified bidders in Technical Bid will not be opened.

6. **TERMS AND CONDITIONS:**

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 06.11. 2023 at **05:00 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 Sl. No. 6 of the Bidder Data Sheet in a sealed envelope. The last date for receipt of proposals is 06.11.2023 at **03:00 P.M.**

- I. This Tender Document is a two-bid format for submitting the offers. It contains the "Technical" and "Financial" bid formats. Both the bids shall be submitted in separate sealed covers identified as "Technical" and "Financial" bid. Both the sealed covers should be put inside a bigger sealed cover and boldly written with the name of supplier/bidder, the tender call notice number and the last date for submission. The "Financial bids" of the technically qualified agencies shall only be opened.
- II. Selected Agencies will have to sign an Agreement with Director, I.&P.R. Department for execution of the work. If the Agency fails to sign the Agreement within the stipulated period, the selection of the Agencies will be cancelled automatically. The cost to this effect will be borne by the selected bidder.
- III. Wherever specific terms & conditions have not been spelt out in the document, OGFR of State Govt. shall apply.
- IV. All the crucial figures i.e. Rates & amount should be written in figures followed by words in a bracket in the Tender document.
- V. There shall be no over-writing in the tender documents and other papers submitted. Any alteration should be initialled with seal by the same person who signs the Tender document.
- VI. All the rates and amounts shall be quoted in Indian Rupees (INR).
- VII. The rates quoted by the Agencies shall be excluding GST and taxes will be paid by the client as per the applicable rate under GST Act. Bidders are required to quote unit rates exclusive of all taxes for each item in the tender paper.
- VIII. All the disputes shall be subjected to the jurisdiction of Civil Courts situated at Bhubaneswar.
- IX. Each page of this Tender Document should be signed by the bidder with seal in

token of having read, understood and accepted the terms and conditions of this contract.

- X. All the documents and papers submitted with the bid should be either in English or in Odia and shall be authenticated under the seal and signature of the bidder.
- XI. In case of any dispute/ambiguity arises in the documentation, decision of I&PR. Department /Tender calling authority shall be final.
- XII. Bidders to ensure that their offers are complete in all respect. Any deviation (Agencies is found to be false) of non-compliance may lead to rejection of their offer at any stage.
- XIII. I&PR Department will not be responsible for any loss, damage, injury caused at the time of execution of the contract. The firm shall own the whole responsibility.
- XIV. In case of breach of contract, the Performance Bank Guarantee will be forfeited and the Agencies shall be blacklisted/ recommended for blacklisting.
- XV. I &PR Deptt. Will reserve the right to cancel the Agencies, if it will not perform the work as per the quality standard and timeline to undertake the assigned work.
- XVI. The Agency must submit the GST bills/invoices to I&PR Department.
- XVII. I & PR Department will have the right to drop the Agency without assigning any reason whatsoever and also reserve the right to modify the term and conditions for selection of Agency.
- XVIII. The Department reserves the right for rejection of any /all applications without assigning any reason whatsoever. All the decisions taken by I & PR. Department would be final and no further representation in this regard will be entertained.
- XIX. Bidder should submit Bids Security Deposit with stipulation that if they withdraw or modify their bids/ violet the Terms and Conditions of the Tender documents during period of validity etc. the EMD will be forfeited and shall be suspended for the period of 3 years from participating in any Government/ PSU Tenders.
- XX. The selected Agency shall not assign the work to any other Agencies to perform its obligation under the agreement.
- XXI. The Firm/Agency shall abide by all statutory and regulatory Acts of both Central Government and State Government.
- XXII. Submission of more than one competitive bid by the same Firm in response to the same Tender call Notice is prohibited.
- XXIII. The "Performance Security" may be forfeited partly or fully in case of failure to fulfil the terms and conditions of contract/ work order issued from time to time within the agreement period.
- XXIV. "Financial bids" shall be opened only in those cases, where all the eligibility condition prescribed in tender document is fulfilled and submission of required

documents (1st Stage) and technically (2nd Stage) qualified bids.

- XXV. The successful bidder shall be selected taking into consideration of the combined weighted score for quality and cost (H-1) in most transparent manner as detailed **at sl 11, 12 & 12A in the Price Bid & Evaluation process.**
- XXVI. No advance payment shall be made. Full payment will be made after receiving service from the firm and after certification given by the concerned Officer that full satisfactory service received as per the specification of work order.
- XXVII. After completion of work item wise evaluation will be made and for any lapses amount of the said item will be deducted.
- XXVIII. TDS under IT & GST shall be deducted as per law.
- XXIX. Failure to provide service as per specifications mentioned in work order may lead to forfeiture of Performance security.
- XXX. Each page of this Tender document should be signed by the bidder with seal in token of having read, understood and accepted the terms and conditions of this contract.
- XXXI. All or any of the tenders (or bids) submitted can be rejected without assigning any reason thereof. No claim, whatsoever, shall be admissible for the alleged loss/damage suffered by the bidders on account of such rejections.
- XXXII. If work is not found satisfactory the agreement is liable to be cancelled without giving any reasons thereof. No payment shall be made if the Agreement is cancelled.
- XXXIII. 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.
- XXXIV. The Firm/Agency shall not sub-contract part or complete work assigned to him by the I&PR Department.
- XXXV. Non responsive Bids to the Tender Document will be summarily rejected.
- XXXVI. The contract with the selected Public Relations-Media Management Firms / Agencies will be valid for only for the works related to IITF-2023.
- XXXVII. The projected work may be decreased or increased as per requirement.
- XXXVIII. The Firm/Agency must have qualified manpower who should supervise the execution of work/service on the spot.

7. **BID VALIDITY PERIOD:**

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.

8. **BID PROCESSING FEES (NON-REFOUNDABLE) :**

The bidder must furnish as part of technical proposal, the required bid processing fee (Non-refundable) amounting to **Rs. 2,000/- (Two Thousand) Only** in shape of DD from any scheduled commercial bank in favour of “**D.D.O., I.&P.R. Department**” payable at Bhubaneswar. Proposals received without bid processing fee shall be rejected.

9. EMD:

Bid Security (E.M.D.): The tender document shall accompany with an Earnest Money Deposit (EMD) of Rs10,000 (Ten Thousand) without which the tender shall be rejected. The Earnest Money Deposit should be made available in favour of **DDO, Information and Public Relations Department** Government of Odisha, Bhubaneswar in the form of DD/FDR/Banker’s Cheque / NSC / Postal Savings Pass Book in an envelope along with the sealed covers of “Technical” bid. The EMD may be forfeited (a) if they withdraw or modify their bids/ violate the Terms and Conditions of the Tender documents during period of validity etc. the EMD will be forfeited and shall be suspended for the period of 3 years from participating in any Government/ PSU Tenders.(b) in case of a successful bidder, if the bidder fails to sign the contract in accordance with this tender document. EMD shall be returned after the rejection of a bid in other cases. The DD/FDR/Banker’s Cheque etc. shall be returned in original with or without reverse endorsement as required for the refund. EMD of the successful bidder shall be retained till the agreement is signed and Performance Security is deposited.

10. PERFORMANCE SECURITY:

The qualified Public Relations-Media Management Firms / Agenciesshall have to furnish a Performance Security of Rs. 50,000 (fifty thousand) in the form of NSC/Post Office Saving Bank Account/ FDR from any Nationalised Bank/Scheduled Bank situated in Bhubaneswar, Odisha/ electronic Bank Guarantee (e-BG) duly pledged in favour of “**D.D.O., I.&P.R. Department**”, within 7 days of notifying the acceptance of proposal for the award of contract as per the format at **Annexure-E**, the performance security shall be valid for a period of one month beyond the entire contract period (i.e. Performance Security) must be valid from the date of effectiveness of the contract to a **(period of 30 days beyond the contract period)** as its commitment to perform services under the contract. Failure to comply with the above requirements shall constitute sufficient grounds for the forfeiture of the EMD. The Performance Security shall be released immediately within 15 days of expiry of contract period, if there is no breach of contract on the part of the qualified bidder. No interest shall be paid on the Performance Security.

11. PRICE BID & Evaluation Process:

The Price Bid is to be submitted as per the prescribed Format. If the financial bid is not submitted in separate sealed cover then the bid will be rejected.

12. **Quality and Cost Based Selection (QCBS)** method will be followed during the overall selection process. Based on the evaluation of technical proposal, the technically qualified bidders shall be ranked highest to lowest Technical Score (ST) in accordance to the marks obtained during the technical evaluation stage. There shall be 70 % weightage to technical

score and 30 % weightage to financial score. Proposal with the lowest cost shall be given a financial score of 100 and other proposals shall be given financial scores that are inversely proportional to their prices with respect to the lowest offer. Similarly, proposal with the highest technical marks shall be given a score of 100 and other proposals be given technical score that are proportional to their marks with respect to the highest technical mark. The total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up. On the basis of the combined weighted score for quality and cost, the bidder shall be ranked in terms of the total score obtained. The proposal obtaining the highest total combined score in evaluation of quality and cost will be ranked as H-1 bidder followed by the proposals securing lesser marks as H-2, H-3 etc. The proposal securing the highest combined marks and ranked H-1 will be invited for negotiations, if required and shall be recommended for award of contract. In the event two or more bids have the same score in final ranking, the bidder having higher technical score during the technical evaluation round will be considered as the H-1 bidder. (Example: In a particular case of selection of PR & Media Management Agency, it was decided to have minimum qualifying marks for technical qualifications as 70 (Seventy) and the weightage of the technical bids and financial bids were kept as 70:30. In response to the RFP, three proposals, A, B & C were received. The technical evaluation committee awarded the following technical score: A: 75 Mark B: 80 Mark C: 90 Mark So, all the above three proposals were found to be technically qualified. The formula for determining the Technical scores (ST) of all the above proposals is calculated as per the following procedure: $ST = (100 \times T/TH)$ Where "ST" = Technical score "TH" = Highest Technical Score secured by the qualified bidder "T" = Technical Score of the Proposal under consideration. Using the above formula, the individual technical score secured by the individual bidder are as follows: $A = 100 \times (75/90) = 83.33$ $B = 100 \times (80/90) = 88.88$ $C = 100 \times (90/90) = 100$ The financial proposals of the above bidders were opened and the evaluated quoted prices are as under: A: 120 INR B: 100 INR C: 110 INR The lowest evaluated Financial Proposal (FM) is given the maximum financial score (SF) of 100. The formula for determining the financial scores (SF) of all other Proposals is calculated as per the following procedure: $SF = 100 \times (FM / F)$ Where "SF" = Financial score, "FM" = Lowest Evaluated Financial Bid "F" = Quoted Financial Bid under consideration Using the above formula, the individual financial score secured by the respective bidder are as follows: $A = 100 \times (100/120) = 83.33$ $B = 100 \times (100/100) = 100.00$ $C = 100 \times (100/110) = 90.90$ The weightage given to the Technical (T) and Financial (P) Proposals are: $T = 0.7$, and $P = 0.3$ Proposals are ranked according to their combined technical (ST) and financial (SF) scores using the weights ($T =$ the weightage given to the Technical Proposal; $P =$ the weightage given to the Financial Proposal: Where $S = (ST \times T) + (SF \times P)$ Accordingly, the combine score secured by each bidder are as follows: $A = (83.33 \times 0.70) + (83.33 \times 0.30) = 83.33 = H3$ $B = (88.88 \times 0.70) + (100 \times 0.30) = 92.22 = H2$ $C = (100 \times 0.70) + (90.90 \times 0.30) = 98.19 = H1$. The bidder C securing the highest evaluated Combined Score (S) of 98.19 with evaluated cost of Rs. 110.00 will be the preferred bidder and recommended for award of the contract observing due procedure. For the purpose of evaluation, the total evaluated cost shall be inclusive of all taxes & duties for which the Client will make payment to the PR & Media Management Agency.

12.A: Technical Selection Process:

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 proposal comply with

the prescribed eligibility condition (SI-4 of the tender document) and the requisite documents / information (SI 13 of the tender document) have been properly furnished by the bidder or not.

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

| Sl. No. | Bid Evaluation Parameters | Maximum Mark | Documents to be submitted |
|----------------|--|---------------------|---|
| | 1. Experience of the Bidder (1.1, 1.2 & 1.3) | 75 | |
| 1.1 | Number of years in business in PR & Media Management. <ul style="list-style-type: none"> • 5 up to 8 years = 5 Mark • 8 up to 10 years = 7 Mark • 10 year or more = 10 Mark | 10 | Registration Certificate of the firm having in business in PR & Media Management. |
| 1.2 | Number of contracts executed by the firm for PR & Media Management work through out: <ul style="list-style-type: none"> • 1 eligible contract = 5 Mark (Maximum 2 eligible contracts) | 10 | Copies of work order obtained from clients. |
| 1.3 | Experience acquired by the Agency in similar work: <p>A. State level Event = 10 mark</p> <p>(1 event -5 marks, 2 and above events 10)</p> <p>B. National Level Event = 15 Mark</p> <p>(1 event -10, marks, 2 and above events 15)</p> | 55 | Copies of work order obtained from clients. |

| | | | |
|----------|---|------------|--|
| | C. International Level Event = 30 Mark (1 event -15, marks, 2 and above events 30) | | |
| 2 | Financial Turnover of the agency in each of the three preceding and consecutive financial years: <ul style="list-style-type: none"> • 20 to 50 Lakh = 5 Mark • 50 lakh to 1.00 Cr INR = 10 Mark • More than 1.00 Cr INR = 15 Mark | 15 | A certified statement from the CA with signature and seal of the CA firm. |
| 3 | Understanding about the assignment and overall PR & Media Management. (written proposal & Technical Presentation) | 10 | In shape of write up and power point presentation. |
| | | | |
| | Grand Total | 100 | |

*** Bidders who secure 70 or above 70 marks will be considered as technically (2nd Stage) qualified.**

Bidders will make a presentation before the Client during the technical evaluation stage. The objective of the presentation is to enable the Client to evaluate the bidders about their understanding and preparedness for the proposed assignment. The schedule for the technical presentation will be on the same day of opening of the tender document. The financial proposals of the technically qualified bidders (2nd Stage) will be opened on same day / subsequent working day. The bidder whose technical proposal secures **70 Marks or above** in the technical evaluation stage(2nd Stage), will be qualified for opening of the financial proposal.

13. TERMINATION OF CONTRACT

The contract can be terminated by I&PRDeptt. During the period of contract in case of violation of any terms & conditions of the contract or in the public interest. The violation of contract by the Agency, the performance bank guarantee can be forfeited by I&PR Deptt. apart from levy of fine/ recovery and termination of contract including blacklisting the concerned Agencies.

13. DOCUMENTS REQUIRED TO BE SUBMITTED

1. A proof for supporting document regarding legal validity of the bidder shall be submitted.(Copies shall be furnished)
2. The bidder should submit valid GST registration certificate with up-to-date GST Return filing copies.(Copies shall be furnished)
3. The bidder should submit IT Return filing copies for last consecutive three assessment years i.e. 2021-22, 2022-23, 2023-24 along with copy of the PAN.(Copies shall be furnished)
4. The bidder must submit annual turnover certificate of last five financial years duly certified by C.A. (indicating membership no. of C.A. with seal) ending on 31-03-2022 with audited balance sheet of last three financial years with the income tax up to date return of said three financial years.(**Annexure-A**)
5. Demand Draft of Rs. 2,000/- (two thousand) only towards cost of tender paper and processing fee in favour of 'D.D.O., I.&P.R. Department' (Non-refundable).
6. An Affidavit in proof of Agencies must not have been barred or blacklisted by any State/ Central Government Departments/ Govt. PSUs and also should not have indulged in any criminal offence.(An Affidavit to this effect shall be furnished). (**Annexure-D**)
7. EMD of Rs. 10,000/- (Ten Thousand) In form of DD/NSC/Post Office Savings Bank Account/ FDR from any nationalized Bank/ duly pledged in favour of "DDO, I&PR Deptt." payable at Bhubaneswar.
8. Self-Attested Copies of the Work Orders confirming as proof of execution of works as per Sl. No-4 of eligibility Criteria. (**Annexure-B**)

15.Submission of Proposal:

This Tender Document is a two-bid format for submitting the offers. It contains the "Technical" and "Financial" bid formats. Both the bids shall be submitted in separate sealed covers identified as "Technical" and "Financial" bid. Both the sealed covers should be put inside a bigger sealed cover and boldly written with the name of supplier/bidder, the tender call notice number, the last date for submission and superscribing the title of the RFP for undertaking activities relating to PR and Media management at Odisha Pavillion, at Pragati Maidan, New Delhi in connection with IITF-2023.

Bidders must submit their proposals through **Registered Post/ Speed Post/ Courier/ Sealed Drop Box**, Address to **The Director, Information & Public Relations Department, Government of Odisha, Bhubaneswar – 751001**

DECLARATION

I do hereby declare that the documents submitted in respect of the information referred to above are true to the best of my knowledge and belief and also do undertake that if at any time the documents are found to be forged I will be held responsible.

Signature of the bidder

Annexure-A

FORMAT FOR FINANCIAL CAPABILITY OF THE AGENCIES

| Sl.No | Financial Year | Annual Turnover (In INR) | Profit after Tax (PAT) |
|-------|----------------|-----------------------------|---------------------------|
| 1 | FY 2017-18 | | |
| 2 | FY 2018-19 | | |
| 3 | FY 2019-20 | | |
| 4 | FY 2020-21 | | |
| 5 | FY 2021-22 | | |

Enclose certificate issued by Chartered Accountant stating the details of annual turnover during the above five financial years along with audited financial statement as per Sl. No-5 of eligibility Criteria.

Annexure-B

DETAILS OF PAST EXPERIENCE

| Sl. No | Description assignment | Work/Contract order No. and date. | Value of Contract/work order Amount (In INR) | Address details of Client |
|--------|------------------------|-----------------------------------|--|---------------------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Enclose Self-Attested Copies of the Work Order confirming as proof of execution of works as per Sl. No-4 of eligibility Criteria.

Annexure-C

| |
|-----------------------------|
| Financial Bid Format |
|-----------------------------|

| SI No | Name of the Items | Amount Excluding GST | GST (--%) | Total Amount Including GST |
|-------|--|----------------------|-----------|----------------------------|
| 1 | Audio-visual coverage: engagement of Cameraman with all essential equipment/wireless lapel/ cable etc. | | | |
| 2 | Photography for all 14 day coverage and documentation of all activities. Submission of the photographs in an album hardcopy format as well as in softcopy format. | | | |
| 3 | Audio-Visual bytes: Minimum 30 nos of short visual bytes in edited format with necessary info-graphics for social media/ electronic media coverage. | | | |
| 4 | Press Release: Drafting of press release/special stories on Odisha Pavilion for national level media agencies. Minimum 20 nos of releases and ensuring of publications in various leading national & regional /web/print/ electronic media. (20 different topics) | | | |
| 5 | Boosting of content in Facebook: One lakh post reach per one content. Minimum 10 nos of facebook boosting. | | | |
| 6 | Graphics Designing: graphics designing for posting of info-graphics in social media platforms of the Department. As per requirement, minimum 20 Nos. | | | |
| | Grand Total | | | |

NB: Taxes will be paid by the client as per the applicable rate under GST act.

Authorized Signatory (in full and initials):

Name and Designation of Signatory with Date and Seal:

Address of the Bidder:

TECHNICAL PROPOSAL SUBMISSION FORMS

COVERING LETTER

(In Bidder's Letter Head)

To

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

Subject: SELECTION OF AGENCIES FOR “Public Relations/media management for IITF-2023”.

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 **30 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

| Sl. No. | Description | Full Details |
|----------------|--|---------------------|
| 1 | Name of the Bidder | |
| 2 | Address for communication: Tel : Fax: | |

| | | |
|----|---|--|
| | Email id : | |
| 3 | Name of the authorized person signing & submitting the bid on behalf of the Bidder: Mobile No : Email id : | |
| 4 | Registration / Incorporation Details Registration No: Date & Year : | |
| 5 | Local office in Odisha Please furnish contact details | |
| 6 | Bid Processing Fee Details Amount : BC/DD No. : Date: Name of the Bank: | |
| 7 | PAN Number (Copy) | |
| 8 | Goods and Services Tax Identification Number (GSTIN)Registration Certificate | |
| 9 | Whether willing to carry out assignments as per the scope of work of the RFP | |
| 10 | Whether accept all the terms and conditions as specified in the RFP | |
| 11 | Proof of ownership of Agency. | |

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, Return filling Status | Registration No. | Registration Proof: up to date GSTR 3B filing copies | |
| PAN | PAN No. | | |
| IT Returns of last 03 consecutive years | | | |

Authorized Signatory [In full and initials]:

Name and Designation with Date and Seal:

FINANCIAL PROPOSAL SUBMISSION FORMS

COVERING LETTER

(In Bidder's Letter Head)

[Location, Date]

To

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

Subject: SELECTION OF AGENCIES FOR “Public Relations/media management for IITF-2023”.

Dear Sir,

I, the undersigned, offer to provide the service for “PR & Media Management work/services etc. for IITF-2023” in accordance with your Request for Proposal No._____, Dated:_____. **Our attached Financial Proposal is amounting to Rupees_____.** [Insert amount(s) in words and figures]. **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 work/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 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 Financial 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:

**DECLARATION FORNON-BLACKLISTING/NON-INDULGENCE IN
CRIMINAL ACTIVITY**

(In shape of affidavit to be executed on Rs. 10/- Non judicial stamp paper by Public Notary/Executive Magistrate)

To

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

Subject: “Self Declaration – Non-Blacklisting”.

Sir,

In response to the “Request for Proposal” (RFP) dated_____ I/We do hereby declare that there is no case with Police/ Court/ regulatory authority non-indulgence in criminal activity against the proprietor/ firm/ partner. Also I/We have not been suspended/ delisted/blacklisted by any other Government/ Ministry department/ Public sector under taking/ Autonomous Body/ Financial Institution/ Court. We also certify that our firms/ company or any other of the partners are not involved in any scam and disciplinary proceedings settled or pending adjudication.

I remain,

Yours faithfully,

Authorized Signatory [In full and initials]:

Name and Designation of Signatory with Date and Seal:

Address of the Bidder:

ANNEXURE-E

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) (here-in 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 30th Day of January 2023

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