

Short Tender Call Notice

Selection of PR & Media Management Agency
For
Pravasi Bharatiya Divas Samaroh-2025



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



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

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File No. PT1-IPR-AVP-MISC-0181-2024 16963 / I&PR, BBSR, Date: 06/12/2024

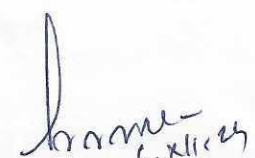
Selection of PR & Media Management Agency, For
Pravasi Bharatiya Divas Samaroh-2025

1. **Director, I&PR Department, Govt. of Odisha** (The Client) invites proposal through short tender call notice from the eligible bidders for selection of PR & Media Management agency for Pravasi Bharatiya Divas Samaroh, 2025.
2. Scope of work eligibility requirement and other details may be seen in the website of I & PR Department www.inpr.odisha.gov.in/ website of Govt. of Odisha <http://www.odisha.gov.in>. The notice document may be downloaded from either.
3. Last date for receipt of sealed Proposal is **dtd. 16.12.2024 by 04.00 PM.**
4. Opening of bid on **dtd. 16.12.2024 at 05.00 PM** in the Office of the **Director, I & PR, Lok Sampark Bhawan, 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
3	Date of the Issue of tender call notice	Dtd. 06.12.2024
4	Bid Submission Due Date	dtd. 16.12.2024 by 04.00 PM
5	Date of Opening of the Proposal	dtd. 16.12.2024 at 05.00 PM
6	Address for Submission of Proposal	The Director, Information & Public Relations Department, Government of Odisha, Lok Sampark Bhawan, Unit-V, Bhubaneswar, Odisha-751001

		Telephone No- 2394890 Email – iprodisha@gmail.com Mode of Submission: Speed Post/Registered Post/Courier service/ drop in the box installed at Loka Sampark Bhawan, Bhubaneswar during the office hour only. Submission of Proposal through any other mode and late Proposal will be rejected.
7	Place of Opening of Proposal	Conference Hall of I & PR Department


Director(Technical), I&PR Deptt.

Memo No. 16964 /IPR., BBSR, Dated 06/12/2024

Copy forwarded to the 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.


 Additional Director

Memo No 16965, Date 06/12/2024

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


 Additional Director

Memo No 16966, Date 06/12/2024

Copy forwarded to the System Analyst/State Portal, Secretariat for information and necessary action. They are requested to hoist the Short Tender Call Notice in the State Govt. Portal.


 Additional Director

Memo No 16967, Date 06/12/2024

Copy forwarded to the Joint Director (Advertisement Section) for information and necessary action. He is requested to publish the Short Tender Call Notice in two leading Odia News Papers and two leading English dailies (All India Edition) on dtd. **07.12.2024**.


Additional Director

Memo No 16968, Date 06/12/2024

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


Additional Director

Memo No 16969, Date 06/12/2024

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


Additional Director

Memo No 16970, Date 06/12/2024

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

They are requested to keep the conference hall ready on dtd.16.12.2024 at 05:00 PM for opening.


Additional Director

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SECTION: 1

LETTER OF INVITATION

Notice No: 16963

Dated: 06.12.2024.

1. **Name of the Assignment:** selection of PR & Media Management agency for Pravasi Bharatiya Divas Samaroh, 2025.
2. **Director, I&PR Department,** Govt. of Odisha (The Client) invites proposal through short tender call notice from the eligible bidders for selection of PR & Media management agency for Pravasi Bharatiya Divas Samaroh, 2025.
3. AGENCY will be selected in accordance with **Quality & Cost Based Selection (QCBS)** procedure as prescribed in the tender Document.
4. The proposal has to be delivered at the specified address of the Bidder Data Sheet by **Speed post / Registered Post / Courier Service by drop of sealed cover in the box installed at the Department.** The Client shall not be responsible for any delay in receipt of the Tender papers. Proposal will not be accepted in any other mode. The Proposal received after due date and time will not be considered.
5. The last date and time for submission of proposal completed in all respects is **dtd.16-12-2024 by 04.00 p.m.** and the date and time for opening of the technical bids in presence of the bidders or their authorized representatives at the address mentioned in the Bidder Data Sheet (**Sl. No. 6**) is **dtd.16-12-2024 at 05:00 PM.** Representatives of the bidders may attend the meeting with letter of due authorization.
6. **This tender document includes following sections:**
 - a. Bidders' Data Sheet
 - b. Letter of Invitation
 - c. Terms of Reference (Objective, Scope & Deliverables)
 - d. Evaluation criteria (Eligibility, Technical & Financial)
 - e. Terms & Conditions
 - f. Form for submission of Technical Proposal
 - g. Form for submission of Financial Proposal

7. While all information/data given in the notice 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 arising in the process relating to documents, the decision of the Tender calling authority shall be final, binding and cannot be challenged.


Director(Technical)
I&PR Department
Govt. of Odisha

Section-2

Terms of Reference



Selection of Media Management Agency for Pravasi Bharatiya Divas Samaroh-2025



INFORMATION AND PUBLIC RELATIONS DEPARTMENT

Keshari Nagar, Bhubaneswar-751001, Odisha, India

W: <https://inpr.odisha.gov.in/> | **T:** 2393220/2536736

1 INFORMATION TO THE BIDDER

1.1 Introduction

Information And Public Relations Department, Government of Odisha invites responses ("Tenders") from eligible Agencies/ Firms to manage the media for Pravasi Bharatiya Divas Samaroh, 2025.

Proposals need to be received in the prescribed period and mode, i.e. not later than time, date and venue mentioned in the Fact Sheet. Proposals that are received late will lie outside the scope of consideration.

I&PR Department will award the Contract to the successful Consulting Agency/ Firm whose proposal has been determined as the best value proposal based on Technical and Financial evaluation criteria and accepted by the Tender Accepting Authority. The formula of QCBC with weightage proportion of 70 & 30 between quality and financial yardsticks will apply in selection of the Agency.

1.2 KEY OBJECTIVES:

The Information and Public Relations Department intends to engage one media management agency to handle the PR & Social Media activities for ensuing Pravasi Bharatiya Divas Samaroh -2025 scheduled to be held at Bhubaneswar from 8th to 10th January, 2025.

1.3 SCOPE OF WORK

The agency shall perform, inter-alia, in consultation with the client, the following tasks (but not limited to):

Key Deliverables:

The comprehensive media management plan for the Pravasi Bharatiya Divas Samaroh -2025 broadly includes Pre-Production, Production, content writing, graphics and artwork.

Pre-Event Activities:

Production of AV Documents

Production of Audio visual Documents in Teaser format for use of TVC & Social Media. (Duration 60 second per document. Total 3 nos of TVCs (teaser format) required in Odia, English & Hindi language. Two TVCs should be made as build up stories for the ensuing PBD. One should be on the proceeding of the grand event to be aired simultaneous with the latter. Besides, there should be short AV content of 15 seconds in Odia, Hindi & English for OTT Platforms.

Production of Radio Jingles

Production of Radio Jingles for All India Radio, FM & Community Radio (Duration 40 seconds per jingles). The Jingles should be in Odia, English and Hindi.

Newspaper Advertisement:

Content and artwork for newspaper/ webmedia advertisements. The artwork includes development of content & designing in Odia, English & Hindi. (Total 2 Nos of such artwork for each language).

In Flight Magazine:

Preparation of on page (A4 Size) content and artwork for In flight magazine in English.

Display/ Hoarding for OOH & Metro Rail:

Preparation of content and artwork for outdoor hoarding display in Odia & English. Content and designing for Airport digital display board for static and visual format.

Preparation of content and artwork for metro rail branding.

Digital Wall Painting:

Preparation of content and artwork for digital wall painting advertisements.
(Total 2 Nos of such artwork in Odia language)

Press Releases/ Media Briefing

Preparation of Press Release for pre-event activities in Odia, English and Hindi from 25th December 2024 to 7th January 2025. Ensuring adequate and recurrent publication in national media.

Deliverables During the Event:**Production of AV Documents**

Process Documentation of the ongoing event activities with 2 camera set up for 3 event days. Still photography 3 event days with deployment of 3 camera.

Newspaper Advertisement:

Content and artwork for newspaper advertisements. The artwork includes development of content & designing in Odia, English & Hindi. (Total 3 Nos of such artwork for each language).

Press Releases/ Media Briefing

Preparation of Press Release for pre-event activities in Odia, English and Hindi. Ensuring adequate publication in national media.

Press Releases/ Media Briefing

Preparation of minimum 5 nos of Press Releases/ Press Notes from 8th January to 10th January in English, Hindi and Odia.

Ensuring adequate publication in national newspapers (English & Hindi).

Release of VNRs for coverage of the event in national TV news channels/ Web Media channels.

Social Media

Preparation of Content, graphic and short videos for Social Media posting.
Boosting of the content in Facebook.

Note: The above numbers may vary looking into the need of the campaign. The selected firm need to re-design the content and artwork until it is approved by the authority.

2. PROJECT DURATION

The contract will be assigned for a period of 30 days. The decision of the government of Odisha regarding extension of contract period will be final and binding on the same terms and conditions.

7. TECHNICAL EVALUATION CRITERIA

SL No.	EVALUATION CRITERIA	SCORE
	TOTAL MARKS	100
1	Annual turnover of INR 20 crore or more in each of any three financial years out of consecutive five financial year ending 2023-24. Marking: Rs. 20 crore:15 marks More than Rs. 20 cr upto 25 crore: 20 marks More than Rs. 25 crore: 25 Marks Documentary evidence: CA certificate (original) Audited balance sheets for the last five financial years (i.e. 2019-20, 2020-21, 2021- 22, 2022-23 & 2023-24) to support the claim.	25
2	Execution of projects in the field of PR and Media management in respect of national level events during last 5 years with the state or central government/state department / PSUs amounting to Rs. 1 Crore or above per project. Scope to include content writing, executing PR and communications strategy, PR coverage, press meets, publishing media articles and op-eds, media & Social Media management. Social Media management will not be considered in isolation. Marking:	20

	One project: 5 marks . Two Projects: 10 Marks Three Projects: 15 Marks Four Projects: 20 marks Documentary evidence: ► loa / agreement/contract/work order, duly certified by the authorized signatory of the bidding company	
3	Execution of projects in the field of PR and Media management in respect of international level events during last 5 years with the state or central government/state department / PSUs amounting to Rs 2 Crore or above per project. Scope to include content writing, executing PR and communications strategy, PR coverage, press meets, publishing media articles and op-eds, media & Social Media management. Social Media management will not be considered in isolation. Marking: One project: 5 marks . Two Projects: 10 Marks Documentary evidence: ► loa / agreement/contract/work order, duly certified by the authorized signatory of the bidding company	10
4	Submission of designs/artwork done by the firm in previous events for which experience has been claimed Mark shall be provided on the basis of the quality of the designs.	10
5	Technical presentation	35
		100

8. ELIGIBILITY CRITERIA OF AGENCY (BIDDER)

SL. No.	CRITERIA	DOCUMENTARY EVIDENCE
1	Bidder should have been a registered/ legally valid company under the Indian companies act or registered individual / proprietorship firm/ partnership firm with minimum 5 years of existence as on the day of the submission of bid.	A proof for supporting document regarding legal validity of the bidder shall be submitted.(Copies of registration shall be furnished)
2	The bidder should have valid GST registration for legally carrying out its business activities.	The bidder should submit GST registration copy and up-to-date GST Return filing copy.(Copies shall be furnished)
6	The bidder should have a valid PAN.	The bidder should submit PAN copy & IT Return filing copy for last consecutive three assessment years (i.e. 2022-23, 2023-24, and 2024-25.) (Copies shall be furnished)
7	The Bidder must have handled PR and Media management in respect of at least 3 national level events with any of the Government/PSUs.	The bidder should have executed 3(three) national level events irrespective of denominational value during last 5(five) years. (Work order Copies shall be furnished with self-attestation)
8	The bidder should have a minimum turnover of Rs. 20 Cr. in each year for any three financial years out of last five financial years i.e. 2019-20, 2020-21, 2021-22, 2022-23 & 2023-24.	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 31-03-2024 with audited balance sheet of last five financial years.
9	The bidder with unsatisfactory performance, if any, will not be eligible for the tender process.	An undertaking that the bidder has not been terminated from any Govt. / PSU organization due to unsatisfactory performance.
10	The Agencies must not have	An Affidavit to this effect shall be

	been barred or blacklisted by any State/ Central Government Departments/ Govt. PSUs and also should not have indulged in any criminal offence.	furnished.
11	The Registered Office/Branch Office of the selected Service Provider must be located within the jurisdictional area of the user Department/Office.	The bidder must have operation & office establishment in Odisha.

5.EVALUATION AND SELECTION PROCEDURE

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

5.1 Preliminary scrutiny (1st Stage):

Preliminary evaluation of the proposals will be done to determine whether the proposal complies with the prescribed eligibility condition and the requisite documents / information have been properly furnished by the bidder or not. Submission of following documents / information will be verified:

- Proof of legally valid entity
- Filled in Bid Submission Check List in Original
- Covering letter (**TECH-1**) on bidder's letterhead requesting to participate in the bidding process.
- Bid Processing Fee as prescribed
- Deposit of EMD as prescribed
- Copy of PAN
- Copy of Certificate of Incorporation/ Registration
- Copy of Goods and Services Tax Identification Number (**GSTIN**) with up to date GST return 3B filing copy.
- Copies of IT Return for the last three assessment years (**AY 2022-23, 2023-24 and 2024-25**).
- General Details of the Bidder (**TECH – 2**)
- Financial capability of the bidder along with all the supportive documents as applicable duly signed and certified as per the instruction. (**TECH – 3**)
- Power of Attorney (**TECH – 4**) in favour of the person signing the bid on behalf of the bidder.
- List of completed assignments of similar nature (Past Experience) Details, as per Sl. No-7 of eligibility criteria along with copies of

- contracts / work orders from previous clients. (TECH – 5)
- Self-Declaration on Conflict of Interest (TECH -6)
- Affidavit for not having been black-listed by any Central / State Government / Any other autonomous bodies/ International & National Organization. (TECH – 7)
- Duly filled in Technical Proposal Forms (TECH – 8 & 9).
- All the pages of the proposal and enclosures / attachments are signed by the authorized representative of the bidder
- Turn over certificate of last **Five** years duly certified by the CA as per Sl. No-8 of eligibility criteria.

Bid not complying any of the above requirement, will be out rightly rejected.

5.2 Technical Evaluation (2nd Stage):

Technical proposal will be opened and evaluated for those bidders who qualify the preliminary scrutiny stage. Technical evaluation of the proposals of the qualified bidders shall be made as per the technical parameters mentioned in the objective & Scope.

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. Clarifications, if any, as required by the Client will also be discussed during the meeting. The schedule for the technical presentation will be intimated to the preliminary evaluation qualified bidders before 7 days of the date of technical presentation. The financial proposals of the technically qualified bidders will be opened on a day following the day(s) of presentation and the bidders whose technical proposal secures at least **60 Marks** at the technical evaluation stage, will be qualified for opening of the financial proposal and the rest will be eliminated from the process.

5.3 Financial Evaluation (3rd Stage):

The financial proposals of the technically qualified bidders only shall be opened at this stage in the presence of the bidders representatives who wish to attend the meeting with proper letter of authorization. The name of the bidder along with the quoted financial price will be announced during the meeting.

Evaluation Method:

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 in accordance with the marks obtained at the stage of technical evaluation. There shall be **70 % weightage** to technical score and **30 % weightage** to financial score.

Proposal with the lowest quote(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 consultant 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 consultant, it was decided to have minimum qualifying marks for technical qualifications as **60 (Sixty)** and the weightage of the technical bids and financial bids were kept as 70:30. In response to the notice, 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:

$$A = 100 \times (100/120) = 83.33$$

$$B = 100 \times (100/100) = 100$$

$$C = 100 \times (100/110) = 90.90$$

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 combined 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 consultant.*

➤ **Contract Negotiation:**

Contract Negotiation will be held at a date, time and address as intimated to the preferred bidder. The bidder will, as a pre-requisite for attendance at the negotiations. Representative conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract. Negotiation will be performed covering technical and financial aspects.

➤ **Award of Contract:**

After completion of the contract negotiation stage, the Client will notify the successful bidder in writing by issuing an offer letter for signing the contract and promptly notify all other bidders about the result of the selection process. The successful bidder will be asked to sign the contract after fulfilling all formalities within 3 days of

issuance of the offer letter. After signing of the contract, no variation or modification of the terms of the contract shall be made except by written amendment signed by both the parties. ***Sub-contracting is not allowed under this notice.***

➤ ***Conflict of Interest:***

Conflict of Interest exists in the event of: (i) conflicting assignments, monitoring and evaluation of the same project by the eligible bidder; (ii) Agencies or institutions (individuals or organisations) who have a business or family relation with the Client directly or indirectly; and (iii) practices prohibited under the anti-corruption policy of the Government of India and Government of Odisha.

(iii) The bidders are to be careful so as not to give rise to a situation where there will be conflict of interest with the Client as this will amount to their disqualification and breach of contract.

➤ ***Disclosure:***

- a. Bidders have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the bidder or termination of its contract.
- b. Bidders must disclose if they are or have been the subject of any proceedings (such as blacklisting) or other arrangements relating to bankruptcy, insolvency or the financial standing of the Bidder, including but not limited to appointment of any officer such as a receiver in relation to the Bidder's personal or business matters or an arrangement with creditors, or of any other similar proceedings.
- c. Bidders must disclose if they have been convicted of, or are the subject of any proceedings relating to:
 - a criminal offence or other serious offence punishable under the law of the land, or where they have been found by any regulator or professional body to have committed professional misconduct;
 - corruption including the offer or receipt of an inducement of any kind in relation to obtaining any contract;
 - Failure to fulfill any obligations in any jurisdiction relating to the payment of taxes or social security contributions.
 - The disclosure as required has to be made in the form of affidavit.

➤ **Anti-corruption Measure:**

- a. Any effort by Bidder(s) to influence the Client in the evaluation and ranking of financial proposals, and recommendation for award of contract, will result in the rejection of the proposal.
- b. A recommendation for award of Contract shall be rejected if it is determined that the recommended bidder has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question. In such cases, the Client shall blacklist the bidder either indefinitely or for a stated period of time, disqualifying it from participating in any related bidding process for the said period.

6. TERMS AND CONDITIONS:

- 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 super scribed 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 & PR Department for execution of the work. If the Agency fails to sign the Agreement within the given 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 initialed 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 Dept. 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 on the condition that withdrawal or modification of their bids/ violation of the Terms and Conditions of the Tender documents during period of validity etc. will lead to for feature of EMD 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 discouraged. However in event of this the bid received latter will only be taken into account for technical evaluation.
- XXIII. The "Performance Security" may be forfeited partly or fully in case of failure to fulfill the terms and conditions of contract/ work order issued from time to time within the agreement period.
- XXIV. No advance payment shall be made. Payment as due will be made after receiving service from the firm and after certification given by the concerned Officer that satisfactory service has been rendered as per the specification of work order.
- XXV. TDS under IT & GST shall be deducted as per law.
- XXVI. Failure to provide service as per specifications mentioned in work order may lead to forfeiture of Performance security.
- XXVII. 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.
- XXVIII. 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.
- XXIX. If work is not found satisfactory it will be liable to be cancelled forth with without giving any reasons thereof. No payment shall be made if the Agreement is cancelled.
- XXX. Non responsive Bids to the Tender Document will be summarily rejected.
- XXXI. The projected work may be decreased or increased as per requirement.
- XXXII. The Firm/Agency must have qualified manpower of their role, who should supervise the execution of work/service on the spot.
- XXXIII. The Registered Office / Branch Office of the selected Service Provider must be located within the jurisdictional area of the user Department/Office. The service provider should provide the name, designation and contact number of the person to liaise with the client. Valid Address proof of the office (with Telephone / Electricity Bill shall be submitted).

6.A

- a. The Media Management Agency shall nominate a coordinator from their establishment who shall be responsible for immediate interaction with the Office so that optimal services of the persons deployed can be availed without any disruption.
- b. The office / Department of I&PR shall not be responsible for any financial loss or any injury caused to any person deployed by the Agency in the course of performing their functions/duties , and hence shall not be liable for any such compensation.
- c. The Tax deduction at Source (T.D.S.) shall be done as per the provisions of Income Tax Act/ Rules, as amended, from time to time and a certificate to this effect shall be provided by the Department or office concerned.

7. BID VALIDITY PERIOD:

The Offer submitted and the prices quoted therein shall be valid for **60 days** from the date of opening of Bid.

8. BID PROCESSING FEES (NON-REFUNDABLE) :

The bidder must furnish as part of technical proposal, the required bid processing fee (Non-refundable) amounting to **Rs. 10,000/- (Ten 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 (Earnest Money Deposit):

Bid Security (E.M.D.): The tender document shall be accompanied by Earnest Money Deposit (EMD) of Rs 50, 000/- (Fifty thousand) without which the tender shall be rejected. The Deposit of Earnest Money 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 will be forfeited, if they (a) 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 tender of Government and PSU. (b) in case of a successful bidder, if the bidder fails to sign the contract in accordance with this tender document. EMD shall be forfeited. EMD of the successful bidder shall be retained till the agreement is signed and Performance Security is deposited. In regard to other bidders not having violated the tender terms and conditions the EMD will be returned after completion of the tender process.

10.PERFORMANCE SECURITY:

The selected Media Management Agency shall have to furnish a Performance Security of @ 3% of the contract value, in the form of NSC/Post Office Saving Bank Account/ FDR/ parched from any Nationalized Bank/Scheduled Bank situated in Bhubaneswar, Odisha/Bank Guarantee (BG) having been duly pledged in favor of **"D.D.O., I.&P.R. Department"**, within 3 days of notifying the acceptance of proposal for the award of contract. The performance security shall be valid for a period of 15 days beyond the entire contract period (i.e. Performance Security) must be valid from the date of effect of the contract to a **(period of 15 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 finally selected bidder. No interest shall be paid on the Performance Security.

11.TERMINATION OF CONTRACT

All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the client, and the bidder shall, not later than upon termination or expiry of this work order, deliver all such documents and software to the DIPR, together with a detailed inventory thereof.

The contract can be terminated by I&PR Deptt. during the period of contract in case of violation of terms & conditions of contract or in the public interest. In the event of violation of contract by the agency, the performance bank guarantee can be forfeited by I&PR Dept. Apart from levy of fine/ recovery and termination of contract including blacklisting the concerned agencies.

12. PENALTY CLAUSE

In case of late/unsatisfactory/no services on a specific/broad activity, in which the agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the agency shall

be liable to penalty @ 10% of the contract value. The timeline/schedule of deliverables will be decided as and when the requirement/tasks /activities arise. The client will have the right to cancel the contract at any time without assigning any reason thereof.

13. DOCUMENTS REQUIRED TO BE SUBMITTED :

1. Supporting document regarding legal validity of the bidder as per Para 5.1 (Eligibility Criteria)
2. Valid GST registration certificate with up-to-date GST Return filing copies.(Copies shall be furnished)
3. IT Return copies for last consecutive three assessment years i.e. 2022-23, 2023-24, 2024-25 along with copy of the PAN.(Copies shall be furnished)
4. Annual turnover certificate of last five financial years duly certified by C.A. (indicating membership no. of C.A. with seal) ending on 31-03-2024 with audited balance sheet of last five financial years.
5. Demand Draft of Rs. 10,000/- (Ten Thousand) only towards cost of tender paper and processing fee in favour of 'D.D.O., I&PR Department' (Non-refundable).
6. An Affidavit in proof of Agencies not having been barred or blacklisted by any State/ Central Government Departments/ Govt. PSUs and also not having indulged in any criminal offence.(An Affidavit to this effect shall be furnished).
7. EMD of Rs. 50,000/- (Fifty thousand) In form of DD/NSC/Post Office Savings Bank Account/ FDR from any nationalized Bank/ duly pledged in favour of "DDO, I & PR Dept." payable at Bhubaneswar.
8. Self-Attested Copies of the Work Orders confirming as proof of execution of works as per Sl. No-7 of eligibility Criteria.

14. 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 boldly super scribed with the name of supplier/bidder, the tender call notice number, the last date for submission and the title of the notice for undertaking activities relating to selection of Media management Agency

Bidders must submit their proposals through **Registered Post/ Speed Post/ Courier Service/** drop of sealed packets/ covers containing the tender papers in the box put at Loka Sampark Bhawan (Department of I&PR), Bhubaneswar addressing 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

(TECH - 1)
TECHNICAL PROPOSAL SUBMISSION FORMS
COVERING LETTER
(In Bidder's Letter Head)

Date:

To

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

**Subject: SELECTION OF AGENCIES FOR “For
Pravasi Bharatiya Divas Samaroh-2025”.**

Dear Sir,

I, the undersigned, request you to participate in the selection process for _____ in accordance with your tender call notice proposal No. _____ dated _____. We are hereby submitting our proposal which includes Technical proposal and Financial proposal sealed in separate envelopes.

I hereby declare that all the information and statements made in this Technical Proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. Our proposal will be valid for acceptance up to **60 Days** and I confirm that this proposal will remain binding upon us and may be accepted by you at any time before the validity of the bid.

I hereby unconditionally undertake to accept all the terms and conditions as stipulated in document. In case any provision of this notice 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: _____

(TECH-2)
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 notice.	
10	Whether accept all the terms and conditions as specified in the notice.	
11	Proof of ownership of Agency.	

Authorized Signatory [In full and initials]:

Name and Designation with Date and Seal:

(TECH-3)

FORMAT FOR FINANCIAL CAPABILITY OF THE AGENCIES

Sl. No	Financial Year	Annual Turnover (In INR)	Profit after Tax (PAT)
1	FY 2019-20		
2	FY 2020-21		
3	FY 2021-22		
4	FY 2022-23		
5	FY 2023-24		

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-8 of Eligibility Criteria**.

Name of the Authorized Representative:

(Signature of the Authorized Representative with Date)

(TECH – 4)

FORMAT FOR POWER OF ATTORNEY

(To be submitted in original on Bidder's Letter Head)

Dated: _____

POWER OF ATTORNEY

I, _____, the
_____ **<Designation>** of **<Name of the
Organisation>** in witness whereof certify that **<Name of person>**
is authorized to execute the attorney on behalf of **<Name of
Organisation>**, **<Designation of the person>** of the organisation
acting for and on behalf of the organisation under the authority
conferred by the **< Notification / Authority order no.>** Dated **<date
of reference>** has signed this Power of attorney at **<place>** on
this day of **<day><month>**,

The signatures of **<Name of person>** in whose favour authority is being
made under the attorney given below are hereby certified.

Name of the Authorized Representative:

(Signature of the Authorized

Representative with Date)

ACCEPTED:

Signature, Name & Designation of person executing attorney:

(TECH – 5)

Bidder's Past Experience

Sl. No.	Assignment Details	Name of the Client	Details of Professional s / Support Staff deployed by the Bidder	Contract Value in INR	Date of Award / Commencement of assignment	Date of Completion of assignment	Remarks if any
1							
2							
3							
4							
5							

Authorized Signatory [In full and initials]:

Name and Title of Signatory with date and seal

Enclose Self-Attested Copies of the Work Order confirming as proof of execution of works as per **Sl. No-7 of Eligibility Criteria**.

(TECH-6)

**INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION
THEREOF**

(To be submitted on Bidder's Letter Head)

I, hereby declare that our agency as Individual / proprietorship / Partnership / Pvt. Ltd. Company as a member of any consortium is not indulged in any such activities which can be termed as the conflicting activities.

I, also acknowledge that in case of misrepresentation of any of the information, our proposal / contract shall be rejected / terminated by the Client which shall be binding on us.

Authorized Signatory [with Date and Seal]: _____

Communication Address of the Bidder: _____

(TECH – 7)

**DECLARATION FOR NON-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: Non-Blacklisting non-indulge in criminal activity / judicial proceedings
etc.

Sir,

In response to the "Tender Call Notice" 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, criminal activity and disciplinary/judicial
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:

(TECH-8)

Format of Curriculum Vitae (CV) for Proposed Key Professional

[For each position of key professional separate sheet be prepared]

- 1. Proposed Position:**
- 2. Name of Agency:**
- 3. Name of Staff:**
- 4. Date of Birth:**
- 5. Nationality:**
- 6. Education:**

[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]

- 7. Membership in Professional Associations:**
- 8. Other Trainings:**
- 9. Countries of Work Experience:**
- 10. Languages:**

[For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]

Authorized Signatory [In full and initials]:

Name and Title of Signatory with date and seal

(TECH-9)

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)**

Date:

To

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

**Subject: SELECTION OF AGENCIES FOR “For
Pravasi Bharatiya Divas Samaroh-2025”.**

Dear Sir,

I, the undersigned, offer to provide the service for “Media/Social management” 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 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 **90** days. I have carefully read and understood the terms and conditions of the RFP and do hereby undertake to provide the service accordingly.

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

I remain,

Yours faithfully,

Authorized Signatory [In full and initials]:

Name and Designation of Signatory with Date and Seal:

Address of the Bidder:

SUMMARY OF FINANCIAL PROPOSAL

Sl. No	Name of the Items	Unit Cost	Nos of Units	Total Cost	GST @18%	Total Including GST
1	AV Production upto 45 Seconds		6			
2	AV Production 45 to 60 seconds		6			
3	Short Video 15 Sec		6			
4	Radio Jingles 40 Sec		6			
5	Newspaper Artwork Full Page		6			
6	Newspaper Artwork Half page		6			
7	Newspaper Artwork Qtr. page		4			
8	Display Hoarding artwork		2			
9	Preparation of Content for Press Releases (English, Odia & Hindi)		20			
10	Documentation with 3 Camera Setup (Per day) including manpower		3 days			
11	3 Still Camera with manpower (per day)		3 days			
12	Display Hoarding/ wall painting artwork		2			

N.B. : Number of units indicated is not final. It may increase or decrease as per the requirement. Payment shall be made as per actual.

For social media post boosting, payment shall be made as per actual on production of payment receipt.

Bidders shall submit the financial proposal as per the prescribed format. Any conditional offer will be out-rightly rejected by the Client.

- The proposal needs to be signed by the authorized representative of the bidder.

- In the event of any difference between figures and words, the amount indicated in words shall prevail.
- Taxes will be paid by the Client as per the applicable rate under GST from time to time.
- Offered Price shall remain firm and fixed till completion of the contract
- Any conditional bid will be out-rightly rejected.
- The rate shall be quoted in INR with words.

Authorized Signatory [*In full and initials*]:
Name and Designation with Date & Seal:

PERFORMANCE BANK GUARANTEE FORMAT

To,

WHEREAS..... (Name and address of the Consultant) (hereinafter called "the Consultant") has undertaken, in pursuance of Tender Call Notice 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.....

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

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO
CHICAGO, ILLINOIS 60637
TEL: 773-936-5000
WWW.CHICAGO.EDU

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