



ODISHA STATE CO-OPERATIVE HANDICRAFTS CORPORATION LTD.

Jayadev Vatika Square, Khandagiri, Bhubaneswar-30

EXPRESSION OF INTEREST FOR ENGAGEMENT OF ADVERTISING AGENCY FOR PUBLICITY & BRANDING

Odisha State Co-operative Handicrafts Corporation Ltd. (Utkalika), invites applications from Advertising Agencies having experience in Advertising, Branding, Publicity, Events & Exhibitions for engagement in Utkalika for a period of 2 (Two) years. Details of EOI can be downloaded from our website : www.utkalikaodisha.in. The last date of receipt of EOI/Bid is 28/12/2020 up to 4.00 PM. The authority reserves the right to accept or reject any or all EOI/Bids without assigning any reason thereof.

Managing Director

Size : 8 x 4

ODISHA STATE CO-OPERATIVE HANDICRAFTS CORPORATION LTD. (UTKALIKA)
JayadevVatika Square, Ghatikia, Khandagiri Bari, Bhubaneswar-751030

EXPRESSION OF INTEREST

FOR ENGAGEMENT OF ADVERTISING AGENCY FOR PUBLICITY & BRANDING

Odisha State Co-operative Handicrafts Corporation Ltd. (Utkalika) under the Administrative control of the Handlooms, Textiles & Handicrafts Dept., Govt.of Odisha invites applications from Advertising agencies having experience in Advertisement, Branding, Publicity, Events & Exhibitions for Engagement in Utkalika for a period of two years. The details of EOİ can be downloaded from our website **www.utkalikaodisha.in**.

SCOPE OF WORK

1. Designing & releasing of advertisements in Print & Electronic Media as per I&PR / DAVP / Commercial Rates.
2. Designing & Printing of Flex Banners, Booklets, Brochures, Leaflets, Hoarding and standees etc.
3. Production of Audio-Visual and IEC activities.
4. Designing materials for social media i.e. Facebook, webpages, internet.

ELIGIBILITY CRITERIA

1. The Agency must have full INS accreditation for atleast 10 years and officiating at Bhubaneswar for last 10 years.
2. The Agency must have creative department in Bhubaneswar office.
3. Minimum average annual turnover should not be less than 5Crore for the last 3 financial years. (Certified Copy of Chartered Accountant & Balance sheet to be submitted)
4. The agency must have experience in handling total publicity activities of an event for Government, Semi-Government, and reputed corporate house in Odisha. (Work order value must be not less than Rs.5.00 lakhs per year for last 3 financial years).
5. Valid GST Registration Certificate, PAN Card and upto date IT Return copies of 2019-20.

6. EMD in shape of DD drawn in any Nationalized/scheduled Bank in favour of OSCHC LTD., Bhubaneswar of Rs.10, 000/- (Rupees Ten Thousand only).
7. Non refundable offer processing fees of Rs.1000/- (Rupees One thousand only) in shape of DD drawn in any Nationalized/ schedule Bank in favour of OSCHC LTD. Bhubaneswar.

METHOD OF TENDERING

The tender shall be two packet system having Technical Bid (Packet "A") & Financial Bid (Packet "B"). All the bids should be put in a common envelop sealed & stamp super scribing on the top of the envelop **"ENGAGEMENT OF ADVERTISING AGENCIES FOR PUBLICITY AND BRANDING"**. Each bid shall be clearly specified in bold letter as "Technical Bid" and "Financial Bid".

A. Technical Bid (Packet-A)

The technical bid "Packet-A" must be with all documents as mentioned in the eligibility criteria.

B. Financial Bid (Packet-B)

- a. The Financial Bids of technically qualified will be opened in the prescribed date & time in presence of bidder / representative.
- b. The financial bid offering highest discount in the prescribed proforma (attached herewith) must be submitted along with seal and signature of agency/Firm.

TENDER EVALUATION

The bid of the agencies fulfilling all the eligibility criteria and have submitted the EMD and other relevant documents shall only be opened. The selection process will evaluate both technical & financial bid on the basis of which selection shall be finalized.

BID SUBMISSION

The proposal/bid may be addressed to **The Managing Director, Odisha State Co-operative Handicrafts Corporation Limited., JaydevVatika Square, Ghatikia, Khandagiri Bari, Bhubaneswar-751030**. The complete proposal/bid should reach the office of the Authority on or before **28/12/2020** upto 4pm and will be opened at **3.00 PM** on **Dtd.29/12/2020** in the presence of bidders or their representatives. EOI/bid beyond the schedule date & time shall not be received/ entertained.

DISQUALIFICATION/TERMINATION OF THE APPLICANT

1. The applicant shall be disqualified if it is discovered that, it has wrongly stated / manipulated the facts and figures in the proposal at any stage before the award of the assignment. Any bidder / agency trying to influence the evaluation process by any means shall be disqualified. Earnest Money Deposited would be forfeited in such case.
2. After awarding the job during the execution period, if the agency is found manipulating in IEC/Advertising publicity matter, non-delivery in time, compromising quality shall be terminated forth with.

RIGHT TO ACCEPT ANY PROPOSAL & TO REJECT ANY OR ALL PROPOSALS

O.S.C.H.C. Ltd. reserves the right to accept or reject any or all proposals at any time prior to award of contract without assigning any reason thereof.

Sd/-
Managing Director

FORMAT FOR FINANCIAL BID .

Sl No	Name of the Work	Percentage of Discount
1	Maximum discount can be given by the organization on Publication of Advertisement through Print Media & Electronic Media as per I & PR / DAVP / Commercial Rates.	

Seal & Signature of the Bidder