



Utkalika

Odisha State Co-operative Handicrafts Corporation Ltd.

D-2/3 & 4, Industrial Estate, Rasulgarh, Bhubaneswar-751010, Ph-0674-297539

E-mail-oschcutkalika@gmail.com

Notice No. 214

Dt. 17.02.2023

SELECTION OF AGENCY FOR "Advertisement, Publicity & Branding" at Odisha State Co-operative Handicrafts Corporation Ltd. (Utkalika), Bhubaneswar

TENDER SCHEDULE

Period of issue of tender Documents	18.02.2023 to 09.03.2023
Last date & time for submission of tender Documents	Date-09.03.2023 Time-04.00 PM
Place of submission of completed tender Documents	Odisha State Co-operative Handicrafts Corporation Ltd. (Utkalika), D- 2/3 & 4, Industrial Estate, Rasulgarh, Bhubaneswar-751010
Mode of submission	In Sealed cover mentioning the service to provide on the outside cover through Register Post/ Speed Post only
Place, date & time for opening of Technical Bids	Odisha State Co-operative Handicrafts Corporation Ltd. (Utkalika), D- 2/3 & 4, Industrial Estate, Rasulgarh, Bhubaneswar-751010 Date- 13.03.2023 Time-11.30 AM
Place, date & time for opening of Financial Bids of eligible Bidders	Odisha State Co-operative Handicrafts Corporation Ltd. (Utkalika), D- 2/3 & 4, Industrial Estate, Rasulgarh, Bhubaneswar-751010 Date- 13.03.2023 Time-3.30 PM
Tender Fee	Rs.1000/- in shape of DD for each Agency in favour of Managing Director, Odisha State Co-operative Handicrafts Corporation Ltd. (Utkalika) for the services.
EMD	Rs.10,000/- in shape of DD for each Agency in favour of Managing Director, Odisha State Co-operative Handicrafts Corporation Ltd. (Utkalika) for the services.
Performance Security Deposit	Performance Security Deposit will be 10% of the Annual value of the contract to be awarded which is to be deposited in shape of DD in favour of Managing Director, Odisha State Co-operative Handicrafts Corporation Ltd. (Utkalika) for the services after finalization of the Bid.
Validity of Contact	2 years from the date of execution of agreement.


Managing Director
Managing Director
O. S. C. H. C. Ltd.
Bhubaneswar



Odisha State Co-operative Handicrafts Corporation Ltd.(Utkalika) under the Administrative control of 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 Tender can be downloaded from our website www.utkalikaodisha.in.

SCOPE OF WORK

1. Designing & releasing of Advertisement in Print & Electronics media as per I & PR/DAVP/Commercial rates.
2. Designing & Printing of Flex Banners, Booklets, Brochures, Leaflets, Hoardings and Standees etc.
3. Production of Audio-Visual and IEC activities.
4. Designing materials for social media i.e. Facebook, Webpage, Internet.

ELIGIBILITY CRITERIA

- A. The Agency must have full INS accreditation for at least 10 years and officiating at Bhubaneswar for last 10 years.
- B. The Agency must have creative department in Bhubaneswar Office.
- C. Minimum average annual turnover should not be less than 5 Crores for the last 3 financial years.(Certified Copy of Chartered Accountant & Balance sheet to be submitted)
- D. 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 less than Rs.5.00 lakhs per year for last 3 financial years).
- E. Valid GST Registration Certificate, PAN Card and up to date IT Return copies of 2020-21.
- F. EMD in shape of DD drawn in any National/scheduled Bank in favour of OSCHC Ltd., Bhubaneswar of Rs.10,000/-(Rupees Ten Thousand)only.
- G. Non-refundable offer processing fees of Rs.1000/-(Rupees One Thousand) only in shape of DD drawn in any Nationalized/ scheduled Bank in favour of OSCHC Ltd., Bhubaneswar.


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- Bidding Documents. Verbal clarifications and information given by Authority or its employees or representatives shall not in any way or manner be binding on the Authority.
- ❖ Any Cancellation/ Addendum/ Corrigendum thus issued relating to TENDER will be published in the Utkalika Website "www.utkalikaodisha.in."
 - ❖ At any time prior to the deadline for submission of Proposals, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by a Bidder, modify the TENDER by the issuance of Addenda.
 - ❖ In order to afford the Bidders a reasonable time for taking an Addendum into account, or for any other reason, the Authority may, at its own discretion, extend the Proposal Due Date, if necessary.
 - ❖ At any time prior to the last date of receipt of the bids, MD, OSCHC Ltd. may, for any reason, whether at its own initiative or in response to a clarification raised by a prospective bidder, modify the Bidding Document through a Corrigendum.
 - ❖ Any such corrigendum shall become part of this TENDER.
 - ❖ In order to provide prospective bidder reasonable time for taking the corrigendum into account, MD, OSCHC Ltd may, at its discretion, extend the last date for the submission of the Bid.
 - ❖ MD, OSCHC Ltd. reserves the right to cancel the TENDER or reject all the bid applications without assigning any reasons at any stage of bidding process.

3. Sealing, Marking and Submission of Bids:

- ❖ The Bidder shall provide all the information sought under this TENDER. The Authority will evaluate only those Proposals that are received in the required formats and are complete in all respect.
- ❖ The Proposal shall be typed or written in indelible ink and signed by the authorized signatory of the Bidder who shall also put his initial in each page, in blue ink. All the alternations, omissions, additions or any other amendments made to the Proposal shall be initialized by the person(s) signing the Bid.
- ❖ The Bidder shall submit the Proposal in the format specified in relevant Clause, and seal it in envelopes.
- ❖ The documents accompanying the Proposal shall be placed in 02 (Two) separate envelopes and marked on the cover as indicated below. The Proposal submission shall include:

Technical Bid Submission

- Format for Technical Proposal Cover Letter (Format 11.1)
 - Particulars of the Bidder (Format 11.2)
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- Self- declaration by Bidder for not Being Blacklisted (Format 11.4)
- Experience (Format 11.5)
- Declaration & Letter of Authorization (Format 11.6)
- Financial proposal(Financial Bid) (Format 11.7)
- Format for submission of pre-bid Queries. (Format 11.8)
- Presentation in respect of understanding of services, credentials and strategy to handle all the task.

Financial Bid Submission

- Proposal consisting of the Bidders' financial offer for the Project in the format set out in (Format 11.7) of this document.
- The Authority reserves the right to reject any Financial Proposal which is conditional and non- responsive.

Envelopes shall be addressed to:

To

**The Managing Director,
Odisha State Co-operative Handicrafts Corporation Ltd. (Utkalika),
D- 2/3 & 4, Industrial Estate, Rasulgarh,
Bhubaneswar-751010**

1. Site visit and verification of information:

The Bidders are encouraged to submit their respective Proposal after visiting the site and any other matter considered relevant by them. It shall be deemed that by submitting a Proposal, the Bidder has:

1. Made a complete and careful examination of the Bidding Documents;
2. Received all relevant information requested from the Authority;
3. Acknowledged and accepted the risk of inadequacy, error or mistake in the information provided in the Bidding Documents or furnished by or on behalf of the Authority relating to any of the matters above;
4. Satisfied itself about all matters, things and information necessary and required for submitting an informed Proposal, execution of the Project in accordance with the Bidding Documents and performance of all of its obligations there under;
5. Acknowledged and agreed that inadequacy, lack of completeness or incorrectness of information provided in the Bidding Documents or ignorance of any of the matters shall not be a basis for any claim for compensation, damages, extension of time for performance of its obligations, loss of profits etc. from the Authority, or a ground for termination of the Service Agreement; and Agreed to be bound by the undertakings provided by it under and in terms hereof.

The Authority shall not be liable for any omission, mistake or error on the part of the Bidder in respect of any of the above or on account of any matter or



the part of the Bidder in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to TENDER, the Bidding Documents or the Bidding Process, including any error or mistake therein or in any information or data given by the Bidder.

2. Rights to Accept/Reject any or all Bids:

MD, OSCHC Ltd reserves the right to accept or reject any bid, and to annul the bidding process and reject all Bids at any time prior to award of Contract, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for MD, OSCHC Ltd action.

3. Language of Bid:

The proposal and all correspondence and documents shall be written in English. In case of accompanying literature or brochures etc., being in a language other than English, a certified translation should accompany the documents as a part of the TENDER. All proposals and accompanying documentation will become the property of MD, OSCHC Ltd

4. Modification and Withdrawal of Bids:

No proposal may be modified / withdrawn in the interval between the deadline for submission of proposals and the expiration of the validity period specified by the Bidder on the proposal form. In case the Bidder wishes to withdraw the Bid after the date of opening of the bids, the bidder may do so, but the EMD of the Bidder shall be forfeited.

- A Bidder wishing to withdraw its bid shall notify to MD, OSCHC Ltd by e-mail prior to the deadline prescribed for bid submission. A withdrawal notice may also be sent by electronic means such as e-mail, but it must be followed by a signed confirmation copy, postmarked no later than the deadline for submission of bids.
- No bid should be withdrawn in the interval between the bid submission deadline and the expiration of the bid validity period specified in the Bid Data Sheet. Withdrawal of a bid during this interval may result in the forfeiture of the Bidder's EMD.

5. Notifications of awards and Signing of Contract:

- Prior to the expiration of the period of bid validity, the Bidder will be notified in writing or by email that their bid has been accepted.
- At the time MD, OSCHC Ltd notifies the successful Bidder that its bid has been accepted, MD, OSCHC Ltd will send the Bidders the proforma for Contract, incorporating all clauses/agreements between the parties. The successful Bidder shall sign and date the Contract and return it to MD, OSCHC Ltd..



6. Failure to agree with the Terms and Conditions of the Bid/Contract:

- Failure of the Bidder to agree with the Terms and Conditions of the bid/Contract shall constitute sufficient grounds for the annulment of the award of contract, in which event the contract may be awarded to the next most responsive Bidder.

7. Legal and Stationery Charges:

- The successful bidder will have to bear the legal & stationery charges at rates for preparing contract documents as per prevailing circular. The stamp duty payable for the contract shall be borne by the Implementation Agency.
- The successful Bidder shall enter into a contract agreement with OSCHC Ltd. within 30 days from the date of issue of Work Order and the same should be adjudicated for payment of Stamp Duty by the successful Bidder.
- All legal charges and incidental expenses in this respect shall be borne and paid by the successful Bidder.

8. Bid Currencies

- Prices shall be quoted in Indian Rupees (INR).

9. Bid Validity Period


The proposals shall be valid for a period of 90 days from the deadline of submission of Bids. On completion of the validity period, unless the Bidder withdraws proposal in writing, it will be deemed to be valid until such time that the Bidder formally (in writing) withdraws proposal.

10. Rectification of Errors:

- Bidders are advised to exercise adequate care in quoting the prices. No excuse for corrections in the quoted price will be entertained after the proposals are opened. All corrections, if any, should be initialed by the person signing the proposal form before submission, failing which the figures for such items may not be considered.
- Arithmetic errors in proposals will be corrected as per unit rates quoted.

11. Bidder Qualification:

- The Bidder may nominate a duly Authorized Representative and shall submit a Certificate of authority. All Certificates and documents (including any clarifications sought and any subsequent correspondences) received hereby, shall, as far as possible, be furnished and signed by the authorized representative.
- The authorization shall be indicated by written Power of Attorney (as per Agency's format) accompanying the Qualification Bid.



12. Conflict of Interest:

Client requires that Agency shall perform the required services, provide professional, objective, and impartial advice and at all times hold the Client's interest's paramount, strictly avoid conflicts of interest with other assignments or their own interests and act without any consideration for future work.

Without limitation on the generality of the foregoing, Agency and any of their affiliates, considered to have a conflict of interest shall not be engaged, under any of the circumstances set forth below:

13. Conflicting Relationships:

- An Agency (including its Personnel and Sub-Agencies) that has a business or family relationship with a member of the Client's staff who is directly or indirectly involved in any part of (a) the preparation of the terms of reference of the Assignment, (b) the selection process for such Assignment or (c) supervision of the Contract, may not be awarded a Conflict, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Client throughout the selection process and the execution of the Contract.
- Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the Client, or that may reasonably be perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the Agency(s) or the termination of its Contract.
- No Agency or current employees of the Client shall work as Agency under their own ministries departments or agencies

14. Unfair Advantage

- If an Agency could derive a competitive advantage from having provided other services related to the assignment in question, the Client shall make available to all other Agencies together with this TENDER all information that would in that respect give such Agency any competitive advantage over competing Agencies.

15. Fraud and Corruption

- It is required that Agencies participating in the project adhere to the highest ethical standards, both during the selection process and throughout the execution of a contract.

The Client:

a) Defines the terms set forth below as follows:

- i. "Corrupt practice" means the offering, giving, receiving or soliciting, directly or indirectly or anything of value to influence the action of a public official or members of the Evaluation Committee, in the selection process or in contract execution;



- ii. "Fraudulent practice" means a misrepresentation or omission of facts in order to influence a selection process or the execution of a contract;
 - iii. "Collusive practices" means a scheme or arrangement between two or more Agencies with or without the knowledge of the Client, designed to establish prices, artificial, non-competitive levels;
 - iv. "Coercive practices" means harming or threatening to harm, indirectly, persons or their property to influence their participation in a procurement process or affect the execution of a contract;
- b) Will reject a proposal for award, if it determines that the Agencies recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the contract in question: Applicant Agencies should be aware of the provisions on fraud and corruption stated in the specific clauses in the Contract.

Agencies shall furnish information on commission and gratuities, if any, paid or to be paid to agents relating to this proposal and during execution of the assignment if the Agency is awarded contract.

16. Only one Proposal:

An Agency may only submit one proposal. If any Agency submits or participates in more than one proposal, all such proposal shall be disqualified.

17. Award of Contract:

- a) After completing negotiations, the Client shall issue a Letter of Intent to the selected Agency, and promptly notify all Agencies who have submitted proposals about the decision taken.
- b) The Agency will sign the contract after fulfilling all the formalities/pre-conditions within 7 days of issuances of the letter of interest.

18. Confidentiality:

Information relating to evaluation of Proposals and recommendations award shall not be disclosed to the Agencies who submitted the Proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Agency for accessing confidential information related to the process may result in the rejection of its Proposal.

19. Termination of the Contract:

The competent authority may, by a written notice of termination to the Bidder, suspend the Contract if the Bidder fails to perform any of its obligations under this Contract (including the carrying out of the services) provided that such notice of suspension.

- a. Shall specify the nature of the failure and
- b. Shall request the Bidder to make good such failure within a specified period from the date of receipt of such notice of suspension by the Bidder.

20. Competent Authority:

The MD, Odisha State Co-operative Handicrafts Corporation Ltd.(utkalika) shall be the competent authority for this project. The powers of the Competent Authority will be as under:

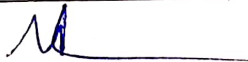
- May amend TENDER documents during the proposal evaluation process. Any amendments will be conveyed to the short-listed organization / Agency;
- Modify scope of work at the time of the award of the contract. Such modifications will be discussed and agreed with the Agency.
- At discretion during evaluation of bids, request an Agency for clarification on its proposal. This request will be in writing and the Agency should respond in writing. No change in price or substance of the bid shall be sought, offered or permitted at this stage.
- The competent authority reserves the right to accept or reject any / all proposal partially or fully without assigning any reason thereof. The decision of the Competent Authority shall be final and binding on all the Bidders.
- Any dispute in this regard shall be subject to Bhubaneswar jurisdiction only.



QUALIFICATION AND EVALUATION METHODOLOGY

Per Qualification Criteria

S. No.	Basic Requirement	Specific Requirement	Document Required
1	Legal Entity	The Agency should have full accreditation of Indian Newspaper Society(INS)	<ul style="list-style-type: none">• Certificate of Incorporation• Registration Certificate• PAN No.• TAN
2	Relevant Experience	The Agency must have minimum 5 years' experience in the relevant field	<ul style="list-style-type: none">• Details of relevant experience• Work order from Supporting Agency
3	Financial Capacity	The agency should have an annual turnover of at least Rs. 5 Crore each year for last three F.Y.s (2019- 20 & 2020-21 & 2021-22) and must have filed the ITR.	Last three F.Y.'s Audited Financial Statement duly signed by a Chartered Accountant ITR for the F.Y. – 2018-19, 2019-20 & 2020-21 is required.
4	Consortium	No consortium/ Joint Venture / Associations or Subcontracting / Sub - letting shall be allowed for this project	Declaration of submitting as independent Agency from the Authorized Signatory.
5	Blacklist	The Agency should not have been blacklisted by any Central/ State Government or Public Sector Undertakings.	Affidavit by the Authorized Signatory stating not blacklisted.
6	Authorized Representative	A power of Authority/ Board Resolution in the name of the person signing the proposal	Original Power of Attorney or Board Resolution Copy
7	Bid Cost	The Agency must furnish a Bid Cost of Rs 10,000 (Rupees Ten Thousand Only) in the form of Demand Draft in favour of Managing Director Odisha State Co-operative Handicrafts	Original Demand Draft



		Corporation Ltd. drawn on any nationalized bank at Bhubaneswar	
8	Earnest Money Deposit (EMD)	The Agency must submit an EMD of Rs.50,000/- (Rupees Fifty Thousand Only) in the form of Demand Draft in favour of Managing Director Odisha State Co-operative Handicrafts Corporation Ltd. Bhubaneswar, drawn on any nationalized bank at Bhubaneswar.	Original Demand Draft
9	Service Tax (GST)	Must be Registered under GSTN	Attach Regd. Certificate and GST No.

NOTE: The copies of documents submitted towards Pre-qualification criteria are to be substantiated through production of originals, if and when required.

Technical Evaluation Criteria:

Proposals of only those Applicants who satisfy the Pre-Qualification Criteria will be considered for detailed technical evaluation. In the first stage, the technical capability of the applicant will be evaluated and short listed for consideration of their presentation.

The scoring criteria to be used for evaluation shall be as follows:

The aforesaid applicants, subject to detailed evaluation as per the scoring criteria given in the table below will be shortlisted and considered for evaluation of their financial proposal. The Applicants, scoring 70 marks and above only will be qualified for further evaluation

Sl. No.	Evaluation Criteria	Supporting Form	Max. Marks
1.1	Empanelled for Advertisement & Publicity for nos. of department/ Corporation / Govt. Agency facilitate. No. of Dept. facilitate = 5 Marks, Maximum 20 Marks)		20
1.2	Minimum 10 years of experience		20
1.3	Experience of working with the Government Sector		10

3	Average annual turnover of above Rs. 1 Crore in last 3 financial years i.e., 2018-19, 2019-20 & 2020-21 1 Crore - 2 Crores = 10 Marks Above 2 Crores = 15 Marks		15
4	Technical presentation before Evaluation Committee		35
Total			100

1. To qualify the technical evaluation stage, the bidder must score a minimum of 60 marks. Manager, OSCHC Ltd. will open the Financial Bids of those Bidders who will achieve minimum score of 60 marks in technical evaluation
2. Documentary evidence (Citation, copy of completion / ongoing client certificate and work order / Contract) is required for all project experience.
3. In case project is on-going projects, a certificate to that effect should be furnished from the competent authority supported with Work Orders/ LoA.
4. Manager, OSCHC Ltd. (or Committee Members) reserves the right to check/validate the authenticity of the information provided by the Bidder for Technical Evaluation criteria and the requisite support must be provided by the Bidder.

Financial Bid Format Instructions

General Instruction

- a. Financial Bid needs to be submitted offline (separate envelope) as per the instructions given in the TENDER in the format prescribed in this section.
- b. Bidder should provide all prices as per the prescribed format under this Section.
- c. All the prices are to be entered in Indian Rupees (INR) only
- d. Prices indicated in the schedules shall be inclusive of all taxes, Levies, duties, Transportation including GST prices. The prices should also specify Five-year support cost as per provided formats.
- e. It is mandatory to provide breakup of all Taxes, Duties and Levies wherever asked for.
- f. MD, OSCHC Ltd. reserves the right to ask the Agency to submit proof of payment against any of the taxes, duties, levies indicated.
- g. The Unit Rate as mentioned in the following formats may be used for the purpose of 'Change Order' for respective items, if any. However, based on the market trends, MD, OSCHC Ltd retains the right to negotiate this rate for future requirement
- h. The successful bidder shall not object to the upward or downward variation in quantities of any item within the variation limits.



- i. Payment for additional quantities within the variation limit shall be made at tender rates and the tender rates shall be valid for entire duration of the contract.
- j. No claim shall be entertained or become payable for price variation of additional quantities
- k. Bidder shall be bound to give same or more % of discount on the list price of the OEMs on the future purchases (additional purchases within the contract period) by MD, OSCHC Ltd. Bidder shall ensure that the future products supplied are of latest specifications as per the OEM roadmap.
- l. For the purpose of evaluation of Financial Bids, MD, OSCHC Ltd. shall make appropriate assumptions to arrive at a common Bid price for all the bidders. This however shall have no co-relation with the Contract value or actual payment to be made to the Bidder.
- m. MD, OSCHC Ltd. also intends to utilize various rates obtained through this tender for requirements across various departments. Bidders are requested to factor this larger demand and give the best possible rate to MD, OSCHC Ltd.
- n. Agency should refer to the Tender for details on the technical/functional requirements of the system and the benchmark specifications for the items mentioned in the Financial Formats.
- o. Line items mentioned in the Financial Formats are for representation purpose and Agency may propose alternate technology / solution (with proper justification). Bidders are required to suitably add line items / merge the cost components depending upon their proposed solution.
- p. No escalations of prices will be considered under any circumstances.

Format for Financial Bid

Bidder are requested to visit the site and do the preliminary survey at their own cost before quoting the bid. The Bidder must submit the Financial Bid as per Format below in separate envelope.

Section- 11: Technical Bid Format Instructions

Instructions on Preparation of the Technical Proposal

- I. Bidders have to submit a very structured and organized technical bid, which will be analysed by the Technical Evaluation Committee for different compliances with regards to the requirements of the project. The document submitted must be searchable and well indexed without any handwritten material. Since the cut-off marks for Technical bid Score is 60, the quality and completeness of the information submitted by the Bidder will matter a lot. All the documents must be submitted in one file only.
- II. Bidder is expected to divide its Bid in following sections / documents:
 - a. **Bidder's Competence to execute the project**
 - This document should bring about the capability of the firm to execute this project. Some of the required documents are as follows:
 - Experience in Similar projects.



b. Technical Proposal:

The technical proposal should specify the following:

- Understanding of the Project
- Clear articulation and description of the design and technical/functional solution.
- Details of the complete solution proposed
- Integration approach with existing Infrastructure
- Reasoning for selection of the proposed technology over other options.
- Clearly articulate the Strategy and Approach and Methodology for Design, Implementation plan and Maintenance of Infrastructure components and Applications, if any, implemented in the project.
- Approach and Methodology for Management of Agreement Requirements specified in the bid. Bidder is required to clearly articulate how the Agreement requirements would be adhered after signing of the agreement.
- Detailed Project Plan with timelines, resource allocation, milestones etc. for supply, installation and commissioning of the various project components.

NA

Bidding Format Check-list

SI. No	Documents required	Submitted (Y / N)	(Page No.)
1	11.1 Format for Technical proposal Cover letter		
2	11.2 Format for Particulars of the Bidder		
3	11.3 Bidders Average Turnover for last 3 Financial Years		
4	11.4 Self Declaration of Non-Blacklisted		
5	11.5 Experience in Relevant Field		
6	11.6 Declaration & authorization letter		
7	11.7 Financial Bid		
8	11.8 Format for Pre-Bid Queries.		
9	11.9 Description of Approach, Methodology and Work Plan for Performing the Assignment		

11.1: Format for Technical Proposal Cover Letter

Date: DD/MM/YYYY

To

The Managing Director,
Odisha State Co-operatives Handicrafts Corporation Ltd.,
D-2/3 & 4, Industrial Estate, Rasulgarh,
Bhubaneswar-751010

Sub: Submission of Technical Compliance Proposal

Ref: Selection of an agency for Advertisement, Publicity & Branding.

Sir/ Madam

Having examined the Tender documents, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to product and services as required and outlined in the Tender document. We attach here to our responses to Technical Compliance Criteria.

We confirm that the information contained in these responses or any part thereof, including the exhibits, other documents and the information's submitted to MD, OSCHC Ltd. is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the department in its short-listing process.

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

We agree for unconditional acceptance of all the terms and conditions set out in the Tender document and also agree to abide by this till the selection process and thereafter.

We hereby declare that in case we are chosen as successful bidder, we shall submit the PSD as prescribed in the Tender document. We do hereby undertake, that until a contract is prepared and executed, this bid together with your written acceptance thereof, the Tender documents and placement of letter of intent awarding the contract, shall constitute a binding contract between us.

We agree that you reserve the right in absolute sense to reject all or any of the products/ services specified in the Tender document response with or without assigning any reason whatsoever.

It is hereby confirmed that I am entitled to act on behalf of our company/ corporation/ firm/ organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Date:

Signature of Authorized Representative

Name of Agency:

Full Address:

Telephone No.



11.2 Format for Particulars of the Bidder

Details of the Bidder (Company)		
A	Name of the Bidder	
B	Address of the Bidder	
C	Year of Incorporation	
D	Registration Number & Registration Authority	
E	Legal Status (Public/Private)	
F	Name & Designation of the Authorized person to whom all references shall be made regarding this RFP	
G	Telephone No. (with STD Code)	
H	E-Mail of the Contact person:	
I	Website	
K	Financial Detail (Organization's turnover of last three financial years)	FY 18-19:
		FY 19-20:
		FY 20-21:
L	GSTIN Number	
M	PAN	
N	EMD Details	

Date:

Signature of Authorized Representative

Name of Agency:

Full Address:

Telephone No.:



11.3 Bidders Average Turnover for last 3 financial years

Date: DD/MM/YYYY

The Average Annual Turnover statement of <name of the organization>, at..... <address of the organization >, for the last three financial year are given below and certified that the statement is true and correct.

Sl. No.	Financial Year	Turnover in lakhs (₹)
1	2018-19	
2	2019-20	
3	2020-21	
	Average annual turnover statement	

Date:

Signature of Chartered Accountants

Place:

Seal:

Membership

No:



11.4 Format for Self-declaration by Bidder for not being blacklisted

[ON BIDDERS LETTERHEAD]

To

MD, OSCHC Ltd.,

Bhubaneswar

Sub: Declaration of no valid ineligibility for corrupt or fraudulent practices or blacklisted by Government (Central or State)/Semi-Govt. or PSU as on 28.02.2023.

Ref: Selection of an agency for Advertisement, Publicity & Branding.

Sir/ Madam,

In response to the above-mentioned reference I, _____, as _____
<Designation> _____ of M/s _____, hereby declare that our Company / Firm
_____ has not been declared blacklisted or ineligible to participate for bidding by any
State/Central Govt., Semi-Govt. or PSU in last _____ years from the date of submission of bid.

Date:

Signature of Authorized Representative

Name of Agency:

Full Address:

Telephone No.:

11.6 Declaration & Authorization Letter
(ON BIDDER'S LETTER HEAD)

(REF No: _____ / Dated: _____)

1. I, _____ (Name of the authorized person) hereby declare that all the information provided in this bid form / proposal are true to the best of my knowledge and that we shall be bound by the acts of duly constituted attorney.
2. I also hereby declare that all matters related to MD,OSCHC LTD.(Utkalika) Bhubaneswar , shall be treated as confidential and no information shall be passed on to any unauthorized person without written permission of the Competent authority.
3. Mr/Ms./Smt. _____, whose signatures are appearing below, is /are the authorized representative of the firm.
4. I/We also undertake the responsibility to communicate changes in the constitution or working of firm, affecting the accuracy of the facts, stated above.
5. I/we have read and understood all the Terms and Conditions of MD,OSCHC LTD.(Utkalika) Bhubaneswar as mentioned in this document and consciously agree to abide by them.

Signature of Authorized Person: _____

Place: _____

Signature of Authorized Representative: _____

Date (with Firm's Seal): _____

18	Folk painting
19	Furniture
20	Grass, leaf, reed & fiber
21	Horn & bone

Contact _____

11.7 FORMAT FOR FINANCIAL BID

Selection of an agency for Advertisement, Publicity & Branding.

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.	

Signature of the Bidder/ Authorized Representative Name:

Seal: Date:



11.8 Format for submission of Pre-Bid Queries

[ON BIDDERS LETTERHEAD]

To

The Managing Director,
Odisha State Co-operatives Handicrafts Corporation Ltd.,
D-2/3 & 4, Industrial Estate, Rasulgarh, Bhubaneswar.

Date: DD/MM/YYYY

Sub: Submission of Clarification by <<firm name>>

Ref: Selection of an agency for Advertisement, Publicity & Branding at
.....

Dear Sir,

We have gone through the bid document and have the following queries. Request you to kindly

Addressed the same.....

Date:

Signature of Authorized Representative

Name of Agency:

Full Address:

Telephone No.:



11.09 – Description of Approach, Methodology and Work Plan for Performing the Assignment

Technical approach, methodology and work plan are key components of the Technical Proposal.

You are suggested to present your Technical Proposal divided into the following three chapters:

- a) **Technical Approach and Methodology,**
- b) **Work Plan, and**
- c) **Organization and Staffing**

- a) **Technical Approach and Methodology:** In this chapter, you should explain your understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.
- b) **Work Plan:** In this chapter, you should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, **showing understanding of the TOR** and ability to translate and implement **each of the objectives, scope of work** into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here. The work plan should be consistent with the Work Schedule.
- c) **Organization and Staffing:** In this chapter, you should propose the structure and composition of your team. You should list the main disciplines of the assignment, the key expert responsible, and proposed staff. The details of these resources shall be given.

Note 1: Information provided in the form should correspond to the Technical Presentation.

Note 2: All the claims should be substantiated through production of originals, whenever demanded.