

Tender

Request for Proposal (RFP) for empanelment of Professional Agencies for “**Advertisement, Publicity and Branding, Photos and Videography activities, Event Management**” of Odisha State Co-operative Handicrafts Corporation Ltd. (Utkalika), Bhubaneswar.

Notice No-

Date-

TENDER SCHEDULE

Period of issue of tender Documents	For the Financial ear 2024-25 and 2025-26
Last date & time for submission of tender Documents	Date: 09.02.2024 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- 12.02.2024 Time-3.00 P.M
Tender Fee	Rs.2000/- in shape of DD for each Agency in favour of Managing Director, Odisha State Co-operative Handicrafts Corporation Ltd. (Utkalika) for the services.
Validity of Contact	2 years from the date of execution of agreement.

Managing Director

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

Broad Tasks:

- Designing and releasing of Advertisement in Print and Electronic Media as per I & PR/ DAVP/ Commercial rates.
- Designing and Printing of Flex Banners, Booklets, Brouchers, Leaflets, Hoardings and Standees etc.
- Manage events as per directions of O/o Odisha State Cooperative Handicrafts Corporation Ltd., (UTKALIKA), Odisha
- Production of Audio-Visual and IEC activities with end-to-end video shooting of the events or other activities as per requirement
- Executing Branding Activations on ground
- Designing materials for social media and publishing content on different media channels under the guidance of UTKALIKA, Odisha.

An indicative scope of work is mentioned below, and it should be deliverable by the empanelled agency in its entirety, however the list is not exhaustive and additional task may be given as per the direction of UTKALIKA, Odisha and is on case-to-case basis.

1. Photography/Videos Shoots
2. Printing of Collaterals
3. Flex Branding
4. Event Management
5. Additional Activities
6. Audio Recording, Voice Over, Dubbing, Sound Designing

7. Video editing, VFX, SFX

Note: The selected agencies ensure the model camera and equipment are used like. Sony A7S3, Sony FX6, Blackmagic 12K, Sony G master lens (16-35, 24-70, 70-200) & Zeiss CP3 lens (25, 35, 50, 85, 135), Bog Tripod, Minimum 4 Square LED, ND filter, UV filter, Nan light RGB, Lapel, Gimbol, Drone

- Organize Press conferences, Preparation of Press Releases, Press Reports, Press kit and co- ordination with Print and Electronic Media (Including TV, Radio, FM and other social media platforms.

EVENT MANAGEMENT

Events Planning: The agency shall be responsible for creative conceptualizing, planning, budgeting and execution for the events like erection of stall, decoration, electrification etc. for organization of exhibitions throughout Odisha. The required activities to be taken up by the authority is as listed below.

❖ Coordination with respective Agencies of the Utkalika and Government of Odisha

❖ Hospitality Management

❖ End-to-End logistics management (including commuting to venue & back, Airport/Road)

Event catering - food & beverage arrangements at the venue, to & fro movement of equipment/machinery, tools, foods, consumables for events, etc.)

❖ Venue management (Infrastructure Arrangement - for VIPs, Visitors, 24 hrs Security Services, adequate lighting, flooring/carpet, fire safety, water inlet & outlet, compressed air, waste disposal & recycling, etc.)

❖ Propose colour theme for events

❖ Background designs for the Utkalika, printing and fixing the same as required by UTKALIKA.

❖ Food Supply (As per instructions of UTKALIKA)

PROMOTION & MEDIA MANAGEMENT FOR EVENTS:

The agency shall promote the named events that are happening in the Utkalika and shall also promote the newly identified events that are taken up by UTKALIKA, Odisha. The agency shall also assist the media management during events which includes photographs, narratives, etc.

- Promotional Videos: Video Films - in Odia, Hindi and English for any event/campaign as decided by UTKALIKA, Odisha (Video length 1 to 6 minutes)
- Teaser films (Video length 10 to 60 seconds)
- Scheme/Sectoral Films on focus schemes/sectors (Video length 4 to 8 minutes)
- Design & development of TV Advertisements
- Design & development of Newspaper Advertisements in regional and national media
- Design & Development of outdoor advertisements such as hoarding/Banners & Utkalika
- Brochures/Flyers/Booklet designing and printing as per the requirement
- Coverage of the events: The agency shall manage the tracking and submission of online, print & electronic coverage of the events.
- Printing of creative for various events. However, printing of flyers, posters, banners, hoardings, flex etc. for the events shall be undertaken.

4. Printing of Collaterals

- Designing and distributions of invitations.
- Printing of invitation, conference note pads, information booklets, telephone directories, etc., including digital printing, embossing, letter press, offset lithography, and screen printing.
- Printing of lapels, identity cards / badges, mini booklets for programs, files / folder covers, letter heads, delegates' bags /folders, etc., access badges with RFID/QR codes /other as per the guidance of UTKALIKA, Odisha.
- Creating backdrops and signages at the conference venues.

- Undertake correspondence and allied communication services.
- The agency may be asked to take up and provide services on tasks of campaigns and promotions under the guidance of UTKALIKA, Odisha such as creating media kit, event kit, multimedia presentations, conference labelled pen drives, event brochures, scheme brochures etc. on case-to-case basis.

ELIGIBILITY CRITERIA

1. Pre-qualification criteria

Each bidder will be assessed based on the following pre-qualification criteria before proceeding for Technical Evaluation. Only bidders qualified as per Eligibility criteria shall be considered for technical evaluation. The bidder is required to produce the copies of the supportive documents/information as part of their technical proposal failing which the proposals will be rejected.

PQ-1	Incorporation: The bidder should be a company incorporated under Companies Act, 1956/2013 or a partnership firm registered under LLP Act, 2008, and must be in consultancy business and operational for at least 10 years, as on the date of submission of the bid.	1. Certificate of Incorporation/ Partnership Deed along with 2. PAN 3. GST registration certificate
PQ-2	Turnover: The Average Turnover/Revenue (from Consultancy services) of the Applicant from last three financial years ending 31 March 2023; shall be minimum Rs. 5 Crore.	1. Audited financial statements (Profit and Loss and Balance Sheet) 2. Annexure: B (Certified by statutory Auditor/ Chartered Accountant)
PQ-3	Experience: The bidder should have experience of Event Management/ Film Making/ Videography/Advertising activities with any Government Organization /Department/ PSU/ULB	Work Order/Contract Agreement / Client Certificate
	The Agency must have full INS accreditation for at least 10 years and officiating at Bhubaneswar for last 10 years.	INS Certificate

PQ-5	Self- declaration by Bidder for not Being Blacklisted	Self Declaration
PQ-6	Tender Fee of Rs. 2000/- in shape of DD drawn in any National/scheduled Bank in favour of OSCHC Ltd., Bhubaneswar oRs.10,000/-	Demand Draft to be submitted in favor of OSCHC Ltd, Odisha

2. Technical Eligibility:

TQ-1	<p>Financial Capacity of the Bidder</p> <p>The Average Annual Turnover/Revenue of the Bidder from last three financial years ending 31 March 2023; shall be minimum Rs. 5 crore</p> <p>INR. 5 – 10 Crore– 5 Mark</p> <p>> INR 10 Crore – 10 Marks</p> <p>Note: Audited financial Statements (Profit and Loss and Balance Sheet) should be submitted as supporting.</p>	10 Marks
TQ-2	The Agency must have full INS accreditation for at least 10 years and officiating at Bhubaneswar for last 10 years.	20 Marks
TQ-3	Registered Office in Bhubaneswar. Last 2 years Address proof via electricity bill or relevant bills.	10 Marks
TQ-4	<p>Experience of PR/ Media and Similar Assignment</p> <p>The bidder should have experience of Public Relation/ Media Management/ Photography/ Film Making with Government/Semi- Government/ organizations in India. Each Project shall carry 5 Marks (Maximum 25 Marks)</p>	25 Marks
TQ-5	Approach and Methodology of the Technical presentation submitted before evaluation committee along with work plan based on the	
	Criterion	Marks allotted
	Under Standing Scope of Assignment	10
	Quality of methodology, Previous work, tentative understanding and plan for Utkalika	25

3. Shortlisting Process:

Scores obtained by agencies against above criteria shall be prepared from the highest score to the lowest; and all those technically qualified shall be declared eligible for empanelment provided they have scored not less than the minimum qualifying mark. The Bidder has to achieve a min of 70 marks for further consideration.

4. Selection Process for individual event/ assignment

The empanelled agencies through RFQ shall be requested to submit Technical and Financial proposals for the event/ assignment. It shall include the set of creatives (as stated in the scope of work), media plan, activities, list of promotional channels/platforms, events activity timelines, broadcast schedules, etc.

The Technical and Financial evaluation; and final selection of the agency shall be as per terms and conditions given in the respective RFQ and as per directions issued thereupon.

Please note that there shall not be any reimbursement of preparatory cost for proposals including creative artwork.

5. Period of empanelment

The period of empanelment shall be for (02) two years from the date of signing of contract, which may be extended at the discretion of UTKALIKA, Odisha on same Terms & Conditions for maximum of further one year subject to satisfactory performance to be reviewed periodically.

INSTRUCTION TO BIDDERS

- ❖ From the time of Bid advertisement to the time of contract award, if any bidder wishes to contact the client or any designated officer of the client on any matter related to the bid, it should be done so in writing at the address mentioned in Bid Factsheet.

1. Clarifications:

- ❖ Bidders requiring any clarification on the TENDER may notify the Authority in writing by post or e-mail to the address in accordance with relevant Clause. They should send in their queries before the date mentioned in the Schedule of Bidding Process specified in relevant Clause, the Authority shall endeavour to respond to the queries within the period specified therein. The responses will be sent by post or e-mail to oschcutkalika@gmail.com. The Authority will forward all the queries and its responses thereto, to all Bidders without identifying the source of queries.
- ❖ The Authority shall endeavour to respond to the questions raised or clarifications sought by the Bidders. However, the Authority reserves the right not to respond to any question or provide any clarification, in its sole discretion, and nothing in this Clause shall be taken or read as compelling or requiring the Authority to respond to any question or to provide any clarification.
- ❖ The Authority may also on its own motion, if deemed necessary, issue

interpretations and clarifications to all Bidders. All clarifications and interpretations issued by the Authority shall be deemed to be part of the 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.

2. 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
- Particulars of the Bidder
- CA certified Consolidated Turnover for Last 3 Years
- Self- declaration by Bidder for not Being Blacklisted
- Experience
- Declaration & Letter of Authorization

- Format for submission of pre-bid Queries.
- Presentation in respect of understanding of services, credentials and strategy to handle all the task.

Envelopes shall be addressed to:

To

**The Managing Director,
Odisha State Co-operative Handicrafts 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 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 Stationary 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 initiated 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 Ltd. 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.

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.

Bidding Format Check-list

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

Format for Technical Proposal Cover Letter

Date: DD/MM/YYYY

To

The Managing Director,
Odisha State Co-operatives Handicrafts 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 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.

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 19-20:
		FY 20-21:
		FY 22-23:
L	GSTIN Number	
M	PAN	
N	EMD Details	

Date:

Signature of Authorized Representative

Name of Agency:

Full Address:

Telephone No.:

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	2019-20	
2	2020-21	
3	2022-23	
	Average annual turnover Statement	

Date:

Signature of Chartered Accountants

Place:

Seal:

Membership No:

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

[ON BIDDERS LETTERHEAD]

To

MD, OSCHC Ltd.

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.:

Experience in.

Sl. No.	Name of Project	Year of Project	Page Number
1			
2			
3			
4			

Detailed Project Experience

Project Information	
Name of the project	
Client Name	
Name and contact details of the client	
Description of the project	
Scope of services	
Start date	
Completion date	
Duration of the project	
Other Relevant Information (if any)	

Please check (√) on the supporting documents enclosed:

- Work Order received from Client
- Agreement signed between Bidder and Client
- Client Certificate/ others (if any)

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, MVSN 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, MVSN 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): _____

Format for submission of Pre-Bid Queries

[ON BIDDERS LETTERHEAD]

To

The Managing Director,
Odisha State Co-operatives Handicrafts 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.:

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 d