

Tender Documents

**SELECTION OF EVENT MANAGEMENT BIDDER FOR
(Advertisement & Publicity/ Documentation (Photography &
Videography)/ Security Services/Announcer & Professional/Local
Transportation/Printing work/Pantry Service)**

Regional SARAS-2022-23

Rourkela, Sundargarh



**Odisha Rural Development and Marketing Society
Panchayati Raj & Drinking Water Department, Government of Odisha**

Zilla Parishad Sundargarh, Odisha

INDEX

SL NO	BRIEF DESCRIPTION	PAGE
1	DATA SHEET	3
2	SECTION -1 : LETTER OF INVITATION (LOI)	4
3	SECTION -2 : INFORMATION TO THE BIDDER	5-10
4	SECTION-3 : SCOPE OF WORK	11-15
5	SECTION- 4 : TECHNICAL BID SUBMISSION FORMS	16-20
6	SECTION-5 : FINANCIAL PROPOSAL SUBMISSION FORMS	21-23
7	SECTION-6 : ANNEXURE	24

BIDDER DATA SHEET

Sl. No.	Particular	Details
1.	Name of the Authority	Chief Development officer-cum- EO, ZP Sundargarh, Odisha
2.	Method of Selection	LCBS
3.	Joint Venture/Consortium	Not Allowed
4.	Date of Issue of TENDER CALL NOTICE	25.11.2022
6.	Last Date and Time for submission of Bid	12.12.2022 at 12 Noon
7.	Date & Time for opening of Technical Bid and Financial Bid	12.12.2022 at 4.00 P.M
8.	Bid Processing Fee (Non-Refundable)	Rs. 10,000/-INR in shape of Banker's Cheque / Demand Draft in favour of "DSMS Sundargarh" drawn in any scheduled commercial bank payable at SUNDARGARH
9.	Earnest Money Deposit (EMD) (Refundable)	Rs. 1,00,000/- (Rupees One Lakh) in shape of Banker's Cheque / Demand Draft in favour of "DSMS Sundargarh" drawn in any scheduled commercial bank payable at SUNDARGARH.
10.	Performance Security	Rs. 1,20,000/- (Rupees One Lakhs twenty thousand) in shape of Banker's Cheque / Demand Draft in favour of "DSMS Sundargarh" drawn in any scheduled commercial bank payable at SUNDARGARH.
11.	Address for Submission of Bid	<p style="text-align: center;">The Chief Development Officer-cum- EO,ZillaParishad ORMAS, ZillaParishad, Sundargarh, Near the Office of Collector and District Magistrate, Sundargarh PIN- 770001,Sundargarh, Odisha</p> <p>Mode of Submission: Speed Post / Registered Post only to the address as specified above. Submission of bid through other mode and late bid will be out rightly rejected.</p>
12.	Place of Opening of Technical& Financial Bid:	Office Chamber of CDO-cum-EO, ZP, Sundargarh/Vikash Bhawan,Sundargarh/Pragati Mandap, Sundargarh

For details, please visit: www.sundargarh.nic.in/ [www. Ormas.org](http://www.Ormas.org)

SECTION: 1

LETTER OF INVITATION

TENDER CALL NOTICE No:

Dated:- _____.11.2022

Name of the Assignment: Selection of Event Management Bidder for the Regional SARAS.

1. Chief Development Officer-cum- EO, ZP, Sundargarh for ORMAS under Panchayati Raj & Drinking Water Department, Government of Odisha (The Authority) invites sealed Tender from eligible bidders for “Selection of Event Management Agency for Regional SARAS- 2022-23”. More details on the proposed assignment are provided at **Section-3: Scope of Work** of this TENDER CALL NOTICE.
2. The bid must complete in all respect as specified in the TENDER CALL NOTICE Document must be accompanied with a **Non- refundable** amount of **Rs. 10,000/- (Rupees Ten Thousand)** towards **Bid Processing Fee** and a **Refundable amount of Rs. 1,00,000/- (Rupees One Lakh only)** towards **EMD** in form of **Demand Draft / Banker’s Cheque** in favour of “**DSMS Sundargarh**” drawn from any scheduled commercial bank and payable at Sundargarh, Odisha failing which the bid will be rejected.
3. The bid must be delivered at the specified address as per the Bidder Data Sheet by **Speed post / Registered Post** only. The Authority shall not be responsible for postal delay or any consequence. Submission of tender through any other mode will be rejected.
4. The last date and time for submission of Bid complete in all respects is **Dt. 12.12.2022 (12.00 Noon)** and the date and time of opening of the bids **Dt.12.12.2022 (04.00 PM)** in the presence of the bidder/ bidder’s representative at the specified address as mentioned in the Bidder Data Sheet (**Sl. no.12**). Representative of the bidder may attend the meeting with due authorization letter on behalf of the bidder.
5. This TENDER CALL NOTICE includes following sections:
 - a. Letter of Invitation **[Section – 1]**
 - b. Information to the Bidder **[Section – 2]**
 - c. Scope of Work **[Section – 3]**
 - d. Technical Bid Submission Forms **[Section – 4]**
 - e. Financial Bid Submission Forms **(Section –5)**
 - f. Annexure **[Section – 6]**
6. While all information/data given in the TENDER CALL NOTICE are accurate within the consideration of scope of the proposed assignment to the best of the Authority’s knowledge, it is the responsibility of the bidder to check the validity of information/specifications/narrations included in this document.
7. **COVID-19 Protocol- As per latest guideline issued by Government of Odisha.**
8. **The Authority reserves the right to accept / modify/ reject any/all Bids / cancel the complete tender or part of it at any stage without assigning any reason thereof.**

Chief Development Officer- cum EO, ZP, Sundargarh

SECTION: 2

INFORMATION TO THE BIDDER

Eligibility Criteria:

Bidders should confirm to the eligibility criteria given below and to this effect must produce the required supportive documents /information as indicated against each as part of their technical Bid:

Sl.No	Eligibility Criteria	Supporting Documents Required
1	The bidder should have been in the business of providing Advertisement & Publicity or Event Management Services to the Central / State Government / Corporate Bodies / National & International Organisations for at least 5 years as on 30 st September 2022.	1. Proof of Certificate of Incorporation / Registration of the Bidder 2. Copy of PAN 3. Copy of Goods and Services Tax Identification Number (GSTIN). 4. GST clearance in GST 3B Form recent 5. EPF/ESI Registration Certificate. 6. PSARA License 7. IT Return for the financial years (2018-19, 2019-20 and 2020-21).
2	The bidder should have an average annual turnover of Rs.70.00 lakhs (Rupees seventy lakh) from Event Management Services during the last 3 financial years (2018-19, 2019-20 & 2020-21)	Copies of audited balancesheet, income/expenditure and receipt/payment for the last three financial years duly certified by the concerned C.A firm. And separate document should be submitted reflecting the average annual turnover duly certified by the C.A Firm for the given financial years. Provisional Audit Report of any of the FYs will not be accepted.
3	Experience of having successfully completed similar works during last three years (2018-19, 2019-20 & 2020-21), should be either of the following. i. Three Similar [Advertisement & Publicity Work / Event Management works for National/ State/ District Level Exhibitions] completed works/assignments costing not less than the amount equal to Rs 16.00 Lakhs (Rupees sixteen Lakhs.)each OR ii. Two similar works costing not less than the amount equal to Rs.20.00 Lakhs (Rupees Twenty Lakhs) each OR iii. One similar works costing not less than the amount equal to Rs. 32.00 Lakhs (Rupees Thirty Two Lakhs.)	Work orders/ Contract Document/ Completion of Work Certificates from the previous Authorities to be submitted/ photo supporting to the experience should be attached.
4.	The bidder should not have been blacklisted by Central / State Govt. Institutions for any means of non-obligation.	Self-Declaration from the Bidder as per the format enclosed at Tech-5.

N.B.- All the supporting documents should be duly self attested by the bidder.

Documents to be submitted along with Technical BID (PART-A):

The bidders have to furnish the following documents duly signed in along with their Technical Bid:

- Filled in Bid Submission Check List in Original (**Annexure-I**)
- Covering letter (**TECH – 1**) on bidder's letterhead requesting to participate in the tender process.
- Bid Processing Fee & Earnest Money Deposit (EMD) as applicable.
- Copy of Certificate of Incorporation/ Registration of the bidder.
- IT Return for the financial years (2018-19, 2019-20 and 2020-21)
- Copy of PAN.
- Copy of Goods and Services Tax Identification Number (GSTIN).
- Copy of GST Clearance Certificate.
- Copy of EPF/ESI Registration Certificate. (mandatory /not mandatory)
- Copy of PSARA License.
- General Details of the Bidder(**TECH – 2**)
- Financial Details of the bidder (**TECH – 3**) along with all the supportive documents such as Balance Sheet , Receipt /Payment and Income/ Expenditure Statement duly signed as per the instruction.
- List of completed assignments of similar nature (Past Experience Details, **TECH – 4**) along with copies of contracts / work orders / completion certificate from previous authorities.
- PSARA License & Work Experience of the Security Bidder.
- Self-Declaration from the Bidder on not blacklisted (**TECH-5**)

NB: Bidders should submit the supporting documents mentioned as above. Bids of agencies not conforming to the eligibility criteria listed above will be summarily rejected. Submission of forged documents will also result in rejection of the bid.

1. Bid Processing Fee :

The bidder must furnish as part of technical Bid, the required bid processing fee amounting to **Rs. 10,000/- (Rupees TenThousand)** in shape of DD / BC from any scheduled commercial bank in favor of **“DSMS Sundargarh”** payable at SUNDARGARH. Bids received without bid processing fee will be rejected.

2. Earnest Money Deposit (EMD) and Performance Security:

The bidder must furnish, as part of the technical Bid, an Earnest Money Deposit (EMD) amounting to **Rs. 1,00,000/- (Rupees One lakh Only)** in shape of DD/BC from any scheduled commercial bank in favour of **“DSMS Sundargarh”** payable at Sundargarh. The EMD of unsuccessful bidders shall be refunded after finalization of selection process and award of contract. The EMD of the successful bidder will be released only after successfully completion of the work.

The EMD will be forfeited on account of the following reasons:

- Bidder withdraws its Bid during the bid validity period as specified in TENDER CALL NOTICE
- Bidder does not respond to requests for clarification of its Bid.
- Bidder fails to provide required information during the evaluation process or is found to be non-responsive or has submitted false information in support of its qualification.
- If the bidder fails to
 - agree to decisions of the contract negotiation meeting
 - sign the contract in time
- Any other circumstance which holds the interest of the Authority during the overall selection process.

Performance Security: -

The successful bidder will submit another Rs.20,000/- in shape of DD/BC from any scheduled commercial bank in favour of **“DSMS Sundargarh”** payable at Sundargarh, which will make Performance Security as **Rs. 1,20,000/- (Rupees One lakhs twenty only)** (i.e. EMD- Already paid- Rs.1,00,000/- + Rs.20,000/- paid now). The performance security of successful bidders shall be refunded after completion of the entire process.

3. Submission of Bid:

Bidder must submit their Bids **Registered Post / Speed Post** only to the specified address on or before the last date and time for submission of Bids as mentioned in Bidder Data Sheet. The Authority will not be responsible for postal delay / any consequence in receiving of the Bid. Any Bid received after the deadline will be out rightly rejected.

The procedure for submission of the Bid is described below:

- i) **Technical Bid:** The envelope containing technical Bid shall be sealed and superscripted as "**Technical Bid – Selection of firm for advertisement/publication/other related service for Regional SARAS-2022-23**" and furnished inside one envelope. The duly filled-in technical Bid submission forms (Section-4).
- ii) **Financial Bid:** The envelope containing financial Bid shall be sealed and superscripted as "**Financial Bid – Selection of firm for advertisement/publication/ other related service for Regional SARAS-2022-23**" The duly filled-in financial Bid submission forms should contain the detailed price offer for the proposed assignment and have to be furnished as per the prescribed format. Bid is to be submitted for a single package of work assigned. Bifurcation of the work on any ground will not be considered.

The "**Technical Bid**" and "**Financial Bid**" must have to be submitted in two separate sealed envelopes (with respective marking in bold letters) along with the prescribed formats/information mentioned in the TENDER CALL NOTICE Document. The first envelope must be marked as "**TECHNICAL BID (NAME OF THE ASSIGNMENT)**" and the second envelope must be marked as "**FINANCIAL BID (NAME OF THE ASSIGNMENT)**". All these above envelopes have to be sealed and placed inside a main envelope with proper labeling of following information in bold. Any deviation will lead to Rejection of BID:

**NAME OF THE ASSIGNMENT:
TENDER CALL NOTICE NUMBER AND DATE:
DEADLINE FOR SUBMISSION OF BID:
NAME AND ADDRESS OF THE BIDDER:**

4. Opening of the Bid :

The FIRST ENVELOPE "**TECHNICAL BID**" will be opened followed by the Second ENVELOPE containing **FINANCIAL BID** of the **technically qualified bidders** after completion of technical evaluation stage. . Authorization letter of the representative must be submitted from the firm/agency.

5. Process of the Bid:

A two stage process will be adopted as explained below for evaluation of the Bids.

Technical (1st Stage): Technical Bid will be opened and observed the requisite documents as per the listed documents:

1. Bid Processing Fee & Earnest Money Deposit (EMD) as applicable
2. Copy of Certificate of Incorporation/ Registration of the bidder.
3. Copy of PAN
4. Copy of Goods and Services Tax Identification Number (GSTIN).
5. Copy of GST Clearance Certificate.
6. Copy of EPF/ESI Registration Certificate.
7. IT Return for the financial years (2018-19, 2019-20 and 2020-21)
8. Experience of having successfully completed similar works during last Three year (2017-18, 2018-19 & 2019-20) should be either of the following.
 - a. Three Similar [Advertisement & Publicity Work / Event Management works for National/ State/ District Level Exhibitions] completed works/assignments costing not less than the amount equal to Rs 16.00 Lakhs (Rupees Sixteen Lakhs.) each OR
 - b. Two similar works costing not less than the amount equal to Rs.20.00 Lakhs (Rupees Twenty Lakhs) each OR
 - c. One similar works costing not less than the amount equal to Rs. 32.00 Lakhs (Rupees Thirty Two Lakhs.) each
9. Financial Statement (Income-Expenditure, Balance Sheet, Receipt-Payment) duly certified by CA of

last three year and the bidder should have an average annual turnover of **Rs.70.00 Lakh (certified by CA)** from Event Management business towards similar kind of work during the last 3 financial years **(2018-19, 2019-20 & 2021-22)**.

10. Copy PSARA License & Work Experience of the Security Service to be engaged by the bidder.

FINANCIAL EVALUATION :The financial Bids for technically qualified bidders only shall be opened at this stage in the presence of the bidder's representative.

6. Award of Contract:

The Authority will notify the successful bidder in writing by issuing an offer letter / work order. **Sub-contracting is not allowed under this assignment.**

7. Other Terms & Conditions

a. Date & Venue of Mela

Name of the Event	Date	Venue
Regional SARAS	15 th January'2023 to 27 th January 2023	Bhanja bhawan Ground, Rourkela, Sector -5

- a. Event wise separate workorder/ purchase order will be issued in favor of the approved bidder by ORMAS, Sundargarh for Regional SARAS.
- b. Design for Hoardings, Road Standees, Auto Back Display, Invitation Card, Badges, Facia & Other publicity materials will be given by ORMAS, Sundargarh
- c. Advertisement & Publicity materials will be printed and installed by the selected Event Management bidder as per the design given by ORMAS, Sundargarh.
- d. Advertisement film (10 Sec) & Radio Jingle. (20 Sec.) Will be developed by the Event Management bidder under supervision of the authority/ representative of the authority.
- e. In case of any extension of Mela period, no extra payment will be entertained for the additional days. The venue shall be made available to the contractor by ORMAS, Sundargarh before 10 days of commencement of the exhibition. All the desired works should be completed at least one day before the scheduled date and time of the inauguration of exhibition and should be handed over all the works as per specification, to the in-charge of exhibition.
- f. The firm should submit the documents in duplicate like **Registration Certificate**, Experience certificate of Security Agencies for execution of similar nature of work should be enclosed.
- g. Authority will not be responsible for any occurrence like theft & missing of any articles while deployment of guards during the exhibition period.
- h. In case of any occurrence of theft, the Event Management Agency will conduct proper enquiry.
- i. During enquiry if it is found any fault or lapses on the part of security personnel for theft, the Event Management Agency will be responsible to pay the amount of loss towards theft of any article during the exhibition period from the premises. The same will be deducted from payment.
- j. Arrangement of lodging, boarding & logistics of the guards during the mela period will be the responsibility of the Event Management Agency.
- k. The required no. of security personnel & the time period of deployment will be intimated separately, well in advance of each exhibition.
- l. The Bidder will be responsible for upkeep and maintenance of the entire work done' by them till the closing the event.
- m. It shall be responsibility of the successful bidder to obtained requisite permission for SP, SP- Traffic, RMC and other statutory bodies for permission for organization of the event and Installation Publicity materials during the event.**

- n. The rate offered by the bidder shall be including of GST & Other Taxes.**
- o. The selected Bidder/ firm should open its own office having the technical man power & manager throughout the Mela period to handle any work to be assigned by the authority.
- p. The bidder shall quote their price for all the items without leaving blank. If found so, the bid will be treated as non-responsive and rejected.
- q. Further the undersigned reserves the right to reject any or all tenders without assigning any reasons thereof.
- r. The bidder has to quote the rate as per the given format only.
- s. The final payment will be made on the basis of the actual work done and Work Assessment Report in the specified format by the Mela-in-charge. The bidder shall not use any additional materials other than the work specified in the work order without the prior permission of the Mela-in-charge. In case of any additional requirement, the bidder has to take the prior written permission from the Mela-in-charge.
- t. Upon selection, the Bidder shall furnish to the Authority, a performance security of the amount mentioned above, on or before execution of the Contract to secure the due performance of the obligations of the Bidder under the Contract. Exemption of Performance Security is not applicable.
- u. The bidder should be prepared to provide additional materials in case of requirement at the market price for the items not mentioned in the tender.
- v. Non-submission of any document required indicated in the Tender Call Notice will render the Bid to be rejected.
- w. The authority reserve the right to reject any or all quotations and tenders without assigning any reasons thereof.
- x. For any further clarification the intending bidder may approach the office of ORMAS, Sundargarh, **(Email- dsmssundergarh@gmail.com) , Contact No. 8763098760** in between **10.00 A.M to 5.00 P.M** (except Govt. holidays).
- y. All the attachments (Annexure & Tech form) should be submitted strictly as per the format given without any alteration/modification/addition/deletion. Any deviation noticed by the authority will lead to rejection of the bid.**

8. Disclosure:

- a. Bidder 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. Bidder must disclose if they are or have been the subject of any proceedings (such as blacklisting) or other arrangements relating to bankruptcy, insolvency.
- c. Bidder must disclose if they have been convicted of, or are the subject of any proceedings relating to:
- 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.

9. Anti-corruption Measure:

- a. Any effort by Bidder to influence the Authority in the evaluation and ranking of financial Bids, and recommendation for award of contract, will result in the rejection of the Bid.
- 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 Authority 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.

10. Legal Jurisdiction:

All legal disputes are subject to the jurisdiction of civil court of Sundargarh only.

11. Governing Law and Penalty Clause:

The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the Bidder liable for liquidated damages and thereafter the Authority holds the option for cancellation of the contract for pending activities and complete the same from any other bidder. The Authority may deduct such sum from any money from their hands due or become due to Bidder. The payment or deduction of such sums shall not relieve the Bidder from his obligations and liabilities under the contract. The rights and obligations of the Bidder and the authority under this contract will be governed by the prevailing laws of Govt of India. Failure on bidder's part to furnish the deliverables as per the agreed time line will enforce a penalty **@ 1% per week** subject to maximum of **10% of the total contract value**. The amount will be deducted from the subsequent payment.

12. Authority's right to accept any Bid, and to reject any or all Bid(s)

The Authority reserves the right to accept or reject any Bid, and to annul or amend the bidding / selection / evaluation process and reject all Bids at any time prior to award of contract award, without assigning any reason there of. Misrepresentation/improper response/ by the Bidder may lead to the disqualification of the bid. If such disqualification/rejection occurs after the Bids have been opened and the highest ranking Applicant gets disqualified/rejected, then the authority reserves the right to consider the next best Bidder, or take any other measure as may be deemed fit in the sole discretion of the Authority, including annulment of the selection Process.

13. Number of Bids:

Each Bidder shall submit only one (1) Bid, in response to this TENDER CALL NOTICE. Any Bidder who submits or participates by applying more than one Bid for similar nature of work shall be disqualified. The Bidder shall be responsible for all costs associated with the preparation of its Bid and its participation in the bidding process.

SECTION: 3
SCOPE OF WORK

About the Event –SISIR SARAS Fair

ORMAS, Sundargarh, under Panchayati Raj & Drinking Water Department, Govt. of Odisha, is going to organize a **National Level Marketing Event** named as **“Regional SARAS” to be held from 15th January ’2023 to 27th January’2023** at the Bhanja Bhawan Exhibition Ground Unit- 5, Rourkela. **“Regional SARAS”** is being organised by ORMAS (Odisha Rural Development & Marketing Society), an autonomous body under Panchayati Raj Department in collaboration with District Administration, Sundargarh .Other Government Departments/Agencies involved in Micro Enterprise Development in Rural India are also associate themselves in this event; like: KVIC, KVIB, H & CI and NABARD with an objective to provide a platform to the rural producers for display, sales, interact and to know the taste & preferences of urban consumers. It also helps in establishing trade link and getting remunerative price for their produces.

The exhibition will be designed to create the atmosphere of a village where there will be an indigenous and contextual setting for Rural Entrepreneurs to display, demonstrate and market their skills and products in an environment akin to their own habitat. The entire layout, design and landscaping will be vernacular in approach. It will be a congregation of stalls grouped as per their classification homogeneously. The whole set up would create awareness on rural ethnic products among the masses. *The overall objective of the mela is to popularize the ethnic and other rural products of Odisha& India and create opportunities for the artisans/producers to build up long term marketing tie-up with prospective buyers.*

The Event Management Bidder Should Provide the Following Services

Sl. No	Works to Be Done	Particulars	Remarks
A	Advertisement & Publicity	1. Printing, Distribution & Installation of the Advertisement & Promotional Materials. 2. Development of Advertisement film (10 Sec)& Radio Jingle. (20 Sec.) 3. Publicity of the event through Road Shows, Print Media and Electronic Media 4. Online Promotion through social networking site 5. Media Management- Holding of Press Conference 6. Other Promotional Works. 7. Content writer and four professional from premier institute for preparation of report, coffee table book	Detail work plan are to be presented during the technical presentation.
B	Documentation	Providing Photography, Videography, CC Camera & TV, Plasma TV, LCD during the event	Type of camera to be used, should be presented during Technical Presentation
C	Security Services	Providing Private Security Service at Mela Venue & Accommodation Place of the participants during the event	
D	Cultural Programme	For daily programme two announcers having experience about the event may be provided with proper dress	
E	Local Transportation	Providing Local Transportation services to participants during the event and providing hired vehicle for official use.	
F	Pantry Services	Pantry Services in Coordination Cell for Officials& VIP and providing daily Tea/ Snacks/ Tiffin during the event	

Details of the Items wise work to be provided:

A- Advertising & Publicity Works to be done in Regional SARAS-2022-23

The detail works to be done is given hereunder:

1. **Advertisement Film:** Development of 10 second Advertisement Film and 20 second Radio jingle for placing of advertisement in electronics media.
2. **Publicity:** Publicity of the event should be made by Branding of ORMAS through Road Shows (Hoardings, Road standee & Auto rickshaw branding), Print Media (News coverage/Press release in Newspaper), and Electronic Media (TV Channels & FMs- Advertisement in highest TRP program) & online through social networking site (Like Facebook/ Instagram/ twitteretc.) for public awareness of the Melas.
3. **Media Management:** conduct of press conference by inviting minimum 25 accredited journalists attached to reputed news agencies along with arrangements for refreshment & issue of media kits.

Details of the Advertisement & Publicity works are given below:

Sl.	Specifications	Quantity (Pcs./ Package)
A	Development 10 second Ad. Film and 20 second Radio jingle for placing of advertisement in electronic media.	1 Package
B	Publicity: Publicity of the event should be made through Road shows & electronics media through highest TRP in TV / Radio programme	
1	Plane Hoardings – (10 ft X 12 ft each) - Printing and installation with flex in iron frame and bamboo at different place in Rourkela, Sundargarh (design will be provided by ORMAS)	10 pcs.
2	Road standee-(3ft X6ft each) (design will be provided by ORMAS)	200 pcs.
3	Auto rickshaw branding through sticking of 3X2ft size of Eco-solvent flex on backside of Auto (design will be provided by ORMAS)	300 Pcs.
4	Bulk SMS	50000 pcs.
5	Electronic Media- Ad during Daily News (10 Seconds each spot)	20 spots
6	Electronic Media- Ad during Mega serials (10 Seconds each spot)	20 spot
7	FM Radio- Ad of 20 Second each jingle/spot in Prime Time	150 spot
8	Online publicity through social networking site: Facebook, Twitter, Instagram, eminent social media influencer for public awareness of the Melas and its designs and daily update with photographs, media coverage & Ad film upload during the event.	1 package
C	Media Management: <ol style="list-style-type: none"> 1. Conducting Press conference by inviting minimum 25 accredited journalists attached to reputed news agencies along with arrangements for refreshment & issue of media kits. Writing of daily press news and release of the same in newspaper. 2. Regular release of article during the event, in different newspapers Odia- Samaj, Sambad, Dharitri, Prameya; English-Times Of India, Indian Express, The Telegraph, The Hindu. 	3 Nos. In Package

B- Documentation - Photography, Videography, CC TV, Plasma TV, LCD:

Documentation of the Regional SARAS-2022-23 will have also to be done by the Event Management Bidder.

Still Photography:

1. A good full frame DSLR Camera for photography. The photo should be of excellent quality, so that it can be used, for documentation purpose.
2. The still photographs (maximum of 100 Pcs.) as required by the mela authority. The still photographs should cover all aspects of Inaugural & Validation function, Gate & Stage, Mela Advertising & Publicity Workshops, Interaction with customers/sellers/ officials, Product Photographs, Cultural Programme, live demonstration, Success Stories, etc 2 sets of **still photos in mat finishing paper** of 4" X 6" size in an album with digital copy should be submitted in ORMAS office within 10 days of the completion of the event.
3. State/District wise photography along with success stories, interaction with visitor/sellers etc.

Videography:

1. The entire event will be video documented in *Digital High Definition Video (HDV) Camera*.
2. A small documentary film/movie of each mela with minimum 10 minutes duration should be made. The documentation to cover; like: Inaugural & Validation function, Gate & Stage, Mela Advertising & Publicity Workshops, Interaction with customers/sellers/ officials, Cultural Programme, live demonstration, Success stories, etc. This should be done with video editing, applying special effects, music, voice over and necessary sound editing. The time of the movie may be more depending the days of the mela & decision of the organizer.
3. State/District wise videography along with success stories, interaction with visitor /sellers etc.
4. Necessary actions should be taken during final post production and final preview of the documentary in consultation with ORMAS/ concerned district officials.
5. The documentary film of each mela should be submitted in ORMAS office within 10 days of the completion of the event on proper receipt in 3 copies DVD format.
6. Erection of selfie point in the name of SARAS or any as per the decision of Authority, Background with neon lighting .
7. Photo booth frame to be installed near selfie point .

Plasma TV: Two Plasma TV to be installed near the stage and in Ground of 55 inch .

C- Security Services:

All Security Guards provided by the Bidder should be smart, trained and should have requisite skill in the following aspects:

- To put on proper uniform
 - Well behaved & disciplined
 - Able to read, write & speak Oriya. Working knowledge of Hindi & English.
 - Able to keep proper watch & ward
 - Knowledge of fire extinguisher operation
 - Able to ride motor bike
 - Minimum Qualification: Matriculation, +2 will be added advantage
- Each guard should be aware of their duties & responsibilities during the duty hours.

Tentative Requirement of Security Personnel in per event

Security Guard with Lathi	-	(1 st shift – 168, 2 nd shift- 336, 3 rd shift – 168)
Supervisor	-	1 per shift (42)

Security personnel will be deputed at Mela ground and Accommodation places of Regional SARAS-2022-23 participants on shift basis, as per the requirement and direction of Mela Management Team.

D. Announcer and professional : For eminent announcer will be provided for cultural programme who can speak in Odiya, English and in Hindi fluently. The Announcer will have at least experience in management of 5-6 big shows of Government. He/ She will anchor the entire cultural programme and other events organized during the period.

E Local Transportation

1. Carrying participants from Mela Ground to Accommodation places at accommodation place inside Rourkela through bus on daily basis (Morning & Evening) during Mela Period. (For Regional SARAS 15th January'2023 to 27th January' 2023).
2. Transporting participants along with their luggage from Railway station to Mela Ground /Accommodation Place(from 13thto 16thJanuary'2023 for SARAS only).
3. Providing two Vehicles (One Innova/ Bolero and Oneswift dezire) for during the mela period. The duty hours during the Mela period will be more than 12 hours most of the days. The Log books of all the vehicle will be maintained by their driver/ Owner for verification on daily basis and during payment.

Details of the Local Transportation arrangements are to be made are given below:

SN	Type of Vehicle	Particulars
1	Bolero/ Innova	For 12 hour duty + 10 Km. Running Per One Liter Diesel
2	Swift Dezire	For 12 hour duty + 17 Km. Running Per One Liter Diesel
1	Bus (25-35 Seated-mini)	POL @ 7km/litre Mela Ground to Accommodation places any other accommodation place inside Rourkela, Sundargarh. (Morning 4 + Evening 4 = 8 trip approx.)
3	Truck -407	Carrying goods of the participants from Railway Station/Bus Stand to Mela Ground- 2 full days & 13 th to 14 th January 2023

F Printing (Design will be provided by ORMAS)

Details of the Printing works to be done for SISIR SARAS are given below:

A) Regional SARAS-2023 Works:

1. **Regional SARAS Identity Card with Cover and Neck Cord (1000 Pcs.)**

- i. Size : 14 CM X 10 CM
- ii. Printing : Offset Printing, Both Side
- iii. Colour : **Multi colour**
- iv. Paper : Art Paper Board, 220 GSM
- v. Accessories : Plastic pouch and Clip type Neck Cord

2. **Regional SARAS Invitation Card with Enveloppe (500 Pc.)**

- i. Size : 42 CM X 29 CM (Triple folded- with creasing)
- ii. Printing : Offset Printing
- iii. Colour : **Multi Colour**
- iv. Paper : 220 GSM Glossy sheet (Imported)
- v. Envelop : Fit to card, multi **colour** printing

3. **Regional SARAS Certificate (300pcs.)**

- i. Size : A4
- ii. Printing : Offset Printing
- iii. Colour : **Multi Colour**
- iv. Paper : 300 GSM Art Paper Board

G Pantry Services

Providing Daily Water dispenser, Mineral Water, Tea, Coffee, Snacks, Tiffin, Lunch, Dinner to the Officials/ Guest/ VIP & VVIP at Coordination Cell during the event. The billing will be done on actual basis, duly certified by the Mela-In-Charge in each bill. The waiter boy / girls with proper uniform to be provided by the selected bidder.

SECTION: 4

TECHNICAL BID SUBMISSION FORMS

TECH -1 COVERING LETTER

(ON BIDDERS LETTER HEAD)

[Location, Date]

To:

**The Chief Development Officer-cum- EO, Zillaparishad
Zilla Parishad, Sundargarh**

Sub: Selection of Event Management Bidder for Regional SARAS-2022-23 [TECHNICAL BID]

Dear Sir,

I, the undersigned, offer to participate in the selection process for _____ in accordance with your Request for Bid No.: _____, dated _____. We are hereby submitting our Bid, which includes Technical Bid and Financial Bid sealed in separate envelopes.

I hereby declare that all the information and statements made in this Technical Bid and Financial Bid are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our Bid. I confirm that this Bid will remain binding upon us and may be accepted by you at any time before the validity of the bid.

I hereby unconditionally undertake to accept all the terms and conditions as stipulated in the TENDER CALL NOTICE document. In case any provision of this TENDER CALL NOTICE are found violated, then your department shall without prejudice to any other right or remedy be at liberty to reject our Bid 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
Bidder's Organisation (General Details)

SI 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 Sundargarh If yes, please furnish contact details	Yes / No
6	Bid Processing Fee Details Amount : BC/DD No. : Date: Name of the Bank:	
7	EMD Details Amount : BC/DD No.: Date: Name of the Bank:	
8	PAN Number	
9	IT Return	
10	Goods and Services Tax Identification Number (GSTIN)	
11	Willing to carry out the assignment as per the scope of work of the TENDER CALL NOTICE	YES
12	Accept all the terms and conditions as specified in the TENDER CALL NOTICE	YES

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

TECH -3

Bidder Organisation (Financial Details)

Financial Information in INR			
Details	FY 2018-19	FY 2019-20	FY 2020-21
Turnover from Event Management Services (in lakh)			
<p><i>Supporting Documents:</i></p> <p>Audited certified financial statements for the last three FYs (2018-19, 2019-20 and 20-21) (Submission of copies of Income & Expenditure Statement and Balance Sheet for the respective financial years is mandatory along with this form). Provisional audit report for any of the FYs will not be accepted.</p> <p><i>Filled in information in this format must have to be jointly certified and sealed by the CA and the authorized representative of the bidder and to be furnished in original along with the technical Bid failing which the Bid will be out rightly rejected. No scanned copy will be entertained.</i></p>			

Signature and Seal of the Company Auditor with Date in original

Authorized Signatory [In full initials with Date and Seal]: _____

Communication Address of the Bidder: _____

[NB: No Scanned Signature will be entertained]

TECH - 4

(BIDDER'S PAST EXPERIENCE DETAILS)

**Table -1 (List of completed assignments only of similar nature during last 3 years)
(FY 2018-19, 2019-20,2020-21)**

Sl. no.	Period	Name of the Assignment with details there of	Name of the Authority with complete address	*Contract Value (in INR) and Duration in Month	Date of Award / Commencement of assignment	Date of Completion of assignment	Remarks if any
A	B	C	D	E	F	G	H
1							
2							
3							
4							
5							

Note: Bidders are requested to furnish the list of the assignments undertaken during the last three year as per the above prescribed format only. Information not conforming to the above format will be treated as non-responsive. Copies of the Work order / Contract Document / Completion Certificate from the previous Authorities need to be furnished along with the above information. Bidders are requested to attach at least 5 best photographs of their creative from each assignment.

Authorized Signatory [In full initials with Date and Seal]: _____

Communication Address of the Bidder: _____

TECH - 5

FORMAT FOR AFFIDAVIT CERTIFYING THAT BIDDER IS NOT BLACKLISTED

Affidavit

I M/s. , (the name of the Bidder and addresses of the registered office) hereby certify and confirm that we or any of our promoter/s/chief executive officer/ directors/managers are not barred or blacklisted by any government or government instrumentality or public sector in India or in any other jurisdiction to which we or our Affiliates belong or in which we or our Affiliates conduct business from participating in any project or being awarded any contract, either individually or as member of a consortium and no such bar or blacklisting subsists as on the Proposal Due Date.

We further confirm that we are aware our interest for Empanelment on video documentation work of ORMAS would be liable for rejection in case any material misrepresentation is made or discovered with regard to the requirements of this EOI at any stage of selection and/or thereafter during the term of the Contract.

Dated thisDay of , 2022

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

Signature: _____

SECTION: 5

FINANCIAL BID SUBMISSION FORMS

FIN-1 COVERING LETTER (In Bidders Letter Head)

[Location, Date]

TO:

**The Chief Development Officer–cum- EO, ZP
Sundargarh, Odisha**

Sub: Submission of Financial Bid for Event Management Services of Regional SARAS-2022-23.

Sir

I, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your Request for Bid No. _____, Dated: _____. Our attached Financial Bid is for the sum of [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 TENDER CALL NOTICE document. Items wise rate as per format given in the TENDER CALL NOTICE documents are given below:

Sl	Items	Unit	Regional SARAS		
			Rate per Unit/Sqrft/spot	Quantity (Pcs./Package)	Total Amount [In Rs.] Excluding GST
A	Advertisement & Publicity				
a	Designing Development- Development 10 second Ad. Film and 20 second Radio jingle for placing of advertisement in electronic media.	Lump sum		1 Package	
b	Publicity: Publicity of the event should be made through Road shows & electronics media through highest TRP in TV / Radio programme				
1	Plane Hoardings – (10 ft X 12 ft each) - Printing and installation with flex in iron frame and bamboo at different place in Rourkela, Sundargarh (design will be provided by ORMAS)	Rate per Sqrft		10 pcs.	
2	Road Standee-(3ft X6ft each) (design will be provided by ORMAS)	Rate per Sqrft		200 pcs.	
3	Auto rickshaw branding through sticking of 3X2ft size of Eco Solvent flex on backside of Auto (design will be provided by ORMAS)	Rate per auto		300 Pcs.	
4	Bulk SMS	Rate per SMS		50000 pcs.	
5	Electronic Media- Ad during Daily News (10 Seconds each spot)	Rate per spot		20 spot	
6	Electronic Media- Ad during Mega serials (10 Seconds each spot)	Rate per spot		20 spot	
7	FM Radio- Ad of 20 Second each jingle/spot in Prime Time	Rate per spot		150 spot	
8	Online publicity through social networking site:- Facebook, Twitter & Instagram for public awareness of the Melas and its designs and daily update with photographs, media coverage & Ad film upload during the event.	Lump sum		1 package	

SI	Items	Unit	Regional SARAS		
			Rate per Unit/ Sqft/ spot	Quantity (Pcs./ Package)	Total Amount [In Rs.] Excluding GST
c	Media Management: 1. Conducting Press conference by inviting minimum 25 accredited journalists attached to reputed news agencies along with arrangements for refreshment & issue of media kits. Writing of daily press news and release of the same in newspaper. 2. Regular release of articles during the event in different new papers Odiya, Samaj, Sambad, Dharitari, Prameya, English- Times of India, Indian Express (In Bhubaneswar and Sambalpur Editions)	Rate per press conference		3 Nos.	
B	Documentation (Photography & Videography)				
1	Video Documentation (3 copies of DVD to be submitted) Small documentary film of the event (starting from Inauguration to closing ceremony) 10 minutes with voice over in 10 minutes documentary film for entire event. As per the define specification	Lump sum		1 package	
2	One Video Camera (HDV) with Camera Man for live telecast of stage programme in the mela ground through Plasma TV.For the entire event	Lump sum		1 package	
3	Still Photography of 4' X 6' size @ 2 Pcs. of each snap	Per snap		200	
4	Plasma TV (55" size) (For the entire event with one (1) Plasma TV)	Rate per TV		2	
C	Security Services				
1	Guard with Lathi (Rate Per Shift -8 Hour) 1 st Shift - 12 guard per shift X 1 shift per day X 14 Days = 168 nos. 2 nd shift - 24 guard per shift X 1 shift per day X 14Days = 366 nos. 3 rd shift - 12 guard per shift X 1 shift per day X 14 Days = 168 nos.	Rate per guard/ shift		672 nos	
2	Supervisor (Rate Per Shift- 8 Hour) (1 supervisor per shift X 3 shift per day X 14 Days = 42 nos)	Rate per supervisor /shift		42 nos	
D	Announcer and professional (Rate per day/ Package)	(Rate per day/ Package)		14 days	
E	Local Transportation				
1	Bolero (For 12 hour duty + 10 Km. per liter)	Rate per day per vehicle		14 days	
	Innova (For 12 hour duty + 10 Km. per liter)	Rate per day per vehicle		14 days	
	Night Halt charges	Rate per day per vehicle		14 days	
2	Swift Dezire (For 12 hour duty + 17 Km. Running Per One Liter Diesel)	Rate per day		14 days	
	Night Halt charges	Rate per day per vehicle		14 days	
3	Bus for accommodation place at Rourkela). (20-25 Seated-mini) (Morning 4 + Evening 4 = 8 trip approx.) POL @ 7km/litre	Rate Per Trip (to & fro)		11 days	

SI	Items	Unit	Regional SARAS		
			Rate per Unit/ Sqft/ spot	Quantity (Pcs./ Package)	Total Amount [In Rs.] Excluding GST
4	Truck - (407 Carrying good of the participants from Railway Station/ Bus stand to Mela Ground- 2 full days & night -13th to 14th January 2023, POL @ 7km/litre)	Rate Per Trip (to & fro)		2 days	
F	Printing Works				
1	Identity Card with cover and neck cord as per the specification	Rate per pcs		1000	
2	Invitation Card with Envelop as per the specification	Rate per pcs		500	
3	Certificate as per the specification	Rate per pcs		300	
G	Pantry Services Providing Daily Mineral Water, Tea, Coffee, Snacks, Tiffin to the Guest/VIP/ VVIP/Officials at Coordination cell during the event as per the order of the mela incharge				
1	Mineral water (ISI Marked) - Rate per 500 ml bottle	Rate per bottle		1	
2	Mineral water (ISI Marked) - Rate per 1 ltr bottle	Rate per bottle		1	
3	Tea / Coffee- Rate per cup	Rate per plate		1	
4	Snacks (Category-I)- Dry fruits (for VIP & VVIP) - (Roasted& salted Cashew & Pista /Almond, Salted bakery biscuits, chips, seobhujia)	Rate per Plate		1	
5	Snacks (Category-II)- Tiffin (for Staff) (1 Bada, 1 Samosa,1 Alu chap & 2 sweet) Rate per plate	Rate per plate		1	
6.	Break-fast (Idli/Puri/Vada/Veg Paratha/ Vegetable Upama (Suji +Seemai Mix) with Chutney or Sambar/ Veg Sandwich			1 package	
7	Lunch (Plain Rice/Hot Roti/ Dal Fry/ Veg Curry (seasonal Veg)/ Special items like Panner/ Mushroom/ Fish/ Chicken alternatively/Water Bottle (500ml)			1 package	
8	Dinner Hot Roti/ Veg Curry/ Non-Veg Curry/ Sweets (one each)/ Water Bottle (500ml)			1 package	
Total Quoted Amount (in Rs. Excluding GST)					
Add GST (in Rs.)		CGST (_____ %)			
		SGST (_____ %)			
		IGST (_____ %)			
Grand Total Quoted Amount including GST (in Rs.)					
(Rupees in words _____ including GST)					

N.B: The bidder should submit HSN/SAC code of the service provided to Govt. organization in this regard for justification of the GST amount quoted in the financial bid. Any false/forged information submitted in the bid document by the bidder will lead to rejection of the bid

I have carefully read and understood the terms and conditions of the TENDER CALL NOTICE and do hereby undertake to provide the service accordingly. I understand that you are not bound to accept any Bid you receive.

Yours faithfully,

Authorized Signatory [*In full and initials*]:

Name and Designation of Signatory with Date and Seal:

Address of the Bidder:

SECTION - 6

ANNEXURE-I BID SUBMISSION CHECK LIST

Sl no	Description	Submitted (Yes/No)	Page No.
TECHNICAL BID			
(PART – A)(ORIGINAL)			
1	Filled in Bid Submission Check List (ANNEXURE-I)		
2	Covering Letter (TECH A -1)		
3	Bid Processing Fee of Rs. 10,000/- (Rupees Ten Thousand) in form to DD/ BC		
4	EMD of Rs. 1,00,000/- (Rupees one lakh only) in form of DD/BC		
5	Copy of Certificate of Incorporation / Registration of the Bidder		
6	Copy of PAN		
7	Copy of IT Return		
8	Copy of Goods and Services Tax Identification Number (GSTIN)		
9	Copy of EPF/ESI Registration Certificate		
10	General Details of the Bidder (TECH - 2)		
11	Financial Statement details of the bidder (TECH - 3) along with all the supportive documents such as copies of Income-Expenditure Statement and Balance Sheet for the concerned period		
12	List of completed assignments of similar nature (Past Experience Details) (TECH - 4) along with the copies of work orders for the respective assignments		
13	Undertaking for not have been black-listed by any Central / State Government/any Autonomous bodies during its business career.) (TECH – 5)		
11	Copy of the Electrical License/ Contractor hired by the Bidder.		
15	Copy PSARA License & Work Experience of the Security Bidder to be engaged by the bidder.		
FINANCIAL BID			
1	Covering Letter (FIN-1)		
2	Summary of Financial Bid		

Undertaking:

- *All the information have been submitted as per the prescribed format and procedure.*
- *Each part has been separately bound with no loose sheets and each page of all the two parts are page numbered along with Index Page.*
- *All pages of the Bid have been sealed and signed by the authorized representative.*

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____