



ଜିଲ୍ଲା ଖଣିଜ ପ୍ରତିଷ୍ଠାନ, ସୁନ୍ଦରଗଡ଼ DISTRICT MINERAL FOUNDATION, SUNDARGARH

Collectorate Campus, Sundargarh-770001, Email ID: dmfsundergarh@gmail.com, Tel No. - 06622-273846

TENDER CALL NOTICE FOR SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT CREATION FOR DISTRICT MINERAL FOUNDATION (DMF), SUNDARGARH

(Exclusively for IPR&D Odisha Empaneled Agencies)

Collector & Chairperson-cum-Managing Trustee, District Mineral Foundation, Sundargarh invites sealed Technical Bids from empaneled media agencies of the Information & Public Relations Department (IPR&D), Government of Odisha (vide Letter No. 1584 dated 25.01.2024 & 837 dated 12.01.2024), for engagement as Media Agency for Audio-Visual Digital Content Creation for DMF, Sundargarh.

The selected agency shall be responsible for conceptualizing, producing, and delivering high-quality AV content that documents the outcomes and impact of DMF-funded initiatives, enhances public awareness, and supports stakeholder engagement.

The engagement will be for an initial period of 12 months, extendable up to 5 years based on satisfactory performance and administrative approval.

The Detailed Term & Condition along with Bid documents will be available in Sundargarh District website i.e: (<https://sundargarh.odisha.gov.in/>).

- Date of issue of Bid: 23.07.2025
- Deadline for submission of pre-bid Query: 02.08.2025 till 5 PM.
- Pre-Bid Meeting: 04.08.2025 at 11:30 AM
- Last date for receipt/submission of Bid paper: 16.08.2025 up to 5:00 PM
- Opening of Bid paper: 18.08.2025 at 11.30 AM at O/O the Chief Executive Officer, District Mineral Foundation, Sundargarh in presence of bidders/Representative of Bidder's.
- The tender papers can be downloaded from (<https://sundargarh.odisha.gov.in/>), web portal, the bidder must submit a DD of Rs.2,000/ & Rs. 3,00,000/- for Tender fee & EMD respectively - along with the bid papers drawn in favor of District Mineral Foundation, Sundargarh payable at Sundargarh.
- Without the DD bid papers will be liable for rejection.
- The authority reserves the right to reject any or all the bids without assigning any reason thereof.
- Submission Procedure:
Interested and eligible bidders must submit their Technical Proposals (no Financial Proposal to be submitted, as the rate is pre-fixed) in hard copy format. The documents must be sealed properly and sent only via Registered Post or Speed Post to the address mentioned below:

Chief Executive Officer
District Mineral Foundation (DMF), Sundargarh
Collectorate Campus, Near Sub-Collector Office,
Sundargarh, Odisha - 770001

Email: dmsundersgarh@gmail.com
Phone: 18003457461 / 011-41182138

- The sealed envelope must be clearly superscribed as follows:
"RFP FOR SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV
DIGITAL CONTENT CREATION FOR DMF, SUNDARGARH"
(DO NOT OPEN BEFORE 18.08.2025 at 11:30 AM)


Collector & Chairperson-cum-
Managing, Trustee, DMF, Sundargarh

Memo No. 2854...../DMF

Dt. 22/07/2025

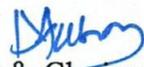
Copy to DIO, NIC, Sundargarh with a request to upload this Expression of Interest (EOI) in the Sundargarh District Web-Site (<https://sundargarh.odisha.gov.in/>), by 23-07-2025 for wide publication and timely response by the intending firms.


Collector & Chairperson-cum-
Managing, Trustee, DMF, Sundargarh

Memo No. 2855...../DMF

Dt. 22/07/2025

Copy submitted to the Joint Secretary to Govt., Planning and Convergence Department, Odisha, Bhubaneswar for favor of kind information.


Collector & Chairperson-cum-
Managing, Trustee, DMF, Sundargarh

Memo No. 2856...../DMF

Dt. 22/07/2025

Copy to the ADM, Sundargarh/ Rourkela/ Sub- Collector, Sadar/Panposh/Bonai/ all Block Development Officer of the District/Superintending Engineer, R&B Division, Sundargarh/Rourkela/ Superintending Engineer, RW Division, Sundargarh/ Rourkela/ Executive Engineer Minor Irrigation Division, Sundargarh/ Executive Engineer, Irrigation Division, Sundargarh/ Executive Engineer, Rukura Irrigation Division, Panposh/ Superintending, RWSS Division, Sundargarh/Rourkela/ Executive Engineer, OLIC, Sundargarh/Rourkela/ Executive Engineer, PHED, Rourkela/ Executive Officers of Urban Local Bodies of the District/ DI & PRO, Sundargarh/Rourkela, Project Director, DRDA, Sundargarh for information and with a request to display this Expression of Interest (EOI) in their respective office Notice Board for wide publication.


Collector & Chairperson-cum-
Managing, Trustee, DMF, Sundargarh

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**



**District Mineral Foundation, Sundargarh
Sundargarh, Odisha**

Tender No: 01

Date: 22, 07, 2025

**REQUEST FOR PROPOSAL (RFP) FOR SELECTION AND ENGAGEMENT OF MEDIA AGENCY
FOR AV DIGITAL CONTENT CREATION FOR DMF, SUNDARGARH**
(This RFP is exclusively for media agencies empaneled by IPR&D Odisha vide Letter No. 1584 dated 25.01.2024 & 837 dated 12.01.2024)

The Governor of Odisha, represented through the Office of the District Mineral Foundation (DMF), Sundargarh, invites sealed technical bids from media agencies **empaneled by the Information & Public Relations Department (IPR&D), Government of Odisha, vide Letter No. 1584 dated 25.01.2024 & 837 dated 12.01.2024.** The selected agency will be responsible to conceptualize and produce impactful audiovisual content that effectively showcases the outcomes and human stories of DMF Sundargarh's initiatives, enhances public awareness, and supports strategic communication across diverse stakeholder group. The complete Tender Document and related information can be accessed at: <https://Sundargarh.odisha.gov.in>

The major events under the bid process are:

Sr. No.	List of Key Events	Critical Dates
1	Date of Issue of Tender	23.07.2025
2	Date of Pre-Bid Meeting	04.08.2025 at 11:30 AM
3	Deadline for Submission of Pre-Bid Query	02.08.2025; 05:00 PM by email
4	Issue of Pre-bid Clarifications	via online mode on NIC Website
5	Last Date for Submission of Bid	16.08.2025 by 05:00 PM
6	Date of Opening of Technical Bid	18.08.2025 at 11:30 AM
7	Estimated cost (Excluding GST & Taxes)	Rs. 80 Lakhs
8	Tender Fee	Rs 2,000/- in favour of DMF Sundargarh ((Non-Refundable) in shape of DD (Details have been mentioned in this document)
9	EMD	Rs 3,00,000/- in favour of DMF Sundargarh (Refundable) in shape of DD (Details have been mentioned in this document)
10	Declaration of Eligible/Qualified Bidders	To be intimated at later stage
11	Date of opening of Financial Bid	To be intimated at later stage
12	Letter of Acceptance (LOA)	To be intimated at later stage
13	Validity of Bid	120 days from the last date for submission of bids/Bid due date
14	Acknowledging the LOA and submission of its receipt	Within 7 (Seven) days of receipt of LOA by the Bidder.
15	Submission of Performance Security @5 % of the Contract Price	Within 15 (Fifteen) days of receipt of LOA by the Bidder.
16	Signing of Agreement	Within 10 (Ten) days of receipt of LOA by the Bidder.
17	Commencement of Services	Within 15 days of receipt of LOA by the Bidder.

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

The bid, complete in all respects, must reach the undersigned by **Speed Post/Registered Post** only latest by 16.08.2025 **before 05.00 PM** in a sealed envelope clearly mentioning on the top of it **"REQUEST FOR PROPOSAL (RFP) FOR SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT CREATION FOR DMF, SUNDARGARH"**. The Bids received beyond the last date and time will be rejected. The authority reserves the right to reject any/ all bids without assigning any reason thereof. Any addendum/corrigendum for the above will be published in the above website only.

Address for Submission of bids:

DISTRICT MINERAL FOUNDATION, SUNDARGARH

District Mineral Foundation Sundargarh, Collectorate Campus, Near Sub-Collector Office, Odisha - 770001

Email: -dmfsundergarh@gmail.com Phone- 18003457461 /01141182138

SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT CREATION FOR DMF, SUNDARGARH

1. INTRODUCTION:

The **District Mineral Foundation (DMF), Sundargarh**, is a statutory body established under the Mines and Minerals (Development and Regulation) Amendment Act, 2015. It is mandated to work for the welfare of communities affected by mining operations, ensuring that the benefits of mineral wealth reach the people and regions most impacted by extraction activities.

DMF Sundargarh has emerged as a model institution in Odisha, implementing a wide array of development projects across key sectors such as:

- Healthcare and Nutrition
- Education and Skill Development
- Livelihood Promotion
- Water Supply and Sanitation
- Infrastructure Development
- Women and Child Welfare
- Environmental Sustainability

Ensure transparency, build public trust, and foster stakeholder engagement, DMF Sundargarh recognizes the importance of strategic communication. Audiovisual (AV) storytelling is a powerful medium to document and disseminate the real-life impact of its initiatives, highlight beneficiary voices, and showcase the transformation taking place across the district.

In this context, DMF Sundargarh seeks to engage a professional and experienced media agency to produce high-quality AV content that captures the essence of its work and communicates it effectively to diverse audiences, including government stakeholders, development partners, media, and the public.

This RFP is being issued only to those media agencies that have been empaneled by the Information & Public Relations Department (IPR&D), Odisha, vide Letter No. 1584 dated 25.01.2024 & 837 dated 12.01.2024.

2. OBJECTIVES OF THE PROJECT

The primary objective of this assignment is to select a competent and creative media agency to support DMF Sundargarh in:

- 2.1. Conceptualizing and producing compelling audiovisual content that documents the outcomes, impact, and human stories emerging from DMF-funded initiatives.
- 2.2. Enhancing public awareness and stakeholder engagement through visually rich, emotionally resonant, and informative digital content.
- 2.3. Strengthening DMF's communication strategy by creating a consistent stream of high-quality videos suitable for dissemination across digital platforms, public events, and institutional presentations.
- 2.4. The target audience includes but is not limited to beneficiaries of DMF projects, rural and tribal communities, government officials, development partners, youth groups, community leaders, and media personnel.

The agency will play a critical role in helping DMF Sundargarh build a strong narrative around its mission, values, and achievements.

3. SCOPE OF WORK

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

The selected media agency shall be *primarily* engaged to produce a minimum of three (3) high-quality audiovisual (AV) videos per month to support the communication objectives of the District Mineral Foundation (DMF), Sundargarh. The agency shall provide end-to-end production services encompassing concept development, field documentation, editing, and final delivery. The scope of work includes the following:

3.1. Monthly Content Production

- a. The agency shall produce **a minimum of thirty-six (36) high-quality AV content pieces annually, averaging three (3) videos per month.**
- b. Each video shall be 2 to 5 minutes in length. (Authority will communicate regarding this earlier)
- c. The videos shall align with diverse themes, sectors, events, and target audiences, as directed by DMF Sundargarh.
- d. DMF reserves the right to scale up or down the monthly quota of AV production as required, with proportional adjustments.

3.2. Coverage of Special Events

- a. The agency shall be required to provide **camera coverage for up to three (3) large events annually**, as and when organized by DMF Sundargarh.
- b. For each such event, the agency shall deploy a **camera team for full-day coverage (up to 8 hours per event).**
- c. Deliverables shall include raw footage, edited highlights, and social media snippets, if required.

3.3. Multilingual and Culturally Sensitive Content

- a. Content shall be developed in trilingual format--Odia and English/Hindi. (The Authority will decide the final content format)
- b. Linguistic accuracy, cultural sensitivity, and regional contextualization shall be ensured through:
 - i. Subtitles
 - ii. Narration
 - iii. Voice-overs
- c. The agency must use native speakers for voice-overs and translators with proven experience in Odia/Hindi content localization.

3.4. Field-Based Documentation

- a. The agency shall conduct on-location video shoots across project sites in Sundargarh, including rural, remote, and tribal areas.
- b. The documentation shall cover:
 - i. Beneficiary stories, community testimonials, and case studies.
 - ii. Expert interviews, stakeholder interactions, and insights
 - iii. Project implementation including before-and-after visuals, milestones, and outcomes.
 - iv. Events, workshops, field visits, and community engagement activities
 - v. Coverage of major DMF-led public events, MoU signings, field-level launches, and monitoring visits by senior officials.

3.5. Technical and Creative Execution

The agency shall provide creative and technical services, including:

- i. Ideation, scriptwriting, and storyboarding
- ii. Script alignment with project objectives and messaging
- iii. HD/4K filming using professional cameras and drones as appropriate.
- iv. Post-production including advanced color grading, sound mixing, titling, and integration of DMF branding
- v. Voice-overs in Odia, English, and/or Hindi
- vi. Subtitling, localization, and formatting for accessibility

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

vii. Drone footage, if used, must comply with DGCA norms and necessary permissions must be obtained in advance.

3.6. Coordination and Approvals

- a. The agency shall coordinate regularly with designated DMF officials for:
 - i. Content planning, production calendar, and topic finalization.
 - ii. Approvals of scripts, voice-over text, and storyboards
 - iii. Arranging field logistics, permissions, and local stakeholder coordination.
- b. A quarterly content and media plan must be submitted at least 15 days before the start of each quarter. This plan should include proposed themes, shoot schedules, timelines, and key messages.
- c. The agency shall assign a dedicated Project Manager to serve as a single point of contact with DMF Sundargarh.

3.7. Output Formats and Deliverables

- a. The final AV content shall be delivered in the following formats:
 - i. Web-optimized versions for platforms such as YouTube, Facebook, and Instagram
 - ii. High-resolution versions (HD/4K) for internal use and archiving
- b. With each assignment, the agency shall submit:
 - i. All raw footage, master files, and editable project files (e.g., Premiere Pro, After Effects)
 - ii. Monthly content calendar and progress report of completed and upcoming task.
 - iii. Monthly campaign performance reports must include platform-wise metrics (reach, watch time, engagement, etc.), and should highlight performance trends, best-performing content, and optimization recommendations.

3.8. Scope Extension, Variation & Negotiation

- a. DMF Sundargarh reserves the right to extend or modify the scope of work with the selected agency, including adjustments in the quantity, format, or type of audiovisual and related communication deliverables, based on evolving project needs, budgetary provisions, or communication priorities.
- b. Any such modification shall remain within the overall categories of services specified under the empanelment letter issued by the IPR&D Department, Government of Odisha (Letter No. 1584 dated 25.01.2024 & 837 dated 12.01.2024).
- c. Additional assignments may include related or complementary work such as:
IEC material development
Photography campaigns
Social media content
Event documentation
Communication-related training/IEC support
These shall be communicated separately and executed on mutually agreed terms and timelines.
- d. Any negotiated variation in scope shall be formally documented and appended to the main agreement or relevant work order. This shall not constitute a material deviation from the original contract.
- e. The agency shall support DMF in this process by providing technical justifications, work breakdowns, and cost-linked outputs if required.

4. PROJECT CYCLE

- 4.1. The selected media agency will be engaged for an initial period of twelve (12) months, commencing from the date of signing the agreement.

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

- 4.2. The contract may be extended in blocks of two (2) years, subject to:
 - i. Satisfactory performance
 - ii. Continued requirement of services
 - iii. Administrative approval by DMF Sundargarh
 - iv. Empanelment with IPR&D Odisha
- 4.3. The maximum duration of engagement shall not exceed five (5) years, including the initial 12-month period.
- 4.4. No escalation in the quoted financial terms will be permitted during the entire period of engagement, including any extensions.
- 4.5. The fixed professional fee structure as prescribed by DMF Sundargarh shall remain applicable **throughout the initial term and any extension period**, subject to satisfactory performance and continued requirement.
- 4.6. The engagement of the selected service provider shall remain valid until the empanelment is cancelled by IPRD&D, Odisha.

5. GENERAL TERMS AND CONDITION

5.1. Legal Status and Registration

The applicant must be a legally registered entity in India, operating under one of the following structures:

- i. Sole Proprietorship
- ii. Partnership Firm
- iii. Limited Liability Partnership (LLP)
- iv. Private or Public Limited Company
- v. Registered Society or Trust
- vi. The agency must possess a valid PAN, GST registration, and other applicable statutory registrations. The Bidder must also submit copies of PAN and GST registration.
- vii. Proof of legal status (e.g., Certificate of Incorporation, Partnership Deed, or Registration Certificate) must be submitted with the proposal.

5.2. Minimum Years of Experience

The agency must have a minimum of three (3) years of continuous experience in one of the fields of:

- i. Audiovisual content creation
- ii. Media production
- iii. Digital storytelling
- iv. Public communication campaigns

Experience must be counted from the date of incorporation or registration of the agency.

5.3. Relevant Project Portfolio

- a. The agency must have successfully completed a minimum of Ten (10) assignments of similar nature and scale within the last three (3) financial years preceding the bid due date. (FY 2021-22, 2022-23, 2023,24)

Definition of Similar Work:

“Similar work” shall refer to assignments involving **audiovisual content production, media communication, or digital storytelling** that include, but are not limited to:

- Conceptualization, scripting, filming, and editing of short films, documentaries, promotional videos, explainer videos, or public service announcements.
- Designing and executing digital or multimedia campaigns across platforms (e.g., social media, websites, OTT platforms);

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

- Development of animated content, infographics, or motion graphics for communication or outreach purposes.
- Creation and dissemination of content for awareness, behavioural change, or citizen engagement initiatives by government or public institutions.

Note:

- i. For the purpose of this criterion, an "assignment" shall refer to a work order, contract, Memorandum of Understanding (MoU), or completion certificate related to the above-defined similar work, issued by a **Government Department (Central/State), Public Sector Undertaking (PSU), or Autonomous Body (Central/State)**.
 - ii. The ten (10) assignments may pertain to distinct or similar projects and may be from the same or different government departments or agencies. However, each assignment must be supported by separate documentary evidence clearly indicating the scope of work and deliverables.
- b. Eligible assignments must involve work for:
- i. Government Ministries or Departments (Central/State)
 - ii. Public Sector Undertakings (PSUs)
 - iii. Autonomous Body (state/central)
- c. Each assignment must have included at least two of the following components:
- i. Scriptwriting and storyboarding
 - ii. Field-based video shooting
 - iii. Editing and post-production
 - iv. Voiceovers and subtitling
 - v. Dissemination through digital or broadcast platforms
 - vi. Creative Designing/ Animation/ Graphics
- d. Documentary evidence such as Letter of Invitation from client(s) that clearly states the details of the scope of work, date of commencement, details of services provided and all other essential details of the contract. The Bidder shall also provide documentary evidence by way of Client Certificate / Statutory Auditor'/ Chartered Accountant's certificate (having valid registration) with respect to the project with required details.
- e. **Minimum Value of Similar Completed Works**
The agency must have successfully completed similar assignments (audiovisual/digital media projects) during the last **three (3) financial years** (FY 2021-22, 2022-23, and 2023-24), meeting **any one** of the following criteria:
- i. **Three (3)** similar completed works, each costing **not less than 30%** of the upper limit of the project's financial category.
or
 - ii. **Two (2)** similar completed works, each costing **not less than 40%** of the upper limit of the financial category
or
 - iii. **One (1)** similar completed work costing **not less than 50%** of the upper limit of the financial category

Clarifications:

- "Similar work" shall mean assignments involving audiovisual content production, digital storytelling, or media communication projects for government or public sector entities, as defined in Clause 5.3.a.
- The upper limit of financial category shall be taken as **₹80.00 lakhs** for the purpose of this eligibility.

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

- Documentary proof such as work orders, contracts, and completion certificates from Government Departments, PSUs, or Autonomous Bodies must be submitted.
- Aggregated work values from multiple orders not meeting the minimum individual threshold will not be accepted.

5.4. Team Composition and Human Resource Capacity

- a. The agency must propose a dedicated project team with relevant qualifications and experience. The team must include:
 - i. Project Lead-1
 - ii. Videographer / Field Producer-1
 - iii. Photographer-1
 - iv. Media Editor-1
- b. The agency must submit CVs or brief profiles of all proposed team members, highlighting relevant project experience and technical skills.
- c. The Authority reserves the right to increase or decrease the size of the team depending on the project requirements.

5.5. Language and Cultural Proficiency

- a. The agency must demonstrate the ability to conceptualize, script, and produce content in Odia & English/Hindi.
- b. This includes:
 - i. Bilingual scripting
 - ii. Voiceover recording
 - iii. Dubbing and subtitling
 - iv. Cultural sensitivity in storytelling and visual representation

5.6. Local Operational Presence

- a. The agency must have a **registered or functional office**, or a **designated representative**, in the State of **Odisha**, preferably in or near **Sundargarh district**.
- b. The bidder shall submit **documentary evidence** to establish such local presence. Acceptable documents may include, but are not limited to:
 - i. Valid **registration certificate** or **trade license** indicating the address in Odisha.
 - ii. **Lease agreement** or **utility bill** (electricity, water, telephone, etc.) in the name of the agency.
 - iii. Declaration of local **functional office operations**, along with supporting documents such as photographs of the premises, staff attendance registers, or GST registration showing Odisha address.
 - iv. In the case of a **designated representative**, a duly signed **authorization letter** or **power of attorney** along with the representative's valid **identity and address proof** in Odisha.
- c. This is essential to ensure:
 - i. Timely coordination with DMF Sundargarh
 - ii. Efficient field visits and stakeholder interactions
 - iii. On-ground content review and approvals
- d. Proof of local presence (e.g., utility bill, lease agreement, or authorization letter or registration certificate) must be submitted.
- e. **In case the agency does not currently have a functional office or representative in Odisha**, the selected agency shall be required to **establish a local office within thirty (30) days** from the date of award of the contract. Failure to comply may lead to **cancellation of the award** and forfeiture of performance security.

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

5.7. Financial Capacity and Stability

- a. The agency must have an average annual turnover of ₹1.5 crs. or more during the last **three (3) financial years.** (FY 2021-22, 2022-23, 2023,24)
- b. Turnover must be from media production, communication, or related services.
- c. The following documents must be submitted:
Certificate issued by a statutory auditor along with Audited Financial Statements confirming the Average Annual Turnover of the Bidder during the stated Financial Years must be submitted.

Note: While the minimum eligibility for financial turnover is ₹1.5 Crores (average of last 3 FYs), **higher turnover brackets will be awarded higher scores** during evaluation as per the Technical Scoring Matrix (Clause 10.7). This is intended to assess financial stability in relation to project scale.

5.8. Selection Methodology

The selection of the media agency shall be undertaken through the Quality Based Selection (QBS) method. Under this approach, 100% weightage shall be assigned to the technical proposal. The final ranking will be determined based on the purely technical score.

5.9. Subcontracting and Outsourcing Restrictions

- i. The selected agency shall not subcontract or outsource any component of the assignment to third parties.
- ii. All activities including scripting, filming, editing, and delivery must be executed in-house by the agency's own team.
- iii. Any violation of this clause will result in immediate termination of the contract and forfeiture of performance security.

5.10. Declaration of non-blacklisting

The agency must submit a **self-declaration affidavit** on its letterhead, duly signed by an authorized signatory, stating that:

- i. It has **not been blacklisted**, debarred, or declared ineligible by any Government, Semi-Government, PSU, or Autonomous Body in India.
- ii. It is not involved in any ongoing litigation or investigation that may affect its ability to deliver the assignment.

5.11. Legal and Regulatory Compliance

- a. The agency must comply with all applicable laws and regulations, including:
 - i. Labor laws and employee welfare regulations
 - ii. Income Tax and Goods & Services Tax (GST) laws
 - iii. Copyright and intellectual property laws
 - iv. Environmental and safety regulations (if applicable)
- b. The agency must also adhere to:
 - i. DMF Sundargarh's branding and communication guidelines
 - ii. Ethical standards in content creation and representation

5.12. Agreement Execution and Onboarding

- a. The selected agency shall enter into a formal agreement with DMF Sundargarh on a **₹100/- non-judicial stamp paper.**
- b. The agreement must be signed within seven (7) working days from the date of issuance of the Letter of Award (LoA).

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

- c. Failure to sign the agreement within the stipulated time may lead to cancellation of the award and forfeiture of any applicable bid security.
- 5.13. **Staff Deployment and Replacement Policy**
- a. **Staff Deployment Commitment**
The agency shall deploy the key personnel as proposed in the bid, including but not limited to the Project Lead, Videographer, Scriptwriter, Editor, and any other technical or creative staff, for the entire duration of the assignment. Any change in the deployment plan must be approved in advance by DMF Sundargarh.
- b. **Prior Approval for Replacement**
No replacement of personnel shall be permitted without the prior written consent of DMF Sundargarh. Requests for replacement must be submitted with:
- i. Justification for replacement
 - ii. Resume and profile of the proposed substitute
 - iii. Proof of equivalent or superior qualifications and experience
- c. **Replacement Criteria**
The replacement resource must:
- i. Possess equal or higher qualifications and relevant experience as compared to the original team member.
 - ii. Be available for immediate deployment without affecting project timelines.
 - iii. Necessary approval for replacement must be obtained from the Competent Authority.
- d. **Limit on Replacements**
Frequent or repeated replacement of staff (more than twice during the contract period) may be treated as poor performance and can attract penalties, reduction in performance score for future assignments, or even termination of the contract in case of serious impact on deliverables. Replacement of resources shall also be carried out upon the request of the Authority, with prior approval from the Competent Authority.
- e. **Induction and Handover**
The agency must ensure that any newly deployed personnel are properly oriented, and a detailed handover from outgoing staff is completed to avoid disruption in ongoing assignments.
- f. **Project Manager Continuity**
The designated Project Manager shall function as the single point of contact throughout the project. Any change in this role must be approved and transitioned smoothly without affecting communication or service delivery.
- 5.14. **Work Order and Commencement of Services**
The agency shall undertake work only upon issuance of a formal Work Order for each assignment under this Agreement. The Work Order shall specify:
- i. Scope of work
 - ii. Timelines
 - iii. Output formats
 - iv. Any special instructions
- The agency shall commence services within seven (7) working days from the date of receipt of the Work Order. Any delay in commencement without valid justification and prior approval shall be deemed a breach of contract.

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

Individual assignments under this agreement shall be initiated through written Work Orders issued by DMF. The agency must begin work within 7 days of receiving the Work Order.

5.15. Indemnification

The Selected Agency shall indemnify, defend and hold harmless the District Mineral Foundation (DMF), Sundargarh and its officers, agents, and employees, from and against any and all claims, damages, losses, liabilities, costs and expenses (including reasonable legal fees), arising out of or in connection with:

- a. any breach by the Agency of any of its representations, warranties, obligations or covenants under this Agreement or the RFP.
- b. any negligent or fraudulent act or omission, or wilful misconduct by the Agency, its personnel, agents, or subcontractors.
- c. any third-party claims including claims for infringement of intellectual property rights, confidentiality breaches, defamation, or data breaches attributable to the Agency or its associates.

The obligations under this clause shall survive the termination or expiration of the Agreement.

5.16. SERVICE-LEVEL STANDARDS AND PERFORMANCE BENCHMARKS

The Agency shall deliver all services in accordance with the timelines, quality benchmarks, and operational standards prescribed herein. The following SLA benchmarks shall apply:

- a. Delivery Timeline:
 - i. Monthly content: 3 videos per month – first drafts within 10 working days of shoot; final approved within 20 working days.
- b. Quality Parameters:
 - i. Minimum resolution: HD (1080p); Preferred: 4K.
 - ii. Bilingual voiceover/subtitle accuracy: ≥98%
 - iii. Sound mixing, color grading, and visual coherence must meet broadcast standards.
- c. Review Turnaround:
 - i. DMF shall provide feedback within 7 working days of draft submission.
 - ii. Revisions must be completed within 5 working days.
- d. Penalties for SLA Breach:
 - i. Delay beyond prescribed limit: 1% deduction of the monthly invoice per week of delay (capped at 10%).
 - ii. Continuous failure over 2 months shall trigger a show-cause notice, followed by possible termination.

6. TENDER FEE & EARNEST MONEY DEPOSIT (EMD)

6.1. Submission of Bid Security

- a. The Bidder shall submit an Earnest Money Deposit (EMD) of **INR 300,000/- (Rupees Three Lakhs Only)** as part of its Technical Bid.
- b. The EMD shall be submitted in the form of a **Demand Draft** drawn on any Scheduled/Nationalized Bank in Favor of **“District Mineral Foundation, Sundargarh,”** payable at **Sundargarh.**
- c. The Demand Draft must be valid for at least **90 (ninety) days** from the Bid Due Date. It shall be placed in a separate envelope marked “EMD – Earnest Money Deposit” and enclosed within the Technical Bid envelope.

6.2. Bid Rejection Due to Non-Submission

Any bid not accompanied by a valid EMD shall be summarily rejected as non-responsive and shall not be evaluated further.

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

6.3. Refund of EMD

- a. The EMD of unsuccessful bidders shall be refunded without interest after the finalization of the tender process or cancellation of the tender, whichever is earlier.
- b. The EMD of the selected bidder shall be returned after signing of the Agreement and submission of the required Performance Security.
- c. Refund shall be made by account payee Demand Draft, drawn in Favor of the bidder as per details provided in the bid. If not specified, the refund shall be made in the name of the bidder as mentioned on the bid envelope.

6.4. Forfeiture of EMD

The EMD shall be forfeited and appropriated by DMF Sundargarh without prejudice to any other rights or remedies under the following conditions:

- a. If the bidder withdraws or modifies the bid during the validity period.
- b. If the bidder engages in corrupt, fraudulent, coercive, or restrictive practices as defined under Clause 26.
- c. If the selected bidder fails to:
 - i. Sign the Letter of Award (LoA) within the stipulated time.
 - ii. Enter into the Contract Agreement as required.
 - iii. Submit the Performance Security within the stipulated time.
 - iv. If the selected bidder, after signing the agreement, commits any breach before furnishing the Performance Security.

6.5. Interest Not Payable

No interest shall be payable by DMF Sundargarh on the Bid Security under any circumstances.

7. VALIDITY OF THE BID

Bids shall remain valid for 120 (one twenty) Days from the date of the opening of the Technical Bid. DMF reserves the right to reject any bid with a shorter validity period as non-responsive. The selection process and contract award will be completed within the bid validity period, which may be extended with mutual consent.

8. PRE-BID MEETING

- 8.1. A Pre-Bid Meeting shall be held at the date, time, and venue specified in Table-I of this RFP. The objective of the meeting is to provide an opportunity for prospective bidders to seek clarifications regarding the terms, scope, and process of the RFP.
- 8.2. Each bidder may nominate up to two (2) authorized representatives to attend the meeting. Attending representatives must carry a valid authorization letter on the bidder's official letterhead, duly signed by the competent authority.
- 8.3. During the Pre-Bid Meeting, bidders shall be free to raise queries, seek clarifications, and propose suggestions for the Authority's consideration. The Authority shall endeavour to address all queries either during the meeting or in writing thereafter at its sole discretion.
- 8.4. Any clarifications or corrigenda resulting from the Pre-Bid Meeting will be issued only in writing and uploaded on the Authority's website. These shall form an integral part of the RFP and be binding on all bidders.
- 8.5. The Authority may, at its sole discretion, organize additional Pre-Bid Meetings or site visits if deemed necessary. Details regarding such additional meetings shall be notified through the official website of DMF Sundargarh.
- 8.6. Bidders are strongly encouraged to attend the Pre-Bid Meeting in person to better understand the project requirements and site conditions.

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

8.7. The pre-bid queries should be submitted in the format specified below and **must be submitted in MS-Excel format** to be considered for response. Queries not submitted in the prescribed format may be **disregarded or not responded to**.

8.8. **Prescribed Format for Pre-Bid Queries:**

S. No.	Page No.	Part of RFP	Clause No.	Text Provided in RFP	Clarification Sought with Justification (if any)
1	[•]	[•]	[•]	[•]	[•]
2	[•]	[•]	[•]	[•]	[•]
...

Note: It is preferred that queries be submitted **at least 2 (two) working days** prior to the scheduled **pre-bid conference** to allow sufficient time for consideration.

All such communications via email/physical submission must **clearly bear the following subject line or title:**

Subject Line / Envelope Title:

“Queries/Request for Additional Information: RFP for Selection of a Media Agency for Audiovisual Content Creation and Communication Support under DMF Sundargarh”

9. SUBMISSION OF BID

The Firm must submit its **Technical Proposal only** by **Registered Post / Speed Post** to the address specified in the Tender Document, on or before the last date and time of submission. The Client shall not be held responsible for any postal delay or any consequences arising thereof. Bids received after the deadline shall be **summarily rejected**. Each Firm is permitted to submit **only one bid**.

The Technical Proposal should be submitted in a **sealed envelope**, properly marked, and labelled. The envelope must be:

- a. **Bound** (no loose sheets)
- b. **Page numbered and indexed.**
- c. **Signed and stamped** on each page by an authorized representative of the Firm.

The envelope should clearly bear the following superscription:

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

**“TECHNICAL PROPOSAL – REQUEST FOR PROPOSAL (RFP) FOR SELECTION
AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT CREATION
FOR DMF, SUNDARGARH”**

And the outer envelope must contain:

- Tender Title
- Name and Address of the Firm
- Contact Details
- Superscription:

“TECHNICAL BID SUBMISSION – DO NOT OPEN BEFORE [Insert Date & Time]”

Note: *As the rate is pre-fixed by DMF Sundargarh, no Financial Proposal is to be submitted. Submission of any financial quote or price component shall result in immediate disqualification of the bid.*

10. EVALUATION OF TECHNICAL BID

- 10.1. The Firm shall submit their **Technical Proposal** in the prescribed formats as specified in this RFP (Annexure-A and Forms 1 to 3), along with all required supporting documents.
- 10.2. Technical Proposals shall be opened at the scheduled date, time, and venue in the presence of the Firms or their authorized representatives who wish to attend. Such representatives must carry a valid authorization letter on the Firm’s official letterhead.
- 10.3. Firms must produce **original documents** in support of their eligibility criteria at the time of technical bid opening for verification. The Client reserves the right to verify the authenticity of any document directly from the issuing authority.
- 10.4. Only those Firms that meet all eligibility conditions shall be considered for technical evaluation. The evaluation will be based strictly on the **technical merit**, including documentary evidence, the submitted proposal, and presentation (if applicable). All Firms must also submit an **Undertaking** stating that they are not blacklisted by any Government entity, Public Sector Undertaking, or Donor Agency.
- 10.5. A minimum of **70 marks out of 100** must be obtained in the technical evaluation to qualify for consideration. As per the Quality-Based Selection approach, the Firm securing the **highest score in technical evaluation** will be invited for contract negotiations. No financial proposal is required, as the professional fee is predetermined by the Client.
- 10.6. **Technical Evaluation Criteria – Maximum Score: 100 Marks**
Evaluation will be based on the following sub-components presented by the Firm:
 - a. Project Understanding
 - b. Creative Strategy
 - c. Execution Plan/Work Plan
 - d. Innovation & Risk Mitigation Strategy

Each sub-component will be scored as:

- Excellent – 5 Marks
- Good – 3 Marks
- Average – 1 Mark
- Poor/Not Addressed – 0 Marks

Note: All technically responsive bidders shall deliver a **presentation on the same day** as the bid opening, following document verification. The

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

presentation will be evaluated by a Technical Evaluation Committee comprising at least three members appointed by DMF Sundargarh. The assessment shall be based on alignment with the scope of work, methodology, feasibility of approach, and proposed innovations.

SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT CREATION FOR DMF, SUNDARGARH

Sl. No.	Evaluation Parameter	Max Marks	Revised & Verifiable Criteria
			<p>Minimum Eligibility: Bidder must have completed or substantially executed at least 10 AV projects between April 1, 2022 – March 31, 2025, for Central/State Government Departments, PSUs, or Autonomous Bodies. Proposals not meeting this will be disqualified. Marks Distribution (for eligible bidders):</p> <ul style="list-style-type: none"> ✓ 20 Marks – 15 or more completed/substantially executed projects ✓ 15 Marks – 13–14 such projects ✓ 10 Marks – 10–12 such projects <p>Definitions:</p> <ul style="list-style-type: none"> • <i>Similar Work:</i> Audiovisual content production, media communication, or digital storytelling (e.g., short films, documentaries, animations, awareness campaigns) • <i>Completed:</i> Fully executed within the evaluation period • <i>Substantially Executed:</i> ≥70% of project scope completed and formally accepted • Submit: Work Orders + Completion Certificates or Performance Letters showing scope, client name, duration, and delivery status
10.7.1	Government AV Project Experience (Minimum 10 Required)	20	
10.7.2	Bilingual AV Content Samples (Odia + Hindi/English)	10	<ul style="list-style-type: none"> ✓ 10 Marks – Minimum 15 trilingual AV samples (Odia + Hindi/English via subtitles or voiceover) ✓ 5 Marks – 10–14 such samples X 0 Marks – Less than 10 or monolingual content • Submit: Working video links (YouTube, Google Drive, etc.) accessible at the time of evaluation
10.7.3	On-Roll Technical Team (Verified)	15	<ul style="list-style-type: none"> ✓ 15 Marks – Minimum 12 qualified technical personnel on agency payroll (each with 3+ years' experience) covering the following roles: <ul style="list-style-type: none"> → Project Lead/Manager → Photographer/Field Producer → Videographer → AV/Script Editor → Creative Content Writer X 0 Marks – Fewer than 12 eligible personnel • Submit: HR-issued employment letters or contracts + signed CVs + ID proof (if asked)
10.7.4	Fixed Assets & In-House Facilities (CA Verified)	20	<ul style="list-style-type: none"> ✓ 20 Marks – Agency should own or lease (≥6 months prior to bid): <ul style="list-style-type: none"> ✓ Studio/Editing Setup ✓ Minimum 2 HD/4K Cameras ✓ Drone Camera (DGCA registered) ✓ Lighting gear, lapel mics, gimbals ✓ Licensed editing software (e.g., Adobe Premiere, Final Cut Pro) • Submit: CA-certified asset statement + self-declaration with photos & proof of ownership/lease
10.7.5	Financial Strength (Average Turnover – Last 3 FYs)	15	<ul style="list-style-type: none"> ✓ 15 Marks – Average turnover > ₹4.5 Crore ✓ 10 Marks – ₹3.0 – ₹4.5 Crore ✓ 5 Marks – ₹1.5 – ₹3.0 Crore • Submit: CA-certified turnover certificate or audited balance sheets for FY 2021–22, 2022–23 and 2023–24
10.7.6	Understanding of Scope & AV	20	<ul style="list-style-type: none"> ✓ 5 Marks – Clear understanding of DMF's goals & audience ✓ 5 Marks – Creative and sector-relevant visual strategy

SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT CREATION FOR DMF, SUNDARGARH

Presentation (Live Pitch)

- ✓ 5 Marks – Practical execution plan with timeline & resource deployment
- ✓ 5 Marks – Innovations and risk mitigation (e.g., multilingual capability, remote shooting, digital delivery)
- ✓ 0 Marks – SWOT Analysis of own organization.
- 📌 **Mandatory:** 2 AV samples during pitch:
 - 1 short (1–2 min)
 - 1 long (3–5 min)

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

11. FINAL SELECTION AND AWARD

11.1. Since the rate is **pre-fixed** by DMF Sundargarh, the selection will be made **purely based on technical quality**. The Firm scoring the **highest marks** in the Technical Evaluation shall be **ranked first** and **considered for award of contract**.

11.2. In Case of a Tie in Technical Scores

If two or more Firms obtain the same highest technical score, the following tie-breaker criteria shall be applied sequentially:

- a. Preference shall be given to the Firm with a greater number of relevant assignments for Government (Central/State), PSUs, or Autonomous Bodies, as defined in Clause 10.7.1.
- b. If a tie persists, preference shall be given to the Firm demonstrating stronger in-house production capabilities as evidenced in Clause 10.7.4 (Fixed Assets & Facilities).
- c. If a tie persists, the Authority shall evaluate the scores under the Presentation component (Clause 10.7.6) and rank the Firm with the higher presentation score above others.
- d. If all the above criteria result in a tie, the Authority may call for an in-person or virtual interview to further assess creative strategy, deployment readiness, and alignment with DMF's communication goals.

Note: At no stage shall the Authority seek any commercial negotiation or price-related offer, in keeping with the principles of Quality-Based Selection (QBS).

11.3. The selected Firm shall be issued a Letter of Award (LoA), subject to the submission of the required Performance Security within the prescribed timeframe. Upon acceptance of the LoA, the Firm must enter into a formal Agreement with DMF Sundargarh in accordance with the terms of this RFP.

11.4. Since this assignment follows a Quality-Based Selection (QBS) approach and the professional fee is pre-fixed by DMF, no financial proposal or negotiation shall be entertained. All evaluations, ranking, and final selection decisions shall be based solely on technical merit.

12. CONFLICT OF INTEREST

The Firm must not have any conflict of interest that may affect the bidding process. If a conflict of interest is found, the Firm will be disqualified, and the Authority may forfeit the Bid Security (EMD) as compensation for time, effort, and expenses incurred—not as a penalty.

A conflict of interest is deemed to exist if:

12.1. The Firm or its associate has ownership or control ties with another bidder or their associate. This disqualification does not apply if the shareholding is less than or equal to 25%, or if the ownership is by public institutions like banks, insurance companies, pension funds, or public financial institutions under Section 2(72) of the Companies Act, 2013. Indirect ownership is calculated based on control or proportionate holdings.

12.2. A member of the Firm is also part of another bidding Firm.

12.3. The Firm or its associate has received or given any subsidy, grant, concessional loan, or subordinated debt to/from another bidding Firm or its associate.

12.4. The Firm shares the same legal representative as another bidder for this bid.

12.5. The Firm has a relationship (directly or through a third party) with another bidder that allows them to access each other's confidential information or influence each other's bids.

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

- 12.6. The Firm or its associate has been involved in preparing the bid documents, technical designs, or specifications for the project.

13. INTELLECTUAL PROPERTY RIGHTS AND DATA CONFIDENTIALITY

13.1. Ownership of Work

All audiovisual content, raw footage, edited videos, scripts, voiceovers, subtitles, photographs, animations, storyboards, graphics, metadata, reports, and any other material or deliverables developed, produced, or collected by the selected Media Agency under this assignment shall be the sole and exclusive property of the District Mineral Foundation (DMF), Sundargarh. The agency shall have no rights or claims over the content, whether interim or final.

13.2. Transfer of Rights

The Media Agency shall ensure that all creative and production-related personnel (including freelancers or subcontractors, if any) involved in the project formally assign all intellectual property rights, including copyright, to DMF Sundargarh. The agency shall submit a written undertaking to this effect, confirming that no third-party rights will encumber the deliverables.

13.3. Use and Reproduction Restrictions

The Media Agency shall not, under any circumstances, publish, share, reuse, sell, license, distribute, or reproduce any part of the content developed for DMF, either in whole or in part, on any platform or with any third party, without prior written permission from DMF Sundargarh.

13.4. Intellectual Property Rights (IPR) Transfer Certificate

All materials, including audiovisual content, scripts, graphics, music, narration, raw footage, and final deliverables, developed or acquired by the Agency while performing the services under this RFP, shall become the sole and exclusive property of DMF Sundargarh.

The Agency shall submit a notarized "IPR Transfer Certificate" along with each deliverable, confirming that:

- a. All rights, titles, and interests in the content have been assigned to DMF.
- b. No third-party intellectual property is used without valid license or written permission.
- c. The Agency shall bear sole responsibility for any IP-related disputes or claims.

14. OPENING AND EVALUATION OF TECHNICAL BIDS

- 14.1. The Authority shall open the Technical Bids at the scheduled date, time, and venue as specified in *Table-I: Schedule of Bidding Process*, at the office of DMF Sundargarh. The names of all Bidders whose bids are received on or before the due date and time shall be recorded in the Bid Opening Register. Bidders or their authorized representatives may remain present during the opening upon submission of a valid letter of authorization on official letterhead.

- 14.2. After bid opening, the Authority shall examine and evaluate each Technical Bid in accordance with the eligibility criteria and evaluation methodology set forth in this RFP. Evaluation will be conducted only for those bids deemed responsive and complete in all respects.

- 14.3. Facilitate an objective and thorough evaluation, the Authority may, at its sole discretion, seek written clarifications or additional information/documents from any Bidder regarding the contents of their Technical Bid. Such requests for clarification shall be sent in writing (email or letter) and must be responded

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

to within the timeframe stipulated by the Authority. (In Case of any missing mandatory documents the above provision shall not be applicable)

- 14.4. Failure by the Bidder to respond to such requests within the prescribed timeframe may render its Bid liable to rejection at the sole discretion of the Authority. If the Bid is not rejected, the Authority may proceed to evaluate the Bid based on the information available, construing the missing or ambiguous particulars to the best of its understanding. In such cases, the Bidder shall have **no right to contest** the interpretation or resultant scoring applied by the Authority.

15. TEST FOR RESPONSIVENESS

As part of the evaluation of Technical Bids, the Authority shall determine whether each Bid is responsive to the requirements of the RFP. A Bid shall be considered responsive only if:

- 15.1. It is received as per the format specified in the RFP.
- 15.2. It is received by the Authority on or before the specified time on the Bid Due Date including any extension thereof pursuant to Clause.
- 15.3. It is duly signed and stamped by the authorized signatory as per the requirements of the RFP.
- 15.4. It is accompanied by the proof of paying the Bid Security/EMD.
- 15.5. It is accompanied by the Power of Attorney for signing of bid. (Tech-7)
- 15.6. It contains certificate from its statutory auditors/chartered accountant for demonstrating financial capacity. It does not contain any condition or qualification.
- 15.7. It contains all the information and documents (complete in all respects) as requested in this RFP; and
- 15.8. It is not non-responsive in terms hereof.
- 15.9. The Bidder must establish the minimum eligibility criteria as specified in the RFP and provide details as per the format in Tech-2.
- 15.10. The Bid must be accompanied by the Audited Annual Reports of the Bidder for the last 3 (three) financial years (2021-22, 2022-23, 2023-24), preceding the year in which the Bid is made.
- 15.11. The Authority reserves the right to reject any Bid which is non-responsive and no request for alteration, modification, substitution, or withdrawal shall be entertained by the Authority in respect of such Bid.

16. EVALUATION AND SELECTION OF BIDDER (QBS METHOD)

- 16.1. This RFP is exclusively issued to media agencies empanelled by IPR&D Odisha vide Letter No. 1584 dated 25.01.2024 & 837 dated 12.01.2024. Hence, no separate pre-qualification stage is required beyond the empanelment.
- 16.2. Only the Technical Proposals of responsive bidders shall be opened and evaluated. The evaluation shall be based solely on technical merit, in accordance with the scoring criteria outlined in Clause 10.7 of this RFP.
- 16.3. Bidders must secure a minimum of **70 marks out of 100** in the Technical Evaluation to be considered for selection. Bids scoring below this threshold shall be treated as non-responsive and shall not be considered further.
- 16.4. The bidder obtaining the **highest Technical Score (St)** shall be ranked **first** and shall be declared as the **Selected Bidder** for the assignment.
- 16.5. Since the financial quote is fixed as per approved project norms, **no Financial Proposal is required** or considered as part of this selection. Bidders

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

are expected to deliver the scope of services in accordance with the prescribed rate and deliverables.

- 16.6. A **Letter of Award (LoA)** shall be issued to the top-ranked bidder, subject to internal approvals and submission of the requisite **Performance Security** as stipulated in this RFP.
- 16.7. The Selected Bidder shall be required to **enter into a formal agreement** with DMF Sundargarh within **7 working days** from the issuance of the LoA. Failure to do so may lead to cancellation of the award and engagement of the next ranked bidder, at the discretion of the Authority.
- 16.8. **No deviation** from the contract terms and conditions specified in the RFP shall be permitted after award.
- 16.9. Upon written request, DMF Sundargarh may offer a **debriefing** to unsuccessful bidders, limited to discussion on the **strengths and weaknesses of their Technical Proposal**, without disclosing any proprietary or confidential information related to other proposals.
- 16.10. The **final technical scores** of all technically qualified bidders shall be **published on the official website** of DMF Sundargarh after award of the contract, in the interest of transparency.
- 16.11. If **no bidder secures the minimum qualifying score** of 70 out of 100, the Authority reserves the right to either:
 - (a) re-invite proposals with revised Terms of Reference (ToR), or
 - (b) reinitiate the procurement process altogether.

17. CONTACT DURING BID EVALUATION

Bids shall be deemed to be under consideration immediately after they are opened and until such time the Authority makes official intimation of award/ rejection to the Bidders. While the Bids are under consideration, Bidders and/ or their representatives or other interested parties are advised to refrain from contacting by any means, the Authority and/ or their employees/ representatives on matters related to the Bids under consideration.

18. CORRESPONDENCE WITH BIDDER

The Authority shall not entertain any correspondence with any Bidder in relation to the acceptance or rejection of any Bid. Any information contained in the Bid shall not in any way be construed as binding on the Authority, its agents, successors or assigns, but shall be binding against the Bidder if the Goods is subsequently awarded to it based on such information.

- 19. The Authority reserves the right not to proceed with the Bidding Process at any time without notice or liability and to reject any or all Bid(s) without assigning any reasons.**

20. ANTI-CORRUPTION MEASURE

- 20.1. Any attempt by the Firm(s) to influence DMF during the evaluation of financial bids or the decision-making process regarding the award of the contract shall result in immediate rejection of the Bid.
- 20.2. A recommendation for award of contract shall be rejected if it is found that the recommended Firm, either directly or through an agent, has engaged in corrupt, fraudulent, collusive, or coercive practices in connection with the bidding process. In such an event, DMF reserves the right to debar the Firm—

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

either indefinitely or for a specified period—from participating in any future procurement processes conducted by DMF.

21. LANGUAGE OF BIDS

The Bid and all related correspondence exchanged between the Firm and the Client shall be written in the **English** language. Supporting documents and printed literature that are part of the bid may be in another language provided they are accompanied by an accurate translation of the relevant passages in English with self-certification for accuracy, in which case, for the purposes of interpretation of the Bid, the translated version shall govern.

22. CONFIDENTIALITY

- 22.1. All information related to the examination, clarification, evaluation, and recommendation of proposals shall be treated as strictly confidential and shall not be disclosed to any person not officially involved in the empanelment process. Disclosure to third parties shall be limited to professional advisors or consultants engaged by DMF Sundargarh for the purpose of this empanelment, and such disclosure shall be bound by confidentiality obligations.
- 22.2. DMF Sundargarh shall treat all documents, materials, and data submitted by the media agencies as confidential and shall ensure restricted access to such information. No part of the proposal or evaluation process shall be disclosed unless:
- i. Required by a competent legal or statutory authority.
 - ii. Necessary to assert or enforce DMF's legal rights.
 - iii. Required under applicable laws or legal processes.
- 22.3. The Selected Media Agency shall treat all data, audiovisual materials, scripts, creative concepts, footage, branding assets, reports, and any other deliverables created or received in connection with this assignment as confidential and proprietary to DMF Sundargarh. The agency shall not, under any circumstances, disclose, reuse, republish, or distribute such materials without prior written consent from the Authority.
- 22.4. The Selected Agency shall implement appropriate data protection and cybersecurity measures, including but not limited to:
- i. End-to-end encryption (AES-256 or equivalent),
 - ii. Access control mechanisms and secure user authentication,
 - iii. Regular data backups and secure file transfer protocols,
 - iv. Data integrity checks and audit trails to monitor usage.
- 22.5. Any unauthorized access, sharing, or data breach shall constitute a serious breach of contract and may lead to immediate disqualification, blacklisting, forfeiture of performance security, and legal proceedings under applicable laws.
- 22.6. All content and outputs—including but not limited to raw footage, edited videos, animations, scripts, creative concepts, audio files, photographs, visual design files, and analytical reports—produced as part of the assignment shall remain the exclusive intellectual property of DMF Sundargarh. The empanelled agency shall have no rights of ownership or reuse and shall return or delete all materials upon completion or termination of the engagement.

23. Amendment of RFP

DMF Sundargarh reserves the right to amend or modify any part of this RFP before the submission deadline by issuing an addendum or corrigendum through the official website (<https://sundargarh.odisha.gov.in>) or other prescribed channels.

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

Such changes shall be binding on all participating agencies. Allow sufficient time for bidders to incorporate changes, the Authority may, at its discretion, extend the deadline for submission of proposals.

24. 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 and thereby incurring any liability to the Firm.

25. DISQUALIFICATION OF BID

The Bid is liable to be disqualified in the following cases as listed below:

- 25.1. The Authority reserves the right to reject any Bid without assigning any reason, including but not limited to the following circumstances:
- 25.2. The Bid is submitted **without the prescribed Bid Processing Fee** or **Earnest Money Deposit (EMD)**, if applicable.
- 25.3. The Bid is not submitted in the format or manner prescribed in the Tender Document, including non-compliance with instructions related to sealing, labelling, or submission method.
- 25.4. During the validity period of the Bid (or any extension thereof), the Bidder seeks to alter or withdraw any component of the Bid in a manner that is inconsistent with the Tender conditions.
- 25.5. The Bid is incomplete, ambiguous, or lacking in material particulars required for evaluation.
- 25.6. The Bid is received after the due date and time specified for submission.
- 25.7. The Bid is not accompanied by all requisite supporting documents, certificates, or declarations as specified in the Tender Document.
- 25.8. The Technical Bid contains any conditions, assumptions, or deviations not explicitly permitted under the RFP.
- 25.9. The Bid includes unauthorized commercial or financial information in any part of the submission, including the Technical Proposal, which is prohibited under the QBS approach.
- 25.10. The Bid is not properly signed or sealed by the authorized signatory of the Bidder as required.
- 25.11. The Bid does not conform to the scope of work, objectives, or deliverables as outlined in the RFP.
- 25.12. The Bidder or any person acting on its behalf attempts to influence the evaluation process by unlawful, corrupt, fraudulent, or coercive means, whether directly or indirectly.
- 25.13. The Technical Proposal contains pricing-related content or commercial information, in contravention of the RFP instructions, which may lead to compromise of the QBS process.
- 25.14. Any other situation or condition that, in the opinion of the Authority, would prejudice the fairness, integrity, or competitive nature of the selection process or affect the paramount interest of the Authority.

26. FRAUD AND CORRUPT PRACTICES

The Firm and their respective officers, employees, agents, and advisers shall observe the highest standard of ethics during the Bidding Process. Notwithstanding

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

anything to the contrary contained herein, DMF may reject a Bid without being liable in any manner whatsoever to the Firm, if it determines that the Firm, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the Bidding Process. In such an event, DMF shall be entitled to forfeit and appropriate the Bid Security or Performance Security as Damages, without prejudice to any other right or remedy that may be available to DMF under the Bidding Documents and/ or the Agreement, or otherwise.

Without prejudice to the rights of the DMF hereinabove and the rights and remedies which DMF may have under the RFP, or otherwise if a The Firm is found to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Bidding Process such The Firm, at the sole and absolute discretion of DMF , shall not be eligible to participate in any tender or RFP issued by DMF during a period of 2 (two) years from the date such The Firm, is found to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practices, as the case may be. The following terms shall have the meaning hereinafter respectively assigned to them:

- 26.1. "Corrupt practice" means
- 26.1.1. the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any person connected with the Bidding Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of DMF who is or has been associated in any manner, directly or indirectly, with the Bidding Process or work order or has dealt with matters concerning the Agreement or arising therefrom, before or after the \ execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the DMF , shall be deemed to constitute influencing the actions of a person connected with the Bidding Process); or
- 26.1.2. save and except as permitted under the Clause of this RFP, engaging in any manner whatsoever, whether during the Bidding Process person in respect of any matter relating to the Project, who at any time has been or is a legal, financial or technical adviser of DMF in relation to any matter concerning the Project.
- 26.2. "Fraudulent Practice" means a misrepresentation or omission of facts or suppression of facts or disclosure of incomplete facts.
- 26.3. "Coercive Practice" means impairing or harming, or threatening to impair or harm, directly or indirectly, any person or property to influence any person's participation or action in the Bidding Process.
- 26.4. "Undesirable Practice" means (i) establishing contact with any person connected with or employed or engaged by the Project Sponsoring Authority with penal the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Bidding Process; or (ii) having a Conflict of Interest; and
- 26.5. "Restrictive practice" means forming a cartel or arriving at any understanding or arrangement among The Firm with the objective of restricting or manipulating a full and fair competition in the Bidding Process.

27. GOVERNING LAW

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

This RFP and any subsequent agreement shall be governed by and construed in accordance with the laws of India. The courts of Sundargarh shall have only exclusive jurisdiction for any legal issues.

28. REQUEST FOR CLARIFICATIONS

- 28.1. Prospective bidders may seek clarifications regarding the contents of this Request for Proposal (RFP), including eligibility conditions, evaluation parameters, documentation requirements, or any other relevant aspect.
- 28.2. Submission of Queries:
- i. All queries must be submitted in writing via email to the designated authority.
 - ii. Queries should clearly mention the RFP Title, relevant clause number, and the specific point of clarification being sought.
 - iii. The last date for submission of clarification requests is 02.08.25
 - iv. Verbal or telephonic queries will not be entertained.
- 28.3. Email for Clarifications: dmfsundergarh@gmail.com
- 28.4. Response to Queries:
- i. Responses to the queries shall be communicated via email or uploaded as a corrigendum/addendum on the official website, if necessary.
 - ii. The authority reserves the right to group similar queries, edit phrasing for clarity, or not respond to queries deemed irrelevant or repetitive.

29. BIDDER GRIEVANCE REDRESSAL

Any bidder aggrieved by the outcome of the bid process may submit a written representation to the Grievance Redressal Committee constituted by DMF Sundargarh within 5 working days from publication of the result. The committee will provide a written response within 10 working days.

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

TECHNICAL BID FORMAT

TECH - 1	:	Cover Letter
TECH - 2	:	The Firm Profile & Experience
TECH - 3	:	Technical Capacity of Bidder
TECH - 4	:	Annual turnover and net worth certificate from an Independent Chartered Accountant firm.
TECH - 5	:	Self-Declaration on Non-Judicial Stamp Paper in original that the organization is currently not black-listed/banned/suspended/debarred by any Government or any of its agencies.
TECH - 6	:	Self-Declaration/Undertaking for Eligibility & Compliance
TECH - 7	:	Power of Attorney in the name of the person signing the proposal. Original Power of Attorney

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

TECHNICAL BID

TECH-1:

COVER LETTER

(On the Letterhead of the Bidder)

Date:

Place:

To

The Chief Executive Officer

District Mineral Foundation (DMF)

Collectorate Campus, Sundargarh – 770001, Odisha

Subject: Submission of Proposal for RFP – Selection and Engagement of Media Agency for AV Digital Content Creation for DMF, Sundargarh.

Reference: RFP No. _____, Dated _____, 2025

Sir/Madam,

With reference to the above-mentioned Request for Proposal (RFP), I/We, the undersigned, having examined the Bidding Documents, related corrigenda, and addenda, hereby submit our proposal for the **Selection and Engagement of Media Agency for Audio-Visual (AV) Digital Content Creation** for DMF, Sundargarh, under the **Quality-Based Selection (QBS) methodology**.

We understand that the QBS process prioritizes the evaluation of the quality and technical merit of proposals over cost considerations, emphasizing creativity, innovation, technical competency, and the ability to meet DMF's specific communication objectives. Accordingly, this proposal comprehensively addresses all technical criteria and evaluation parameters specified in the RFP.

We hereby declare and confirm the following:

1. We have thoroughly reviewed and understood the entire RFP document, including the Scope of Work, Evaluation Criteria, Terms and Conditions, and all issued corrigenda or addenda. We have no reservations or exceptions to any clause, requirement, or provision of the RFP. We acknowledge and accept that DMF, Sundargarh reserves the right to amend, suspend, cancel, or modify the selection process without any liability or obligation towards us or any other bidders.
2. The information, data, and documents submitted in this proposal are true, accurate, complete, and verifiable to the best of our knowledge and belief. We understand that any misrepresentation, omission, or concealment of facts may lead to disqualification or termination of contract without any liability on the part of DMF.
3. We meet all eligibility requirements specified in the RFP, including but not limited to experience in AV digital content creation, video production, media campaign management, creative conceptualization, and delivery of media services to reputed clients. Over the past three years, we have successfully completed assignments of similar nature and complexity without any adverse performance reports, contract terminations, or legal disputes. We are not currently debarred, blacklisted, or disqualified by any government or regulatory authority from participating in government procurement processes.
4. Neither we nor any of our employees, agents, or representatives have engaged or will engage in any corrupt, fraudulent, collusive, coercive, or unethical practices during the bidding process or in contract execution. We

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

- acknowledge and comply fully with all applicable laws, government orders, and regulatory guidelines, including those relating to conflict of interest, anti-bribery, and procurement integrity. We confirm that no person acting on our behalf has been convicted or charged with any criminal, regulatory, or disciplinary offense that would impact our ability to perform the contract.
5. We declare that there is no conflict of interest in submitting this proposal or undertaking the contract if awarded. We undertake to promptly notify DMF if any conflict arises during the empanelment or contract period.
 6. We will maintain strict confidentiality of all information, data, and materials shared with us during the bidding and contract phases. We acknowledge that all deliverables produced during the contract will be the intellectual property of DMF, Sundargarh, and we will not use or distribute these deliverables without explicit written permission.
 7. Our proposal is valid for a period of 120 (One Hundred Twenty) days from the Bid Due Date as specified in the RFP. We understand that the empanelment or contract will be for the financial year 2025-26 unless extended by mutual consent or terminated earlier as per terms.
 8. We understand that empanelment through this QBS process does not guarantee assignment of work. Specific projects or assignments will be awarded based on further technical evaluation, suitability, and negotiation. We undertake to enter a formal contract in the format prescribed by DMF upon selection and agree to abide by all contract terms, including service levels, timelines, quality standards, and payment terms.
 9. We certify that neither we nor any of our affiliates are from or connected with entities in countries sharing a land border with India, except as permitted under Government of India guidelines and registrations with competent authorities.
 10. We commit to timely communication, proactive cooperation, and providing any additional information, clarifications, or documents requested by DMF during the evaluation or contract period.

In conclusion, we express our sincere interest in collaborating with DMF, Sundargarh, and assure our full commitment to delivering high-quality, innovative, and impactful AV digital content aligned with DMF's vision and objectives.

We submit this proposal in strict accordance with the terms and conditions of the RFP and the QBS selection method, and we look forward to your favourable consideration.

Thank you.
Yours faithfully,

(Authorized Signatory)

Name:
Designation:
Organization:
Contact Details:

Seal of the
Organization

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

TECH - 2

THE FIRM PROFILE AND EXPERIENCE

The Firm are required to provide the detailed information requested as per the format below:

Sl. No.	General Particulars of the Agency	Details to be Filled by the Agency
1	Agency Details	
a)	Name of the Agency	
b)	Registered Address with Telephone Numbers	
c)	Email ID	
d)	Mobile Number	
e)	Website/Social Media Handles (if any)	
f)	Date of Incorporation/Registration	DD/MM/YYYY
g)	Legal Status (Proprietorship/Partnership/LLP/Private Ltd.)	
h)	PAN Number	
i)	GSTIN	
j)	Authorized Person Details: ✓ Name & Designation ✓ Email ID ✓ Contact Number	
2	Earnest Money Deposit (EMD) - INR 3,00,000/-	
a)	Demand Draft No.	
b)	Name of Bank	
c)	Date	
d)	Amount	₹ 3,00,000/-
e)	Enclosed DD	Yes / No
3	Relevant Experience in AV Production (Years of Operation)	
a)	No. of years in continuous operations	
b)	Supporting Documents Attached (Registration/Work Orders, etc.)	Yes / No (Attached Page No.____)
4	Experience with Govt/CSR/Development Sector Projects	
a)	No. of similar projects executed (AV/digital storytelling)	
b)	Project Details (Client Name, Year, Scope, Deliverables)	Yes / No (Attached Page No.____)
5	Bilingual Content Development Capability (Odia & English/Hindi)	
a)	No. of Bilingual Projects Executed	
b)	Links to Sample Videos (Subtitled or Dubbed)	
c)	Attached Portfolio (minimum five (5) samples)	Yes / No (Attached Page No.____)
6	Team Composition & Competence	

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

a)	Team Members: Project Lead, Videographer, Photographer, Editor	
b)	Years of Experience of Project Lead	
c)	Attached CVs & Credentials	Yes / No (Attached Page No.____)
7	In-House Production Capability	
a)	Studio Setup / Workstations / Software Used	
b)	Equipment List Attached	Yes / No
c)	Execution Flow (In-house/Outsourced with Justification)	
d)	Self-declaration on Production Capability	Yes / No (Attached Page No.____)
8	Financial Strength (Average Annual Turnover)	
a)	Turnover FY 2021-22	₹
b)	Turnover FY 2022-23	₹
c)	Turnover FY 2023-24	₹
d)	Average Turnover (3 Years)	₹
e)	CA-Certified Turnover Certificate Attached	Yes / No (Attached Page No.____)
9	Creative Approach & Scope Understanding (To be presented before Evaluation Committee)	
a)	Concept Note Attached (Understanding, Workplan, Innovation, Risks)	Yes / No (Attached Page No.____)
b)	Availability for Presentation (Date to be informed by DMF)	Yes / No
10	Declaration & Compliance	
a)	Declaration on Not Being Blacklisted	Yes / No (Attached Page No.____)
b)	Copy of Entire Bid Document Duly Signed & Stamped	Yes / No (Attached Page No.____)
c)	Power of Attorney (if applicable)	Yes / No (Attached Page No.____)

Note: Agencies/The Firm not submitting full information/documents at the first instance shall be rejected.

Declaration

I/We hereby confirm that the above information is true to the best of our knowledge and belief. All required documents and proofs are enclosed. We accept all terms and conditions of the RFP.

Signature with Stamp: _____

Date: _____

Full Name: _____

Designation: _____

Agency Name: _____

Address: _____

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

**TECH: 3
TECHNICAL CAPACITY OF BIDDER**
(Refer to Clause 10.7.2 of the RFP)

Note: The Bidder should have experience in conceptualization, production, and delivery of at least **10 audiovisual content development assignments** of similar nature and scale in the **last 3 (Three) financial years** (*Refer to Point 5.3*) immediately preceding the Bid Due Date. Assignments must be related to Government (Centre/State), PSUs & Autonomous body's communication projects.

Name of the Bidder: _____

Sl. No.	Details	
1	Name of the Client/Organization	
2	Name of the Project / Campaign	
3	Type of Content Produced (Short Films / Testimonials / Documentaries / Event Coverage, etc.)	
4	Number of AV Content Pieces Delivered	
5	Duration & Format of Final Deliverables (e.g., 2-5 min HD/4K videos, subtitled/localized)	
6	Nature of Engagement (Script to Screen / Filming Only / Post-Production / Full Package)	
7	Completion Year of Assignment	
8	Was this a government (Centre/State), PSUs & Autonomous body's assignment? (Yes/No)	
9	Client Certification Attached (Work Order / Completion Certificate / Testimonial)	
10	Name, Designation, Email & Phone of Client Contact Person for Reference	

[Attach documentary proof for each assignment – work order, completion certificate, or client testimonial]

Declaration: I/We hereby confirm that the above information is true and supported by valid documentation. We understand that false representation may lead to disqualification.

Date: _____

Place: _____

Authorized Signatory

Name: _____

Designation: _____

Organization Seal: _____

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

**TECH: 4
ANNUAL TURNOVER AND NETWORTH STATEMENT**

[To be given on letter head of the Independent Chartered Accountant (CA)]

Subject: *Annual Turnover and Net Worth Certification for the selection and engagement of media agency for AV digital content creation for DMF, SUNDARGARH,*

In reference to **Tender No.** _____, **dated** _____, for the for the selection and engagement of media agency for AV digital content creation for DMF, SUNDARGARH, we hereby certify that the annual turnover and net worth of _____ (Name of the Media Agency), located at _____ (Full

Address), for the three fiscal years are as follows:

Sl. No.	Financial Year (F.Y.)	Annual Turnover in Lakhs (Indian National Rupees)
1.	F.Y. 2021-22	
2.	F.Y. 2022-23	
3.	F.Y. 2023-24	
Average Annual turnover of three Financial Years i.e., FY 2021-22, 2022-23 & 2023-24. (In Figures) in Lakhs		

Date:
Signature of CA
Place:
Name of CA:
Membership No:
Full address:

Seal of the
Independent CA firm

Date:
Signature
Place:
(Authorized Signatory of The Firm)
Name:
Designation:

Seal of the Firm
(CA Firm)

SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH

TECH - 5

(Self-Declaration/Undertaking on Notarized of appropriate value Non-
Judicial Stamp Paper in original)

Declaration/Undertaking

In reference to Tender No. _____, dated _____, for the selection and
engagement of media agency for AV digital content creation for DMF
SUNDARGARH,

I/We, _____ (Name of the Authorized Signatory), the
authorized signatory of _____ (Name of the
Media Agency), hereby solemnly declare and undertake that:

- Our organization, _____ (Name of the
Media Agency), or any of our promoter(s)/director(s)/partners, is **not
blacklisted, banned, suspended, or debarred** currently by:
 - i. The Government of India, any State Government, or any Union
Territory (UT) Administration in India.
 - ii. Any Public Sector Undertaking (PSU) or any agency/institution funded
by the Government of India, State Government, or UT Administration.
 - iii. Any national/international organization, NGO, or development agency.
- There are **no pending cases** against our organization with the police or in any
court of law in India.
- There are **no proceedings, disputes, or inquiries** pending against our agency
in connection with:
 - i. Cheating
 - ii. Misappropriation of funds
 - iii. Exploitation of project beneficiaries
 - iv. Breach of contract or unethical practices in media-related projects
- We acknowledge that **any misrepresentation or concealment of facts** in the
submitted bid shall lead to rejection or termination of our empanelment at
any stage, which shall be binding upon us. We further agree to compensate
the District Mineral Foundation (DMF), Sundargarh for any loss or damage
incurred due to such misrepresentation.
- In case of any subsequent developments or information that affect this
declaration, we undertake to **immediately inform the DMF, Sundargarh** in
writing.

Seal of the Firm

Date:
Signature
Place:
(Authorized Signatory of The Firm)
Name:
Designation:

Note: Please submit this self-declaration/undertaking in Original.

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

TECH- 6

[On the Letter Head of the Firm]
(Undertaking in original)

In reference to Tender No. _____, dated _____, 2025, for the selection and engagement of media agency for AV digital content creation for DMF, SUNDARGARH,

I/We, _____ (Name of the Person), the authorized signatory of
_____ (Name of the Media Agency), hereby solemnly
declare and undertake that:

- Our agency **fulfils all the eligibility criteria** as stipulated in the above-mentioned tender document.
- We undertake to provide **AV digital content creation and communication support services** to the District Mineral Foundation (DMF), Sundargarh, as per the scope of work defined in the tender document.
- We assure **timely execution and delivery** of all creative and technical outputs, including scripting, filming, editing, dubbing, subtitling, and final production, in alignment with the project timelines.
- We affirm that our agency has **not been blacklisted, debarred, or suspended** by any Government Department, Public Sector Undertaking, or any other statutory authority.
- We commit to maintaining **strict confidentiality** of all project-related data, footage, and information accessed or generated during this engagement.
- We shall uphold the **highest standards of creative integrity, professional ethics, and accountability** throughout the execution of the assignment.

We confirm our commitment to fulfilling these obligations in good faith and in accordance with the tender requirements.

Signature: _____
Name of Authorized Signatory: _____
Designation: _____
Name of the Media Agency: _____
Official Seal/Stamp: _____
Date: _____
Place: _____

Seal of the Firm

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

TECH-7

**Format for Power of Attorney
(Notarized on INR 100.00 Stamp Paper)**

KNOW ALL MEN BY THESE PRESENTS,
We, _____ (name of the firm and address of the registered office), do hereby irrevocably constitute, nominate, appoint and authorize **Mr.** _____ / **Ms.** _____ (Name), son/daughter/wife of _____, and presently residing at _____, who is {presently employed with us and holding the position of _____}, as our true and lawful attorney (hereinafter referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our bid for **SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT CREATION FOR DMF, SUNDARGARH**, being floated by the **District Mineral Foundation (DMF), Sundargarh** (the "Authority"), including but not limited to:

- signing and submission of all applications, bids and other documents and writings,
- participation in bidder meetings and other conferences,
- providing information/responses to the Authority,
- representing us in all matters before the Authority,
- signing and execution of all documents and undertakings consequent to acceptance of our bid, and
- generally dealing with the Authority in all matters in connection with or relating to or arising out of our bid for AV digital content creation and communication support for DMF, and/or upon award thereof to us and/or till the entering into of the Contract with the Authority or any entity representing the Authority.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney, and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall always be deemed to have been done by us.

IN WITNESS WHEREOF,

We, _____, the above-named Principal, have executed this Power of Attorney on this ___ day of _____, 2025.

.....
(Signature of **PoA Holder**)

(Name, Title and Address of the Attorney)

Name of the Authorized Person :
Representative

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

**(Signature of the Authorized representative
with Date)**

CERTIFIED :

(Signature of Person Executing Attorney)

**Name of Person Executing
Attorney :**

**Designation of Person
Executing Attorney :**

Date & Seal :

Address of Bidder :

Contact Number of Bidder :

Email id of Bidder :

Witness:

1. Full Name
- Address
- Signature.....

2. Full Name
- Address
- Signature

Notes:

1. *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*
2. *Also, wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a resolution/ power of attorney in favor of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.*
3. *Power of Attorney should be executed on a non-judicial stamp paper of appropriate value as relevant to the place of execution (if required under Applicable Laws).*
4. *For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued.*

However, in the countries, which are member of Hague convention, the document must be notarized by the public notary and apostille by the designated competent authority of the issuing country.

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

**Annexure - A
Bid Submission Checklist**

Sl. No.	Document / Requirement	Document/Requirements Description	Attached (Yes/No)	Page No.
1	Cover Letter (TECH-1) duly signed by authorized signatory	As per format provided under TECH-1 on company letterhead		
2	Index page and page numbering across full proposal	Index page listing all enclosures and sequential page numbering of the full proposal		
3	Copy of complete bid document signed & stamped on each page	Entire RFP document, signed and stamped by the authorized signatory as a mark of acceptance		
4	Power of Attorney in favor of signatory (TECH-7)	Original notarized Power of Attorney authorizing the bid signatory		
5	Firm Profile & Experience Form (TECH-2)	Filled-in TECH-2 with details like legal structure, incorporation, GST, PAN, authorized representative, EMD details, etc.		
6	Legal Registration Documents (Incorporation/Partnership deed etc.)	Certificate of Incorporation/Partnership Deed/LLP Agreement/Society Registration Certificate as applicable		
7	PAN and GST registration certificates	Self-attested copies of PAN and GST Registration Certificate		
8	Proof of local presence in Odisha (utility bill/lease deed/authorization letter)	Utility bill, rent agreement or declaration of representative based in Odisha, preferably Sundargarh		
9	Declaration of Non-Blacklisting on Non-Judicial Stamp Paper (TECH-5)	As per format given under TECH-5 - Original, signed and notarized declaration		
10	Declaration for Eligibility & Compliance (TECH-6)	Signed undertaking on compliance with eligibility criteria		
11	Technical Capacity Form (TECH-3)	Duly filled TECH-3 form with client names, project summaries, and media type		
12	Work Orders/Completion Certificates/Client Testimonials for at least 10 similar assignments	At least five documentary proofs such as Work Orders or Completion Certificates in Govt/CSR/Development Sector		
13	Portfolio of AV content showing trilingual capabilities (Odia + Hindi/English) - minimum 5 samples	Links or files demonstrating Odia & Hindi/English voiceover/subtitled videos (preferably field-based storytelling)		
14	CVs of core team members (Project Lead/Manager, Photographer/Filed Producer, Videographer, Media Editor (AV, Script))	Detailed resumes with relevant experience and role in the project, as per requirement under clause 5.4		

**SELECTION AND ENGAGEMENT OF MEDIA AGENCY FOR AV DIGITAL CONTENT
CREATION FOR DMF, SUNDARGARH**

15	Proof of in-house production facilities (studio/equipment/software list)	List of production equipment, editing tools, software licenses (e.g., Adobe Suite), and description of facilities		
16	Self-declaration on in-house production capability	Signed declaration confirming all AV tasks will be executed in-house without subcontracting		
17	CA-certified Turnover Certificate (TECH-4)	Certificate from Chartered Accountant as per TECH-4 template with FY-wise breakdown		
18	Audited Balance Sheets/Financial Statements (FY 2021-22 to 2023-24)	Audited financials showing average annual turnover \geq ₹1.5 Cr for last 3 years		
19	EMD of ₹3,00,000 in form of DD, enclosed in technical bid envelope	Demand Draft in favor of "District Mineral Foundation, Sundargarh", valid for 90 days		
20	Tender Fee of ₹2000 in form of DD	Non-refundable Tender Fee DD drawn in favor of "District Mineral Foundation, Sundargarh"		
21	Envelope labelling as per RFP (Technical Bid, Outer Envelope)	One-envelope system with proper labels as per section 9.2 of RFP		
22	Technical Presentation concept notes with understanding, strategy, workplan, and innovation	3-5-page concept notes highlighting creative approach, visual storytelling plan, workplan, and risk mitigation; for use in Presentation evaluation (clause 10.7.6)		
23	Self-declaration for not being from a country sharing land border with India (if applicable)	As per Govt. of India order regarding participation restrictions from bordering nations		
24	Availability confirmation for Pre-Bid Meeting & Technical Presentation	Email or Letter confirming bidder's availability for participation in pre-bid and final presentation		

-----End of the document-----