

**Directorate of Mission Shakti
Department of Women & Child Development and Mission Shakti
Government of Odisha**


No: WCD-MS-0082-2018- 20187

/WCDMS, Date: 01.12.2018

CORRIGENDUM TO TENDER CALL NOTICE 19716 dt-22.11.18

After careful examination of the queries received through mail and raised by the bidders attended the pre-Bid meeting on dt-30.11.18, **modifications to the RFP for selection of agency who deals with IEC activities like mass media communication, social media communication, advertisement, event management and digital marketing for IEC activities in promoting various activities under Mission Shakti in Odisha is uploaded in the website-www.wcdodisha.gov.in as per para 1.5 of the RFP.** The Tender completed in all respect shall be deposited in the office of the Commissioner cum Director, Directorate of Mission Shakti, Pokhariput, Bhubaneswar-751030 on or before 17.12.18 by 4 P.M through register post, speed post only. The application form of the tender containing General Bid information and terms & conditions can be downloaded from the website-www.wcdodisha.gov.in till 17.12.18. All bidders are required to pay Rs.5600.00 (Rupees Five Thousand Six Hundred Only), Including GST, towards Bid Processing Fee in the form of Demand Draft drawn in favour of the "Commissioner cum Director, Directorate of Mission Shakti" and payable at Bhubaneswar. The authority reserves the right to cancel/modify the Tender at any point of Time. Modification of tender, if any, will be placed in the website-www.wcdodisha.gov.in

By order of the
Commissioner cum Director


11/12/18
Joint Secretary to Govt



**CORRIGENDUM TO
REQUEST FOR PROPOSAL
FOR
HIRING AGENCY DEALING WITH IEC ACTIVITIES LIKE MASS
MEDIA COMMUNICATION, SOCIAL MEDIA
COMMUNICATION, ADVERTISEMENT AND DIGITAL
MARKETING FOR IEC IN PROMOTING VARIOUS
ACTIVITIES UNDER MISSION SHAKTI IN ODISHA**

TENDER CALL NOTICE -19716 dt-22.11.18

**Directorate of Mission Shakti,
Department of Women & Child Development and Mission Shakti,
Mission Shakti Bhawan, Pokhariput, Pin-751030
Email –pmumissionshakti@gmail.com
Phone – 0674 –2974093**

After careful examination of the queries received through mail and raised by the bidders, attended the pre-Bid meeting on dt-30.11.18, following modifications have been made in the RFP.

1.Modified Paras

SI No of the Para of RFP	Existing	Modified/deleted
1.3	Consortium:	
	Keeping in view the Scope of Work, Consortiums / Joint Ventures are not allowed. Proposals only from Bidders, applying individually shall be considered for evaluation. Firms applying in consortium / joint venture shall be summarily rejected.	Keeping in view the Scope of Work, Consortiums / Joint Ventures are not allowed. Proposals only from Bidders, applying individually (individual, partnership firm, company) shall be considered for evaluation. Firms applying in consortium / joint venture shall be summarily rejected.
1.7	Schedule of Selection Process:	
1.7.3	Last Date and time for submission of Proposal - 13/12/2018 by 04:00 PM	Last Date and time for submission of Proposal -17/12/2018 by 04:00 PM
1.7.4	Opening of Technical Proposal- 13/12/2018 at 04:30 PM, at Mission Shakti Bhawan Conference Hall	Opening of Technical Proposal- 17/12/2018 at 04:30 PM, at Mission Shakti Bhawan Conference Hall

1.7.5	Presentation by Bidders as in para- 4.1 .2-15/12/2018 at 11:30 AM at Mission Shakti Bhawan Conference Hall	Presentation by Bidders as in para- 4.1 .2-19/12/2018 at 11:30 AM at Mission Shakti Bhawan Conference Hall
1.7.6	Opening of Financial Bid as in para- 4.1.iii- Only for Technically Qualified Bidder - 17/12/2018 at 3:00 PM at Mission Shakti Bhawan Conference Hall	Opening of Financial Bid as in para- 4.1.iii- Only for Technically Qualified Bidder -20/12/2018 at 3:00 PM at Mission Shakti Bhawan Conference Hall
1.14	<p>1.14 Bid Security:</p> <p>1.14.1 Bid Security:</p> <p>i. A Bid Security of Rs. 10,00,000.00 (Rupees Ten Lakh Only) in the form of Demand Draft drawn in favor of Commissioner cum Director, Directorate of Mission Shakti, Odisha and payable at any scheduled bank having branch in Bhubaneswar, shall be submitted by all the Bidders along with the Technical Proposal .</p> <p>ii. Proposals not accompanied with Bid</p>	<p>1.14 Bid Security:</p> <p>1.14.2 Bid Security:</p> <p>i. A Bid Security of Rs. 10,00,000.00 (Rupees Ten Lakh Only) in the form of Demand Draft drawn in favor of Commissioner cum Director, Directorate of Mission Shakti, Odisha and payable at any scheduled bank having branch in Bhubaneswar, shall be submitted by all the Bidders along with the Technical Proposal.</p> <p>ii. Proposals not accompanied with Bid Security shall be rejected as non-responsive However Bidders registered under MSME are exempted</p>

	<p>Security shall be rejected as non-responsive.</p> <p>iii. No interest shall be payable by Directorate of Mission Shakti for the sum deposited as Bid Security.</p> <p>iv. The Bid Security of the unsuccessful bidders would be returned back within fifteen days of issuance of LOI. The Bid Security of the successful bidder would be refunded after raising of Performance Security as detailed at para 4.3.</p>	<p>for payment of Bid Security subject to validity of registration.</p> <p>iii. No interest shall be payable by Directorate of Mission Shakti for the sum deposited as Bid Security.</p> <p>iv. The Bid Security of the unsuccessful bidders would be returned back within fifteen days of issuance of LOI. The Bid Security of the successful bidder would be refunded after raising of Performance Security as detailed at para 4.3.</p>
2	TERMS OF REFERENCE	
2.2	Scope of Work	
	<p>The scope of work of the assignment is as below:</p>	<p>The scope of work would comprise social media management for Mission Shakti on turnkey basis, but not limited to the following activities.</p> <p>1.Strategy Formulation-The agency should formulate a result oriented comprehensive social media promotion strategy for Mission Shakti.</p>

		<p>2. Uploading of content relating to Road Shows and other activities of Mission Shakti during the period of contract.</p> <p>a. The agency will upload content relating to roadshows, success stories and other contents released by the Deptt during the contract period.</p> <p>b. This content will be shared on the official Face Book Page, Twitter Profile, YouTube Chanel & Instagram.</p> <p>c. Content will be drafted in two languages English and Odia and platform limitations should be given due care while creating content.</p> <p>d. The agency should be able to generate a minimum Indian fan base of 10,000 on Facebook (from Odisha and Odias staying across the country and people having interest in Mission Shakti and Odisha) in every fortnight which shall be deemed to begin from the date of award of work order. The Social Media Management shall be in line with other applicable social media governing guidelines.</p> <p>The agency should be able to generate a minimum fan base of 1 lakh on FB during the period of contract. Besides other assignments like preparing of communication, road shows & outdoor</p>
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		hoarding will be the scope of work of the agency.
2.2.1.i	Advertising & Promotion	
	Preparing Development Communication , Branding, Promotion, Advertising strategy and implementation plan.	Preparing Development Communication , Branding, Promotion, Advertising strategy and implementation plan.
2.2.1.iii	<p>Radio Advertisement</p> <p>Production & dubbing</p> <p>Per each Production and dubbing of radio jingles/spots. Scope of dubbing shall include Regional languages of Odisha and also in Hindi and English.</p> <p>Airing</p> <ol style="list-style-type: none"> a. All India Radio b. Red FM c. Radio Chocolate d. Big FM e. Community Radio <p>Frequency and numbers will be decided by Directorate of Mission Shakti.</p>	Deleted

2.2.1.iv	<p>Road Shows</p> <p>Arrange Communication, promotion & Advertising through simultaneous road shows (in all Districts) within 2 months by use of branded and decorated Caravans (TATA Ac) with AV (Audio-Visual), IEC materials (flyers/leaflets, danglers, posters, stickers, standee etc..) with adequate power backup. A minimum of 3 road shows per Gram Panchayat and ULB ,10 shows for Municipality and Municipal Corporation shall be held. The agency shall submit proof of roadshows by photos etc. along with submission of claims.</p>	<p>Road Shows</p> <p>Arrange Communication, promotion & Advertising through simultaneous road shows (in all Districts) within 2 months by use of branded and decorated Caravans (TATA Ac or Mahindra Pick up) with 8' x 6' LED wall,outdoor-P-6,AV(Audio-Visual) ,250 watt with 2 sound boxes, IEC materials (flyers/leaflets, danglers, posters, stickers, standee etc..) with adequate power backup.3 road shows per Gram Panchayat and ULB ,10 shows per Municipality and Municipal Corporation shall be held . The agency shall submit proof of road shows along with submission of claims. The method of monitoring has to be clearly spelt out in the presentation.</p>
2.2.1.v	<p>PR Co-ordination</p> <p>The Agency shall assist in promoting the scheme through promotional articles, news clips, bites, Press Release, Generic Stories and interviews etc. through print media, radio and electronic media. The agency may require to organize press conference as per the need of</p>	Deleted

	the Directorate of Mission Shakti, Odisha	
2.2.1.vi	<p>Outdoor Hoarding</p> <p>The Agency shall identify locations and put up hoardings at District headquarters, Sub Division Headquarters, Block Headquarters throughout the State. The amount quoted by the Agency shall include cost of hiring of hoarding, flex printing, flex mounting and transport. The hoarding should be visible and in prime locations. The Agency shall also seek necessary permissions for the same from appropriate authorities. In case of existing departmental (Govt.) hoardings, hiring charges will not be entertained.</p>	<p>Outdoor Hoarding</p> <p>The Agency shall identify locations and put up 20' x 10' hoardings at District headquarters, Sub Division Headquarters, Block Headquarters throughout the State. The amount quoted by the Agency shall include cost of hiring of hoarding, flex printing, flex mounting and transport. The hoarding should be visible and in prime locations. The Agency shall also seek necessary permissions for the same from appropriate authorities. In case of existing departmental (Govt.) hoardings, hiring charges will not be entertained. A minimum of 1000 hoardings should be put up across the State. The details will be worked out on award of tender. The places will include: - All block HQs, All ULBs, Sub-Divisions, District HQs.</p>
2.2.1.vii	<p>Print Media Advertisement</p> <p>The agency is required to develop creatives / designs for print media (newspaper) advertisement and a release plan based on the schedule prepared by Directorate of Mission Shakti, Odisha. The</p>	Deleted

	rates to be quoted as per I & PR Department rate.													
2.2.1.viii	<p>Mobile/cell phone Based Promotional Advertisement</p> <p>The agency may require to facilitate promotion of the message related to the programme through mobile/cell phone platform in the form of following formats.</p> <ul style="list-style-type: none"> • Bulk messages • IVRS (Interactive Voice Response System) • Caller-tune 	Deleted												
2.4	No provision	<p>Timelines & Deliverables:</p> <p>i. The following is an indicative list of deliverables and milestones for the Agency, assuming that the engagements starts at time T (Issuance of Work Order)</p> <table border="1"> <thead> <tr> <th>No</th> <th>Deliverable</th> <th>Timelines</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Preparation, Content Creation & Submission of Detailed Plan of Action</td> <td>T + 7 days</td> </tr> <tr> <td>2.</td> <td>content creation, deployment of Caravan & starting of putting up hoardings.</td> <td>Continuous work</td> </tr> <tr> <td>3.</td> <td>Updation, Maintenance, New Content Creation</td> <td>Continuous Work</td> </tr> </tbody> </table> <p>ii. Weekly Progress Reports/MIS to be submitted every week or as</p>	No	Deliverable	Timelines	1.	Preparation, Content Creation & Submission of Detailed Plan of Action	T + 7 days	2.	content creation, deployment of Caravan & starting of putting up hoardings.	Continuous work	3.	Updation, Maintenance, New Content Creation	Continuous Work
No	Deliverable	Timelines												
1.	Preparation, Content Creation & Submission of Detailed Plan of Action	T + 7 days												
2.	content creation, deployment of Caravan & starting of putting up hoardings.	Continuous work												
3.	Updation, Maintenance, New Content Creation	Continuous Work												

		and when desired by the Directorate of Mission Shakti, indicating the activities remaining / completed and progress as scheduled tasks / activities.
4.1.1	<p>Pre-Qualification / Minimum Eligibility Criteria:</p> <ul style="list-style-type: none"> i. The Firm must have been rendering Marketing, Advertisement & promotion and Event Management services for last FIVE years from the date of this RFP and; ii. In the last five years, the bidder should have experience in Organizing Marketing, Advertisement & promotion and Event Management services of State (Odisha) or National stature for Govt. departments / PSU either directly or through any development partners & at least 1 of them should have the value of minimum Rs.50 lakhs or above. 	<p>Pre-Qualification / Minimum Eligibility Criteria:</p> <ul style="list-style-type: none"> i. The Firm must have been rendering Marketing, Advertisement & promotion and Event Management services for last FIVE years from the date of this RFP and; ii. In the last five years, the bidder should have experience in Organizing Marketing, Advertisement & promotion and Event Management services of State (Odisha) or National stature for Govt. departments / PSU either directly or through any development partners & at least 1 of them should have the value of minimum Rs.50 lakhs or above. <p>Or</p> <p>In the last five years, the firm should have managed Marketing, Advertisement & promotion and Event Management services for at least TWO (2) projects for international agencies with a contract</p>

	<p>iii. In the last five years, the firm should have managed Marketing, Advertisement & promotion and Event Management services for at least TWO (2) projects for international agencies with a contract value of minimum of Rs.25 Lakhs or above for each project.</p> <p>iv. The bidder should have achieved a minimum annual average turnover of Rs.3.00 Crores during last three financial years (FY2014-15,2015-16&2016-17).Copy of Audited Financial Statement to be enclosed.</p> <p>v. Company/Firm should have a Permanent Account Number (PAN), GST registrations. (Copies to be enclosed).</p> <p>vi. Registered/Branch Office set up in Bhubaneswar. (Proof of presence of office to be attached).</p>	<p>value of minimum of Rs.25 Lakhs or above for each project.</p> <p>iii. The bidder should have achieved a minimum annual average turnover of Rs.3.00 Crores during last three financial years (FY2014-15,2015-16&2016-17). Copy of Audited Financial Statement to be enclosed.</p> <p>iv. Company/Firm should have a Permanent Account Number (PAN), GST registrations. (Copies to be enclosed).</p> <p>v. Registered/Branch Office set up in Bhubaneswar. (Proof of presence of office to be attached).</p>
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4.1.2	Technical Proposal Evaluation	
4.1.2.b.3	Experience in last five years executing similar works in the Districts of Odisha.	Experience in last five years executing similar works in the Districts of Odisha or district of other states /Union territories.

2.Modified Annexure-A4

Annexure-A4

Eligible Project Undertaken by the Bidder

The following information should be provided in the format below for each Eligible Project for which your firm was legally contracted by the Client stated as a single entity.

Applicants are advised to provide the information for only those assignments qualifying projects in Marketing and Promotion activities and Event Management Activities separately, as detailed at para 4.1.1

I	Assignment Name	
II	Name, fax, email of the Client Representative:	
III	Time when the assignment was carried out: Date of Commencement: Date of Completion:	
IV	Location of the Event	
V	Contract Value	
VI	Narrative Description of the Scope of work of the assignment (360 degree Communication/Advertise/Promotion)	
VII	Description of Actual Services provided by your Organisation. (360-degreeCommunication/Advertise/Promotion) <ul style="list-style-type: none"> • Social • Mass • Community • Outdoor/Mid • Event • Creatives 	

RFP FOR MASS MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR PROMOTING VARIOUS ACTIVITIES UNDER MISSION SHAKTIIN ODISHA

	<ul style="list-style-type: none">• Production	
VIII	Status of the assignment	

IMPORTANT:

(I) Use separate sheet for each Eligible Project.

(Please provide a copy of work order, completion certificate or payment of bill from the client. The submitted testimonial MUST contain detail description of work (Scope of Work and TOR) carried out by the Bidder.) Only those bids would be considered for the evaluation for which the documentary proof of client i.e. work order, completion certificate or payment of bill have been provided.

(Signature, name and designation of the authorized signatory)

3.Modified Annexure-A5

Annexure – A5

(To be presented in terms of a power point Presentation)

Approach, Methodology & Work Plan

The **approach section** should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approaches this project.

The **methodology section** should provide insight and consideration of each of the main task areas specified in the terms of reference. This section should highlight each of the main task area, specify what activities will be undertaken by whom & at what stage in the project and should clearly set out the specific deliverables.

The **work plan section** should show the methodology graphically in Microsoft project or by means of a Gantt chart or other recognized project management tool, showing the task area, the activities to be undertaken and the **timing of deliverables** keeping in mind the time frame mentioned in the Terms of Reference.

The **Monitoring Mechanism** of the entire programme shall be presented by the Bidder which shall be clearly spelt out .

The Presentation should clearly highlight the staff at various levels (with their qualifications) who would be anchoring the different tasks. The method of monitoring of tasks keeping in mind the timeline should be indicated.

Authorized Signatory [*In full and initials*]: _____

Name and Title of Signatory: _____

Name of Firm: _____

(Company Seal)

4.Modified Annexure-B2

FINANCIAL PROPOSAL

Name of Work: Proposal for Hiring an Agency Who Deals with IEC Activities Like Mass Media Communication, Social Media Communication, Advertisement and Digital Marketing for IEC in Promoting Various Activities under Mission Shakti in Odisha.

Sl.	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		A	B	a x b
Advertising & Promotion				
1.	Preparing development Communication, branding, Promotion, Advertising strategy, Designing and implementation plan	Lumpsum		
2.	Social Media Campaign –as at para 2.2 (Facebook, Twitter, YouTube, Instagram) Advertisement and Promotion (Managing Page, app development, content, Creative & promotion etc.).	Lumpsum (for Two months) (Aggressive promotion and page management)		
3	Road Shows			

RFP FOR MASS MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR PROMOTING VARIOUS ACTIVITIES UNDER MISSION SHAKTIIN ODISHA

	Vehicle Hiring for two months & Branding	1	Per Vehicle	
	Vehicle Movement (Caravan) (minimum 3 programme in a day- 100 Kms / day shall be taken into evaluation)	100	Per km.	
	03 shows GP/ULB 10 shows per Municipality/Municipal Corporation	1		
	Vehicle for transportation other than Caravan (100 Kms / day shall be taken into evaluation)	100	Per km.	
	Audio Visual with 8' x 6' LED wall,outdoor-P-6,250 watt with 2 sound boxes set with Power back-up	1	Per set	
	No of Caravans to covers all GPs and ULBs within a period of 2 month as at para 2.2.iv (No. of caravans to be indicated against column 'a' only).		Not to be quoted	Not to be quoted
4	Outdoor Hoardings			
	The Agency shall identify locations to put up 20' x 10' hoardings minimum of 1000 Hoardings at District headquarters, Sub Division Headquarters, Block Headquarters throughout the State. locations across the State. The amount quoted by the Agency shall include	Approx. 20,000 sq.ft shall be taken into account for evaluation	per sq ft.	

RFP FOR MASS MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND
DIGITAL MARKETING FOR PROMOTING VARIOUS ACTIVITIES UNDER MISSION SHAKTI IN
ODISHA

<p>cost of hiring of hoarding, flex printing, flex mounting and transport. The hoarding should be visible and in prime locations. The Agency shall also seek necessary permissions for the same from appropriate authorities. In case of existing departmental (Govt.) hoardings, hiring charges will not be entertained.</p>			
TOTAL AMOUNT:			
(Sum of a x b)			

Note:

- a. GST as applicable shall be paid over & above the contract price by Directorate of Mission Shakti.
- b. TDS will be deducted @ 2% of the contract value by the Directorate of Mission Shakti.
- c. No conditions should be attached to the price proposal.
- d. In case of any discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words would be considered as final price.
- e. The Agency has to quote individual rate for each item in scope.

Signature of the Agency:

Address:

Date:

Place:

5-Annexure A-1, A-2, A-3, A-6 & B-1 are unchanged.