

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

\*\*\*\*\*

No: WCD-MS-0082-2018- 20297

/ WCDMS, Date: 04.12.2018

**2<sup>nd</sup> CORRIGENDUM TO TENDER CALL NOTICE 19716 dt-22.11.18**

The revised 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. **All concerned requested to go through the revised RFP and submit the proposal accordingly.** The proposal completed in all respect shall be deposited in the office of the Commission 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 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

  
4/12/18  
Joint Secretary to Govt



**REVISED**  
**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**

**NOVEMBER 2018**

**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**

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RFP FOR MASS MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND  
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IN ODISHA

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# 1. INTRODUCTION

## 1.1 Background:

- i. Mission Shakti the flagship programme of the Govt, a campaign for holistic empowerment of women by forming Women's Self Help Groups (WSHGs) was launched by the State Government on 8<sup>th</sup> March, 2001. The overall aim of Mission Shakti is to empower women socially and economically.
- ii. The Directorate of Mission Shakti was carved out as a separate Directorate under the Department of Women & Child Development and Mission Shakti to specifically focus on the capacity building and skill development of the WSHGs and to involve more and more women in the Mission Shakti movement.
- iii. Today nearly 70 lakh women have been organized as part of the Mission Shakti movement into more than 6 lakh WSHGs across Odisha. During 2017-18, the number of the groups has almost doubled with formation of nearly three lakh new groups and involvement of 30 lakh new members.
- iv. It is envisaged to create strong sustainable groups who contribute to the social milieus in which they live, while empowering each individual member of the group. Simultaneously groups and federations that have moved ahead will also be strengthened with location and need specific economic activities, resulting in rural and urban micro enterprise network.
- v. To provide sustainable livelihood and capacity building of the WSHGs members, the Directorate has taken up training and technical support for skill upgradation of Women Self Help Group (WSHGs) members on various Livelihood activities through convergence with different related departments/ organizations like Agriculture Department, Orissa University of Agriculture and Technology (OUAT), Fisheries & Animal Resources Development Department, Odisha Skill Development Authority etc.
- vi. A Statewide 360 degree IEC programme will be taken up under Mission Shakti specifically for the following activities :-
  1. Popularization of Mission Shakti loans

2. Extending Bank linkage to cover all eligible groups
  3. Strengthening of SHGs and their federations
  4. Women's Empowerment
  5. Dissemination of Livelihood promotion activities.
- vii. For the above services, Directorate of Mission Shakti is looking forward for hiring a competent agency having experience in 360 degree IEC activities as well as expertise in event management across the state.

## 1.2 Instructions to the applicants:

Firms are hereby invited to submit their Request for proposal (RFP) for providing their services to Directorate of Mission Shakti, Department of Women & Child Development and Mission Shakti, Mission Shakti Bhawan, Pokhariput, Pin-751030

- i. Proposal so submitted shall form the basis for a contract between the selected firm and Directorate of Mission Shakti, Odisha.
- ii. A description of this assignment, terms of reference and its objectives are given in Para – 2 of this Document
- iii. To obtain first hand information on the assignment, if needed the agency may take site visits of locations, visit the office of the Directorate of Mission Shakti, Odisha before submitting the proposal.
- iv. The expenditure incurred towards cost of preparing the proposal and executing the contract, including the site visits, are not reimbursable as a direct cost of the assignment.
- v. Directorate of Mission Shakti, Odisha is not bound to accept any of the proposals submitted. Directorate of Mission Shakti, Odisha may reject any and / or all the proposals without assigning any reasons thereof.

## 1.3 Consortium:

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.

## 1.4 Documents:

- i. The RFP document shall be available from the advertisement date till the bid due date on the website of Department of W&CD and Mission Shakti, Odisha at [www.wcdodisha.gov.in](http://www.wcdodisha.gov.in), which can be obtained by the Bidders by way of downloading from the website.
- ii. Bidders are advised to submit their proposal in the appropriate formats specified in this document.
- iii. At any time before submission of proposals, Directorate of Mission Shakti may, for any reasons, whether at its own initiative or in response to a clarification requested by an invited consulting firm modify the document by amendment. The amendment will be notified in the website of the Department of W&CD and Mission Shakti, Odisha and revised documents / clarification if any shall also be uploaded on the website, which shall be construed as communication to the Bidders.

## 1.5 Pre-bid Meeting:

To address the queries, clarification of Bidders on the project and bid document, a pre-bid meeting is scheduled to be held at Directorate of Mission Shakti Conference Hall at below mentioned date & time.

### **The date, time and venue of Pre-Bid Meeting shall be:**

Date: 30.11.2018

Time: 11:30 AM

Venue: Conference Hall, Directorate of Mission Shakti, Mission Shakti Bhawan, Pokhariput, pin-751030

Bidders are advised to mail their queries at [pmumissionshakti@gmail.com](mailto:pmumissionshakti@gmail.com) addressed to the Commissioner cum Director, Mission Shakti by 4:00PM on dt.29.11.2018. The responses to the queries shall be uploaded in the website of the Department of W&CD and Mission Shakti.

## 1.6 Communication:

All communications including the submission of Proposal should be addressed to:

**Commissioner cum Director,  
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**

## Contents

### 1.7 Schedule of Selection Process:

Directorate of Mission Shakti shall endeavor to adhere to the following schedule:

<b>Sl. No.</b>	<b>Event Description</b>	<b>Date</b>
1	Issue of Tender Notice	23/11/2018
2	Pre-Bid meeting	30/11/2018 at 11:30 AM, at Conference Hall, Directorate of Mission Shakti, Mission Shakti Bhawan, Pokhariput, Pin-751030
3	Last Date and time for submission of Proposal	Last Date and time for submission of Proposal - 17/12/2018 by 04:00 PM
4	Opening of Technical Proposal	17/12/2018 at 04:30 PM, at Mission Shakti Bhawan Conference Hall
5	Presentation by Bidders as in para- 4.1 .2	19/12/2018 at 11:30 AM at Mission Shakti Bhawan Conference Hall
6	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



## 1.8 Preparation of Proposal:

- i. Bidders are requested to submit the proposals as per the attached formats **ONLY. The proposals, which are not submitted in the required format, are liable to be rejected.**
- ii. The requirements of information to be provided by the Bidder including Technical and Financial Proposals are described in para-3 of this document. Bidders are requested to go through the RFP document carefully before preparing and submitting their proposal.
- iii. The Bidders may be disqualified, if complete information sought in the RFP is not provided.
- iv. Any proposals containing vague and indefinite expressions will not be considered.

## 1.9 Submission of Proposal:

- i. The Bidders shall submit their proposals in **two separate packets** in the following manner:
  - a. **Technical Proposal:** (Marked “**Technical Proposal for Hiring an 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**” at the top of the envelope) shall contain all the details sought by Directorate of Mission Shakti.
  - b. **Financial Proposal:** (Marked “**Financial 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**” at the top of the envelope) shall contain the commercial proposal as per prescribed format.
  - c. Both the envelopes shall be placed in an outer sealed cover marked as “**Proposal for Hiring an Agency Who 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**”.

**d. Bidders who fails to submit in two separate packets shall be disqualified.**

- ii. The Bidders are advised in their own interest to ensure that completed Proposal reaches the office of the Directorate of Mission Shakti at the address mentioned well before the dates stipulated in the document.
- iii. **Proposals shall be submitted only through Speed Post / Registered Post.**
- iv. Proposals submitted through Telex / Telegraphic / Fax / email / courier / by hand shall not be considered and summarily rejected.
- v. Directorate of Mission Shakti will not be responsible for loss of Proposal or for delay in transit.
- vi. In case the last date of submission of tender is declared as public holiday by the State Govt or Central Govt, then the last date shall be the next working day of the State.
- vii. In case of any extension of last date of submission of proposal for any reason, same shall be notified in the website of the Dept of WCD and Mission Shakti, which shall be construed as communication to the Bidders.
- viii. Proposals for both the stages shall be submitted in prescribed Proforma along with other documents and placed in sealed cover addressed to:

**Commissioner cum Director,  
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**

### **1.10 Proposal Submission Deadlines:**

The Bidders shall submit the proposals for both the Stages as per the timelines stated in Para - 1.7.

### **1.11 Late Proposals:**

Proposals received after the date stipulated in this document for submission mentioned in this RFP shall not be considered and shall be summarily rejected.

### **1.12 Proposal Validity Period:**

The proposals shall be valid for acceptance by the Directorate of Mission Shakti for a period of Ninety (90) days from the last date of submission of proposal.

### **1.13 Proposal Evaluation:**

- i. The Technical Proposals submitted by the time & date stipulated in this RFP shall be opened, in presence of Bidders / their authorized representatives, who choose to attend. The name of the Bidders whose proposals have been received shall be announced.
- ii. Prior to evaluation of Proposals submitted, Directorate of Mission Shakti will determine whether each Proposal is responsive to the requirements of the RFP. Directorate of Mission Shakti may, in its sole discretion, reject any Proposal that is not responsive hereunder. A Proposal shall be considered responsive only if:
  - a. Proposal received has been as per the format specified in the RFP;
  - b. it is received by the Due Dates stipulated in the RFP including any extension thereof granted by Directorate of Mission Shakti;
  - c. it is accompanied by the Bid Security & Bid Processing fee as per the provisions of this RFP;
  - d. it contains all the information (complete in all respects) as requested in the RFP;
- iii. Directorate of Mission Shakti reserves the right to reject any Proposal which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by the Authority in respect of such Proposals.
- iv. Directorate of Mission Shakti will carry out the evaluation of all responsive proposals in the manner stipulated in the RFP document.
- v. Based on the evaluation of credentials submitted by bidders in the Technical Proposal, they shall be pre-qualified. Such pre-qualified bidders shall be invited for

presentation to the Technical Evaluation Committee. All proposals technically qualified after presentation (Para - 4.1.iii ) shall be eligible for opening of Financial Proposals.

- vi. Directorate of Mission Shakti shall not entertain any query or clarification from Bidders who fail to qualify at any stage of the Selection Process.
- vii. Bidders are advised that Selection process shall be entirely at the discretion of the Directorate of Mission Shakti. Bidders shall be deemed to have understood and agreed that the Directorate of Mission Shakti shall not be required to provide any explanation or justification in respect of any aspect of the Selection Process or Selection.
- viii. Any information contained in the Proposal shall not in any way be construed as binding on Directorate of Mission Shakti, its agents, successors or assigns, but shall be binding against the Bidder if the Contract is subsequently awarded to it.

## **1.14 Bid Security:**

### **1.14.1 Bid Security:**

- 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 .**
- ii. Proposals not accompanied with Bid Security shall be rejected as non-responsive However Bidders registered under MSME are exempted for payment of Bid Security subject to validity of registration.
- iii. No interest shall be payable by Directorate of Mission Shakti for the sum deposited as Bid Security.
- 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.

### **1.14.2 The Bid Security shall be forfeited by the Directorate of Mission Shakti in the following events:**

- i. If the proposal is withdrawn during the validity period or any extension thereof.
- ii. If the proposal is varied or modified in a manner not acceptable to Directorate of Mission Shakti after opening of tender during the validity period or any extension thereof.
- iii. If the Agency tries to influence the evaluation process.
- iv. If the Agency withdraws his/her proposal during negotiations.

### **1.15 Bid Processing Fees:**

- i. All bidders are required to pay Rs.5600.00 only (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 Bid Processing Fee is Non-Refundable and is payable along-with the technical proposal.

## **2 TERMS OF REFERENCE**

### **2.1 Objectives of the Assignment:**

The broad objective of this assignment is to create awareness among Women SHGs on different activities of Mission Shakti as specified Para - 1.1. vi.

### **2.2 Scope of Work**

The scope of work would comprise social media management for Mission Shakti on turnkey basis, but not limited to the following activities.

1.Strategy Formulation-The agency should formulate a result oriented comprehensive social media promotion strategy for Mission Shakti.

2.Uploading of content relating to programmes and other activities of Mission Shakti during the period of contract.

- a. The agency will upload content relating to programmes, success stories and other contents released by the Deptt during the contract period.
- b. This content will be shared on the official Facebook Page, Twitter Profile, Youtube Chanel & Instagram.
- c. Content will be drafted in two languages English and Odia and platform limitations should be given due care while creating content.
- 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.

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, programmes & outdoor hoarding will be the scope of work of the agency.

### 2.2.1 Advertising & Promotion

- i. **Preparing Development Communication**, Branding, Promotion, Advertising strategy and implementation plan.
- ii. **Social Media Campaign**  
(Facebook, Twitter, You-tube) Advertisement and Promotion (Managing Page, app development, content, Creative & promotion etc).
- iii. **Programme**

Arrange Communication, promotion & Advertising through simultaneous programme (**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 for minimum 3 programmes in a day of 2 hour duration at each location. **3 programmes per Gram Panchayat and ULB, 10 programmes per Municipality and Municipality Corporation shall be held.** The agency shall submit proof of programme alongwith

submission of claims. The method of monitoring has to be clearly spelt out in the presentation.

**iv. Competition at the programme place.**

Small competition shall be arranged by the agency at each programme at GP and ULB to create interest of the audience. There shall be small gift of 3 no. each amounting to maximum to Rs 150/- in every programme as token of recognition of successful achiever. Such competition shall be on Mission Shakti & Women related communication. This aspect i.e competition and gift shall be presented by the agency after qualifying in the minimum conditions of the eligibility.

**v. Outdoor Hoarding**

The Agency shall identify locations and put up 20' x 10' hoardings at District headquarters, Sub Division Headquarters, Block Headquarters through out 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.

### 2.3 Payment Schedule:

The payment shall be released by Directorate of Mission Shakti to the Agency in the following manner:

Sl. No.	Event / Deliverable	Payment
1	Payment after receipt of activity based part bill along with relevant documentation.	Within 15 days

### 2.4 Timelines & Deliverables:

- 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)

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

- ii. Weekly Progress Reports/MIS to be submitted every week or as and when desired by the Directorate of Mission Shakti, indicating the activities remaining / completed and progress as scheduled tasks / activities.

### 3. REQUEST FOR PROPOSAL

3.1 The RFP bids must be submitted, in two separate envelopes:

- i. Technical Proposal – Envelope I
- ii. Financial Proposal – Envelope II

#### 3.2 Technical Proposal

The Technical Proposal shall be provided alongwith following information, using the format for technical proposal provided.

Format section of the RFP document:

- i. Letter of Proposal – Annexure A-1
- ii. Particulars about the Bidder – Annexure A- 2
- iii. Financial Capacity of the Bidder – Annexure A- 3
- iv. Experience of Bidder in Similar Projects – Annexure A- 4
  - a. Experience in preparation Marketing & Promotion Plan & execution of similar assignments.
  - b. Experience in event management of similar nature.

*All the projects cited needs to be submitted by supporting credentials (work orders / completion certificates) from clients. Submissions without supporting credentials will be rejected.*
- v. Approach, Methodology and work plan (PPT presentation) – Annexure A- 5.



- vi. Declaration as to not being blacklisted & not convicted- Annexure A- 6.
- vii. Bid Processing fees in the form of Demand Draft in favour of the Commissioner-cum-Director, Directorate of Mission Shakti payable at Bhubaneswar.
- viii. Bid Security in the form of Demand Draft in favour of the Commissioner-cum-Director, Directorate of Mission Shakti payable at Bhubaneswar.

### 3.3 Financial Proposal

- i. The financial proposal shall include remuneration for staff, accommodation, transportation and equipment, printing of documents and all other expenses related to the assignment for both the activities i.e. IEC & Promotion of Mission Shakti programme.
- ii. In the Financial Proposal, the Agency shall quote an item-wise tentative cost for all elements in the scope of work. However, only the **Total Amount quoted by the Agency shall be considered for financial evaluation (format enclosed in Annexure – B- 2)**
- iii. All costs must be expressed in Indian rupees only.

### 3.4 Checklist for Submission

A	Technical Proposal	Format	Submitted/Not submitted
1	Covering Letter	Annexure A-1	
2	Bid Processing Fee (non-refundable) of Rs 5,600/- (Including GST)	<b>Form of Demand draft in favor of</b> Directorate of Mission Shakti, Odisha	
3	Bid Security of Rs.10,00,000 (Rupees Ten Lakh Only)	<b>Form of Demand draft in favor of</b> Directorate of Mission Shakti, Odisha	
4	Particulars of Bidder	Annexure A-2	
5	Financial capabilities of the Bidder	Annexure A-3	

6	Details of experience in similar assignments (separately for Marketing & Promotion activities and Event Management)	Annexure A-4	
7	Approach, Methodology and work plan (PPT Presentation)	Annexure A-5	
<b>B</b>	<b>Financial Proposal</b>	<b>Annexure – B-1 &amp;2</b>	

**As a part of the submission of the above, self-attested documents with supporting documents wherever needed the Agency shall also attach this Checklist with remarks on the side of each submission mentioning whether submitted / not submitted.**

## **4.EVALUATION CRITERIA**

### **4.1 Evaluation of Proposals**

The RFP bids of agencies will be evaluated in the following stages.

- i. Firms must meet the minimum eligibility criteria as specified in 4.1.1.
- ii. Those firms which meet the minimum eligibility criteria will be evaluated on their Technical Proposal as specified in 4.1.2.
- iii. Firms scoring 60 or above in the Technical evaluation ( Credential Score) shall qualify for opening of their financial proposal.

#### **4.1.1 Pre-Qualification / Minimum Eligibility Criteria:**

- 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.

(Or)

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.

- 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.
- iv. Company/Firm should have a Permanent Account Number (PAN), GST registrations. (Copies to be enclosed).
- v. Registered/Branch Office set up in Bhubaneswar. (Proof of presence of office to be attached).Rent agreement/receipt will be treated as proof of setting of registered /branch office.

#### 4.1.2 Technical Proposal Evaluation

- a. Technical proposal evaluation shall be carried out in a 100-mark scale (**Credential score**) based on the credentials submitted with respect to relevant past project experience.
- b. **Evaluation Credentials of the firm shall be done as per the following system.**

Sl. No.	Details	Maximum Marks	Basis of Marks to be allotted
1.	EXPERIENCE – Experience in last five years in Organizing Marketing, Advertisement, promotion and Event Management services of State		State (Odisha) or National stature for Govt. departments/PSU either directly or through any development partners(Turnover 50 Lakh or more)

	<p>or National stature for Govt. departments either directly or through any development partners or for International agencies.</p>	30	<p>1 Project:5 marks. 2 Projects: 10 marks 3 Projects: 15 marks Above 3 Projects: 20 marks</p> <p>International agencies (Two projects worth 25 Lakhs or above): 2Projects: 5 marks. Above 2 Projects: 10 marks</p>
2.	<p><b>Approach, Methodology and Work plan</b></p> <p>The bidders who qualify in the minimum conditions of eligibility as specified in the clause 4.1.1 shall make PPT presentation on their approach/methodology and work plan as mentioned in their bid (<b>Annexure-A5</b>)</p>	35	<p>The <b>approach section</b> should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approach this project.</p> <p>The <b>methodology section</b> 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 &amp; at what stage in the project and should clearly setout the specific deliverables.</p> <p>The <b>work plan section</b> 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 <b>timing of</b></p>

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			<p><b>deliverables</b> keeping in mind the time frame mentioned in the Terms of Reference.</p> <p>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.</p>
3.	Experience in last five years executing similar works in the Districts of Odisha or district of other states /Union territories.	10	<p>1 to 6 Districts: 2 marks.</p> <p>7 to 12 Districts: 4 marks</p> <p>13 to 18 Districts:6 marks</p> <p>19 to 24 Districts: 8 marks</p> <p>25 to 30 Districts: 10 marks</p>
4.	INS and EEMA Certification	5	<p>INS : 2.5 marks</p> <p>EEMA : 2.5 marks</p>
5.	Average annual turnover of the Firm in financial year 2014 – 15, 2015-16 and 2016 – 17.	20	<p>&gt;Rs.3crores ≤ Rs.4crores: 10 marks</p> <p>&gt;Rs.4crores ≤Rs.5 crores: 15 marks</p> <p>&gt;Rs.5 crores: 20 marks</p>
<b>Total:</b>		<b>100</b>	

Relevant projects to be considered under 360-degree communication/ Advertisement /Promotional Campaign:

- a. Government Events
- b. Award Ceremony
- c. Conferences / Seminars

d. Cultural Event

e. Advertising Campaigns

Note: Social Events like private parties, marriages, etc. shall NOT be considered for evaluation

Please refer to Section 2.2 for nature of work that qualifies as Marketing & Promotion projects / assignments.

#### 4.1.3 Opening of Financial Proposal:

The financial proposal of the bidders shortlisted by the Technical Evaluation Committee as per para- 4.1.iii only shall be opened and evaluated in presence of such bidders.

The bidder quoting the lowest bid amount shall be selected.

### 4.3 Performance Security

5% of payment at every stage shall be deducted and retained by Directorate of Mission Shakti, Odisha towards Performance Security Deposit. The amount deducted by Directorate of Mission Shakti towards Performance Security deposit shall be refunded by Directorate of Mission Shakti to the Agency on satisfactory completion of the assignment, without any interest thereof.

### 4.4 Penalty

In case there is any deviation found as per service deliverables and timelines, there will be a penalty deduction @ 0.25% of the particular event cost . This amount of penalty would be adjusted against the performance security deposit.

## 5. ANNEXURES – FORMATS

ANNEXURE A-1

### Letter of Technical Proposal

**The Commissioner cum Director,  
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**

**Sub: “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”.**

### **Regarding: Technical Proposal**

Dear Madam/Sir,

With reference to the RFP dated\_\_\_\_\_for the above captioned project, and clarification issued by Directorate of Mission Shakti, Odisha thereof, I\_\_\_\_\_, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as Agency for providing services for preparation of **IEC Activities Like Mass Media Communication, Social Media Communication, Advertisement and Digital Marketing for IEC in Promoting**

**various activities under Mission Shakti in Odisha.** The proposal is unconditional and unqualified.

1. All information provided in the Proposal and in the Annexures is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
2. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.
3. I shall make available to the Directorate of Mission Shakti any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
4. I acknowledge the right of the Directorate of Mission Shakti to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
5. I certify that in the last five years, we or any of our Associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.

**I declare that:**

- a. I have examined and have no reservations to the RFP Documents, including any Addendum issued by the Directorate of Mission Shakti;
- b. I have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, in respect of any tender or request for proposal issued by or any agreement entered into with the Directorate of Mission Shakti or any other public sector enterprise or any government, Central or State; and
- c. I hereby certify that we have taken steps to ensure that, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.



6. I understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Agency, without incurring any liability to the Bidders.
7. If our Firm is qualified on the basis of minimum eligibility criteria, we shall make a presentation on Approach & Methodology and work plan to Directorate of Mission Shakti on the date specified in the intimation received from Directorate of Mission Shakti.
8. The undersigned is authorized to sign the documents being submitted through this RFP. (A copy of Power of Attorney may be enclosed).
9. In the event our firm is selected as the Agency for this project we shall enter into a contract with Directorate of Mission Shakti.
10. The Financial Proposal is being submitted in a separate cover. This Technical Proposal read with the Financial Proposal shall constitute the Application which shall be binding on us.
11. The information provided herewith is true and correct to our best knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. I understand in such cases our bids are liable to be rejected.

Yours faithfully,

(Signature, name and  
designation of the authorized  
signatory)

(Name and seal of the Bidder)

### **Power of Attorney (Sample)**

Know all men by these presents, we, ..... (name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr / Ms..... son/daughter/wife and presently residing at....., who is presently employed with us and presently holding the position of.....as our true and law full attorney (hereinafter referred to as the “Authorized Representative”) 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 Proposal for **IEC Activities Like Mass Media Communication, Social Media Communication, Advertisement and Digital Marketing for IEC in Promoting various Activities under Mission Shakti in Odisha**, but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-proposal and other conferences and providing information/ responses to the Directorate of Mission Shakti, representing us in all matters before the Directorate of Mission Shakti, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the Directorate of Mission Shakti in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with the Directorate of Mission Shakti.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative 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 Authorized Representative in exercise of the powers hereby conferred shall and 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 ....., 20\*\*

For.....

(Signature, Name, Designation, Address)

Witnesses:

- 1.
- 2.

Notarized

Accepted

.....

(Signature, Name, Designation and address of attorney)

**Notes:**

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. The Power of Attorney should be executed on a non-judicial stamp paper of Rs. 50 (fifty) and duly notarized by a notary public.

**Annexure A-2**

**Particulars of the bidder**

**General Information about the Firm:**

- a. Name of Company or Firm:
- b. Legal status (e.g. incorporated private company, unincorporated business, partnership etc.):
- c. Country of incorporation:
- d. Registered address:  
(Proof of presence of office to be attached)
- e. Year of Incorporation:
- f. Year of commencement of business:
- g. Principal place of business:
- h. Brief description of the Company including details of its main lines of business
- i. PAN Number (copy of PAN to be enclosed)
- j. GST Number( copy of the GST Number to be attached)

**Name, designation, address and phone numbers of authorized signatory of the Bidder:**

- a. Name:
- b. Designation:
- c. Company:
- d. Address:
- e. Phone No.:

f. Fax No. :

g. E-mail address:

(Signature, name and designation of the authorized signatory) For and on behalf of

.....

**Annexure-A3**

**Financial Capacity of the Applicant**

Sl. No	Financial Year	Annual Turnover in Lakhs
1.	2014-15	
2.	2015-16	
3.	2016-17	

**Note ..Copy of the audited financial statement to be enclosed.**

**Certificate from the Statutory Auditor**

This is to certify that .....(name of the Applicant) has received the payments shown above against the respective years on account of professional fees. And the Average Turnover of the Firm in the last three years is Rs. .... (In words)

Name of the audit firm:

Seal of the audit firm:

Date:

(Signature, name and designation of the authorized signatory)

In case the Applicant does not have a statutory auditor, it shall provide the certificate from its chartered accountant that ordinarily audits the annual accounts of the Applicant.

#### 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	

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	<p>Organisation. (360 degree Communication/Advertise/Promotion)</p> <ul style="list-style-type: none"> <li>• Social</li> <li>• Mass</li> <li>• Community</li> <li>• Outdoor/Mid</li> <li>• Event</li> <li>• Creatives</li> <li>• Production</li> </ul>	
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)

**Annexure – A5**

**(To be presented in terms of a powerpoint 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 approach 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 as detailed in the scope of work-para-2.2.

The **workplan 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)

**Annexure-A6**

**DECLARATION**

**(To be furnished in the Technical Proposal)**

1. I, \_\_\_\_\_, Son/Daughter/Wife of Shri \_\_\_\_\_ Proprietor/Partner/Director/authorized signatory of the Agency mentioned above and competent to sign this declaration and execute this tender document:
2. I/ any member of the firm or organization is not blacklisted by any Government/Public Undertaking for providing any service or services & not convicted under any Law.
3. I have carefully read and understood all the terms and conditions of the tender and undertake to abide by them;

4. The information/ documents furnished along with the above application are true and authentic to the best of my knowledge and belief. I/we/am/are well aware of the fact that furnishing of any false information/fabricated document would lead to rejection of my tender at any stage besides liabilities towards prosecution under appropriate law.

**Date:**  
**Place:**

**Signature of Tenderer/Authorized person**

**Name:**

**Seal**

**Annexure-B1**

## **B. FINANCIAL PROPOSAL**

**Covering Letter  
(On the Bidders Letterhead)**

To

**The Commissioner cum Director,  
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**

**Sub: “Proposal IEC Activities Like Mass Media Communication, Social Media Communication, Advertisement and Digital Marketing for IEC in Promoting various activities under Mission Shakti in Odisha”.**

**Regarding Financial Proposal**

Dear Sir,

I, \_\_\_\_\_

enclose herewith our Financial Proposal for selection of our firm as Agency to carry out  
**“Proposal IEC Activities Like Mass Media Communication, Social Media**

**Communication, Advertisement and Digital Marketing for IEC in Promoting various Activities under Mission Shakti in Odisha**". Please note that the financial proposal does not contain any conditions and is submitted as per the prescribed format. In case of any discrepancy, our firm will be solely responsible for the same. I agree that this offer shall remain valid for 90 (Ninety) days from the last date of submission of proposal or such further period as may be mutually agreed upon.

Yours faithfully,

Signature: \_\_\_\_\_

Full Name: \_\_\_\_\_

Designation: \_\_\_\_\_

**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.)
		<b>A</b>	<b>B</b>	<b>C</b>
<b>Advertising &amp; Promotion</b>				
1.	Preparing of Communication, branding, Promotion, Advertising strategy, Designing and implementation plan	Lumpsum	-	
2.	<b>Social Media Campaign-as at para</b>	Lumpsum	-	

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	<b>2.2</b> (Facebook, Twitter, Youtube & Instagram.) Advertisement and Promotion (Managing Page, app development, content, Creative & promotion etc).	(for Two months) ( Aggressive promotion and page management)		
<b>3</b>	<b>Programme</b>			
	Vehicle Hiring (TATA AC or Mahindra Pick up) for two months & Branding	1	Per Vehicle	
	Vehicle Movement (Caravan) ( minimum 3 programme at 3 locations in a day-100 Kms / day shall be taken into evaluation)	100	Per km.	
	Small vehicle for transportation other than Caravan such as Indigo or equivalent (100 Kms / day shall be taken into evaluation)	100	Per km.	
	Audio Visual with 8' x 6' LED wall both sides,outdoor-P-6, Standee/ flex banner in vacant space in outer sides,250 watt with 2 sound boxes set with Power back-up to last for 03 shows GP/ULB 10 shows per Municipality/Municipal Corporation in a day,	1	Per set	
	Programme at GP/ULB in 3 locations		Not to be quoted	Not to be quoted

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	<p>Municipality/Municipality Corporation-Programme on 10 locations.</p> <p>No of Caravans to cover 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).</p>			
4	<p><b>Competition at the programme place.</b></p> <p>Small competition shall be arranged by the agency at each programme at GP and ULB to create interest of the audience. There shall be small gift of 3 no. each amounting to maximum to Rs 150/- every programme as token of recognition of successful achiever.</p>	1	Per competition	
5	<p><b>Outdoor Hoardings</b></p> <p>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 cost of hiring of hoarding, flex printing, flex mounting and transport. The hoarding should be visible and in prime locations. The Agency shall</p>	Approx. 20,000 sq.ft shall be taken into account for evaluation	per sq ft.	

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<p>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><b>TOTAL AMOUNT:</b> <b>( Sum of C)</b></p>			

**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: