



**ODISHA SKILL
DEVELOPMENT AUTHORITY**

**ODISHA SKILL DEVELOPMENT AUTHORITY (OSDA)
NIYOJAN BHAVAN, UNIT-III, BHUBANESWAR – 751001**

**REQUEST FOR PROPOSAL (RfP)
FOR**

**SELECTION OF A CREATIVE AGENCY FOR BRANDING AND
COMMUNICATION ACTIVITIES OF OSDA**

Date: 17 Feb 20

DISCLAIMER

The information contained in this Request for Proposal document (“**RFP**”) or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of OSDA or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer nor invitation by OSDA to the prospective Applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Bids pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by OSDA in relation to the assignment. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Applicants is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. OSDA accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

OSDA, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.

OSDA also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this RFP.

OSDA may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of this RFP does not imply that OSDA is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the assignment and OSDA reserves the right to reject all or any of the Bids without assigning any reasons whatsoever.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by OSDA or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Bid, regardless of the conduct or outcome of the Selection Process.

Selection of Creative Agency

TENDER DOCUMENT

Tender Reference Number: OSDA/ /2020

	Event/ Details	Date / Details
	Date of Issue of Tender	18.02.2020
	Pre Bid Meeting	24.02.2020, 11AM
	Bid submission end date	11.03.2020, 3 PM
	Technical Bid Opening Date	11.03.2020, 3.30PM
	Earnest Money Deposit	Rs. 10,00,000/- (Rupees Ten Lakh Only)
	Tender Processing Fee	Rs. 10,500/- (Non-Refundable)

Odisha Skill Development Authority (OSDA)
Government of Odisha
Niyojan Bhawan, Janpath, Odisha

Section 1 – Invitation for Bids

Dear Sir/Madam

Ref No: OSDA/17/2020

Subject: Selection of Creative Agency under Odisha Skill Development Authority (OSDA)

The Odisha Skill Development Authority (OSDA), Government of Odisha, (hereinafter called OSDA) invites proposals from reputed agencies for selection as “Creative Agency” to carryout various activities for positioning of “Skilled in Odisha” as a global brand.

More details on the scope of work, terms and conditions are specified in Section 3.

Details/Documents provided for the submission of Proposal

- Section 1 – Invitation for Bids
- Section 2 – Instructions to Bidders
- Section 3 – Scope of work, terms and conditions
- Section 4 – Selection Process
- Section 5 – Bidding formats (Technical)

Annexure 1: Self-Declaration - Non Blacklisting

Annexure 2: Certified Audited Financial Statements showing income from Branding and IEC activities.

Annexure 3: List of similar assignments of complexity, nature and size completed successfully in the last years, PR activities with brief project description, relevancy, information of cost of the services, cost of project, employer and funding agency.

Annexure 4: List of assignments demonstrating experience in conducting public outreach programs, events, fair, exhibition etc.

Annexure 5: List of similar assignments in abroad.

Annexure 6: Company profile and a list of relevant skills with the staff dedicated for OSDA and indicative Curriculum Vitae. Details of offices and awards of recognition should be included in the annexure.

Annexure 7: Soft copy of work already done like brochures, posters, etc.

Annexure 8 – Social Media Experience

Annexure 9: Details of Technical Documents

The tender documents can be downloaded from the website www.skillodisha.gov.in For participating in the tender, the potential bidder shall furnish an amount of Rs. 10,500/- (Rupees Ten thousand five hundred only) as tender fee.

Proposals must be direct, concise, and complete. OSDA will evaluate bidder's proposal based on its clarity and directness of its response to the requirements of the project as outlined in this tender document.

Pre-bid meeting

OSDA will conduct a Pre-bid meeting at **11:00 AM on 24.2.2020 at Conference Hall, 3rd Floor, Niyogan Bhawan, Janpath, Unit 3, Bhubaneswar – 751 003**. Interested bidders may attend the pre-bid meeting at their own expense and also send their queries to OSDA, only by email to dirosems@gmail.com, with the subject “RFP Clarification” on or before **23.2.2020, 5.00 PM**. The queries received without the subject line specified will not be considered. Telephone calls related to queries will not be entertained. OSDA will not be responsible for any of the bidder’s email related to the query that has not been delivered to the address mentioned above. The queries from bidders will be considered in the following format only.

S/n	Queries	Ref. Section, Page No: and Clause in the RFP Document
1		
2		

Bidders shall furnish the required information on their technical proposal in the enclosed formats only. Any deviations in format, the tender will be liable for rejection.

Submission of Bids:

Both bids should be submitted on or before **3:00 PM, 11.03.2020**.

Opening of Proposal: Technical proposals will be opened by Chief Executive Officer, Odisha Skill Development Authority or his authorized representative or by a committee constituted for this purpose, on **11.03.2020, 3:30 PM**. The selected bidders will be invited for a presentation on their branding action plan based on the scope of work.

OSDA will follow QCBS selection procedure for the selection of branding agencies. Agencies will be selected based on technical (including presentation of their branding action plan) and financial evaluation. The successful bidder should sign the contract agreement within 7 days of issue of letter of intent. The draft content of agreement will be provided by OSDA.

Yours faithfully,

*Chief Executive Officer Odisha Skill Development Authority
Government of Odisha*

SECTION 2. INSTRUCTIONS TO BIDDERS

2.1 Definitions

Government means Government of Odisha, represented by the Chief Executive Officer of Odisha Skill Development Authority.

Technical Committee is a sub Committee constituted by Chief Executive Officer, Odisha Skill Development Authority to decide on the technical aspects of the proposal and to evaluate the same.

Finance Committee is a sub Committee constituted by Chief Executive Officer, Odisha Skill Development Authority to decide on the financial aspects of the proposal and to evaluate the same.

Tender Inviting Authority is the Chief Executive Officer of Odisha Skill Development Authority, on behalf of Government or Project calls and finalize tenders.

Blacklisting/debarring – the event occurring by the operation of the conditions under which the bidders will be prevented for a period of 1 to 5 years from participating in future tenders of Tender Inviting Authority or any other State Government/Central Government/PSUs.

PR Activities: Public Relation Activities

2.2 General Provisions:

2.2.1 The Firm must submit:

Technical Proposal: one (1) original, (1) copy and (1) CD containing sample copies (2 copies of each items mentioned in Scope of work) of previous creative works & soft copy of technical proposal.

Financial Proposal: one (1) original

Tender complete in all respects must be submitted to OSDA through courier/ speed post/hand-delivery on or before the date & time mentioned in the datasheet in Single Envelope with both proposals sealed.

2.3 Corrupt and Fraudulent Practices

OSDA requires compliance with Government of Odisha's policy in regard to corrupt and fraudulent/prohibited practices as set forth in this proposal. In further pursuance of this policy, the selected suppliers shall permit OSDA or its representatives to inspect the accounts, records and other documents relating to the submission of the Proposal and execution of the contract, in case of award, and to have the records inspected by OSDA.

2.4 Conflict of Interest

The supplier is required to provide professional, objective, and impartial services, at all times holding OSDA's interests paramount, strictly avoiding conflicts with other assignments or its own corporate interests, and acting without any consideration for future work. The supplier has an obligation to disclose to OSDA any situation of actual or potential conflict that impacts its capacity to serve the best interest of OSDA. Failure to disclose such

situations may lead to the disqualification of the supplier or the termination of its Contract and/or sanctions by the Government.

Without limitation on the generality of the foregoing, and unless stated otherwise in this RFP, the Supplier shall not be hired under the circumstances set forth below may be in conflict with another assignment of OSDA. b. Relationship with the OSDA's staff: a supplier (including its subsidiaries /partners) that has a close business or family relationship with a professional staff of the OSDA who are directly or indirectly involved in any part of (i) the preparation of the Terms of Reference for the assignment, (ii) the selection process for the Contract, or (iii) the supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to OSDA throughout the selection process and the execution of the Contract. Any other types of conflicting relationships as indicated in the RFP

2.5 In preparing the Proposal, Suppliers are expected to examine the tender document in detail. Material deficiencies in providing the information requested in the tender document may result in rejection of the Proposal.

2.6 The Suppliers shall bear all costs associated with the preparation and submission of proposal, and OSDA shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. OSDA is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Suppliers.

2.7 The Proposal, as well as all correspondence and documents relating to the Proposal exchanged between the Suppliers and OSDA, shall be written in English only. All documents produced as annexures in any Language, other than English, should be accompanied by certified translated copy in English.

2.8 **Confidentiality:** From the time the Proposals are opened to the time the Contract is awarded, the Suppliers should not contact any of the officials of OSDA on any matter related to its Technical and/or Financial Proposal. Information relating to the evaluation of Proposals and award recommendations shall not be disclosed to the Supplier who submitted the Proposals or to any other party not officially concerned with the process, until the publication of the Contract award information.

2.9 Any attempt by the suppliers or anyone on behalf of the Suppliers to influence improperly OSDA in the evaluation of the Proposals or Contract award decisions may result in the rejection of its Proposal, and may be subject to the application of prevailing Government sanctions procedures.

2.10 Notwithstanding the above provisions, from the time of the Proposals' opening to the time of Contract award publication, if the Supplier intends to contact OSDA on any matter related to the selection process, it should do so only in writing.

2.11 The Bids should be submitted at the office of Director Employment cum Chief Executive Officer, Odisha Skill Development Authority on or before **03:00 PM, 11.03.2020**. Suppliers shall submit all the necessary documents alongwith the proposal before the last date & time for online submission. Proposal received after the submission deadline will be treated as non-responsive and will be excluded from further evaluation process.

2.12 Proposals must be direct, concise, and complete. OSDA will evaluate bidder's proposal based on its clarity and directness of its response to the requirements of the project as outlined in this tender document. Bidders shall furnish the required information on their technical proposal in the enclosed formats only. Any deviations in format or if the proper information is not provided, the tender will be liable for rejection.

2.13 Tender Evaluation committee may seek clarification, if required, while evaluating the proposal.

- 2.14 The technical bid opening date, time and the address are as stated in the tender document.
- 2.15 Technical bid will be opened by Chief Executive Officer, OSDA or its authorized personnel on the day mentioned in this tender document on **11.03.2020 at 3:30 PM**. OSDA reserves the right to withdraw this tender, if OSDA determines that such action is in the best interest of the Government of Odisha. OSDA undertakes that all the information shared by the applicant will be held in strict confidence and will not be made public unless directed by law.
- 2.16 The applicant submitting their tender would be responsible for all its expenses, costs and risks incurred towards preparation and submission of their bid. OSDA shall, in no case, be responsible or liable for any such costs whatsoever, regardless of the outcome of the process.
- 2.17 Validity of Terms of the Bid:** Each bid shall indicate that it is a 'firm and irrevocable offer' and shall remain valid for a period of four months (120 days) from the last date of submission of the Bid. Non-adherence to this requirement may be a ground for declaring the Bid as non-responsive. OSDA may solicit the applicant's consent to an extension of tender validity (but without modification of the tender conditions).
- 2.18 Arbitration and Jurisdiction :** If any disagreement or dispute arising between Government of Odisha and supplier in connection with the work order, both parties will make every effort to resolve it amicably, by direct negotiation. If they fail to resolve, OSDA will refer such issues to an arbitrator, appointed by the Government of Odisha and the award of the arbitrator, as the case may be, will be final and binding on both parties. Proceedings shall, unless otherwise agreed by the Parties, be held in Odisha.
- 2.19 Applicable law:** The work order shall be governed by the laws and procedures established by the Government of Odisha, within the framework of applicable legislation and enactment made from time to time concerning such commercial dealings. Any default in the terms and conditions of the document by the Supplier will lead to rejection of work order.
- 2.20 **Amendment of Tender Document:** At any time prior to the deadline for submission of the tender, OSDA may for any reason, modify the tender document. The amendment document shall be notified through the website www.skillodisha.gov.in and such amendments shall be binding on all the bidders.
- 2.21 **Disqualification:** OSDA may at its sole discretion and at any time during the evaluation of tender, disqualify any applicant, if the applicant;
- a) Submitted the tender after the response deadline;
 - b) Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements;
 - c) Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures etc. in any of the projects in the preceding three years;
 - d) Submitted a tender that is not accompanied by required documentation or is non-responsive
 - e) Failed to provide clarification related thereto, when sought;
 - f) Was declared ineligible/blacklisted by State/UT/Central Government;
 - g) Tried to influence the evaluation process either directly or indirectly
- 2.22 Information relating to the examination, clarification, comparison and evaluation of the proposal submitted shall not be disclosed to any of the responding applicants or their representatives or to any other persons not officially concerned with such process until the evaluation process is complete. Undue use by any applicant of confidential information related to the process may result in rejection of its proposal.

2.23 Disclaimer

- a) The information submitted in response to this tender may be subject to the public release (as per RTI norms). Applicants responding to this invitation assume the risk of public disclosure.
- b) This is not to be considered as a commitment by OSDA to contract for services. Please be advised that OSDA will not pay for any information provided as a result of this invitation and will not recognise or reimburse any costs associated with any tender submission.
- c) This tender does not entail any commitment on the part of Government, either financial or otherwise.
- d) OSDA reserves the right to accept or reject any or all tender without incurring any obligation to inform the effected applicant/s of the reasons.
- e) Submission of tender documents does not create any obligation on the part of OSDA in terms of providing business or in any other area.

2.24 Tender processing fee: The bidder has to remit Rs. 10,500/- (Rupees Ten thousand five hundred only, as tender processing fee) through Demand Draft in favor of Chief Executive Officer, Odisha Skill Development Authority.

2.25 Government of Odisha – Corrupt and Fraudulent Practices

OSDA follows policy of Government of Odisha for anti-corruption and fraudulent practices to maintain sound procurement principles of open competition, economy and efficiency, transparency, and fairness. OSDA requires the suppliers to observe the following Government manuals (amended from time-to-time) during the selection process and in the execution of such contracts

2.26 Earnest Money Deposit (EMD):

In order to ensure maximum number of competitive tenders, an amount of Rs. 10,00,000/- (Rupees Ten Lakhs only) has been fixed as Earnest Money Deposit (EMD).

- a) Bidder shall submit EMD alongwith the bid & non-submission of sufficient EMD shall be one of the primary reasons for rejection of the offer in the first round.
- b) EMD of unsuccessful bidder will be discharged/ returned promptly.
- c) The successful bidder's EMD will be discharged upon the bidder signing the contract and furnishing the performance security.
- d) No interest will be paid for the EMD submitted.

2.27 *The EMD will be forfeited, if a tenderer;*

- a) Misrepresents facts or submit fabricated / forged/ tampered/ altered / manipulated documents during verification of tender process.
- b) Withdraws its bid after the opening of bid;
- c) A successful bidder, fails to sign the contract after issuance of Letter of Intent
- d) Fails to furnish performance security after issuance of Letter of Intent.

Please note that the EMD provided could be converted as performance security to the extent possible. The bids will not be considered for further processing if bidders fail to comply on clauses above.

2.28 Performance Security Deposit The successful bidder has to remit 5% of the total value of work order contract rounded to the nearest rupee as performance security deposit, in terms of Deposit/ Bank Guarantee having validity for a period of 60 days beyond the date of completion of all contractual obligations of the supplier, including warranty obligations. The bank guarantee/deposit will be refunded to the successful bidder 3 months after successful completion of the contract period.

SECTION 3. SCOPE OF WORK, TERMS AND CONDITIONS

- 3.1 Sequential page numbering should be provided on all the pages of the bid submitted (including supporting documents).
- 3.2 Tenders received after the stipulated date and time shall not be entertained. The OSDA shall not be liable for any delays whatsoever with respect to power failure, website issues etc. and tender received after the stipulated time/date are liable to be rejected summarily without giving any reason.
- 3.3 The Technical Bid will be opened on **11.03.2020 at 11:30 AM** in the 3rd Floor Conference Hall, Niyojan Bhawan, Janpath, Unit 3, Bhubaneswar in the presence of those tenderer(s)/bidder (s) who wish to be present. No separate communication will be sent in this regard. In the event of due date being a closed holiday or declared Holiday for State Government offices, the due date for opening of the bids will be the following working day at the appointed date, time and venue.
- 3.4 OSDA shall have the right to assess the competencies and capabilities of the Tenderer/Bidder by going through the credentials given in the Technical bid and on the basis of such credentials, OSDA may reject the candidature of the Tenderer/bidder without assigning any reason.
- 3.5 Non-acceptance of any of the terms and conditions as stated in the tender shall render the Tender invalid. Only tenderer(s) / bidder(s) whose Technical / Infrastructure particulars as stated in tender are determined to be in consonance with Institute's requirements shall be considered further in the Tender Evaluation Process.
- 3.6 Agency must be a legal entity in India or it authorized agencies having registered office in Odisha.
- 3.7 Escalation matrix up to the level of CEO/MD of the prospective vendor company must be provided with a phone number and email address of all personnel in the matrix.
- 3.8 OSDA does not bind itself to accept any tender or to assign any reason thereof and also reserves the right of accepting the tender in whole or in part. The part acceptance of the tender will not violate the terms and conditions of the contract and the tenderer / bidder will execute the work at the specified rates without any extra charges or compensation within the stipulated period.
- 3.9 The whole activities included in the Tender shall be carried out by the Tenderer/Bidder and the Tenderer/Bidder shall not directly or indirectly transfer, assign or sublet the contract or any part thereof or interest therein without the written consent of OSDA.
- 3.10 All costs, charges and expenses that may be incurred by the Tenderer/Bidder in connection with the preparation of his tender shall be borne by him and the OSDA will not accept any liability whatsoever in this regard.
- 3.11 Time is the essence of the contract and the tenderer/Bidder is required to complete the service in all respects within the stipulated time to the satisfaction of OSDA.
- 3.12 The successful bidder should sign the contract agreement within 7 days of issue of letter of intent. The draft content of agreement will be provided by OSDA.
- 3.13 **Termination of the Contract** The Contract in whole or part can be terminated before the issue of supply order at the option of the OSDA, if the OSDA for any reason whatsoever does not require the whole or part of the items thereof as specified in the tender to be supplied out and in the said event the OSDA shall give notice

of the fact with reason to the Tenderer / Bidder, who shall have no claim to any payment or compensation whatsoever on account of any profit or advantage, which would have derived from the supply of the items in full, but which he did not derive in consequences the whole supply of the items not having been carried out, neither shall he have any claim on compensation / damage for the loss suffered by him by reason of termination of contract by the OSDA and of any alterations having been made by the OSDA in the original specification or the designs and instruction which shall involve any curtailment of the items contemplated.

3.14 The OSDA without prejudice to any other remedy, reserves the right to terminate the Tender / Contract in whole or in part and also to blacklist a Tenderer / Bidder for a suitable period in case he fails to honour his bid / contract without sufficient grounds or found guilty for breach of condition of the tender / contract, negligence, carelessness, inefficiency, fraud, mischief and misappropriation or any other type of misconduct by such Tenderer / Bidder or by its staff.

3.15 No claim for interest shall be entertained by OSDA with respect to any money or balances, which may be in its hands owing to a dispute between itself and the Tenderer/bidder.

3.16 OSDA reserves the right to accept or reject any or all the tenders/bids without assigning any reason.

3.17 OSDA shall not be liable for any unforeseen delay. Tenders received after the stipulated date and time shall not be admitted.

3.18 **Branding Areas of OSDA:**

Odisha Skill Development Authority (OSDA)

Odisha Government accords highest priority to skill development. In an effort to bring convergence amongst the skill development programme implemented by various departments and to scale up the activities in the sector, both in qualitative and quantitative terms, a unified authority Odisha Skill Development Authority (OSDA) was formed in 2016.

Odisha Skill Development Authority (OSDA), an apex body with a primary objective of providing employable skills to 15 lakh youth by 2024. It guides, implements, coordinates and oversees all skill development programmes in the state to ensure quality skill training standards and sustained employability of trained youth, with the charter to provide outstanding skilled workforce comparable to the best in the world.

The Government of Odisha, through Odisha Skill Development Authority (OSDA) has been taking up various interventions to boost skill development in the State. OSDA has initiated and taken all possible steps to meet skilling targets as envisaged in the Chief Minister Employment Guarantee Programme and broader policy of the state from time to time.

The objective of the assignment is to create a communication strategy and execute it so that OSDA is able to reach out to all stake holders like potential skill trainees, national level employees, skill development partners and other agencies. The overall idea is to showcase Odisha Skill Development Authority and its mission "Skilled-in-Odisha" as a global brand.

To strengthen the brand and rolling out the brand strategy, OSDA requires an agency to work as a creative agency for preparing various promotional materials.

The Communication Agency must demonstrate empathy for understanding of the larger canvas of skill development. It must view it as a human transformation imperative. It needs to look at the 5th , 8 th, 10th class dropouts as its primary beneficiary and must respect them for who they are and who they could be.

3.19 Details of the services to be provided:

The selected agency will be responsible for the overall branding of OSDA across all media. The agency shall act as the official media and communications consultant to OSDA covering creative, media, experiential/ activation and public relations and shall integrate these services under one team. The agency should be able to plan, successfully implement and deliver and execute all promotional, marketing and experiential / activation activities for OSDA for a period of one year. The agency should have dedicated teams for social media management, video/audio development, content development, and for all branding related works.

SCOPE OF WORK

S/n.	Description of the items
1.	<p>Brand Strategy – Research, building, positioning and messaging</p> <p>The selected agency is expected to conduct in-depth research and develop a brand strategy for OSDA and its initiatives, and position OSDA in such a way that stakeholders can relate to it as a high value organization offering total skilling solutions including curriculum development, trainer capacity building, high end skill training, and internship management. The agency is expected to understand the strengths of OSDA and position it at the national as well as international levels. Findings of the diagnostic analysis will be presented which would set the baseline for future strategy formulation. The agency will have to support OSDA in all branding and promotional activities. Moving towards the next phase, OSDA is expecting to extend its skilling arena in association with International partners. So the agency is expected to carry out an International level branding strategy because having an international level branding may become a necessity in the future.</p> <p>The Agency shall, in consultation with OSDA, develop a three year phased communication plan for key stakeholders (skill trainees, society (Odia) and National level hi-quality employers) aligned to the Brand Strategy.</p>
2.	<p>Brand Ambassador: The agency shall identify Two popular personalities (One Male and One Female) from the field of film/ sports/ culture etc. who can successfully brand skilling programmes and sign in as the brand/ goodwill ambassadors of OSDA. The agency shall prepare and submit a list of such personalities, for approval of OSDA, with justification as to how they could be effective as an ambassador for OSDA. In consultation with OSDA, the agency should develop and implement branding and communication works with the brand ambassador. The brand ambassadors shall be contracted directly by the agency for a period of One Year and the professional fee (if any) charged by the brand ambassadors will be borne by the agency. In the event the brand ambassador/s are found guilty of any misconduct or are engaged in any action that directly or indirectly affects the image of OSDA and brings negative publicity to the campaign, then OSDA has full discretion to terminate its association with the brand ambassador/s with immediate effect without stating any reasons. In such event, the agency shall provide alternative options to OSDA within 7 days for the remaining period of the contract without any additional cost to OSDA.</p>
3.	<p>Social Media: With the proliferation of social media, it has become imperative to keep pace with the different channels and forms of communication to ensure that the message is disseminated far and wide and reaches out to the intended audiences in all potential channels accessed by them. It is important to bring to light that the OSDA is utilizing tools that constitute social media to connect with the TG. The selected agency will be required to undertake a comprehensive social media campaign on social media including but not limited to Facebook, Instagram, Twitter, YouTube, LinkedIn, blogs and microblogs etc. The campaign may involve creation of creative, films, advertisements, web posts, blog bursting, etc. Indicative list of activities for Twitter, YouTube, Facebook, LinkedIn are listed as under for reference, however</p>

	<p>final list of activities shall be designed and executed for all social media platforms mentioned above, including New Media like web banners, blogs, microblogs, etc.</p> <p>a. Twitter: the existing OSDA Twitter account may be activated further by at least 1 tweet daily on important ongoing/upcoming activities on the platform. New tasks/ contests/ discussions/ groups/ achievements / awards & recognitions may be tweeted about on a daily basis.</p> <p>b. YouTube: OSDA channel on YouTube may be created wherein all audio visual media, interviews, animated films etc. may be posted. Pre-roll ad (TrueView format ads- skippable as well as non-skippable) which is a promotional video message that plays before the content the user has selected may be created and posted on most watched or popular videos to increase branding and promotion.</p> <p>c. Facebook: Uploading posters/ads/pictures related to OSDA at least one per day, interacting with followers of OSDA Facebook page, regular content updates.</p> <p>d. Instagram: Sharing pictures of Skilling and other OSDA related activities with Instagram followers, at least one per day, replies to comments by followers of OSDA Instagram account, regular content updates.</p> <p>e. LinkedIn: Uploading posters/ads/pictures related to OSDA in LinkedIn page at least one per day, interacting with followers of OSDA LinkedIn page, regular content updates.</p> <p>If there is a need for paid promotions on social media platforms to amplify the reach or boost brand awareness or enhance targeting, then OSDA will bear the cost of such paid promotions by paying directly on such platform/s as and when the need arises. For both paid and unpaid promotions, the agency shall develop and manage all the creative and content to be uploaded on all channels after seeking prior approval of OSDA.</p>
4.	<p>Support in Website Management: In addition to social media management, the selected agency should support OSDA and its entrusted website management agency with inputs for content development, creative designing and related works so that the content on the OSDA official website is kept updated at all times.</p>
5.	<p>Outdoor Advertising: The selected agency will be responsible for conceptualizing, creating and designing creative material for outdoor Information, Education & Communication (IEC) activities like OSDA posters, hoardings, bus/train panels, bus shelters, illuminated LED screens/digital signage, wall paintings, display panels/boards, or any other materials which may be displayed at prominent places such as airports, metro stations, railway stations, bus stops, corporate office campuses, educational institutions, Govt. offices and other public places. Further, the selected agency will be required to identify such prominent places for the outdoor media which may include but not limiting to the aforementioned places. The selected agency will support OSDA in media planning and media buying for the campaigns. OSDA will bear the cost of media buying or rentals for all outdoor publicity / out of home advertising.</p>
6.	<p>Print Advertising: To raise awareness about OSDA's achievements amongst diverse stakeholders, it is planned to publish advertisements in leading dailies (All India or Local) in English, Odia or various regional languages. The selected agency will be required to conceptualize and develop creative for print medium including but not limiting to the following:</p> <p>a. Newspaper Ads: Strip Ads (32.9 cm width x 6 cm height), Quarter Page Ads, Half Page Ads.</p> <p>b. Magazines Articles: Distinguished personalities and experts from different domains such as media, politics, science & technology, industry, health, social welfare, academia, etc. may be invited to write articles regarding on-going discussions/activities of OSDA on the portal, emerging themes and new activities that may be added etc. Personalities from various fields may be identified and summary of comments of 3-5 relevant discussion threads/contests of national importance or specific topics may be sent to domain experts along with invite letter from CEO, OSDA. Alternatively, experts may suggest topics for writing, as they deem fit.</p> <p>c. Magazine Advertorials: Advertorials may be published in leading magazines for promoting OSDA and its activities. The agency may suggest an indicative list of magazines under different</p>

	genre which will be required to cover for articles and advertorials.
7.	<p>Radio: To enhance visibility of OSDA, radio campaigns are planned to be undertaken on AIR, community Radio, and private FM Channels. The selected agency will be responsible for conceptualizing, creating and media planning and buying support (if required) in the release of radio jingles and theme songs. OSDA will approve the creative and the media plan plus buying proposed by the selected agency. The Radio campaigns will be in form as under, but not limiting to:</p> <p>a. Radio Spots: The selected agency will be required to make creative for the Radio spot in the form of Script, Messages, Lyrics, Jingle, etc. The agency shall prepare a comprehensive media plan which shall be approved by OSDA for radio covering the following two kinds of radio spots (40 seconds) –</p> <ul style="list-style-type: none"> i. OSDA Generic spot. ii. Spot based on specific topic. <p>b. RJ Mentions: Radio Jockeys may add value to the Radio spot and make it more meaningful for the listener by giving additional details about various ongoing and upcoming activities of OSDA. Selected agency shall be end to end responsible for this scope of activity in pursuant to the approval provided by OSDA on the media plan.</p> <p>c. Radio Sponsored Programs: In order to create awareness about OSDA and related components, a series of Radio Sponsored Programmes (10 episodes of 15 minute each) may be developed. The programme will be produced in a Radio Magazine format which is typically characterized by periodicity, variety in its content presentation- discussions, interviews, reviews, music and feedback. The content may be developed in consultation with the OSDA. The agency will be responsible for but not limited to developing scripts, suggesting topics for the episodes, suggesting guests for expert advice segment/interview etc.</p>
8.	<p>Television: The selected agency will be responsible for conceptualizing, creating, and media planning & buying support (if required) in the production cum release of the components of TV campaign as given below. All TV campaign creative must be developed through fresh shoot. OSDA will approve the creative and the media plan and media buying proposed by the selected agency. The TV campaign creative will be in the form as under, but not limiting to:</p> <p>a. TV Spots: The selected agency will be required to create comprehensive creative for TV Spot (60 seconds with adaptation in 40 seconds and 30 seconds) in form of Story board/ Script, Messages, Lyrics, Jingle, Graphics, Animation, fresh shoot etc. The agency shall prepare a comprehensive media plan which shall be approved by OSDA for TV. The TV Spot will require to be dubbed in 2 more languages and the selected agency shall extend all the required support for dubbing.</p> <p>b. Talk Shows/ Half Hour Specials: The selected agency will be required to conceptualize a series of sponsored talk shows on OSDA. The selected agency will be required to support OSDA in buying media basis their relationship with TV Channels as per the approved media plan.</p>
9.	<p>AV Films The selected agency should be able to develop script, carry out outdoor/indoor video shooting, edit and create corporate videos and other videos in consultation with OSDA authorities. While developing the video, infographics have to be adopted to have a better result. The final submission shall be in the form of a documentary/ animated movie / virtual tour with VFX effects and voice over in Odia, English or any preferred language as per the requirements of OSDA. The scope of work shall include one or more of but not limited to, the following:</p> <ul style="list-style-type: none"> a) Design and Production of quality audio visuals, i.e. Promotional Campaign Films of duration 5-7 minutes, User Experience Films of duration 5-7 minutes and Animation Films of duration 2-3 minutes in Full HD and 4K formats on various themes as per the

	<p>need of the OSDA.</p> <ul style="list-style-type: none"> b) Story boarding and script writing based on the content in the OSDA proposal and client's briefing. c) <ul style="list-style-type: none"> a. <i>Editing Services</i>: non-linear editing stations capable of importing and exporting standard definition digital (SDI) video, analog (component) high definition video and HD video files. The editing and motion graphic personnel must be proficient with experiences in providing professional post production services. b. <i>Composition Services</i>: including color correction, transitions, chroma keying, mattes, masks, corner-pinning, motion tracking, and motion graphics. d) Custom made renderings and animations with actual high resolution videos shoots including aerial photography via drone camera. e) Obtain prior approval for the script/ concept of the entire production from OSDA. f) Deliver animations in DVD/CD-ROM/BETA/VHS and other streaming formats which can be further uploaded on all the social media formats. g) All the raw data and graphics with the final output shall be the ownership of OSDA and the same has to be submitted along with the final submission. h) Curating activities, events and workshops for the OSDA. i) Any other audio-visual or graphic design content conceived by OSDA.
10.	<p>Merchandise:</p> <p>The selected agency will be responsible for suggesting, designing creative for non-traditional and attractive merchandise tailored for different audiences, collaterals as rewards for contests etc. It is also crucial that the type and look of the collaterals especially the low cost items such as pens, mugs, notepad etc. be changed regularly to maintain interest and pride of ownership in such items. Further, the selected agency will be responsible for coordinating with the merchandise developer before and after the important events. It may be possible that merchandise will be developed without any event, in such case also, the selected agency will coordinate with the merchandise developer for the final output.</p>
11.	<p>Public Relations:</p> <p>The Agency should have a proven track record in public relations and will be entrusted with the duty of elevating the profile of OSDA and its initiatives and keeping the presence of OSDA in state, national and international media. The selected agency will be responsible for :-</p> <ul style="list-style-type: none"> a) Preparing a communication strategy for raising the profile and media presence of OSDA b) Planning and organizing press conferences for regional, national & international media. c) Preparing and disseminating press releases/ briefs on major initiatives/ achievements/ programmes/ events as per requirement. d) Media management of various seminars, exhibitions, press conferences and events organized by the Board. e) Creating, planning and designing strategies and programmes to improve the brand image of OSDA. f) Preparing print and electronic material in the form of kits to the media as required. g) Organizing interviews of higher officials with top newspapers / magazines /TV channels. h) Crisis communication - It is expected that the PR agency shall be vigilant on all the news published in media on Spices Board and will help to counter any adverse publicity related to the Board. i) Media tracking – tracking of online, print and electronic coverage. Submission of compiled reports every month with cost analysis. j) To render, advice and implement all programmes connected with publicity and public relations activities of OSDA. k) To establish and maintain positive impact among the stakeholders in general and local public in particular. l) To arrange media events, arrange printing of special articles, regular press releases

	<p>through international media, national media, regional media, magazines and online portals to ensure that a positive opinion/image of our company is created among the targeted audiences.</p> <p>m) To prepare speeches of the top management for special events.</p> <p>n) To translate English to Odia or any other Indian language and vice-versa to English or Odia of any news, articles, press releases, speeches to suit the appropriate media.</p> <p>o) Arranging articles for advertorials in magazines & newspapers through print publications.</p> <p>p) Raise visibility and awareness through unpaid means of communication.</p> <p>q) Organising Press trips / bloggers trips for promotion of OSDA</p> <p>r) To bring in at least 10 journalists from outside the State to cover any event organized by OSDA.</p>
12.	<p>Overall Impact Assessment:</p> <p>The selected agency will be responsible for conducting impact assessment from time to time to understand the response from TG against various promotional activities. This may require primary research activities as well as by physically conducting surveys. This activity will form the basis for revising the media plan if required. Further the selected agency shall take all the necessary actions emerging from the impact assessment exercise.</p>
13.	<p>Documentation of Project activities</p> <p>The selected agencies may be entrusted for the documentation of all project related activities. The selected agencies should furnish all kinds of documentation materials such as video, audio, photographs, textual (Soft and Hard Copy). The copyright of all such documents including video, audio, photographs, textuials will be vested in OSDA.</p>
14.	<p>Exhibitions at Expo / Fair: The agency shall identify major national/ international events like exhibitions, fairs and festivals which have the potential for promoting OSDA and will assist in formulating and implementing an effective marketing plan to capitalize on such events. The agency shall provide complete set-up, fabrication, delivery and dismantling of Exhibit Stand in such Expo/Fairs including but not limited to complete project plan, detailed AutoCAD drawings, flooring, construction, graphics signage, AV, electricals, labour, maintenance of stand before, during & after exhibition period. The agency is required to know and comply with all physical requirements and limitations imposed by the show management i.e. ceiling height, electrical, fire, lighting codes, and sightline rules, etc. The content development, printing, transportation, installation and dismantling of the media materials, equipment, etc. shall be the responsibility of the agency. The agency shall provide three-dimensional design according to the OSDA Brand Manual and brand specifications, manufacture and supply of custom-built exhibition stands of dimension 6x3 meters with wooden flooring and following furniture & fixture per exhibition stand :- 2 x brochure stands, 2 x single-seater couches, 1 x double-seater couch, 4 x ottomans, 1 x coffee table, 1 x 55" plasma screen, 1 x iPad stand with iPad, lighting as per design, 1 x storage cupboard, Storage fee, maintenance and insurance, build-up and breakdown (labour), electrical, transport to and from venues, accommodation, quality photography of each built stand during the event and user experience at each stand. OSDA will only bear the allotment fee to be paid directly to the show management or organizers of the expo / fair.</p>
15.	<p>Production of Branding Collaterals</p>
16.	<p>Event Management</p>

NOTE:

A team should be dedicated exclusively for OSDA for coordinating the branding activities of OSDA. The team should be available whenever required by the OSDA officials for developing and implementing new branding strategies other than those mentioned above.

3.20 Prequalification Criteria

The invitation to bid is open to all bidders who qualify the Prequalification Criteria as given below.

SI No	Prequalification Criteria	Documents to be submitted
	Agency must be a legal entity in India or it authorized agencies having operational office in Odisha	Document of Registration of the agency. Statutory documents relating to operational office in Odisha
	The bidder should not be currently blacklisted by any Central/ State Govt. dept. /Public Sector Unit	Self-declaration to be submitted in stamp paper of Rs.200 and duly attested by notary public as given in Annexure 1
	The agency must have an average annual turnover of Rs. 50 crores per annum during the following 3 financial years i.e; (2016-17, 2017-18 and 2018-19). In case if the audit report of 2018-19 is not available, audit report of 2015-16 will be taken into consideration, provided, an undertaking regarding the unavailability of audit report for 2018- 19 has to be produced by the organisation	Certificate of the Chartered Accountant stating that Annual turnover for (2015-16, 2016-17, and 2017-18)/ 2016-17, 2017-18 and 2018-19) Audited financial statement of the Organisation for the above period signed by Chartered Accountant
	Agency have a valid PAN Number and GST registration	Copy of GST registration and Copy of PAN
	The agency must have experience of 3 years in PR, branding and communication activities	Document showing relevant experience in PR activities

3.21 All the documents submitted by the bidder should carry the signature of the authorized signatory and stamp of the organization.

3.22. Evaluation

The bidders qualifying the pre-qualification criteria will be considered for the Technical Evaluation. The qualified bidders will be invited for a presentation based on the scope of work mentioned in clause 3.19. The qualified bidders are supposed to present a branding action plan to project OSDA as an International Skilling Agency among the general public. The presentation of the agencies will be evaluated by Technical Committee of OSDA. The score in presentation will have weightage in the Technical Score during QCBS evaluation.

3.23 General Guidelines

- ❖ 3 Tier campaign strategy for a year.
- ❖ Each campaign strategy tier with a total duration of 4 months.
- ❖ An Internal Committee will be constituted for evaluating the proposals submitted by the branding agency for each major branding activity and that committee will evaluate the financial proposal for that activity and the agency shall proceed only with the approval of that committee. Further, the performance of the agency in the conduct of the activity will be evaluated by the same committee prior to claims processing and the committee will have authority to impose a penalty based on the performance.

- ❖ The committee will have the power to terminate the contract for significant deviation from OSDA objectives or poor quality of products and services offered based on evaluation at any stage of the branding campaign.
- ❖ A maximum of 4 advertisements for TV commercials shall be produced and 1 state level Skilling events shall be organized in each tier as per the requirement upon consultation with OSDA. TV Commercial content, Technical equipment, Cast and crew should be finalized only after the consultation and approval of OSDA.
- ❖ A minimum of 2 large hoardings per district shall be mounted in each tier for at least 2 weeks. Location to be finalized after the consultation and approval of OSDA authorities.
- ❖ Print media advertisement shall be designed in different languages Odia, English and Hindi etc. as per the requirement from OSDA. (Minimum of 5 different designs per Tier as per requirement of OSDA). Designs and content should be finalized only after the consultation and approval of OSDA authorities.
- ❖ Issuing and release of advertisements in Newspapers, FM and Television will be done through OSDA. In case, if required and asked by OSDA, the agency shall publish the advertisements or advertorials in Newspapers, FM, television etc.
- ❖ The agency may supply necessary accessories including stationary required for the branding and IEC activities as per the requirements of OSDA.
- ❖ The agency Should conduct a brief survey and submit the report before the OSDA, before creating or launching any new branding initiative
- ❖ Designing and creation of Logos, Brochures and Posters should be done with the consultation and approval of OSDA.
- ❖ Brand Ambassador should be signed in for a contract period of one year. Finalization of Brand Ambassador should be done only with the consultation and approval of OSDA.

3.24 **Presentation Guidelines:**

- ❖ The total presentation time must not exceed 45 minutes.
- ❖ A detailed Branding action plan for each tier must be presented before the technical committee of OSDA on the date and time which will be intimated after the evaluation of pre-qualification criteria.
- ❖ The presentation must include samples of previous works done by the agency especially the Ad videos, creative, PR works, outdoor event management, social media campaign, etc.
- ❖ The presentation must include separate action plans for outdoor publicity, social media campaign, visual/ audio/ print media campaigns, including the detailed budget/ estimate for each of the activities.
- ❖ Detailed plan of the activities to be conducted using the service of the brand ambassador has to be clearly explained during the presentation. Should submit a list of 3 prominent personalities that is suitable to be the brand ambassador of OSDA.
- ❖ The branding team which will be dedicated for OSDA should be present at the time of presentation.
- ❖ The venue, date and time for presentation will be intimated by OSDA through email. The evaluation of the presentation will be done based on the following key factors.

SL NO	KEY FACTORS	SCORE
1	Have understood and followed the Scope of Work - Presentation align with OSDA's requirements in a professional manner	Out of 10
2	Branding action plan for OSDA for each tier - Creative Vision & Overall Campaign strategy and Media strategy/Continuity in the action plan for 3 tiers	Out of 10
3	Sample creative (previous experience of agency) - event ads, flyer design, logo designs, stage setup and backdrop etc.	Out of 5
4	New creative branding Ideas, Themes & Innovations, Relevance of suggested branding ambassadors.	Out of 10
5	Quality of production presented: Mode of creating and conceptualizing TV ads, Print ads, and other creative ideas	Out of 5

Payment: Payment will be based on the invoice raised after individual events/purposes. The activities in the tier should be planned optimally to have even spread of the expenditure over the tiers of the budget allotted.

SECTION 4. SELECTION PROCESS

4.1 Responsiveness of Bid

- a) The Bids submitted by Bidders shall be initially scrutinized to establish "Responsiveness". A Bid may be deemed "Non-responsive" if it does not satisfy any of the conditions mentioned below, but not limited to;
- b) It is not received within the time and date specified.
- c) It does not include sufficient information for evaluation and
- d) It is not in the formats specified or incomplete in any respect.
- e) It is not satisfying prequalification criteria

4.2 Evaluation

- a) The qualified bidders clearing the pre-qualification criteria will be invited for a presentation of their branding action plan. Based on the Technical bid submitted and presentation, and the financial bid (QCBS Evaluation), OSDA will select competent agency as the branding agency of OSDA.
- b) The Evaluation shall be strictly based on the information and supporting documents provided by the applicants in the tender and the presentation of the branding action plan. It is the responsibility of applicants to provide all supporting documents necessary to fulfil the mandatory eligibility criteria.
- c) The OSDA's evaluation committee shall evaluate the Technical Proposal and presentation on the basis of their responsiveness to the Scope of work, Terms and Conditions, applying the evaluation criteria and sub-criteria along with the compliance to the technical specifications of the items and key evaluation factors of Presentation. The Financial Bids of agencies who qualify the Technical Evaluation will be opened and evaluated. A Proposal shall be rejected at this stage if it does not

respond to important aspects of the tender. After the evaluation is completed and OSDA shall notify agency that have been selected as the branding agency of OSDA.

- d) For any particular branding event/purpose other than the pre-defined scope, OSDA may invite financial proposals from the selected agency. The work order for these works will be issued separately after evaluation of the financial proposal, with detailed scope of work and specifications.
- e) OSDA will have the complete discretion to award any branding related activity/work that include in the Scope of Work of this document to any other agencies also. The PR/branding activities/works that doesn't include in the scope of work of this RFP document may also be assigned to external agencies on the discretion of OSDA.
- f) Initially the bidder's responses will be reviewed for compliance with the terms and conditions mentioned across different sections of this RFP document. The bidders who fail to comply with any of the terms and conditions mentioned may be termed as non- responsive and will not be evaluated further.

4.3 Technical evaluation criteria

OSDA will follow Quality Cost Based Evaluation (QCBS) for the selection of agency. The relevant documents to support the following Technical Qualifications must be submitted by the agency along with the Technical Bids.

Sl No	Criteria	Maximum Marks
1.	The agency must have an average annual turnover of Rs. 50 crore per annum during the following 3 consecutive financial years i.e; (2015-16, 2016-17, and 2017-18) or (2016-17, 2017-18 and 2018-19) Average Annual Turnover Average Annual Turnover of 50 Crores - 100 Crores - 1 Marks Turnover greater than or equal to 100 Crores and less than or equal to 150 crore - 2 Marks Turnover more than 150 Crores - 3 Marks	3
2.	The agency must have experience of 3 years in PR, branding and communication activities. Experience of 3 years - 5 years - 1 Marks Experience 5 years - 2 marks Experience of 10 years - 15 years - 3 Marks Experience of more than 15 years - 4 marks	4
3.	Branding and Promotion Experience 5 Different Print campaigns/Brochures for State/National or International organisations/ Portal or Brands - 1 Mark Each mark will be awarded for every 2 events more than 5 upto a maximum of 3 marks 5 TV Commercials for State/ National or International organisations/ Portal or Brands - 1 Mark Each mark will be awarded for every 2 events more than 5, upto a maximum of 3 marks 5 Outdoor campaign for any other firms or agencies - 1 Mark Each mark will be awarded for every 2 events more than 5, upto a maximum of 3 marks	9
4.	Design for Skill Exhibitions/ Skill Competitions/ State level events	5

	<p>1 State level events/Fairs/Exhibitions organised for State/ National agencies - 2 Marks Each mark will be awarded for every event more than 1 upto a maximum of 5 marks</p>	
5.	<p>Online/ Social Media Experience 5 Social Media campaigns for National/International/State agencies - 1 Mark Each mark will be awarded for every 2 events more than 5, upto a maximum of 3 marks 5 Online/Digital AdVideo Campaigns - 1 mark Each mark will be awarded for every 2 events more than 5, upto a maximum of 3 marks</p>	6
6.	<p>Awards National Award of recognition/appreciation from Government of any Country/or the authorized agency of the Government of any Country - 2 Mark 2 marks will be awarded for every award upto a maximum of 4 marks Award of recognition/appreciation from State/Union Territory Government/or the authorized agency of the Government within or outside India - 1 Mark Each mark will be awarded for every state award upto a maximum of 3 Marks</p>	7
7.	<p>Office Operational Office with infrastructure/ team in Odisha - 1 mark Operational Office with infrastructure/team in a minimum of 2 states in India - 2 Marks Operational Office with infrastructure/team in a minimum of 2 countries - 3 marks</p>	6
8	<p>Manpower - OSDA Branding Team</p> <p>Creative Director - Bachelor/Master's Degree in Literature/Journalism/Communication/Fine arts or equivalent with 2 years' experience in developing branding campaigns Or Experience in Directing minimum of 5 Television Ads/feature/documentary films - 5 Marks</p> <p>Art Director - Bachelor of Fine Arts or equivalent with 3 years' experience, and 2 years' experience in developing brand promotion campaigns - 5 marks Or Experience as an Art Director in minimum of 5 Television Ads/feature/documentary films - 5 Marks</p> <p>Media Head - Bachelor or Master's Degree in Journalism/Communication/ Statistics/ Commerce or equivalent with 3 years' experience, and 2 years' experience in planning campaigns in Media - 5 marks</p> <p>Copywriter - Should have worked as a copywriter for a minimum of 10 different branding campaigns - 5 marks</p>	20

	*Incase one person handles more than one responsibility, marks will be awarded based on competence and experience for the respective roles claimed. Not more than 2 roles can be claimed by one person.	
9.	Strategy/Creative Presentation	40
10.	TOTAL Technical Score (St)	100

4.4 **Financial Evaluation:**

OSDA will follow the Quality and Cost Based Selection (QCBS) process. The weights to be given to technical and financial proposals will be in the ratio of 70:30.

The lowest Evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100. The formula for determining the financial scores (Sf) of all other proposals is calculated as following:

$Sf = 100 \times Fm / F$, in which "Sf" is the financial score, "Fm" is the lowest ETP [Evaluated Total Price (ETP) which is excluding taxes, and "F" is the ETP of the proposal under consideration.

The weights given to the Technical (T) and Financial (P) Proposals are: T = 70, and P = 30

Proposals are ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) as following:

$$S = St \times T\% + Sf \times P\%.$$

The party achieving the highest combined technical and financial score will be invited for negotiations.

SECTION 5: BID FORMS

Form 1
Details of Applicants Operations

General Information about the Applicant

SL No	Information sought	Details to be furnished
1	Contact Details of the Applicant	
1.1	Name of Organization	
1.2	Address	
1.3	Telephone	
1.4	Email	
1.5	Website	
1.6	Name of key functionary and designation	
1.7	Email of key functionary	
1.8	Mobile No of key functionary	
2	Business Information	

2.1	Registration Number	
2.2	Registration Status of the Organization (Public/Private Ltd/ Company/ Society/Trust/ Consortium/ Joint Venture/ etc.)	
2.3	Year of Establishment	
2.4	Details of Registration (attach the photocopy of the Incorporation Certificate/ registration/Agreement) along with memorandum of association, byelaw etc.	Attached / Not Attached
2.5	Details of board of Directors/Governing Body	Attached / Not Attached
2.6	Self- Declaration for Non- Blacklisting by State/UT/Central Govt./PSU (On non-judicial stamp paper of Rs.200/- and duly attested by Notary Public)	Attached / Not Attached
2.7	PAN No:	
2.8	GST Registration No.	

Form 2

Undertaking

We have carefully read the entire set of Tender Documents (Tender no:.....) of OSDA for the selection of agency for carrying out the activities related with Branding Information Education and accept all the terms and conditions therein are submitting herewith. We also undertake that there is no conflict of interest as specified in Clause 2.4 (i, ii a, b & c) of Tender document.

We agree to bind by this offer if we are the selected bidder. For and on behalf of :

Signature :

Name :

Designation with seal :
(Authorized Representative and Signatory of the bidding entity)

Form 3

Financial Proposal Submission Form

Sl. No.	Description	Qty.	Unit	Cost Per Unit in Rs.	Total Cost in Rs.
1.	Brand Strategy – research, building, positioning and messaging Tier 1 - Tier 2 - Tier 3 -	1	Lump Sum		
2.	Brand Ambassador	1	Lump Sum		
3.	Social Media management	1	Lump Sum		
4.	Support in website management	1	Lump Sum		
5.	Creatives for Outdoor				
	Hoarding	10	Nos.		
	Poster	10	Nos.		
	Bus Panel	5	Nos.		
	Bus Shelter	5	Nos.		
	Metro Panel	5	Nos.		
	Train Panel	5	Nos.		
	Digital Signage	5	Nos.		
	Wall Painting	5	Nos.		
6.	Creatives for Print				
	Newspaper Advertisements				
	Strip Ad - 32.9 cm (w) x 6 cm (h)	10	Nos.		
	Quarter Page Ad	10	Nos.		
	Half Page Ad	10	Nos.		
	Magazines				
	Articles (1-2 page)	5	Nos.		
	Advertorials	5	Nos.		
7.	Creatives for Radio				
	Radio Spot (40 second) - OSDA generic	10	Nos.		
	Radio Spot (40 second) - Specific Topic	10	Nos.		
	Cost of Translation and Dubbing of Radio Ad in other languages (per ad per language)	1	Nos.		
	RJ Mention	5	Nos.		
	Radio Sponsored Program (10 episodes of 15 min. each)	5	Nos.		
8.	Creatives for Television				
	Television Commercial (60 seconds with adaptation in 40 and 30 seconds)	5	Nos.		
	Cost of Translation and Dubbing of TVC in other languages (per ad per language)	1	Nos.		
	Half Hour Special Sponsored Features	5	Nos.		
9.	AV Films				
	Promotional Campaign Film (5-7 mins duration)	2	Nos.		
	User Experience Film (5-7 mins duration)	2	Nos.		

Sl. No.	Description	Qty.	Unit	Cost Per Unit in Rs.	Total Cost in Rs.
	Animation Film (2-3 minute duration)	2	Nos.		
10.	Creatives for Merchandise	1	Lump Sum		
11.	Public Relations Activities	1	Lump Sum		
12.	Overall Impact Assessment	1	Lump Sum		
13.	Documentation of Project Activities	1	Lump Sum		
15.	Production of Branding Collaterals				
	Flyer				
	Brochure				
	Invitation Card with Envelope				
	T-shirt				
	Cap				
	Coffee Mug				
16.	Event Management:				
	Infrastructure:				
	German Hanger (air conditioned) with fire retardant solution sprayed on it & decorative cloth under ceiling, proper illumination inside the hangar, raised wooden platform and synthetic carpeting neatly taped on the floor.	1	Sq. ft.		
	Pagoda Tent (3x3 mts) - per day	1	Nos.		
	Pagoda Tent (5x5 mts) - per day	1	Nos.		
	Octonorm Panel - per day	1	Rft.		
	Performance Stage: Stage of 3 ft. height to be constructed on iron structures/frames with ply mounting and carpeting on top, staircase of adequate width on both sides with railing support and live load should be calculated with about 200 performers on stage at any given time.	1	Sq. ft.		
	Performance Stage: Stage of 6 ft. height to be constructed on iron structures/frames with ply mounting and carpeting on top, staircase of adequate width on both sides with railing support and live load should be calculated with about 200 performers on stage at any given time.	1	Sq. ft.		
	Main Stage for VIPs / Dignitaries: Stage of standard dimension of LXBXH = 32'x12'x3' to be constructed temporarily on iron frames with ply mounting and carpeting, staircase of adequate width on both sides with railing support.	1	Sq. ft.		
	Truss: Box Truss on all sides of the stage for mounting of lights, draping and décor, audio & video equipment support.	1	Rft.		
	Camera Riser: Constructed temporarily on iron frames with ply mounting and carpeting.	1	Sq. ft.		

Sl. No.	Description	Qty.	Unit	Cost Per Unit in Rs.	Total Cost in Rs.
	Synthetic carpet (light gray / dark gray / blue / red)	1	Sq. ft.		
	Steel Queue Master per day	1	Rft.		
	Mojo Barricading per day	1	Rft.		
	Bamboo barricading with black cloth masking (height 3 ft)- per day	1	Rft.		
	Hand wash basin per day	1	Nos.		
	Bio toilets per day	1	Nos.		
	Silent DG Set (62 KVA) (Silent type) - per day	1	Nos.		
	Silent DG Set (125 KVA) (Silent type) - per day	1	Nos.		
	Furniture & Fixture:				
	Plastic Chair without arm (per day)	1	Nos.		
	VIP Chair (per day)	1	Nos.		
	Cushion Chair (per day)	1	Nos.		
	Banquet Chair (per day)	1	Nos.		
	6-seater round table with table cloth (per day)	1	Nos.		
	High table - per day	1	Nos.		
	Coffee table - per day	1	Nos.		
	Bar chair - per day	1	Nos.		
	Brass Sofa (Single) per day	1	Nos.		
	3-seater VIP Lounge Sofa (per day)	1	Nos.		
	2-seater VIP Lounge Sofa (per day)	1	Nos.		
	1-seater VIP Lounge Sofa (per day)	1	Nos.		
	Brand new large size white towel	1	Nos.		
	Wooden Teapoy (per day)	1	Nos.		
	Glass (set of 6) per day	1	Nos.		
	Lamp lighting set per day	1	Nos.		
	Large tray with velvet cloth draping (per day)	1	Nos.		
	Dustbins (Small) for rooms - per day	1	Nos.		
	Dustbins (Large) for garbage collection - per day	1	Nos.		
	White board with markers set - per day	1	Nos.		
	Umbrella - per day	1	Nos.		
	Fire extinguishers - per day	1	Nos.		
	Tower AC (4 ton) - per day				
	Plasma TV (32 inches) per day	1	Nos.		
	Plasma TV (42 inches) per day	1	Nos.		
	Plasma TV (48 inches) per day	1	Nos.		
	Plasma TV (55 inches) per day	1	Nos.		
	LED wall (P3 type) per day	1	Sq. ft.		
	LED wall (P4 type) per day	1	Sq. ft.		
	Refrigerator (165 ltr.) - per day	1	Nos.		
	Printer (Laser Jet Technology) in color & monochrome per day	1	Nos.		
	Printer (Laser Jet Technology) in monochrome per day	1	Nos.		

Sl. No.	Description	Qty.	Unit	Cost Per Unit in Rs.	Total Cost in Rs.
	Multi-function Printer (scan/ copy/ print/ fax) (Laser Jet Technology) - per day	1	Nos.		
	Desktop Computers -19 inch monitor, i3 core, 2 GB RAM,250 GB HDD – per day	1	Nos.		
	4 nos. Security Cameras set up with monitor & recording unit per day	1	Nos.		
	8 nos. Security Cameras set up with monitor & recording unit per day	1	Nos.		
	Light:				
	Moving head	1	Nos.		
	LED moving beam	1	Nos.		
	Par 64	1	Nos.		
	Smoke	1	Nos.		
	Haze	1	Nos.		
	Profiles	1	Nos.		
	High wattage metal light	1	Nos.		
	Rice light (decorative) of 15 mtr string	1	Nos.		
	Outdoor pendant lamp (decorative)	1	Nos.		
	Indoor pendant lamp (decorative)	1	Nos.		
	Sound:				
	Line array speaker system of make JBL /ZS, with digital console and appropriate center fills and sub-woofers.	1	Nos.		
	Top	1	Nos.		
	Bass	1	Nos.		
	Centre fill	1	Nos.		
	Dais microphone for VIP seating	1	Nos.		
	Podium microphones	1	Nos.		
	Cordless microphones	1	Nos.		
	Digital Mixers	1	Nos.		
	Amplifiers	1	Nos.		
	Crossover	1	Nos.		
	Microphone for mounting on musical instrument	1	Nos.		
	Lapel microphone	1	Nos.		
	Branding:				
	Helium Balloon with branding of 12' diameter - per day	1	Nos.		
	Standee (6'x3')	1	Nos.		
	Backdrop (10'x8')	1	Nos.		
	Lanyard & accreditation cards (PVC) in multi-color printing for delegates / participants	1	Nos.		
	Hospitality Access Band: Paper bands for all event days	1	Nos.		
	3M make quality Vinyl Stickers of various sizes for branding	1	Sq. ft.		
	Framed Branding: Media - Star Flex, Frame	1	Sq. ft.		

Sl. No.	Description	Qty.	Unit	Cost Per Unit in Rs.	Total Cost in Rs.
	of 28 mm-20 gauge square steel pipe of various sizes				
	Unframed Branding: Media - Star Flex of various sizes	1	Sq. ft.		
	Framed Branding: Media - Mesh fabric, Frame of 28 mm-20 gauge square steel pipe of various sizes	1	Sq. ft.		
	Unframed Branding: Media - Mesh fabric of various sizes	1	Sq. ft.		
	Framed Branding: Media - Normal Flex, Frame of 28 mm-20 gauge square steel pipe of various sizes	1	Sq. ft.		
	Tear drop Banners along with the necessary stands - Knitted Polyester (stands/poles/ base to be provided)	1	Nos.		
	Curved Top Flags along with the necessary stands - Knitted Polyester (stands/poles/ base to be provided).	1	Nos.		
	2D acrylic / plywood cut-out installations depicting the logo of brand / events	1	Sq. ft.		
	Others				
	Master of Ceremonies (MC)				

TOTAL:

Self-Declaration - Non Blacklisting
(On non-judicial stamp paper of Rs.200/- and **duly attested by Notary Public**)

To

The Chief Executive Officer,
Odisha Skill Development Authority

Sir/Madam,

In response to the RFP reference no..... dated..... for selection of **Creative Agency under Odisha Skill Development Authority (OSDA)**

I hereby declare that presently our company is having an unblemished record and is not declared ineligible for corrupt and fraudulent practices either indefinitely or for a particular period of time by any state/Central Government/PSU/Autonomous body.

I further declare that our company is not blacklisted and not declared ineligible for reasons other than Corrupt and Fraudulent practices by any State/Central Government/PSU/Autonomous Body on the date of submission of RFP.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Thanking You

Name of the Bidder
Authorised Signatory Seal of the Organisation

DETAILS OF TECHNICAL DOCUMENTS

DETAILS OF TECHNICAL DOCUMENTS_<Agency Name>		
All relevant documents against the details below should be included in the technical bid		
Criteria No	Detail Required	Details
1	Average Annual Turnover (for last 3 financial years)	
2	Years of Experience in Event management field	
3	Print Campaigns	
	SI No	Name of the Company
	1	
	2	
	3	
	4	
	5	
	6	
	7	
	8	
9		
4	TV Commercials	
	SI No	Name of the Company
		Name of Advertisement

	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		

5	Outdoor Campaigns		
	SI No	Name of the Company	Name of the Campaign
	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		

6	State Level Events		
	SI No	Name of the Company	Name of the Event
	1		
	2		

	3		
	4		
	5		

7	Social Media Campaigns		
	SI No	Name of the Company	Name of the Campaign
	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		

8	Social Media/Online Ad Videos		
	SI No	Name of the Company	Name of the campaign
	1		
	2		
	3		
	4		
	5		
	6		

9	National Awards		
	SI No	Name of the Award	Award giving National agency
	1		
	2		
10	State Awards		
	SI No	Name of the Award	Award giving State agency
	1		
	2		
	3		
11	No of District Offices		
	SI No	District	Location
	1		
	2		
	No of State Offices		
	SI No	State Name	Location
	1		
	2		
	No of International Offices		

Annexure 2 – Audit Certified Financial statements showing income from IEC activities for the three financial years (2016-17, 2017-18, 2018-19). In case if the audit report of 2018-19 is not available, audit report of 2015-16 will be taken into consideration, provided, an undertaking regarding the unavailability of audit report for 2018-19 is produced by the organisation.

Annexure 3 – List of similar assignments of complexity, nature and size completed successfully in the last years, PR activities with brief project description, relevancy, information of cost of the services, cost of project, employer and funding agency. **Relevant documents like work orders should be submitted in the annexure.**

Annexure 4 – List of assignments demonstrating experience in conducting public outreach programs, events, fair, exhibition etc. **Relevant documents like work orders should be submitted in the annexure.**

Annexure 5 – List of similar assignments in abroad. **Relevant documents like work orders should be submitted in the annexure.**

Annexure 6 – Company profile and a list of relevant skills with the staff dedicated for OSDA and indicative Curriculum Vitae. Details of offices and awards of recognition should be included in the annexure.

Annexure 7 – Soft copy of work already done like Advertisements, brochures, posters etc.

Annexure 8 – Social Media Experience. **Relevant documents like work orders should be submitted in the annexure.**

Annexure 9 – Details of technical documents in the given format

Annexure 10 – Compliance Checklist for Bidders

(The documents listed below should be enclosed with page numbers)

SI No	Documents	Page Number	
		From	To
	Document to be enclosed with technical cover		
1	Form 1- General Information about the applicant		
2	Form 2- Undertaking		
3	Constitution/ charter documents/ certificate of incorporation/ partnership deed/ Registration under which the Manufacturer/ dealers/suppliers has been established / incorporated		
4	Details/Profile of board of Directors/Governing Body		
5	Self-Declaration non Black listing to be submitted on Non Judicial stamp paper with the signature of authorized signatory of supplier/dealer attested by Notary Public		
6	Certificate of the Chartered Accountant stating Annual turnover for 2016-17, 2017-18 and 2018-19 (or 2015-16, 2016-17, 2017-18 and undertaking)		
7	Copy of GST registration, Copy of PAN.		
8	List of similar assignments of complexity, nature and size completed successfully in the last years, PR activities with brief project description, relevancy, information of cost of the services, cost of project, employer and funding agency.		
9	List of assignments demonstrating experience in conducting public outreach programs, events, fair, exhibition etc.		
10	List of similar assignments in abroad		
11	Company profile and a list of relevant skills with the staff dedicated for OSDA and indicative Curriculum Vitae. Details of offices and awards of recognition should be included in the annexure.		
12	Soft copy of work already done like Advertisements, brochures, posters etc.		
13	Social Media Experience		
14	Details of technical documents in the given format		