

# TENDER PAPER

OF

## Advertisement & Publicity

For

**SISIR SARAS - 2016**

*(1<sup>st</sup> January -13<sup>th</sup> January 2016)*

**ORMAS**

SIRD Campus, Unit – 8, Bhubaneswar, Pin - 751012  
Phone No. [0674] 2565871, Fax- 2565872, [www.ormas.org](http://www.ormas.org)

**DETAILS ON TENDER PAPER, EMD, BIDDER FOR ADVERTISEMENT & PUBLICITY WORKS OF THE SISIR SARAS-2016**

The Tender paper can be downloaded from the following websites- [www.ormas.org](http://www.ormas.org) or [www.odishapanchayat.gov.in](http://www.odishapanchayat.gov.in).

A) E.M.D (Refundable) : **Rs.25,000/-** (Rupees twenty five thousand) only in shape of Demand Draft /Pay order in favour of ORMAS payable at Bhubaneswar.

**To be filled in by the bidder.**

**Demand Daft / Pay Order No. .... Dated ...../...../ 2015**  
*(DD/PO to be attached with the Tender Paper)*

B) NAME AND ADDRESS OR BIDDER:

**To be filled in by the bidder.**

*Bidder Name and Address:*

M/s .....

.....

Signature of the bidder

C) LAST DATE & TIME FOR RECEIPT OF TENDER : **17<sup>th</sup> December, 2015 latest by 3 PM.**

D) DATE & TIME OF OPENING OF TENDERS : **17<sup>th</sup> December, 2015 at 3.30 PM at ORMAS Office.**

**E) ADDRESS FOR SUBMISSION OF TENDER PAPER**

**ORMAS (Odisha Rural Development & Marketing Society)**  
SIRD Campus, Unit – 8, Bhubaneswar, Odisha, Pin - 751012

## **Terms of Reference for advertisement & publicity of SISIR SARAS – 2016**

### **About the Event – SISIR SARAS**

Ministry of Rural Development, Government of India has sanctioned a **national level marketing event named as “SISIR SARAS” to be held from 1<sup>st</sup> to 13<sup>th</sup> January 2016** at the Exhibition Ground, Unit- III, Bhubaneswar. “SISIR SARAS” is being organised by ORMAS (Odisha Rural Development & Marketing Society), an autonomous body under Panchayati Raj Department in collaboration with Odisha Livelihoods Mission (OLM), H & CI, MVSN and NABARD with an objective to provide a platform to the rural producers to showcase their products. This interaction will help them in knowing the taste, preferences of urban consumers and also beneficial in long-term sales tie up.

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

**B. Description of Advertisement & Publicity Works for SISIR SARAS -2016** : Description of works covered under advertisement and publicity works is given hereunder:

1. **Design Development for SISIR SARAS** : 3 D Design Stage & Gate, Coordination Cell-cum-VIP Lounge, flex Gate, Hoarding, Road Standee, Auto Display, Certificate, Badges, Invitation Card and Development 10 second Advertisement Film and 20 second Radio Jingle for placing of advertisement in electronics media.
2. **Publicity**: Publicity of the event should be made through Road Shows (Hoardings, Road Standee & Auto Rickshaw Branding), Print Media (News Coverage/Press Release in Newspaper) and Electronic Media (TV Channels & FMs- Advertisement in highest TRP Program) & online through social networking site (e.g. [www.Facebook.com](http://www.Facebook.com) ) for public awareness of the Melas which will include development of publicity & advertisement material.
3. **Media Management**: Conduct of press conference by inviting minimum 25 accredited journalists attached to reputed news agencies along with arrangements for refreshment & issue of media kits.

### **C. Bid Price:**

1. The contract shall be for the full quantity as described above. Corrections, if any, shall be made by crossing out, initialing, dating and re writing.
2. All duties, taxes and other levies payable by the contractor under the contract shall be included in the total price.
3. The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
4. The Prices should be quoted in Indian Rupees only.

**D. Validity of Quotation:** Quotation shall remain valid for the entire period of event.

**E. Evaluation of Quotations**

- A. The Purchaser will evaluate and compare the quotations determined to be substantially responsive i.e. which
1. are properly signed ; and
  2. Confirm to the terms and conditions, and specifications.
  3. Filled in Indian Currency
  4. Quoted in Unit
- B. The price evaluation shall be made putting together the entire item. The lowest price will be determined summing all the items.

**F. Requirement of event organizers and evaluation criteria:** List of the documents to be attached along with the quotation

1. An earnest money of Rs. 25,000/- (Rupees twenty five thousand only) in shape of demand draft/pay order in favour of ORMAS payable at Bhubaneswar.
2. Copy of work orders/ experience certificate for similar nature of works in last 3 years.
3. Copy of the registration certificate of the firm and valid number in favor of the firm from Commercial Tax (VAT), Income Tax (PAN, TAN) and Service Tax (latest deposit Challan) for similar nature of work.
4. The bidder has to submit the Audited Financial Statement of last three years duly attested by the Chartered Accountant.
5. Annual Financial Turnover during the last three year, ending 31st March of the previous financial year, should be at least Rs. 10.00 Lakhs.

**G. Other Terms & Conditions:**

1. Last date for submission of Quotation is **17<sup>th</sup> December, 2015 by 3 P. M.**
2. Quotation will be opened on the same day at **3.30 P. M.**
3. All works assigned should be completed as per specification at least by one day in advance from the date of Inauguration of the event.
4. The rate offered by the firm shall be including of **all taxes and duties.**
5. The tenderers are required to deposit an **earnest money of Rs. 25,000/- (Rupees twenty five thousand only)** in shape of demand draft/pay order in favour of ORMAS payable at Bhubaneswar. The E.M.D. amount of the successful tenderer will be refunded within a month on award of contract subject to receipt of Performance Security. Tender papers without E.M.D shall not be accepted.
6. The successful bidder will submit the Performance Security which is 5 % of the contract value before issue of work order. In case of any unsatisfactory work and delay in execution of work etc the Performance Security amount will be forfeited as per the decision of the authority.
7. The Purchaser will award the contract to the bidder whose quotation has been determined to be substantially responsive and who has offered the lowest evaluated quotation price.
8. Notwithstanding the above, the Purchaser reserves the right to accept or reject any quotations and to cancel the bidding process and reject all quotations at any time prior to the award of contract.
9. The bidder whose bid is accepted will be notified of the award of contract by the Purchaser prior to expiration of the quotation validity period. The terms of the accepted offer shall be incorporated in the purchase order.
10. Payment shall be made immediately after delivery of the goods and inspection of the item as per specification.

**Quotation for Advertisement and Publicity Works of SISIR SARAS - 2016****(Last date for Submission of Duly Filled in Tender Document is 17<sup>th</sup> December, 2015; 3.00 PM)**

To

**The Executive Director,**  
ORMAS, Bhubaneswar

Sir,

I / We do hereby submit item wise quotation below for Advertisement, Publicity & Coordination of SISIR SARAS- 2015:

Sl.	Specifications	Unit	Rate per unit/ sqr ft / spot/m onth	Quantity (Pcs./ Package)	Total Amount [In Rs.]
<b>A</b>	<b>Designing Development for SISIR SARAS - (3 D design Stage &amp; Gate, Coordination Cell-cum-VIP Lounge, flex Gate, Hoarding, Road Standee, Auto Display, Certificate, Badges, Invitation Card and Development 10 second Ad. Film and 20 second Radio Jingle for placing of advertisement in electronic media.</b>	<b>Lump sum</b>		<b>1 Package</b>	
<b>B</b>	<b>Publicity:</b> Publicity of the event should be made through Road shows & electronics media through highest TRP in TV / Radio Programme.				
1	Plane Hoardings – (10 ft X 12 ft each) - Printing and installation with flex in iron frame and bamboo at different place in Bhubaneswar.	Rate per Sqr ft		15 pcs.	
2	Plane Hoardings – (10 ft X 12 ft each) - Printing and installation with flex in iron frame and bamboo at different place in Bhubaneswar.	Rate per Sqr ft		15 pcs.	
3	Road Standee: 3ft X6ft each	Rate per Sqr ft		400 pcs.	
4	Auto rickshaw branding through sticking of 3X2ft size of ecosolvent flex on backside of Auto.	Rate per auto		600 Pcs.	
5	Bulk SMS	Rate per SMS		50000 pcs.	
6	Electronic Media- Ad during Daily News (10 Seconds each spot)	Rate per spot		20 spot	
7	Electronic Media- Ad during Mega serials (10 Seconds each spot)	Rate per spot		20 spot	
8	FM Radio- Ad of 20 Second each jingle/spot in Prime Time	Rate per spot		150 spot	
9	Online publicity through social networking site:- (www.facebook.com) for public awareness of the Melas and its designs and daily update with photographs, media coverage & Ad film upload during the event.	Lump sum		1 package	

C	<b>Media Management:</b> Conducting Press Conference by inviting minimum 25 accredited journalists attached to reputed news agencies along with arrangements for refreshment & issue of media kits. Writing of daily press news and release of the same in newspaper.	Rate per press conference		3 Nos.	
<b>Grand Total Cost</b>					

We agree to supply the above goods/service in accordance with the technical specifications for a total contract price of Rs. .... (Amount in figures) [Rs..... (Amount in words)] Within the period specified in the Invitation for Quotations. We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery.

**Signature of Bidder (With Seal)**