

# **Tender Call Notice**

## **for**

### **Advertisement & Publicity and Other Services for Organisation of State Level Mango Festival-2022**



Odisha Rural Development and Marketing Society  
Panchayati Raj & Drinking Water Department, Government of Odisha  
SIRD & PR Campus, Unit- VIII, Bhubaneswar – 751012, Odisha  
<https://www.ormas.org>

**TENDER CALL NOTICE FOR ADVERTISEMENT & PUBLICITY AND OTHER SERVICES FOR  
ORGANISATION OF STATE LEVEL MANGO FESTIVAL -2022**

**BIDDER DATA SHEET**

Sl. No.	Particular	Details
1.	Name of the Client	Chief Executive Officer, ORMAS, Panchayati Raj & Drinking Water Department, Government of Odisha
2.	Method of Selection	Least Cost Selection (LCS)
3.	Joint Venture/Consortium	Not Allowed
4.	Date of Issue of Tender	20.05.2022
6.	Last Date and Time for submission of Tender	02.06.2022 at 11:45 A.M.
7.	Date & Time for opening of the Tender	02.06.2022 at 12:15 P.M.
9.	Bid Processing Fee (Non-Refundable)	₹1,000/-INR + GST-18 % = Rs. 1,180/- in shape of Banker's Cheque / Demand Draft in favour of "ORMAS" drawn in any scheduled commercial bank payable at Bhubaneswar
10.	Earnest Money Deposit (EMD) (Refundable)/ Bid Security Declaration	All bidders will be required to submit a bid security declaration as provided in Form-5 of this document.
11.	Address for Submission of Proposal	The Chief Executive Officer, ORMAS, SIRD & PR Campus Unit-8, Bhubaneswar, PIN-751012, Odisha Mode of Submission: <b>Speed Post / Registered Post / Dropped in the Tender Box at ORMAS office</b> only to the address as specified above during the office hour only. Submission of bid through other mode and late bid will be out rightly rejected.
12.	Place of Opening of the Tender:	Conference Hall of ORMAS, SIRD Campus, Unit-8, Bhubaneswar

For details, please visit: <https://www.ormas.org>

## **A. Introduction**

**Odisha Rural Development and Marketing Society (ORMAS)**, an autonomous body under Panchayati Raj & Drinking Water Department Government of Odisha. Formed under Societies Registration Act, 1860, It works on rural development, women's empowerment, livelihood activities, rural marketing. ORMAS have been successfully operating since 30+ years in creating different marketing channels for the micro enterprises, rural producers to develop sustainable livelihood through adopting appropriate rural technology, product development & diversification with accepted designs, packaging, certification, branding activities etc.

Objectives of ORMAS are as follows:

- ORMAS is involved in both backward & forward linkage, an array of activities relating to *marketing* at the state level for identified rural products (Agri/Horti - based, NTF) in different clusters of Odisha. Identification of Activity cluster for production, Value Addition, Proper Packaging of the rural products.
- Product diversification & value addition, certifying & branding of products etc. helping rural producers in improving their product quality by introducing appropriate technology.
- Facilitating bulk purchase of rural produces by establishing institutional / corporate tie-ups. Retail outlets, Government Organizations for marketing tie-up. Sales channel for identified rural products
- Organizing exhibitions at National, State and District levels for display and sale of rural products.

## **B. Background- State Level Mango Festival -2022**

**Angul, Bolangir, Dhenkanal, Gajapati, Koraput, Kandhamal, Mayurbhanj, Rayagada and Sambalpur** districts of Odisha produce a large number of good varieties of mangoes. These varieties have good market demand both inside and outside the state. In the present context mango is sold through different channels & intermediaries to the bulk buyers and local traders. In this process, the farmers used to get a marginal price over their produce.

The purpose of these retail sales of Mango is to capitalize on the seasonal opportunity and provide a better price to the mango farmers/PG members.

For the same, ORMAS will take an initiative for retail sales of mango through a **State Level Mango Retail Activity** at Bhubaneswar.

## **C. Objective:**

The objective is to expose the producer group/Producer Company members to retailing, and get into the higher ladder in the value chain by

- Exposing the Producer group/ Producer Company members to the real time retail market practices.
- Maximizing the income of the producer group/PC members.
- Brand building and Visibility.

## **D. Description of Advertisement & Publicity and Other Services for State Level Mango Festival -2022:** Description of works covered under advertisement and publicity works are given hereunder:-

1. **Advertisement and Publicity:-** Hoardings, Flex Banner, Road Standee, Auto Rickshaw Branding, Electronic Media – FM Radio, Online Publicity through social networking site : Facebook, Twitter, Instagram etc.
2. **Others:-** Certificate, Badges, Leaflet, Facia, Non-woven carry bag, cartoon box, TATA ACE Vehicle, Daily Labour for loading and unloading, sweeper etc.

#### E. Bid Price

1. The Quotation 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 Agency under the quotation shall be included in the total price.
3. The rates quoted by the Agency shall be fixed for the duration of the event and shall not be subject to adjustment on any account.
4. The Prices should be quoted in Indian Rupees only.

**F. Bid Validity:** Bid validity period is 90 days from the bid due date.

#### G. Submission of Tender:

Agency must submit their tender through **Registered Post / Speed Post / Courier and Dropped in the Tender Box** only to the specified address on or before the last date and time for submission of proposals as mentioned above. The Client will not be responsible for postal delay / any consequence in receiving of the proposal. Any Proposal received after the deadline will be out rightly rejected.

#### H. Evaluation of Quotations

- A. The mode of evaluation is **Least Cost Selection (LCS)**.
- B. The Purchaser will evaluate and compare the price bid 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
- C. The price evaluation shall be made putting together the entire item. The lowest price will be determined summing all the items.

#### I. Eligibility Criteria:

List of the documents to be attached along with the tender.

Sl. No	Eligibility Criteria	Documents required for pre-qualification
1	The bidder should have been in the business of providing Event Management Services to the Central / State Government / Corporate Bodies / National & International Organisations for at least <b>5years</b> (as on 31 <sup>st</sup> March'2022).	<ol style="list-style-type: none"> <li>1. Proof of Certificate of Incorporation / Registration of the Agency</li> <li>2. Copy of PAN</li> <li>3. Copy of Goods and Services Tax Identification Number (GSTIN).</li> <li>4. Work orders</li> </ol>
2	The agency should have an average annual turnover of <b>Rs. 10.00 lakhs</b> from Event Management Services / work during the last 3 financial years ( <b>2018-19, 2019-20 and 2020-21</b> ).	Copies of audited balance sheet for the last three financial years and CA certificate certifying that the Event management agencies should have an average annual turnover more than <b>Rs.10.00 lakhs</b> during the last three financial years from Event Management Services/ Works in India. Provisional Audit Report for any of the FYs will not be accepted.

3	Experience of having successfully completed at least <b>04 (four) numbers</b> of similar works costing not less than <b>Rs. 3.00 lakhs (Rupees three lakhs) each</b> during the Financial Years <b>2018-19, 2019-20, 2020-21 and 2021-22.</b>	Work orders/ Contract Document / Completion of Work Certificates from the previous clients to be submitted.
4.	The bidder should not have been blacklisted by Central / State Govt. Institutions for any means of non-obligation.	Self-Declaration from the Bidder as per the format enclosed at Form-4
5.	Bid Processing Fee (Non-Refundable)	<b>₹1,000/-INR + GST-18 % = Rs. 1,180/-</b> in shape of Banker's Cheque / Demand Draft in favour of <b>"ORMAS"</b> drawn in any scheduled commercial bank payable at Bhubaneswar
6.	Earnest Money Deposit (EMD) (Refundable)/ Bid Security Declaration	All bidders will be required to submit a bid security declaration as provided in Form-5 of this document.

## J. Other Terms & Conditions

### a. Date & Venue of Mela

Name of the Event	Date	Venue
State Level Mango Festival	09 <sup>th</sup> – 13 <sup>th</sup> June' 2022 (5 days)	Infront of SIRD & PR Campus, Unit-8, Bhubaneswar – 751012 (6 nos. of stalls)

- b. **The bid processing fee** (Non-Refundable) amounting to **1,000/-INR + GST-18 % = Rs.1,180/-** in shape of Banker's Cheque / Demand Draft in favour of "ORMAS" drawn in any scheduled commercial bank payable at Bhubaneswar. Proposals received without bid processing fee will be rejected.
- c. **EMD/ Bid Security Declaration:-** All bidders will be required to submit a bid security declaration as provided in Form-5 of this document. Any Bidder violating the stipulated conditions in the Bid Security Declaration will be suspended for a period of one year.
- d. **Performance Security:** - The successful bidder is required to submit a performance security of 3% of the contract value in shape of DD/BC from any scheduled commercial bank in favour of "ORMAS" payable at Bhubaneswar. The performance security of successful bidders shall be refunded after completion of the entire process.
- e. 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. The performance security shall be refunded after successful completion of the assignment.
- f. The Purchaser will award the contract to the Agency whose quotation has been determined to be substantially responsive and who has offered the lowest evaluated quotation price.
- g. 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.
- h. The duration of the exhibition will be for 5 days. In case of any extension of the event, no extra payment will be entertained for the additional days. The venue shall be made available to the Agency by ORMAS before 10 days of

commencement of the exhibition. All the desired works should be completed at least one day before the scheduled date and time of the inauguration of event and should be handed over all the works as per specification, to the in-charge of event.

- i. The Agency will be responsible for upkeep and maintenance of the entire work done' by them till the closing the event.
- j. **The rate offered by the agency shall be inclusive of GST & Other Taxes.**
- k. The Agency shall quote their price for all the items without leaving blank. If found so, the bid will be treated as non-responsive and rejected.
- l. The authority is not bound to accept the lowest tender and reserves the right to inspect / verify the stock of materials required for this work, in Go-down of Agency by nominating a Committee to ascertain the credibility of the firm. Further the undersigned reserves the right to reject any or all tenders without assigning any reasons thereof.
- m. The Agency has to quote the rate as per the given format.
- n. No part of the contract will be given on sub-let.
- o. The Agency or the representative of the Agency should attend the opening event of the tender with all original documents /papers for verification, if required.
- p. Non-submission of any document required indicated in the ToR will render the Bid to be rejected.
- q. The authority is not bound to accept the lowest and reserve the right to reject any or all quotations and tenders without assigning any reasons thereof.

**K. Anti-corruption Measure:**

- a. Any effort by Agency(s) to influence the Client in the evaluation and ranking of financial proposals, and recommendation for award of contract, will result in the rejection of the proposal.
- b. A recommendation for award of Contract shall be rejected if it is determined that the recommended Agency has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question. In such cases, the Client shall blacklist the Agency either indefinitely or for a stated period of time, disqualifying it from participating in any related bidding process for the said period.

**L. Legal Jurisdiction:**

All legal disputes are subject to the jurisdiction of civil court of Bhubaneswar only.

**M. Penalty:**

The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the Agency liable for liquidated damages and thereafter the Client holds the option for cancellation of the contract for pending activities and complete the same from any other agency. The Client shall fix suitable penalty in full or part from the performance security.

**N. Client's right to accept any proposal, and to reject any or all proposal/s**

The Client reserves the right to accept or reject any proposal, and to annul or amend the bidding / selection / evaluation process and reject all proposals at any time prior to award of contract award, without assigning any reason there of and thereby incurring any liability to the Agency. Misrepresentation/improper response/ by the Agency may lead to the disqualification of the bid. If such disqualification /rejection occurs after the Proposals have been opened and the highest ranking

Applicant gets disqualified/rejected, then the client reserves the right to consider the next best Agency, or take any other measure as may be deemed fit in the sole discretion of the Client, including annulment of the selection Process.

### **DECLARATION**

I/We hereby declare that all the statement(s) made in this application are true, complete and correct to the best of my knowledge and belief. I understand that in the event of any information being found false or incorrect or any other figure inflated or misleading at any stage or I am/ we are not satisfying the eligibility criteria prescribed in the relative advertisement of my tender is liable to be cancelled. I am/ we are willing to abide by the terms and conditions laid by ORMAS. In case of any lapse on my/our part which may affect the performance of the job or the quality of the work is found substandard or the service or response is found poor, penalty may be imposed from my bills as deemed to be proper by the competent authority.

**Signature of the Agency with seal**

Place:  
Date:

**Price Bid format for Advertisement & Publicity and Other Services for  
Organization of the State Level Mango Festival-2022**

To

The Chief Executive Officer,  
ORMAS, Bhubaneswar

Sir,

I / We do hereby submit item wise price bid below for Advertisement & Publicity and Other Services towards organization of the State Level Mango Festival-2022

Sl. No.	Particulars	Unit	Rate per Unit [In Rs.]	Quantity (Pcs/Package)	Days	Total Amount [In Rs.]
1.	Plane Hoarding (10 ft X 12 ft each)- Printing and Installation with flex in iron frame and bamboo at different place in BBSR as per design given	Per Piece		4	NA	
2.	Road Side Standees (6 ft x 3 ft) - Printing & installation with star flex sheet with iron batten framing	Per Piece		75	NA	
3.	Certificate (A4 Size, 170 GSM, Glossy/ Matte Finish) as per design given	Per Piece		15	NA	
4.	Supply of Cartoon Box (5 Ply with handle as per design given by ORMAS) for Mango Gift packing- 5kg. (Size- 340mm X 270 mm X 200 mm)	Per Piece		300	NA	
5.	Supply of Cartoon Box (5 Ply with handle as per design given by ORMAS) for Mango Gift packing- 3kg. (Size- 240mm X 270 mm X 200 mm)	Per Piece		300	NA	
6.	Tata ACE vehicle hiring Charges from 9 <sup>th</sup> to 13 <sup>th</sup> June	Per day charges				
7.	Fuel Charges of Tata ACE vehicle (as per Govt. rules)	As per actual Kilometers as per log book duly signed by ORMAS officials				
8.	FM Radio- Advt of 30 Second each jingle/spot	Per Spot		200	NA	
9.	Online publicity through social networking site:- Facebook, Twitter & Instagram for public awareness of the Melas and its designs and daily update with photographs, media coverage & Ad film upload during the event. <b>(Minimum 20K target audience)</b>	Lumpsum		1 package	NA	
10.	<b>Total Amount (excluding taxes)</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)] excluding taxes 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**



**Form1- Bidder's Organisation (General Details)**

<b>Sl No.</b>	<b>Description</b>	<b>Full Details</b>
<b>1</b>	<b>Name of the Bidder</b>	
<b>2</b>	<b>Address for communication:</b> Tel : Fax: Email id :	
<b>3</b>	<b>Name of the authorized person signing &amp; submitting the bid on behalf of the Bidder:</b> Mobile No. : Email id :	
<b>4</b>	<b>Registration / Incorporation Details</b> Registration No: Date & Year. :	
<b>5</b>	<b>Local office in Bhubaneswar</b> <b>If Yes, Please furnish contact details</b>	Yes / No
<b>6</b>	<b>Bid Processing Fee Details</b> Amount : BC/DD No. : Date: Name of the Bank:	
<b>7</b>	PAN Number	
<b>8</b>	Goods and Services Tax Identification Number (GSTIN)	
<b>9</b>	Willing to carry out the assignment as per the scope of work of the TENDER CALL NOTICE	<b>YES</b>
<b>10</b>	Accept all the terms and conditions as specified in the TENDER CALL NOTICE	<b>YES</b>

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

\_\_\_\_\_

**Name and Designation with Date and Seal:**

\_\_\_\_\_

**Form 2- Bidder Organisation (Financial Details)**

<b>Financial Information in INR</b>			
<b>Details</b>	<b>FY 2018 -19</b>	<b>FY 2019-20</b>	<b>FY 2020-21</b>
<b>Turnover from Event Management Services Services(in Cr)</b>			
<p><b>Supporting Documents:</b></p> <p>Audited certified financial statements for the last three FYs (<b>2018-19, 2019-20 and 2020-21</b>) (Submission of copies of Income &amp; Expenditure Statement and Balance Sheet for the respective financial years is mandatory along with this form). Provisional Audit report for any of the FYs is not acceptable.</p> <p><b><i>Filled in information in this format must have to be jointly certified and sealed by the CA and the authorized representative of the bidder and to be furnished in original along with the technical Bid failing which the Bid will be out rightly rejected. No scanned copy will be entertained.</i></b></p>			

***Signature and Seal of the Chartered Accountant with Date in original (with Membership No. on his seal)***

**Authorized Signatory [In full initials with Date and Seal]:** \_\_\_\_\_

**Communication Address of the Bidder:** \_\_\_\_\_

**[NB: No Scanned Signature will be entertained]**

**Form 3- (BIDDER'S PAST EXPERIENCE DETAILS)****Table -1 (List of completed assignments only of similar nature during the FY 2018-19, 2019-20, 2020-21 and 2021-22)**

Sl. no.	Period	Name of the Assignment with details there of	Name of the Client with complete address	*Contract Value (in INR) and Duration in Month	Date of Award / Commencement of assignment	Date of Completion of assignment	Remarks if any
A	B	C	D	E	F	G	H
1							
2							
3							
4							
5							

[\*Contract Value = Rs. 3.00 lakhs.]

Note: Bidders are requested to furnish the list of the assignments undertaken during the Financial Years (2018-19, 2019-20, 2020-21, 2021-22) as per the above prescribed format only. Information not conforming to the above format will be treated as non-responsive. Copies of the Work order / Contract Document / Completion Certificate from the previous Clients need to be furnished along with the above information. Bidders are requested to attach at least 5 best photographs of their creatives from each assignment.

**Authorized Signatory [In full initials with Date and Seal]:** \_\_\_\_\_

**Communication Address of the Bidder:** \_\_\_\_\_

**Form-4- FORMAT FOR AFFIDAVIT CERTIFYING THAT BIDDER IS NOT  
BLACKLISTED**

**Affidavit**

I M/s. .... , (the name of the Bidder and addresses of the registered office) hereby certify and confirm that we or any of our promoter/s/chief executive officer/ directors/managers are not barred or blacklisted by any government or government instrumentality or public sector in India or in any other jurisdiction to which we or our Affiliates belong or in which we or our Affiliates conduct business from participating in any project or being awarded any contract, either individually or as member of a consortium and no such bar or blacklisting subsists as on the Proposal Due Date.

We further confirm that we are aware our interest for Empanelment on video documentation work of ORMAS would be liable for rejection in case any material misrepresentation is made or discovered with regard to the requirements of this EOI at any stage of selection and/or thereafter during the term of the Contract.

Dated this .....Day of..... , 2021

Authorized Signatory [In full and initials]: \_\_\_\_\_  
Name and Designation with Date and Seal: \_\_\_\_\_  
Signature : \_\_\_\_\_

**Form- 5 - FORMAT FOR BID SECURITY DECLARATION**

To,

**The Chief Executive Officer, ORMAS,  
Panchayati Raj & Drinking Water Department  
SIRD & PR Campus, Unit- VIII  
Bhubaneswar - 751001**

**Sub: Submission of document on “BID SECURITY DECLARATION” format.**

Sir,

I/We. The undersigned, declare that:

I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be disqualified from bidding for any contract with you for a period of one year from the date of notification if I am /We are in a breach of any obligation under the bid conditions, because I/We

- a) have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity specified in the form of Bid; or
- b) having been notified of the acceptance of our Bid by the purchaser during the period of bid validity (i) fail or reuse to execute the contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the Instructions to Bidders.

I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of (i) the receipt of your notification of the name of the successful Bidder; or (ii) thirty days after the expiration of the validity of my/our Bid.

Dated this .....Day of ..... , 2022

**Authorized Signatory [*In full and initials*]:**\_\_\_\_\_

**Name and Designation with Date and Seal:** \_\_\_\_\_

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