



**REQUEST FOR PROPOSAL
FOR
HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE
MASS MEDIA COMMUNICATION, SOCIAL MEDIA
COMMUNICATION, ADVERTISEMENT, EVENT
MANAGEMENT AND DIGITAL MARKETING FOR
PROMOTING BIJU SWASTHYA KALYAN YOJANA
IN ODISHA**

JANUARY 2021

**State Health Assurance Society, Odisha
Health and Family Welfare Department, Bhubaneswar,
2nd Floor, A1 Block, Toshali Bhawan, Satya Nagar
Bhubaneswar-751007, Odisha.**

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1. INTRODUCTION

1.1 Background:

- i. Biju Swasthya Kalyan Yojana is a scheme announced by Government of Odisha in the month of August 2018. This scheme is providing cashless healthcare coverage to the beneficiaries of BKKY I & II, BPL, AAY and those who are in low income group.
- ii. Under this scheme, about 70 lakh families are getting Rs.5 lakh health coverage per family per annum and Rs.10 Lakh for women per family per year.
- iii. This is ensuring health protection of around 70% of the population of the state covering all economically vulnerable families.
- iv. For smooth functioning of this scheme it is desirable to make the event bigger and better. One component of the assignment is the marketing and promotion of the BIJU SWASTHYA KALYAN YOJANA scheme to create awareness within general public, beneficiaries and service providers.
- v. The other component of this assignment is coordination and monitoring of the IEC activities as per the standards of international organizations for this BSKY scheme.
- vi. For the above services, State Health Assurance Society is looking forward to hiring a single competent agency having experience in 360 degree IEC activities as well as expertise in event management.

1.2 Instructions to the applicants:

- i. Firms are hereby invited to submit their Request for proposal (RFP) for providing their services to State Health Assurance Society (SHAS), Odisha. Proposal so submitted shall form the basis for future negotiations and ultimately a contract between the selected firm and State Health Assurance Society (SHAS), Odisha will be signed.
- ii. A description of this assignment, terms of reference and its objectives are given in **Section 2** of this Document.
- iii. To obtain the first-hand information on the assignment, if needed the agency may take site visits of locations, visit to the office of the State Health Assurance Society (SHAS), Odisha before submitting the proposal.

- iv. Please note that expenditure incurred towards cost of preparing the proposal and negotiating the contract, including the site visits, are not reimbursable.
- v. State Health Assurance Society (SHAS), Odisha is not bound to accept any of the proposals submitted and may reject all the proposals without assigning any reasons thereof.

1.3 Consortium:

Keeping in view the Scope of Work, Consortiums / Joint Ventures are not allowed and shall be summarily rejected.

1.4 Documents:

- i. The RFP document shall be available from the advertisement date till the bid due date on the website of NHM, Odisha at www.nhmodisha.gov.in
- ii. Bidders are advised to submit their proposal in the appropriate formats specified in this document.
- iii. At any time before the submission of proposals, State Health Assurance Society (SHAS) may, for any reasons, whether at its own initiative or in response to a clarification requested by an invited consulting firm modify the document by amendment. The amendment will only be notified in the website of NHM, Odisha and revised documents / clarification if any shall also be uploaded on the website.

1.5 Pre-bid Meeting:

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

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

Date: 11.01.2021

Time: 11:30 hrs

Venue: Conference Hall, NHM Office, SIHFW Annex Building, Nayapalli

Bhubaneswar-751 012

Bidders are advised to submit their queries addressed to the CEO, SHAS, by 10.01.2021 at 2.30 pm. The responses to the queries shall be uploaded in the website of NHM.

1.6 Communications:

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

The Chief Executive Officer,

State Health Assurance Society, Odisha

2nd Floor, A1 Block, Toshali Bhawan, Satya Nagar

Bhubaneswar-751007, Odisha.

Tel: 0674-2620500

Email: snaodisha@gmail.com

1.7 Schedule of Selection Process:

SHAS shall endeavor to adhere to the following schedule:

Sl. No.	Event Description	Date
1	Issue of Tender Notice	06/01/2021
2	Pre-Bid meeting	11/01/2021 at 11:30 AM Conference Hall, NHM Office, SIHFW Annex Building, Nayapalli, Bhubaneswar-751 012
3	Proposal submission date	27/01/2021 by 03:00 pm
4	Opening of Technical Proposals	27/01/2021 by 03:30 pm
5	Presentation by Pre-qualified bidders based on eligibility criteria	29/01/2021 at 03:30 pm at NHM Conference Hall
6	Opening of Financial bid	30/01/2021 at 03:30pm at NHM Conference Hall

1.8 Preparation of Proposal:

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

1.9 Submission of Proposal:

- i. The Bidders should submit their proposals in two packets in the following manner:
 - a. **Technical Proposal:** (Marked “**Technical Proposal for Hiring an Agency to Deal with IEC Activities Like Mass Media Communication, Social Media Communication, Advertisement, Event Management and Digital Marketing for Promoting Biju Swasthya Kalyan Yojana in Odisha**” at the top of the envelope) should contain all the detail sought by SHAS as per **Section 3.2**.
 - b. **Financial Proposal:** (Marked “**Financial Proposal for Hiring an Agency to Deal with IEC Activities Like Mass Media Communication, Social Media Communication, Advertisement, Event Management and Digital Marketing for Promoting Biju Swasthya Kalyan Yojana in Odisha**” at the top of the envelope) should contain the commercial proposal as per prescribed format.
 - c. Both the envelopes shall be placed in an outer sealed cover marked as “**Proposal for Hiring an Agency to Deal with IEC Activities Like Mass Media Communication, Social Media Communication, Advertisement, Event Management and Digital Marketing for Promoting Biju Swasthya Kalyan Yojana in Odisha**”.

- ii. The Bidders are advised in their own interest to ensure that completed Proposal reaches the office of SHAS at the address mentioned well before the dates stipulated in the document.
- iii. Proposals should be submitted through Speed Post / Registered Post / Courier/ in person (tender drop box) only.
- iv. Proposals submitted through Telex / Telegraphic / Fax / email will not be considered and summarily rejected.
- v. SHAS will not be responsible for loss of Proposal or for delay in transit.
- vi. Proposals for the both the stages shall be submitted in prescribed Performa along with other documents and placed in sealed cover addressed to:

**The Chief Executive Officer,
State Health Assurance Society, Odisha
2nd Floor, A1 Block, Toshali Bhawan, Satya Nagar
Bhubaneswar-751007, Odisha.
Tel: 0674-2620500
Email: snaodisha@gmail.com**

1.10 Proposal Submission Deadlines:

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

1.11 Late Proposals:

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

1.12 Proposal Validity Period:

The proposals shall be valid for acceptance by SHAS for a period of One Hundred Eighty (180) days from the Bid Due Date.

1.13 Proposal Evaluation:

- i. The Technical Proposals submitted on the time & date stipulated in this RFP shall be opened, in presence of Bidders who choose to remain attend. The name of the Bidders who have submitted their Proposals shall be announced.
- ii. Prior to evaluation of Proposals submitted, SHAS will determine whether each Proposal is responsive to the requirements of the RFP. SHAS may, in its sole discretion, reject any Proposal that is not responsive hereunder. A Proposal shall be considered responsive only if:
 - a. Proposal prepared have been as per the format specified in the RFP;
 - b. it is received by the Due Dates stipulated in the RFP including any extension thereof granted by SHAS;
 - c. it is accompanied by the Bid Security & Bid Processing fee as per the provisions of this RFP;
 - d. it contains all the information (complete in all respects) as requested in the RFP;
 - e. it does not contain any other condition or qualification; and
 - f. it is not non-responsive in terms hereof.
- iii. SHAS reserves the right to reject any Proposal which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by the Authority in respect of such Proposals.
- iv. SHAS will carry out the evaluation of all responsive proposals in the manner stipulated in the RFP document.
- v. Based on the evaluation of credentials submitted by bidders in the Technical Proposal, they shall be pre-qualified. Such pre-qualified bidders shall be invited for presentation to the Technical Evaluation Committee. The proposals which secure the minimum marks in technical evaluation as per clause no 4.1.2 (b) shall be shortlisted for opening of Financial Proposals.
- vi. SHAS shall not entertain any query or clarification from Bidders who fail to qualify at any stage of the Selection Process.
- vii. Bidders are advised that Selection process shall be entirely at the discretion of the SHAS. Bidders shall be deemed to have understood and agreed that the SHAS shall

not be required to provide any explanation or justification in respect of any aspect of the Selection Process or Selection.

viii. Any information contained in the Proposal shall not in any way be construed as binding on SHAS, its agents, successors or assigns, but shall be binding against the Bidder if the Consultancy is subsequently awarded to it.

1.14 Bid Security:

1.14.1 Bid Security:

- a. A Bid Security of Rs. 10,00,000.00 (**Rupees Ten Lakh Only**) in the form of Demand Draft drawn in favor of **State Health Assurance Society, Odisha** and payable at any scheduled bank having branch in Bhubaneswar, **shall be submitted by all the Bidders along with the Technical Proposal & Financial Proposal.**
- b. Proposals not accompanied by Bid Security shall be rejected as non-responsive.
- c. No interest shall be payable by SHAS for the sum deposited as Bid Security.
- d. The Bid Security of the unsuccessful bidders would be returned back within Thirty days of Award of contract. The Bid Security of the successful bidder would be returned after submission of Performance Security.

1.14.2 Bid Security forfeit:

- a. If the proposal is withdrawn during the validity period or any extension thereof.
- b. If the proposal is varied or modified in a manner not acceptable to SHAS after opening of tender during the validity period or any extension thereof.
- c. If the Agency tries to influence the evaluation process.
- d. If the Preferred Agency withdraws his proposal during negotiations.

1.15 Bid Processing Fees:

- i. All bidders are required to pay Rs. 10,500.00 (Rupees Ten Thousand Five Hundred Only) including GST towards Bid Processing Fee in the form of Demand Draft drawn in favor of **“STATE HEALTH ASSURANCE SOCIETY”** and payable at Bhubaneswar. The Bid Processing Fee is Non-Refundable and is payable along-with the technical proposal.

2. TERMS OF REFERENCE

2.1 Objectives of the Assignment:

The broad objective of this assignment is to develop & execute the marketing and promotion of the BIJU SWASTHYA KALYAN YOJANA scheme to create awareness within general public, beneficiaries and service providers in the State. The assignment shall be accomplished in two folds:

- a. **Provide complete event management services for IEC activities of the BIJU SWASTHYA KALYAN YOJANA scheme in the State of Odisha.**
- b. **Preparation of Marketing & Promotion Strategy for BIJU SWASTHYA KALYAN YOJANA complete Media & PR Management and execution of the plan.**

2.2 Scope of Work

The scope of work may increase or decrease as per the SHAS authority, and the deliverables by the agency may be decided by the SHAS Authority time to time and the work order will be issued time to time.

The scope of work of the assignment is as below

2.2.1 Advertising & Promotion

1. Preparing of Communication, Branding, Promotion, Advertising strategy and implementation plan.
2. **Social Media Campaign**
Push Messaging (Facebook, Twitter, YouTube, Instagram, WhatsApp) marketing [Content Development - Templates, Nuggets, AV Spots/ Cards and animated videos etc, Managing Page, contest/ Survey & promotion etc].
3. **Radio Advertisement, Production & dubbing**
Per each Production and dubbing of radio jingles/spots. Scope of dubbing shall include Regional languages of Odisha and also in Hindi and English. Production of radio jingles – 10 Nos
4. **Exhibits and Outdoor Media Printing and Installation**

Production of Promotional Merchandise

- a. T-shirts - Small/Medium/Large
- b. Caps – 4 colors
- c. Flags – 1'x2'
- d. Multi-colour Leaflets/Flyers – 70 gsm
- e. Multi-colour Posters- Art paper 120 gsm
- f. Multi-colour Folders – 2 fold
3 fold

Stickers

- Paper Stickers
- Vinyl Stickers – 3ft x 1.5ft
- Sun Board vinyl pasted exhibits – 3ft x 2ft
- Pole KIOSK (printing and mounting of flex banner with framing in electric and other existing poles)

The quantity and dimensions of the above items may vary as per the requirement.

5. Road Shows

Arrange Communication, promotion & Advertising through road shows (**at least on vehicle in each district**) for minimum 3-5 months by use of branded and decorated Caravans with AV (Audio-Visual), IEC materials (flyers/leaflets, danglers, posters, stickers, standee etc..), adequate power backup and folk troupe arrangements.

6. Branding on buses

Minimum of 100 Nos. of Buses (to be branded preferably using vinyl stickers/ Paper Stickers) on major routes connecting Districts Headquarters to Bhubaneswar and Cuttack. The quantity may be increased or decreased as per the requirement.

The Agency shall create design and install as per bus panel display area. The cost quoted by the Agency shall include the cost of printing and installing of stickers on buses and display rentals for a period at least 6 months from the date of issue of work order.

7. Photography & Videography

The agency shall make films to display in the caravan and in all displays throughout the State. It may produce success stories, case studies, short films to display, and documentary videos on the scheme and the campaign.

8. Outdoor Hoarding

The Agency shall identify locations and put up hoardings minimum 100 locations throughout the State. The amount quoted by the Agency shall include cost of hiring of hoarding, flex printing, flex mounting and transport. The hoarding should be visible and in prime locations. The Agency shall also seek necessary permissions for the same from appropriate authorities. In case of existing departmental (Govt.) hoardings, hiring charges will not be entertained.

9. Outdoor Banners on frame

The quantity of banners may be communicated to the agency through work order, but the agency has to quote the Square feet rate for printing of high quality flex banner. The preferable dimensions for the banners shall be 20'x10' (the dimensions of the banner and frame may vary as per requirement). The Agency shall also include the cost of Framing, Installation and Transportation of the same for minimum of 500 Nos.

10. Print Media Advertisement

The agency is required to develop creative / designs for the print media advertisement.

11. Television

Production and Dubbing of TV Spots:

Production of Television commercials/AV spots in Oriya language with scope of dubbing these materials into Hindi and English language. The Agency shall develop scripts/story board for the above mentioned TV spots as per the content provided by the SHAS.

12. Mobile/cell phone Based Promotional Advertisement

The agency may require to facilitate promotion of the message related to the Scheme through mobile/cell phone platform in the form of following formats.

- Bulk messages
- IVRS (Interactive Voice Response System)
- Caller-tune

13. Community Media

The agency has to organize folk shows (Pala, Daskathia, etc.), street play, magic shows and other such traditional/ innovative media for promotion of the scheme.

14. Event Management of State Level Functions

The agency has to organize different events like Stage Management, Media Management, exhibits, etc. for the State and district level functions for awareness of the scheme or any other activities as per requirement of the SHAS, Odisha

15. Production of Animation Movies

Production of Animated movies in Odia language with scope of dubbing these materials into Hindi and English language. The Agency shall develop sketch/ scripts/story board for the above-mentioned production as per the content provided by the SHAS.

16. Wall Painting and Digital Wall Painting

- One wall painting in each gram panchayat (preferably in Hospital compound, School, block offices, panchayat offices or any Govt office compound)
 - Digital Wall painting preferably inside the Government office premises
- Specification for (A and B) above: Width – 10 ft and Height – 6 ft (Approximate)

17. Calendar

BSKY one pager Calendar Designing, multi-color printing and distribution to all 30 districts (DHH) [130 GSM art paper, Full demy size, multicolor offset printing, both end tin mounting with thread fixing)

2.3 Payment Schedule:

The payment shall be released by SHAS to the Agency after **completion of each activity** and submission of deliverables (to be submitted along with delivery acceptance certificate and tax invoice)

3. REQUEST FOR PROPOSAL

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

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

3.2 Technical Proposal

The Technical Proposal should be provided in the following information, using the format for technical proposal provided Format section of the RFP document:

- i. Letter of Proposal – Annexure A1
- ii. Particulars about the Bidder – Annexure A2
- iii. Financial Capacity of the Bidder – Annexure A3
- iv. Experience of Bidder in Similar Projects – Annexure A4
 - a. Experience in preparation Marketing & Promotion Plan & execution of similar assignments.
 - b. Experience in event management of similar nature.
All the projects cited need to be submitted by supporting credentials (work orders / completion certificates) from clients with cost of the projects.
- v. Approach, Methodology and work plan – Annexure A5.
- vi. Bid Processing fees in the form of Demand Draft in favour of State Health Assurance Society payable at any schedule bank, Bhubaneswar.
- vii. Bid Security in the form of Demand Draft in favour of State Health Assurance Society payable at any schedule bank, Bhubaneswar.

3.3 Financial Proposal

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

3.4 Checklist for Submission

A	Technical Proposal	Format
1	Covering Letter	Annexure A-1
2	Bid Processing Fee (nonrefundable) of Rs 10,500/-	Form of Demand draft in favor of State Health Assurance Society, Odisha
3	Bid Security of Rs.10,00,000 (Rupees Ten Lakh Only)	Form of Demand draft in favor of State Health Assurance Society, Odisha
4	Particulars of Bidder	Annexure A-2
5	Financial capabilities of the Bidder	Annexure A-3
6	Details of experience in similar assignments (separately for Marketing & Promotion activities and Event Management)	Annexure A- 4
7	Approach, Methodology and work plan	Annexure A5
B	Financial Proposal	Annexure - B

As a part of the submission the above documents with supporting wherever the Agency may also attach this Checklist with remarks on the side of each submission mentioning whether submitted / not submitted.

4.EVALUATION CRITERIA

4.1 Evaluation of Proposals

The RFP bids of those Agencies which would meet the minimum conditions of eligibility specified in the 4.1.1, will be evaluated in two stages:

- i. Presentation on Proposal of marketing and promotion of the **BIJU SWASTHYA KALYAN YOJANA (BSKY)** scheme and award of marks.
- ii. Financial Proposal.

4.1.1 Pre-Qualification / Minimum Eligibility Criteria:

- i. The Firm must have been rendering Marketing, Advertisement & promotion and Event Management services during the last FIVE years, **and**;
- ii. In the last Three years, the bidder should have experience in Organizing Marketing, Advertisement & promotional services of State (Odisha) or National stature for Govt. departments/PSU either directly or through any development partners & at least 1 of them should have the value of minimum Rs.35 lakhs or above.
- iii. In the last Three years, the firm should have managed Marketing, Advertisement & promotion and Event Management services for at least TWO (2) projects in Non-Government sector with a contract value of minimum of Rs.15 Lakhs or above for each project.
- iv. The bidder should have achieved a minimum annual average turnover of Rs.5.00 Crores during last three financial years (FY 2017-18, 2018-19 & 2019-20). Copy of Audited Financial Statement to be enclosed.
- v. Company/Firm should have a Permanent Account Number (PAN), GST registrations. (Copies to be enclosed).
- vi. Registered/Branch Office set up in Bhubaneswar. (Proof of presence of office to be attached).

4.1.2 Technical Proposal Evaluation

- a. Technical proposal evaluation shall be carried out in a 100-mark scale (**Technical Score**) based on their credentials submitted with respect to relevant past project experience.
- b. Bidders scoring 60 or above in Technical Score shall be qualified for opening of their Financial Proposal.
- c. Evaluation Credentials of the firm shall be done as per the following system.

Sl. No.	Details	Maximum Marks	Basis of Marks to be allotted
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1.	<p>EXPERIENCE – Experience in last three years in Organizing Marketing, Advertisement, promotion and Event Management services of State or National stature for Govt. departments either directly or through any development partners or in Non- Govt. Sectors.</p>	30	<p>State (Odisha) or National stature for Govt. departments/PSU either directly or through any development partners (Turnover 35 Lakh or more)</p> <p>1 Project: 5 marks. 2 Projects: 10 marks 3 Projects: 15 marks Above 3 Projects: 20 marks</p> <p>Non-Govt. Sector (Two projects worth 15 Lakhs or above): 2 Projects: 5 marks. Above 2 Projects: 10 marks</p>
2.	<p>Approach, Methodology and Work plan– Describe your Approach/methodology and work plan to provide the required services and the compliance of your methodology and work plan to the terms of reference mentioned in Annexure – A-5.</p> <p>The bidders who qualify in the minimum conditions of eligibility as specified in the clause 4.1.1 shall also be called for a presentation on their approach/methodology and work plan as mentioned in their bid (Annexure-A5)</p>	35	<p>The approach section should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approaches this project.</p> <p>The methodology section should provide insight and consideration of each of the main task areas specified in the terms of reference. This section should highlight each of the main task area, specify what activities will be undertaken by whom & at what stage in the project and should clearly set out the specific deliverables.</p> <p>The work plan section should show the methodology graphically in Microsoft project or by means of a Gantt chart or other recognized project management tool, showing the</p>

			task area, the activities to be undertaken and the timing of deliverables keeping in mind the time frame mentioned in the Terms of Reference.
3.	Experience in last three years executing similar works in the Districts of Odisha.	10	1 to 6 Districts: 2 marks. 7 to 12 Districts: 4 marks 13 to 18 Districts: 6 marks 19 to 24 Districts: 8 marks 25 to 30 Districts: 10 marks
4.	Valid INS & EEMA membership	5	1. INS: 2.5 marks 2. EEMA: 2.5 marks
5.	Average annual turnover of the Firm in financial year 2017 – 18, 2018-19 and 2019 – 20.	20	>Rs.5 crores ≤ Rs.6 crores: 10 marks >Rs.6 crores ≤ Rs.7 crores: 15 marks >Rs.7 crores: 20 marks
Total:		100	

1. Relevant projects to be considered under 360-Degree communication/Advertisement/Promotional Campaign:
 - a. Government Events
 - b. Award Ceremony
 - c. Conferences / Seminars
 - d. Cultural Event
 - e. Advertising Campaigns

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

2. Please refer to **Section 2.2.2** for nature of work that qualifies as Marketing & Promotion projects / assignments.

4.1.3 Opening of Financial Proposal:

The financial proposal of those bidders shortlisted by the Technical Evaluation Committee shall be opened and evaluated in presence of such bidders. Financial proposals shall be evaluated in the following manner.

The score shall be computed as follows:

a. **Financial Score:** The lowest financial proposal (FM) will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:

$$F = 100 \times FM/F1$$

(F1 = amount of Financial Proposal as proposed by the Bidder for the assignment)

4.1.4 Combined Evaluation & Scoring:

a. Combined Score- The Combined Score shall be evaluated based on the Technical Score (TS) and Financial Score (FS) for bidders which were shortlisted at the Project

$$\text{Combined Score} = 0.8 \times (\text{TS}) + 0.2 \times (\text{FS})$$

b. The Bidder who obtains the highest Combined Score shall be identified as the Preferred Bidder.

c. The decision of SHAS as regards to acceptance/rejection of eligibility for parties, shall be final and binding.

d. Notwithstanding the above, SHAS reserves the right to accept or reject any or all bids or to annul the bidding process.

e. No information on the evaluation proposal will be disclosed to any person other than those directly concerned with the selection process. Proposals of any Bidder, who tries to influence the evaluation, will be liable to be rejected.

4.2 Negotiation

- i. Contract negotiations will then be scheduled with qualified Agency. Negotiations will commence with a discussion of technical proposal, the proposed concept, staffing.
- ii. After the contract has been successfully negotiated, selected Agency will be issued Letter of Intent by SHAS.

4.3 Performance Security

An amount equivalent to the 5% of the contract value shall be deposited by the bidder in the shape of Demand Draft/ Bank Guarantee from a scheduled bank, in favour of State Health Assurance Society, Odisha towards Performance Security. The amount deposited by bidder towards Performance Security shall be refunded by SHAS to the Agency on satisfactory completion of the assignment.

4.4 Penalty

In case there is any deviation found as per service deliverables and timelines (as issued in the work order), there will be a penalty deduction @ 0.25% of the work order cost per day against each activity upto a maximum of Rs 50,000/- on each occasion. This amount of penalty would be adjusted against the payment.

5. ANNEXURES – FORMATS

ANNEXURE A-1

Letter of Technical Proposal

To
The Chief Executive Officer,
State Health Assurance Society, Odisha
2nd Floor, A1 Block, Toshali Bhawan, Satya Nagar
Bhubaneswar-751007, Odisha

Sub: “Proposal for HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, SOCIAL MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR PROMOTING BIJU SWASTHYA KALYAN YOJANA IN ODISHA”.

Regarding: Technical Proposal

Dear Madam/Sir,

With reference to the RFP dated_____for the above captioned project, and clarification issued by SHAS, Odisha thereof, I_____, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as Agency for providing services for preparation of **IEC Activities Like HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, SOCIAL MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR PROMOTING BIJU SWASTHYA KALYAN YOJANA IN ODISHA**. The proposal is unconditional and unqualified.

1. All information provided in the Proposal and in the Appendices is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
2. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.

3. I shall make available to SHAS any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
4. I acknowledge the right of the SHAS to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
5. I certify that in the last three years, we or any of our Associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.

I declare that:

- a. I have examined and have no reservations to the RFP Documents, including any Addendum issued by the SHAS;
 - b. I have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, in respect of any tender or request for proposal issued by or any agreement entered into with the SHAS or any other public sector enterprise or any government, Central or State; and
 - c. I hereby certify that we have taken steps to ensure that, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
6. I understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Agency, without incurring any liability to the Bidders.
 7. If our Firm is qualified on the basis of minimum eligibility criteria, we shall make a presentation on Approach & Methodology and work plan to SHAS on the date specified in the intimation received from SHAS.
 8. The undersigned is authorized to sign the documents being submitted through this RFP. (A copy of Power of Attorney may be enclosed).
 9. In the event our firm is selected as the Agency for this project we shall enter into a contract with SHAS.

10. The Financial Proposal is being submitted in a separate cover. This Technical Proposal read with the Financial Proposal shall constitute the Application which shall be binding on us.
11. The information provided herewith is true and correct to our best knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. We understand in such cases our bids are liable to be rejected.

Yours faithfully,

(Signature, name and designation of the authorized signatory)

(Seal of the Bidder)

Power of Attorney (Sample)

Know all men by these presents, we, (name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr / Ms..... son/daughter/wife and presently residing at....., who is presently employed with us and presently holding the position of.....as our tour and law full atorny (hereinafter referred to as the “Authorized Representative”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for **IEC Activities Like HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, SOCIAL MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR PROMOTING BIJU SWASTHYA KALYAN YOJANA IN ODISHA**, but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-proposal and other conferences and providing information/ responses to the SHAS, representing us in all matters before the SHAS, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the SHAS in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with the SHAS.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF, 20**

For.....
(Signature, Name, Designation, Address)

Witnesses:

- 1.
- 2.

Notarized

Accepted

.....

(Signature, Name, Designation and address of attorney)

Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of Rs. 50 (fifty) and duly notarized by a notary public.

ANNEXURE A-2

To be furnished in the Technical Bid)
(On the letterhead of the Organization

DETAILS OF THE BIDDER

Contact Person Details						
1	Name of the Bidder					
	Registered address of the firm					
	State		District			
	Telephone No.		Fax			
	Email		Website			
Communication Address						
2	Name		Designation			
	Telephone No.		Mobile No.			
	Type of the Firm (Please ✓ relevant box)					
	3	Address				
State			District			
Telephone No.			Fax			
	Email		Website			
Nature of Business (Please ✓ relevant box)						
4	Private Ltd.	<input type="checkbox"/>	Public Ltd.	<input type="checkbox"/>	Proprietorship	<input type="checkbox"/>
	Partnership	<input type="checkbox"/>	Society	<input type="checkbox"/>	Others, specify	<input type="checkbox"/>
	Registration No. & Date of Registration.					
5	Event Management		Promotional Activities			
	Advertising		Branding			
	Content Development & Designing		AV Production			
	Outdoor/ Mid-Media Advertisement		Public Relation			
Key personnel Details (Chairman, CEO, Directors, Managing Partners etc.)						
6	in case of Directors, DIN Nos. are required					
	Name		Designation			
	Name		Designation			

HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, SOCIAL MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR PROMOTING BIJU SWASTHYA KALYAN YOJANA IN ODISHA

7	Whether any criminal case was registered against the company or any of its promoters in the past?	YES/ NO
8	Other relevant Information	
9	GST Registration Furnish the registration certificate	
10	PAN No of Organization: Furnish the copy of the PAN	
11	Registration certificate / Certificate of Incorporation of the firm (furnish the copy)	
12	Bank Details of the Bidder: The bidders have to furnish the Bank Details as mentioned below for return of EMD /Payment for supply if any (if selected)	
	a. Name of the Bank :	
	b. Name of the Account & Full address of the : Branch concerned	
	c. Account no. of the bidder :	
	d. IFS Code of the Bank :	

Date:

Office Seal

Signature of the bidder / Authorized
signatory

ANNEXURE A-3

(To be furnished with the Technical bid)

Annual Turnover Statement

The Annual Turnover for the last three financial years of M/s_____ are given below and certified that the statement is true and correct.

S. No.	Year	Turnover (in Rs. Lakhs)
1.	2017 - 2018	-
2.	2018 - 2019	-
3.	2019 - 2020	-

Average Annual Turnover (for the above three years) in (Rs.)_____

Date:

Place:

Signature of Auditor/

Chartered Accountant

(Name in Capital)

Seal

Membership No.:

Registration No. of Firm:

Note:-

- To be issued in the letter head of the Auditor/Chartered Accountant mentioning the Membership no.
- This turnover statement should also be supported by copies of audited annual statement of the last three years and the turnover figure should be highlighted there.

ANNEXURE A-4

Eligible Project Undertaken by the Bidder

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

Applicants are advised to provide the information for only those assignments qualifying projects in Marketing and Promotion activities and Event Management Activities separately.

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

IMPORTANT:

(I) Use separate sheet for each Eligible Project.

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

(Signature, name and designation of the authorized signatory with seal)

ANNEXURE A-5

(To be furnished in the Technical Proposal)

Approach, Methodology & Work Plan

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

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

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

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

Name and Title of Signatory: _____

Name of Firm: _____

(Company Seal)

ANNEXURE B-1

B. FINANCIAL PROPOSAL

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

To
**The Chief Executive Officer,
State Health Assurance Society, Odisha
2nd Floor, A1 Block, Toshali Bhawan, Satya Nagar
Bhubaneswar-751007, Odisha**

Sub: "Proposal IEC Activities Like HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, SOCIAL MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR PROMOTING BIJU SWASTHYA KALYAN YOJANA IN ODISHA".

Regarding Financial Proposal

Dear Sir,

I, _____
enclose herewith our Financial Proposal for selection of our firm as Agency to carry out "Proposal IEC Activities Like HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, SOCIAL MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR PROMOTING BIJU SWASTHYA KALYAN YOJANA IN ODISHA". Please note that the financial proposal does not contain any conditions and is submitted as per the prescribed format. In case of any discrepancy, our firm will be solely responsible for the same. I agree that this offer shall remain valid for 180 (One Hundred Eighty) days from the bid due date or such further period as may be mutually agreed upon.

Yours faithfully,

Signature: _____

Full Name: _____

Designation: _____

Seal of the Organization

ANNEXURE B-2

FINANCIAL PROPOSAL

Name of Work: Proposal for HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, SOCIAL MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR PROMOTING BIJU SWASTHYA KALYAN YOJANA IN ODISHA.

Sl.	Particulars	Quantity/ Unit of Measures	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		a	b	a x b
Advertising & Promotion				
1.	Preparing of Communication, branding, Promotion, Advertising strategy, Designing and implementation plan	To be submitted in the shape of a Booklet		Lumpsum Cost
2.	Social Media Campaign Push Messaging (Facebook, Twitter, YouTube, Instagram, WhatsApp) marketing [Content Development - Templets, Nuggets, AV Spots/ Cards and animated videos etc, Managing Page, contest/ Survey & promotion etc].	Facebook: 7 push Messages (Per Month)	Per Message Cost	
		Twitter: 7 push Messages (Per Month)	Per Message Cost	
		YouTube: 7 push Messages (Per Month)	Per Message Cost	
		Instagram: 7 push Messages (Per Month)	Per Message Cost	
		WhatsApp: 7 push Messages (Per Month)	Per Message Cost	
3.	Radio Advertising			

	<p>Production & Dubbing</p> <p>Per each Production and dubbing of radio jingles/spots.</p> <p>Scope of dubbing shall include Regional languages of Odisha and also in Hindi and English.</p>	10	Production Rates for 30 Sec.	
		10	Additional charges for every extra 10 seconds production.	
		1	Dubbing rates per 10 secs.	
4	Exhibits & Outdoor Media Printing & Installation (Outer Concourse Branding)			
a.	Production of Promotional Merchandise			
	T-shirts - Small/Medium/Large Approx.5000 nos. for evaluation purpose	5000	Per Unit cost	
	Caps – 4 colors Approx.5000 nos. for evaluation purpose	5000	Per Unit cost	
	Flags – 1'x2' Approx. 5000 nos. for evaluation purpose	5000	Per Unit cost	
	Multicolour leaflets/Flyers ¼ demi size (22cm x 28cm) 70 gsm art paper Approx. 1,00,000 pc for evaluation purpose	1,00,000	Per Unit cost	
	Multicolour Posters demi size (44cm x 56cm) 120 gsm art paper	10,000	Per Unit cost	

Approx. 10,000 pc for evaluation purpose				
Multicolour Folders-	2 fold 220 gsm art paper Open size (22cm x 28cm) Close Size(14cm x 22cm) Approx. 5,000 pc for evaluation purpose	5,000	Per Unit cost	
	3 fold 220 gsm art paper Open size (44cm x 22cm) Close Size(14.5cm x 28cm) Approx. 5,000 pc for evaluation purpose	5,000	Per Unit cost	
b.	Stickers			
	2ft x 1.5ft (Inside bus) Approx.5,000 pc for evaluation purpose	5000	Per pc.	

HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, SOCIAL MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR PROMOTING BIJU SWASTHYA KALYAN YOJANA IN ODISHA

	Paper Stickers	22cm x 14cm To be fixed in the doors of houses Approx. 10,000 pc for evaluation purpose	10,000	Per pc.	
		14cm x 7cm To be fixed in SHG registers Approx. 20,000 pc for evaluation purpose	20,000	Per pc.	
	Vinyl Stickers 3ft x 1.5ft (Size may vary as per requirement)	Approx. 45,000 sq. ft. for evaluation purpose	45,000 sq.ft	Per sq.ft	
	Sun Board vinyl pasted exhibits 3ft x 2ft (Size may vary as per requirement)	Approx.30,000 sq. ft for evaluation purpose	30,000	Per sq. ft	
	Bill board/Pole Kiosk 3.5 ft x 2.5 ft 22 gej. Iron Square Bar (printing and mounting of flex banner with	Approx. 10,000 sq.ft for evaluation purpose	10,000	Per sq ft.	

	framing to be fixed in electric and other existing poles) (Size may vary as per requirement)			
5	Road Shows			
	Vehicle Hiring & Branding	30	Per Vehicle	
	Vehicle Movement (Caravan) for 30 districts (3000 Kms / day shall be taken into evaluation for each vehicle)	3000	Per km.	
	Folk Troupe /Street Theatres (Average troupe size 5 artists with Local Dialect) 1 troupe / Vehicle/ Day	30	Per troupe / Vehicle/ Day	
	Vehicle for transportation other than Caravan for 30 districts (3000 Kms / day shall be taken into evaluation)	3000	Per km.	
	Audio Visual set with Power back-up	30	Per set	

6	<p>Branding of Buses – (10,000 Sq. ft. shall be taken into evaluation) Approx. 100 Nos. (Approx. 100 sq. ft per Bus) of Buses (to be branded preferably using vinyl stickers) on major routes connecting Districts Headquarters to Bhubaneswar and Cuttack. The quantity may be increased or decreased as per the requirement. The Agency shall create design and install as per bus panel display area. The cost quoted by the Agency shall include the cost of printing and installing of stickers on buses and display rentals for a period of 6 months</p>	10,000	Per sq ft.	
7	<p>Photography & Videography: The agency shall make corporate films/ Still photography to display in the caravan and in all displays. It may produce success stories, case studies, documentary videos on the scheme and the campaign.</p>	150 [150 no of still photographs [5 nos per day / district (soft copy to be handed over)]	Per photograph	
		1 [1 corporate film of 20 minutes duration covering	Per Film	

		activities of all 30 districts. (Using FHD video camera)]		
		5 [5 Documentary films (success stories, case studies (Using FHD video camera)]	Per documentary film/ Per Minute	
8	Outdoor Hoardings			
	The Agency shall identify locations to put up hoardings minimum of 100 locations across the State. The amount quoted by the Agency shall include cost of hiring of hoarding, flex printing, flex mounting and transport. The hoarding should be visible and in prime locations. The Agency shall also seek necessary permissions for the same from appropriate authorities. In case of existing departmental (Govt.) hoardings, hiring charges will not be entertained. Note : Per month rental shall be extra as applicable (rate chart of hoardings for separate cities to be annexed with mention of size)	Approx. 20,000 sq.ft shall be taken into account for evaluation	per sq ft.	

9	<p>Outdoor Banners and Frame: The quantity of banners may be communicated to the agency through work-order, but the agency has to quote the Sq.ft rate for printing of high quality flex banner. The preferable dimensions for the banners shall be 20'x10' and the size of the banner may vary as per the requirement (the dimension may vary as per the requirement). The Agency shall also include the cost of Framing, Installation and Transportation of the same. For minimum 500 nos. (Size : 20'x10')</p>	Approx. 1,00,000 sq.ft shall be taken into evaluation.	Per sq ft.	
10	<p>Print Media Advertisement: The agency is required to develop creatives / designs for print media (newspaper) advertisement and a release plan based on the schedule prepared by SHAS, Odisha. Publication as per I & PR rates.</p>	10 [Approx. 10 creative design shall be taken into account for evaluation]	cost per creative design	
11	Television:			
	<p>Production and dubbing of TV spot: Production of television commercials/AV spots in Oriya language with scope of dubbing these materials into Hindi and English language. The Agency shall develop scripts/story board for the</p>	1	Production Rates for 30 Sec	
		1	Additional charges for every extra 10 seconds production.	

	above mentioned TV spots as per the content provided by the SHAS.	1	Dubbing rates per 10 secs.	
12	<p>Mobile/cell phone Based Promotional Advertisement</p> <p>The agency may require to facilitate promotion of the message related to Scheme through mobile/cell phone platform in the form of following formats.</p> <ul style="list-style-type: none"> • Bulk messages • IVRS (Interactive Voice Response System) • Caller-tune 		Rates of specified services of all providers in Odisha (BSNL, Airtel, Reliance, Idea, Vodafone, Reliance JIO etc.) to be annexed in a separate sheet.	Not to be quoted
13	<p>Community Media</p> <p>The agency has to organize folk shows (pala, daskathia etc.), street plays, magic shows and other such traditional/ innovative media for promotion of the scheme.</p> <p>average 5 artists Per Troupe (No of artist will vary according to the form of traditional Media)</p>	300	Per folk show/ Day (pala, daskathia etc.)	
		300	Per street play/ Day	
		300	Per magic shows/ Day	
14	<p>Event Management & State Level Function</p> <p>The agency has to organize different events like Stage Management,</p>			Not to be quoted

	Media Management, exhibits, etc. for the State and District level functions for awareness of the scheme or any other activities as per requirement of the SHAS, Odisha			
15	Production of Animation Movies Production of Animated movies in Odia language with scope of dubbing these materials into Hindi and English language. The Agency shall develop sketch/ scripts/story board for the above-mentioned production as per the content provided by the SHAS	5 (Minimum 5 productions for 30 sec).	Production Rates for 30 Sec.	
		5	Additional charges for every extra 10 seconds production.	
		5	Dubbing rates per 10 secs.	
16	Wall Painting and Digital Painting			
a	One wall painting in each gram panchayat (preferably in Hospital compound, School, block offices, panchayat offices or any Govt office compound) Specification: width – 10 ft Height – 6 ft Approximately 7000 no of wall paintings shall be taken into evaluation	420000 (Square feet approximately)	Per Square feet.	

b	Digital Wall painting preferably inside the Government Office Premises Specification: width – 10 ft Height – 6 ft Approximately 1000 no of digital wall paintings shall be taken into evaluation	60000 (Square feet approximately)	Per Square feet.	
17	Calendar BSKY one pager Calendar [Designing, multi-color printing and distribution to all 30 districts (DHH) (130 GSM art paper, Full demy size, multicolor offset printing, both end tin mounting with thread fixing)]	Approximately 10,000 Nos	Per Calendar	
TOTAL AMOUNT:				

Note:

- a. GST as applicable shall be paid extra by SHAS.
- b. No conditions should be attached to the price proposal.
- c. In case of any discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words would be considered as final price.
- d. The Agency has to quote individual rate for each item in scope.
- e. The quantity of items and number of days as detailed in the scope of work may vary as per the requirement of the scheme subsequently.

Signature of the Agency:

Address:

Date:

Place:

Seal of the Organization