

PRE-BID CLARIFICATION & AMENDMENT IN RESPONSE TO PRE-BID QUERIES FOR THE EXPRESSION OF INTEREST – EMPANELMENT OF AGENCIES FOR ADVERTISEMENT / IEC ACTIVITY AND EVENT MANAGEMENT (Advt. No. 08/18)

Different queries raised by the prospective bidders on the tender terms & condition, eligibility criteria, scope of work etc. were discussed. Based on the discussions in the pre-bid meeting, the clarifications / amendments as decided by the committee in response to the pre-bid query of the prospective bidders are mentioned below:

Sl.	Queries raised by the prospective bidders	Clarification /Amendment in response to the queries
1.	Average Annual Turnover for last three financial years should be within 7 Crores	<p>Amended Eligibility Criteria (Clause 3.1) is amended as :</p> <p>Should have annual average turnover of minimum Rs.7 Crores in the last three financial years [Turnover statement as per the required format certified by the chartered accountant supported with the annual audited financial statement (P&L account) certified by the chartered accountant has to be furnished for the financial years: 2014-15, 2015-16 & 2016-17; no provisional financial statement shall be considered.</p> <p>Accordingly the criteria of mark for A) IEC & Event Management and B) Newspaper advertising agency is amended as :</p> <p>> 7 Cr ≤ 15 Cr : 5 marks > 15 Cr ≤ 20 Cr : 7.5 marks > 20 Cr : 10 marks</p>
2.	<p>MSME unit registered with National Small Industries Corporation Limited shall be eligible for free tender document cost and exemption of EMD.</p> <p>Clarification required in this context</p>	<p>Clarification It is clearly stated in the EOI document Clause 3 (vii) that as per the Finance Dept, Govt. of Odisha memorandum no. 21926 dated 12.8.2015 which is a part of OGFR (Odisha Govt. Finance Rule), the local MSEs of Odisha registered with the respective DICs, Khadi, Village, Cottage & Handicraft Industries, OSIC and NSIC shall only be exempted from payment of EMD.</p> <p>There is no such exemption for MSEs registered outside Odisha as per the Finance Department Circular cited above.</p> <p>Also as per the said circular, there is no exemption allowed for submission of tender document cost even to the local MSEs.</p>

		Therefore the MSEs registered outside Odisha shall have to furnish the EOI document cost of Rs.1,120/- and EMD of Rs.10,000/-.
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N:B: The amendments mentioned above are to be treated as amendments in the term(s) and condition(s) of the EOI (Advt.ref. no. 08/18) . All other terms conditions of the EOI remain unchanged.

**Sd/
Mission Director
NHM - Odisha**



Odisha State Health & Family Welfare Society
Dept. of Health & Family Welfare, Govt. of Odisha
Annex Building of SIH&FW, Nayapalli, Unit-8, Bhubaneswar-751012
Phone/Fax: 0674- 2392479/80/88



Advt.No.08/18

Date: 08.03.2018

**EXPRESSION OF INTEREST FOR EMPANELMENT OF
AGENCIES FOR ADVERTISEMENT, IEC ACTIVITIES AND
EVENT MANAGEMENT**

Expression of Interest (EOI) is invited from agencies for empanelment of different activities like Advertisement, IEC and Event Management (for a period of three years) for different program requirement of this Directorate. Initially the empanelment with the selected agencies for above activities shall be for a period of one year which may be renewed for another two years on a yearly basis depending on satisfactory performance of the agency. However, the authority reserves the right to cancel the empanelment after one year. The EOI document with details of eligibility criteria and other terms & conditions can be downloaded from the website: **www.nrhmorissa.gov.in** Interested agencies may submit their EOIs in sealed envelope with all details as per the prescribed formats mentioned in the EOI document. The sealed envelope should be superscribed as “EOI for Empanelment of Agencies for different activities: Advertisement, IEC & Event Management”. A pre-bid meeting shall be held on 15.03.2018 at 11.30 AM. Any change in EOI document due to pre-bid meeting including extensions if any shall only be notified in the website mentioned above. The EOIs must reach the office of the Mission Directorate, NHM, Odisha in the address mentioned above on or before **28th March 2018, 3 PM**. The EOIs shall be opened on **28th March 2018, 3.30 PM**. The undersigned reserves the right to reject any or all the EOIs or cancel the EOI notice without assigning any reason thereof.

Sd/-
Mission Director

EXPRESSION OF INTEREST FOR EMPANELMENT OF AGENCIES FOR ADVERTISEMENT, IEC ACTIVITIES AND EVENT MANAGEMENT

INSTRUCTION TO BIDDERS

1. Sealed EOIs are invited from advertisement agencies having **GSTN, PAN** for different activities like News paper Advertisement, IEC activities and event management programmes of the Mission Directorate - NHM, Odisha.
2. Key Information

Sl.	Particulars	Information
1	Start Date for availability of EOI document in the official website	08.03.2018
2	Cost of EOI document	Rs.1,120/-
3	EMD	Rs.10,000/-
4	Date & Time for Pre-Bid Meeting	15.03.2018 at 11.30 AM
5	Venue of Pre-Bid Meeting	Conference Hall, Mission Directorate, National Health Mission, Unit-8 Nayapalli, Bhubaneswar-751012
6	Last date and time for receipt of EOIs	28.3.2018 up to 3P.M.
7	Date and time for opening of EOI	28.3.2018 at 3.30 P.M.
8	Venue of EOI Opening Meeting	Same as mentioned above in
9	Address for submission of EOIs	Mission Director, Mission Directorate, National Health Mission, Annex Building of SIH&FW Unit-8, Nayapalli, Bhubaneswar-751012

Note: In case the closing date for Pre-Bid Meeting or/ and last date for receipt of EOIs happens to be a holiday for the Office of Mission Directorate, National Health Mission, Odisha, Bhubaneswar for any reason, the activity will be held on the immediate next working day at the same time & place.

Sd/-
Mission Director

3. Eligibility Criteria :

The Agency

- i) Should have **annual average turnover** of minimum **Rs.10 Crores** in the last three financial years [Turnover statement as per the **required format** certified by the chartered accountant supported with the annual **audited financial statement** (P&L account) certified by the chartered accountant has to be furnished for the financial years: 2014-15, 2015-16 & 2016-17; no provisional financial statement shall be considered.
- ii) Should be **INS accredited** (require only for agencies for Newspaper Advertisement activity)
- iii) Should have a registered / branch office in **Bhubaneswar***

* The registered / branch office at **Bhubaneswar** must be **properly equipped** with staff and equipment for the various activities like advertisement / IEC / Event Management (subject to verification if required by the Mission Directorate)

- iv) Should have a GSTN & PAN
- v) Should have been empanelled in minimum 5 **Govt. Organizations / PSUs / Banks** during the last three years for (Copies of such empanelment / work orders to be furnished)
- vi) Should have submitted of **Rs.1,120/-** towards EOI document cost (non-refundable) in shape of Demand Draft/pay order from any Nationalised / Scheduled bank in favour of Mission Director, NHM, payable at Bhubaneswar. No exemption is allowed related to submission of EOI document cost.
- vii) Should have submitted of **Rs.10,000/-** (Twenty Ten Thousand) [for any or all the activities (Advertisement / IEC / Event Management), the bidder want to participate] towards **EMD** in shape of Demand Draft from any Nationalised / Scheduled bank in favour of Mission Director, NHM, payable at Bhubaneswar. As per the Govt. of Odisha - Finance Department Circular no. 21926 dated 12.8.2015, the local MSEs of Odisha registered with the respective DICs, Khadi, Village, Cottage & Handicraft Industries, OSIC and NSIC shall only be exempted from payment of EMD. EMD of the unsuccessful bidders will be returned without interest on finalization of bid. EMD of the successful bidder (s) will be returned after submission of **Performance Security**.
- viii) The successful bidders(s) shall have to submit a **performance security** of **Rs.50,000/-** (Rupees Fifty Thousand) [separately for **each of the activities** (Advertisement / IEC / Event Management), the bidder is empanelled] only in shape of Demand Draft drawn on any Nationalized / Scheduled Bank or Bank Guarantee (BG) from any Nationalized / Scheduled Bank in favour of Mission Director, NHM, Odisha Payable at **Bhubaneswar** at the time of signing of the contract. As per the Govt. of Odisha - Finance Department Circular no. 21926 dated 12.8.2015, the local MSEs of Odisha if selected for empanelment shall have to submit the 25% of the stipulated performance security for each activity.

The performance security shall be refunded after completion of the terms of contract, subject to satisfactory completion of the job during the contract period. If the successful bidder violates any of the terms & conditions of the contract, the performance security shall be liable for forfeiture.

4. The EOIs should reach the office of the Mission Directorate, NHM, Odisha by on or before **28.3.2018, 3 PM.**

5. **Scope of Work**

Agencies shall be empanelled **separately** for the following three activities:

A) **Advertising**

- Publication of Advertisements (Notices Inviting Tenders, Recruitment Advertisements etc.) in News papers within **one day notice** so that the advertisement shall be released on the next day in leading English / Odia dailies **observing economy in space in I & PR rate.**
- Preparation and supply of **artwork** for creative corporate advertisements, **artwork design** of booklets / brochures / registers/newsletters etc. (softcopy of the contents of the printing materials shall be provided by the directorate) required for **various printing assignments** of the Directorate

B) **IEC Activities**

- Designing of banners / Hoardings / IEC materials etc. and installation of the same through the Authorized agencies of the concerned Municipality/Authority
- Preparation of documentation /production of documentary films on different activities as and when required.
- Photography / videography of the events, visits, conference and meetings as and when required.
- Editing of existing TV Spots / Radio Jingles/ documentary films both video and audio.
- Ensure timely release of PR Support activities such as press releases, media articles & success stories as & when required
- Advertisement /dissemination of messages/spots through electronic Media (TV/Radio)
- Organizing Press Conference & media coordination as & when required

C) **Event Management**

- Organisation of exhibition / event management as & when required
- Booking of event management space, design & proper arrangement of Stage, backdrop for the event management, Flower decoration of the event management venue / Stage/Gate, Standee Arrangement with flex printing at the event management venue, Design and proper arrangement of well-come Gate, Provision of Anchoring for announcement, Audio system (amplifier/Sound box/ Mike/Cordless mike etc), Photography / videography of the events, visits, conference and meetings , LCD Projector, LCD projector Screen, Back Projection Screen with masking / Splitter, training/conference kit (Bag, Identity cards, writing pad/pen/folder & other stationeries etc. with printing if required), Tiffin / Snacks/Lunch/Dinner

packs & Mineral water etc. for the delegates, any other activity of the event management as per the requirement of the EOI inviting authority.

Procedure for Empanelment

Agencies shall be empanelled separately for the three activities as mentioned below:

- 1) Advertising
- 2) IEC Activity
- 3) Event Management

- **Step I:** Initial screening shall be made based on the agency's compliance to eligibility criteria and acceptance of scope of work.

- **Step II :**

EOI proposal of the agencies meeting the **eligibility criteria** only shall be evaluated and marking shall be awarded based on the following parameters/criteria:

A. For IEC & Event Management Activity (shall be evaluated separately for IEC & Event Management Activity)

Sl. No.	Evaluation Parameter	Total Mark	Criteria for award of Mark
A	Turnover (last 3 financial years): Average annual turnover of the last three financial years along with audited balance sheet & P/L statement of last three years) (Details to be furnished in Format C)	10	> 10 cr ≤ 15 cr : 5 marks > 15 cr ≤ 20 cr : 7.5 marks > 20 cr : 10 marks
B	Experience: No. of Govt. / PSUs / Banks for which empanelled during the last three years (Work order / Contract copies of the empanelment must be furnished on the basis of which marking shall be awarded) * Note: Renewal shall be taken as one work order / contract only. (Details to be furnished in Format D2 /D3)	20	> 5 nos ≤ 10 nos : 5 marks > 10 nos ≤ 15 nos : 10 marks > 15 nos : 20 marks
C	Receipt of Awards / Recognition (Details to be furnished in Format F)	10	
D	Presentation	10	
	Total Score	50	

B. For the Newspaper Advertisement Activity

Sl. No.	Evaluation Parameter	Total Mark	Criteria for award of Mark
A	Turnover (last 3 financial years): Average annual turnover of the last three financial years along with audited balance sheet & P/L statement of last three years) (Details to be furnished in Format C)	10	> 10 cr ≤ 15 cr : 5 marks > 15 cr ≤ 20 cr : 7.5 marks > 20 cr : 10 marks
B	Experience: No. of Govt. / PSUs / Banks for which empanelled during the last three years (Work order / Contract copies of the empanelment must be furnished on the basis of which marking shall be awarded) * Note: Renewal shall be taken as one work order / contract only. (Details to be furnished in Format D1)	15	> 5 nos ≤ 10 nos : 5 marks > 10 nos ≤ 15 nos : 10 marks > 15 nos : 20 marks
C	Complementary / Goodwill activities that may include advertisement space (in % figure) (Details to be furnished in Format E)	15	
D	Receipt of Awards / Recognition (Details to be furnished in Format F)	5	
E	Presentation	5	
	Total Score	50	

- EOI Proposals of the agencies who score **at least 30 marks or more** shall be eligible for consideration of empanelment. Maximum up to 4 agencies shall be empanelled for each activity based on their ranking.

Other Terms & Conditions

- Initially the empanelment with the selected agencies shall be for a period of one year which may be renewed for another two years on a yearly basis depending on satisfactory performance of the agency. However, the authority reserves the right to cancel the empanelment after one year.
- The empanelment can be terminated with a 30 days notice period, if it is found that the performance of the agency is not satisfactory.

Submission of EOI

The EOIs has to be submitted in the **prescribed formats (Formats A, B, C, D1/D2/D3, E, F)** along with the relevant documents as asked to be furnished in the relevant formats. The formats duly filled in along with the documents signed by the authorized signatory shall be put in a envelope and the sealed envelope should be superscribed as “**EOI for Empanelment of Agencies for** _____ *(mention the activity)*” The EOIs must reach the office of the Mission Directorate, NHM, Odisha in the **address mentioned below** on or before **28.03.2018, 3 PM**. The EOIs should be addressed to:

The Mission Director,
National Health Mission,
Annex Building of SIHFW, Nayapalli, Unit-8, Bhubaneswar – 751 012, Odisha.

EOI FORMATS

FORMAT - A

(The **relevant documents** has to be arranged **serially** as per the order mentioned below for the ease of scrutiny)

1	Name of the Organization	
2	Address of the Registered Office of the organization with telephone Nos.	
3	Address of Branch Office in Bhubaneswar (In case the registered office is not at Bhubaneswar)	
4	Legal status/entity of the agency (Whether the agency is a Proprietorship / partnership or Private Ltd. company)	(Attach photocopy of the registration certificate of the firm / company)
5	Year of Establishment	
6	Telephone Nos. : (of Registered/ Branch office at Bhubaneswar) Landline : Mobile :	
7	Fax No.	
8	Email Ids	
9	Name of authorized signatory (in capital letters)	
10	Specimen signature of the authorized signatory	
11	Telephone number of authorized signatory / Organization	
12	Status of Indian Newspaper Society (INS) accreditation (as on 28.02.2018) (for new paper advertisement Agency only)	(Attach the photocopy of the INS accreditation as on 28.02.2018)
13	Since when accredited with INS	

14	GST no.	(Attach photocopy of GST registration certificate issued)
15	PAN	(Attach Photocopy of PAN)
16	Latest Income Tax Filing Certificate	(Attach photocopy of the latest income tax filing certificate)
17	EOI document Cost of Rs.1,120/- (Non-refundable)	DD No.Date.....,
18	EMD of Rs.10,000/- in shape of DD	DD No.Date.....,
19	Whether all documents submitted signed by the authorized signatory of the organization (Yes/ No)	

DECLARATION

I / we hereby certify that the terms and conditions given with the tender notice have been read carefully and acceptable to me/us and that the information furnished above is full and correct to the best of my /our knowledge. I / we hereby declare that our organization has not been blacklisted / debarred by any Organization till date. I / we understand that in case any information submitted by us in this EOI are found to be false at any stage, our Firm/Agency will be blacklisted/debarred by you and will not have any dealing with your organization in future.

(Signature and seal of the authorized signatory)

Place

Date

(Seal)

FORMAT B

Details of the Activity for which the bidder express it's interest to be empanelled

(Pl. *tick against* the relevant activities in the table mentioned below)

Sl.	Activity	Interest for Empanelment
1	Advertising	
2	IEC Activity	
3	Event Management	

(Signature and seal of the authorized signatory)

Place

Date

(Seal)

FORMAT C

(To be furnished in the **letter head** of the Auditor/ Chartered Account)

ANNUAL TURN OVER 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.

Sl.No.	Year	Turnover in (Rs.)
1.	2014 - 2015	-
2.	2015 - 2016	-
3.	2016- 2017	-

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

Date:

Signature of Auditor/ Chartered Accountant

Place:

(Name in Capital)

Seal

Membership No.

Note:

*To be issued in the **letter head** of the Auditor/Chartered Accountant mentioning the **Membership no.***

* Note: **Provisional statement of account** shall not be considered.

(Please enclose **audited balance sheet & P/L Statement** of each financial year in support of the turnover figure furnished above).

FORMAT D-1

(To be furnished in the **letter head** of the Agency)

A. For Advertisement (Newspaper) Activity

Name of the Clients for which empanelled as agency for Advertisement activity

- | | | |
|--|---|-------------------------------|
| A) PSUs | : | 1.
2.
3.
4.
..... |
| B) Govt. Organizations
(Other than Odisha if any) | : | 1.
2.
3.
4.
..... |
| C) Govt. of Odisha Organizations | : | 1.
2.
3.
4.
..... |
| D) Banks | : | 1.
2.
3.
4.
..... |
| E) Private organization | : | 1.
2.
3.
4. |

(Attach ***additional sheets*** if the space provided is insufficient)

(Photocopies of the **empanelment letter / agreement** etc. from the organizations **in support of** the above-mentioned organizations are to be submitted **serially** in the order as mentioned above for ***ease of scrutiny***).

(Signature and seal of the authorized signatory)

Place

Date

(Seal)

FORMAT D-2

(To be furnished in the *letter head* of the Agency)

B. For IEC Activity

(Banners / Hoardings / IEC materials / TV Spots / Radio Jingles/ documentary films etc.)

Name of the Clients for which empanelled as agency for IEC activity

- | | | |
|----------------------------------|---|-------|
| A) PSUs | : | 1. |
| | | 2. |
| | | 3. |
| | | 4. |
| | | |
| B) Govt. Organizations | : | 1. |
| (Other than Odisha if any) | | 2. |
| | | 3. |
| | | 4. |
| | | |
| C) Govt. of Odisha Organizations | : | 1. |
| | | 2. |
| | | 3. |
| | | 4. |
| | | |
| D) Banks | | 1. |
| | | 2. |
| | | 3. |
| | | 4. |
| | | |
| E) Private organization | | 1. |
| | | 2. |
| | | 3. |
| | | 4. |

(Attach ***additional sheets*** if the space provided is insufficient)

(Photocopies of the **empanelment letter / agreement** etc. from the organizations **in support of** the above-mentioned organizations are to be submitted **serially** in the order as mentioned above for ***ease of scrutiny***).

(Signature and seal of the authorized signatory)

Place

Date

(Seal)

FORMAT D-3

(To be furnished in the **letter head** of the Agency)

C. For Event Management Activity

Name of the Clients for which empanelled as Event Management Agency

- | | | |
|--|---|-------------------------------|
| A) PSUs | : | 1.
2.
3.
4.
..... |
| B) Govt. Organizations
(Other than Odisha if any) | : | 1.
2.
3.
4.
..... |
| C) Govt. of Odisha Organizations | : | 1.
2.
3.
4.
..... |
| D) Banks | : | 1.
2.
3.
4.
..... |
| E) Private organization | : | 1.
2.
3.
4. |

(Attach ***additional sheets*** if the space provided is insufficient)

(Photocopies of the **empanelment letter / agreement** etc. from the organizations **in support of** the above-mentioned organizations are to be submitted **serially** in the order as mentioned above for ***ease of scrutiny***).

(Signature and seal of the authorized signatory)

Place

Date

(Seal)

FORMAT E
(Only required for News paper Advertisement Agency)
(To be furnished in the letter head of the Agency)

DETAILS OF COMPLEMENTARY GOODWILL ADVERTISEMENTS
(in % of the committed advertisement space)

Note : The agency shall have to indicate the complementary goodwill advertisement space (Sq. cm.) that can be offered by them against each category of committed advertisement (in Sq cm) in the one year contract period.

Sl.	Committed Advertisement space (in Sq.cm) in one Year contract period	Complementary Goodwill advertisements space (in Sq. cm.) that can be offered by the agency against each category (Mention in % figure of the committed advertisement space)
	Categories	
1	1000 – 2500	
2	2500 - 5000	
3	>5000	

[The average of the complementary goodwill advertisement space (in % figure) in the above three categories shall be taken into account for evaluation purpose. Highest average shall be given full mark and accordingly proportionate mark shall be awarded to other agencies.]

Note : However, the agencies who scores the minimum qualifying mark **shall have to agree** to the highest complementary goodwill advertisement space (in Sq.cm) offered by other qualified agencies in the respective categories mentioned above for their consideration for empanelment.

(Signature and seal of the authorized signatory)

Place :

Date :

(Seal)

FORMAT – F

(The **relevant documents** has to be arranged **serially** as per the order mentioned below for the ease of scrutiny)

1. Name and address of the Proprietor/Partners of the Agency:

Sl.	Name	Address
1.		
2.		
3.		

2. Names and address of the Directors of the Agency:

Sl.	Name	Address
1		
2		
3		

3. Give details of **Key staff strength (**full time**) with specialization in various departments at **Bhubaneswar Office**.**

Sl.	Name	Brief Qualification	Designation	*Specialization Area

* Specialization Areas: Media Planning / Creative Team / Client Servicing / Event Management / Exhibition / Production / Any other (Pl. mention) - Attach **additional sheets** if the space provided is insufficient.

4. Do you have the appropriate computerized scanning, processing facilities at Bhubaneswar: _____. Furnish the details in the table mentioned below:

Sl.	Details of equipment	Details of Software

5. Give details of major publicity campaigns undertaken by you. (Enclose copy of the art pulls of the campaign you think to be your best so far) :

6. Details of the Awards / Recognition received:

- 1.
- 2.
- 3.
- 4.

(Photocopies of the certificates of awards/ recognition has to be furnished)

7. Any other relevant information you may like to furnish for your credibility:

(Signature and seal of the authorized signatory)

Place

Date

(Seal)