



Re-Tender for selection of agency to undertake IEC activities for promoting Biju Swasthya Kalyan Yojana in Odisha

Advt No. 06/2018

Date:27.07.2018

Sealed tenders are invited from eligible bidders for undertaking IEC activities for promoting Biju Swasthya Kalyan Yojana in Odisha. The tender document with all information relating to the re-tender process including tender document cost, EMD, eligibility criteria, scope of work, terms & conditions, evaluation criteria and formats of submission of tender may be downloaded from the website: www.nhmodisha.gov.in

A pre-bid meeting shall be held on 31.07.2018, 11.30 AM. Any amendment in the tender document due to decision in pre-bid meeting / extension of bid if any shall only be notified in the website mentioned above. The sealed tenders should reach the office of the undersigned by courier / registered post or may be dropped in the tender box, on or before 07.08.2018, 3.00 PM. The technical bid shall be opened on 07.08.2018, 3.30 PM. Presentation by bidders qualified in eligibility criteria will be held at 08.08.2018 at 11.30 AM.

The undersigned reserves the right to reject any or all the tenders or cancel the tender without assigning any reason thereof.

Note: The previous advertisement vide No- 04/2018 dated 11.07.2018 is hereby stands cancelled.

Sd/-
Chief Executive Officer,
State Health Assurance Society, Odisha



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

JULY 2018

**State Health Assurance Society, Odisha
Health and Family Welfare Department, Bhubaneswar,
SIHFW ANNEX BUILDING, NAYAPALLI, BHUBANESWAR-751012, Odisha.**

Email – snaodisha@gmail.com

Phone – 0674 – 2560311

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1. INTRODUCTION

1.1 Background:

- i. Biju Swasthya Kalyan Yojana is a new scheme announced by the Government of Odisha in the month of June 2018. This scheme will be providing cashless healthcare coverage to the beneficiaries of RSBY, BKKY and those who have low income group.
- ii. Under this scheme, about 70 lakh families will get Rs.5 lakh health coverage per family per annum with additional Rs.2 Lakh for women per family per year. For smooth implementation of the scheme, the amount of cashless health assistance for all BKKY and RSBY families has been enhanced from Rs.1 lakhs to Rs.5 lakhs per annum.
- iii. In addition, any low-income families not covered under RSBY/BKKY can avail cashless health assistance upto Rs.5 Lakhs with additional Rs. 2 Lakhs for women per family per year under OSTF as per income eligibility criteria.
- iv. This will ensure health protection of around 70% of the population of the state covering all economically vulnerable families.
- v. 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.
- vi. 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.
- vii. 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 as a direct cost of the assignment.
 - v. State Health Assurance Society(SHAS), Odisha is not bound to accept any of the proposals submitted. State Health Assurance Society(SHAS), Odisha may reject any and / or all the proposals without assigning any reasons thereof.

1.3 Consortium:

Keeping in view the Scope of Work, Consortiums / Joint Ventures are not allowed. Proposals only from Bidders, applying individually shall be considered for evaluation. Firms applying in consortium / joint venture 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, which can be obtained by the Bidders by way of downloading from the NHM website.
- 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 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 be held at NHM Conference Hall at below mentioned date & time.

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

Date: 31.07.2018

Time: 11:30 AM

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 31.07.2018. 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
SIHFW, Annex Building, Bhubaneswar – 751012
Tel: 0674-2560311
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	28/07/2018
2	Pre-Bid meeting	31.07.2018 at 11:30 AM Conference Hall, NHM Office, SIHFW Annex Building, Nayapalli, Bhubaneswar-751 012
3	Last Date and time for submission of Proposal	07/08/2018 by 03:00 PM
4	Opening of Technical Proposal	07.08.2018 by 03:30 PM

5	Presentation by Bidders Qualified in Eligibility Criteria	08.08.2018 at 11:30 AM at NHM Conference Hall
6	Opening of Financial Bid	To be intimated to the Technically Qualified Bidder.

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 Bidder 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 Who Deals 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.
 - b. **Financial Proposal:** (Marked “**Financial Proposal for Hiring an Agency Who Deals 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 Who Deals 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 or by hand in Tender Box available in the Office of the State Health Assurance Society (SHAS).
- 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
SIHFW, Annex Building, Bhubaneswar – 751012
Tel: 0674-2560311
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 Ninety (90) 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. Maximum best three proposals 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. 8,00,000.00 (**Rupees Eight Lakh Only**) in the form of Demand Draft drawn in favor of **CEO, 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 ten days of issuance of LOI. The Bid Security of the successful bidder would be after submission of Performance Security of equivalent amount in form of Demand Draft by the Successful Bidder.

1.14.2 The Bid Security shall be forfeited by the SHAS in the following events:

- i. If the proposal is withdrawn during the validity period or any extension thereof.
- ii. 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.
- iii. If the Agency tries to influence the evaluation process.
- iv. If the Agency withdraws his proposal during negotiations.

1.15 Bid Processing Fees:

- v. All bidders are required to pay Rs.5600.00 (Including GST) (Rupees Five Thousand Six Hundred Only) towards Bid Processing Fee in the form of

Demand Draft drawn in favor of “State Health Assurance Society, Odisha” 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 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**

(Facebook, Twitter, You-tube) Advertisement and Promotion (Managing Page, app development, content, Creative & 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.

Airing

- a. All India Radio
- b. Red FM
- c. Radio Chocolate
- d. Big FM
- e. Community Radio

Frequency and numbers will be decided by State Health Assurance Society(SHAS).

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 (**in all Districts**) for 1 month 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.

7. PR Co-ordination

The Agency shall assist in promoting the scheme through promotional articles, news clips, bites, Press Release, Generic Stories, Profiling of celebrities and interviews

etc. through print media, radio and electronic media. The agency may require to organize press conference as per the need of the SHAS, Odisha.

8. Photography & Videography

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

9. 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.

10. 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.

11. 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. The rates to be quoted as per I & PR Department rate.

12. 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.

13. Telecast of TV Spots:

The agency may require to facilitate telecast of TV spots/ panel discussions/ phone in programs and other promotional activities through local and national TV channels and monitor the same. Frequency and numbers are to be decided by SHAS, Odisha.

14. 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

15. Celebrity Endorsement

The agency shall charge on actual as per the charges and cost of the celebrity.

16. 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.

17. Event Management of State Level Functions

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

2.3 Payment Schedule:

The payment shall be released by SHAS to the Agency in the following manner:

Sl. No.	Event / Deliverable	Payment
1	Issue of LOI, execution of agreement and issue of work order	10%
2	Payment within 15 days after receipt of activity based part bill along with relevant documentation.	

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 needs to be submitted by supporting credentials (work orders / completion certificates) from clients.
- 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 Bhubaneswar.
- vii. Bid Security in the form of Demand Draft in favour of State Health Assurance Society payable at 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 both the activities i.e. Marketing & Promotion of Biju Swasthya Kalyan Yojana.
- 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 (non-refundable) of Rs 5,600/- (Including GST)	Form of Demand draft in favor of State Health Assurance Society, Odisha
3	Bid Security of Rs.8,00,000 (Rupees Eight Lakhs Only)	Form of Demand draft in favor of State Health Assurance Society, Odisha
4	Particulars of Bidder	Annexure A2
5	Financial capabilities of the Bidder	Annexure A3
6	Details of experience in similar assignments (separately for Marketing & Promotion activities and Event Management)	Annexure A4
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.
- 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 in for last FIVE years, **and**;
- ii. In the last Three years, the bidder should have experience in Organizing Marketing, Advertisement & promotion and Event Management 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.50 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.25 Lakhs or above for each project.
- iv. The bidder should have achieved a minimum annual average turnover of Rs.3.00 Crores during last three financial years (FY 2014-15, 2015-16 & 2016-17). 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. Firm should have Accreditation with INS & Membership of EEMA (Certificates to be attached).
- vii. 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 (**Credential score**) based on their credentials submitted with respect to relevant past project experience.
- b. **Bidders scoring 60 or above in Credential 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
1.	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.	30	<p>State (Odisha) or National stature for Govt. departments/PSU either directly or through any development partners (Turnover 50 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 25 Lakhs or above): 2 Projects: 5 marks. Above 2 Projects: 10 marks</p>
2.	<p>Approach, Methodology and Work plan–</p> <p>Describe your Approach/methodology and work plan to provide the required services and the compliance of your methodology and work plan</p>	40	<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</p>

	<p>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>		<p>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 task area, the activities to be undertaken and the timing of deliverables keeping in mind the time frame mentioned in the Terms of Reference.</p>
3.	Experience in last three years executing similar works in the Districts of Odisha.	10	<p>1 to 6 Districts: 2 marks.</p> <p>7 to 12 Districts: 4 marks</p> <p>13 to 18 Districts: 6 marks</p> <p>19 to 24 Districts: 8 marks</p> <p>25 to 30 Districts: 10 marks</p>
4.	Average annual turnover of the Firm in financial year 2014 – 15, 2015-16 and 2016 – 17.	20	<p>>Rs.3 crores ≤ Rs.4 crores: 10 marks</p> <p>>Rs.4 crores ≤ Rs.5 crores: 15 marks</p> <p>>Rs.5 crores: 20 marks</p>
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 for the both the stages of the assignment shall be calculated 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 Credential Score (CS) and Financial Score (FS) for bidders which were shortlisted at the Project

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

- 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 who apply 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.

4.1.5 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 and Price Proposals.
- ii. After the contract has been successfully negotiated, selected Agency will be issued Letter of Intent by SHAS.

4.3 Performance Security

5% of payment at every stage shall be deducted and retained by SHAS, Odisha towards Performance Security Deposit. The amount deducted by SHAS towards Performance Security deposit 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, there will be a penalty deduction @ 0.25% of the project cost per day. This amount of penalty would be adjusted against the performance security deposit.

5. ANNEXURES – FORMATS

ANNEXURE A-1

Letter of Technical Proposal

To

The Chief Executive Officer

State Health Assurance Society, Odisha

SIHFW, Annex Building, Nayapalli-751022

Sub: “Proposal for Hiring an Agency Who Deals 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 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)

(Name and 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 true and law full attorney (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 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

Particulars of the bidder

General Information about the Firm:

- a. Name of Company or Firm:
- b. Legal status (e.g. incorporated private company, unincorporated business, partnership etc.):
- c. Country of incorporation:
- d. Registered address:
- e. Year of Incorporation:
- f. Year of commencement of business:
- g. Principal place of business:
- h. Brief description of the Company including details of its main lines of business

Name, designation, address and phone numbers of authorized signatory of the Bidder:

- a. Name:
- b. Designation:
- c. Company:
- d. Address:
- e. Phone No.:
- f. Fax No. :
- g. E-mail address:

(Signature, name and designation of the authorized signatory) For and on behalf of

.....

Annexure-A3

Financial Capacity of the Applicant

Sl. No.	Financial Year	Annual Turnover in Lakhs
1.	2014-15	
2.	2015-16	
3.	2016-17	

Certificate from the Statutory Auditor

This is to certify that(name of the Applicant) has received the payments shown above against the respective years on account of professional fees. And the Average Turnover of the Firm in the last three years is Rs. (In words)

Name of the audit firm:

Seal of the audit firm:

Date:

(Signature, name and designation of the authorized signatory)

In case the Applicant does not have a statutory auditor, it shall provide the certificate from its chartered accountant that ordinarily audits the annual accounts of the Applicant.

Annexure-A4

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 Organisation. (360 degree Communication/Advertise/Promotion) <ul style="list-style-type: none"> • Social • Mass • Community • Outdoor/Mid • Event • Creatives • Production 	
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)

(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-B1

B. FINANCIAL PROPOSAL

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

To
The Chief Executive Officer
State Health Assurance Society, Odisha
SIHFW, Annex Building, Nayapalli-751022

Sub: "Proposal 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 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 90 (Ninety) days from the bid due date or such further period as may be mutually agreed upon.

Yours faithfully,

Signature:_____

Full Name:_____

Designation:_____

Annexure-B2

FINANCIAL PROPOSAL

Name of Work: Proposal for Hiring an Agency Who Deals 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	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	Lumpsum		
2.	Social Media Campaign (Facebook, Twitter, Youtube) Advertisement and Promotion (Managing Page, app development, content, Creative & promotion etc).	Lumpsum (for One Year) (At least 3 months aggressive promotion and rest 9 months page management)		
3.	Radio Advertising			
	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.	1	Production Rates for 30 Sec.	
		1	Additional charges for every extra	

			10 seconds production.	
		1	Dubbing rates per 10 secs.	
Radio Airing				
	All India Radio	Frequency and Nos. is to be decided by the SHAS.	As per I & PR rate/DAVP rates	Not to be quoted
	Red FM			
	Radio Chocolate			
	Big FM			
	Community Radio			
4	Exhibits & Outdoor Media Printing & Installation (Outer Concourse Branding)			
a.	Production of Promotional Merchandise			
	T-shirts - Small/Medium/Large Approx.500 nos. for evaluation purpose	500	Per Unit cost	
	Caps – 4 colors Approx.500 nos. for evaluation purpose	500	Per Unit cost	
	Flags – 1'x2' Approx. 500 nos. for evaluation purpose	500	Per Unit cost	
	Multicolour leaflets/Flyers ¼ demi size (22cm x 28cm) 130 gsm art paper Approx. 1,00,000 pc for evaluation purpose	1,00,000	Per Unit cost	
	Multicolour Posters demi size (44cm x 56cm) 130 gsm art paper	10,000	Per Unit cost	

Approx. 10,000 pc for evaluation purpose				
Multicolour Folders-	1 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	
	2 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.	

	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	1	Per Vehicle		
	Vehicle Movement (Caravan) (100 Kms / day shall be taken into evaluation)	100	Per km.		
	Folk Troupe/Street Theatres	1	Per Troups / Theatres per Day		
	Vehicle for transportation other than Caravan (100 Kms / day shall be taken into evaluation)	100	Per km.		
	Audio Visual set with Power back-up	1	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>PR Co-ordination:</p> <p>Publication of news clips, promotional activities and generic stories(bi-lingual)</p> <p>Preparation of press release (bi-lingual)</p> <p>Profiling of celebrities and interviews</p> <p>Organizing press conference</p>	<p>Per publication</p> <p>1</p> <p>1</p> <p>1</p>	<p>As per I & PR rate/DAVP rates</p> <p>Per press release</p> <p>Per profiling</p> <p>Per event</p>	<p>Not to be quoted</p>
8	<p>Photography & Videography: The agency shall make corporate films to display in the caravan and in</p>	<p>1 No. of Still Camera Per day</p>	Per day	

	all displays. It may produce success stories, case studies, documentary videos on the scheme and the campaign.			
		1 No of Video Camera Per day	Per day	
9	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.	
10	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	Approx. 1,00,000 sq.ft shall be taken into evaluation.	Per sq ft.	

	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')			
11	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.	Approx. 6 creative design shall be taken into account for evaluation	cost per creative design	
12	Television:			
	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 above mentioned TV spots as per the content provided by the SHAS.	1	Production Rates for 30 Sec	
		1	Additional charges for every extra 10 seconds production.	
		1	Dubbing rates per 10 secs.	

13	Telecast of TV spots: The agency may require to facilitate telecast of TV spots/ panel discussions/ phone in programs and other promotional activities through local and national TV channels and monitor the same. Frequency and Nos. is to be decided by the SHAS.	Separate sheet of all local channel per 10 sec. telecast and scrolling messages rate chart to be annexed.	As per I & PR rate/DAVP rates	Not to be quoted
14	Mobile/cell phone Based Promotional Advertisement The agency may require to facilitate promotion of the message related to Scheme through mobile/cell phone platform in the form of following formats. <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
15	Celebrity Endorsement: Endorsement charge of celebrity shall be as per actual.			Not to be quoted
16	Community Media The agency has to organize folk shows (pala, daskathia etc.), street plays, magic shows and other such	1	Per folk show (pala, daskathia etc.)	

	traditional/ innovative media for promotion of the scheme.	1	Per street play	
		1	Per magic shows	
17	Event Management of State Level Functions The agency has to organize different events like Stage Management, Media Management, exhibits, etc. for the State level functions for launching of the scheme or any other activities as per requirement of the SHAS, Odisha			Not to be quoted
TOTAL AMOUNT:				

Note:

- GST as applicable shall be paid extra by SHAS.
- No conditions should be attached to the price proposal.
- 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.
- The Agency has to quote individual rate for each item in scope.

Signature of the Agency:

Address:

Date:

Place: