



REQUEST FOR PROPOSAL
FOR
HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES
THROUGH ROAD SHOWS (CARAVAN MOVEMENT),
DOCUMENTATION, ANIMATION MOVIES & WALL PAINTINGS
FOR PROMOTING BIJU SWASTHYA KALYAN
YOJANA IN THE STATE OF ODISHA

SEPTEMBER 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: 27.09.2018

Time: 03:30 PM

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 27.09.2018. 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	25.09.2018
2	Pre-Bid meeting	27.09.2018 at 3:30 PM Conference Hall, NHM Office, SIHFW Annex Building, Nayapalli, Bhubaneswar-751 012
3	Last Date and time for submission of Proposal	03.10.2018 by 03:00 PM
4	Opening of Technical Proposal	03.10.2018 by 3:30 PM

5	Presentation by Bidders Qualified in Eligibility Criteria	04.10.2018 at 11:30 AM at NHM Conference Hall
6	Opening of Financial Bid	To be intimated to the Technically Qualified Bidders.

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 to Deal with IEC Activities through Road Shows (Caravan Movement), Documentation, Animation Movies & Wall Paintings 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 to Deal with IEC Activities through Road Shows (Caravan Movement), Documentation, Animation Movies & Wall Paintings 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 through Road Shows**”

(Caravan Movement), Documentation, Animation Movies & Wall Paintings 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. Hard copy of the 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. 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. 6,00,000.00 (**Six Lakhs 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 fifteen days of issuance of LOI. The Bid Security of the successful bidder would be returned back 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 services of IEC activities for BIJU SWASTHYA KALYAN YOJANA scheme in the State of Odisha.**
- b. **Preparation of Marketing & Promotion through Caravan movement, Documentation, animated movies & wall paintings Strategy for BIJU SWASTHYA KALYAN YOJANA 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. Road Shows

Arrange Communication, promotion & Advertising through road shows (**in all Districts**) for 3-5 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.

2. Photography & Videography

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

3. Production of animated 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.

4. Wall Paintings

The agency has to do wall paintings in all Panchayat of all districts of Odisha for promotion of the scheme.

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 **cost** for all the particulars of the scope of work. 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.6,00,000 (Rupees Six Lakhs Only)	In shape 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 of Road shows, Animation movies and wall paintings)	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 & 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.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. 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 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–</p> <p>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>	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>

	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)		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.
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.	INS & EEMA membership	5	1. INS: 2.5 marks 2. EEMA: 2.5 marks
5.	Average annual turnover of the Firm in financial year 2014 – 15, 2015-16 and 2016 – 17.	20	>Rs.3 crores ≤ Rs.4 crores: 10 marks >Rs.4 crores ≤ Rs.5 crores: 15 marks >Rs.5 crores: 20 marks
Total:		100	

1. Relevant projects to be considered under communication/Advertisement/Promotional Campaign:
 - a. Road Shows
 - b. Animation Movies
 - c. Photography and Videography
 - 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 2.2.1** 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

An amount of 5 % of the contract value shall be deposited by the bidder in the shape of Demand Draft in favour of State Health Assurance Society, Odisha towards Performance Security Deposit. The amount deposited by bidder 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 total 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 to Deal with IEC Activities through Road Shows (Caravan Movement), Documentation, Animation Movies & Wall Paintings for Promoting Biju Swasthya Kalyan Yojana in the State of 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 through Road Shows (Caravan Movement), Documentation, Animation Movies & Wall Paintings for Promoting Biju Swasthya Kalyan Yojana in the State of 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 through Road Shows (Caravan Movement), Documentation, Animation Movies & Wall Paintings for Promoting Biju Swasthya Kalyan Yojana in the State of 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 (Communication/Advertise/Promotion)	
VII	Description of Actual Services provided by your Organization. (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 approach 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 through Road Shows (Caravan Movement), Documentation, Animation Movies & Wall Paintings for Promoting Biju Swasthya Kalyan Yojana in the State of 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 through Road Shows (Caravan Movement), Documentation, Animation Movies & Wall Paintings for Promoting Biju Swasthya Kalyan Yojana in the State of 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 to Deal with IEC Activities through Road Shows (Caravan Movement), Documentation, Animation Movies & Wall Paintings for Promoting Biju Swasthya Kalyan Yojana in the State of Odisha.

Sl.	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		a	b	a x b
1.	Road Shows			
	Vehicle Hiring & Branding/month Including Vehicle Movement (Caravan) (100 Kms / day shall be taken into evaluation) (includes DOL, POL, hiring charges along with driver etc.) Including Audio Visual set with Power back-up [Approximately for 3-5 months and 35 nos. of vehicles shall be taken into evaluation.]	35 Approximately nos. of vehicle for 3-5 months	Per Vehicle/month	
2.	Photography & Videography:			
	The agency shall make corporate films to display in the caravan and in all displays. It may produce success stories, case studies, documentary videos on the scheme and the campaign. Approximately 10 Still Camera and 10 Video Camera shall be taken into account for evaluation	Approximately 10 Still camera for 60 days	Per Day/camera	
		Approximately 10 Video	Per Day/camera	

		camera for 60 days		
3.	Animation Movie			
	Production & Dubbing Per each Production and dubbing of Animated movie. Scope of dubbing shall include Regional languages of Odisha and also in Hindi and English.	3 productions for 30 sec.	Production Rates for 30 Sec.	
		3	Additional charges for every extra 10 seconds production.	
		1	Dubbing rates per 10 secs.	
4.	Wall Painting One wall painting in each Gram Panchayat Specification : width – 10 ft Height – 6 ft Approximately 7000 wall paintings shall be taken into evaluation	420000 Square feet approximately	Per Square feet.	

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 rates individually for each item as in the scope of work.

- 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: