



**REQUEST FOR PROPOSAL
FOR
HIRING AN AGENCY TO DEAL WITH 360° IEC ACTIVITIES
LIKE MASS MEDIA COMMUNICATION, SOCIAL MEDIA
COMMUNICATION, ADVERTISEMENT, EVENT
MANAGEMENT AND DIGITAL MARKETING FOR
PROMOTING BIJU SWASTHYA KALYAN YOJANA
IN ODISHA**

APRIL 2023

**State Health Assurance Society, Odisha
Health and Family Welfare Department, Bhubaneswar,
2nd Floor, A1 Block, Toshali Bhawan, Satya Nagar
Bhubaneswar-751007, Odisha.
Email – snaodisha@gmail.com
Phone – 0674 –2620500**

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1. INTRODUCTION

1.1 Background:

- i. Biju Swasthya Kalyan Yojana is a scheme announced by Government of Odisha in the month of August 2018. This scheme is providing cashless healthcare coverage to the beneficiaries of all NFSA & SFSS card holding families.
- ii. Under this scheme, about 96.5 lakh families are getting Rs.5 lakh health coverage per family per annum and Rs.10 Lakh for women per family per year.
- iii. This is ensuring health protection of around 85% of the population of the state covering all economically vulnerable families.
- iv. For smooth functioning of this scheme it is desirable to make the event bigger and better. One component of the assignment is the marketing and promotion of the BIJU SWASTHYA KALYAN YOJANA scheme to create awareness within general public, beneficiaries and service providers.
- v. The other component of this assignment is coordination and monitoring of the IEC activities as per the standards of international organizations for this BSKY scheme.
- vi. For the above services, State Health Assurance Society is looking forward to hire 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. The scope of work covers 360 degree IEC campaign in the State as well as in other states across India as per the need.
- iii. A description of this assignment, terms of reference and its objectives are given in Section 2 of this Document.
- iv. 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.

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

1.3 Consortium:

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

1.4 Documents:

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

1.5 Pre-bid Meeting:

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

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

Date: 02.05.2023

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 **01.05.2023 at 2.30pm**. The responses to the queries shall be uploaded in the website of NHM.

1.6 Communications:

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

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

Email: snaodisha@gmail.com

1.7 Schedule of Selection Process:

SHAS shall endeavor to adhere to the following schedule:

Sl. No.	Event Description	Date
1	Issue of Tender Notice	27/04/2023
2	Pre-Bid meeting	02/05/2023 at 11:30 AM Conference Hall, NHM Office, SIHFW Annex Building, Nayapalli, Bhubaneswar-751 012
3	Proposal submission date	18/05/2023 by 03:00 pm
4	Opening of Technical Proposals	18/05/2023 by 03:30 pm
5	Presentation by Pre-qualified bidders based on eligibility criteria	22/05/2023 at 11:30 AM at NHM Conference Hall
6	Opening of Financial bid	To be intimated later to the technically qualified bidders

1.8 Preparation of Proposal:

- 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.**
- The requirements of information to be provided by the Bidders including Technical and Financial Proposals are described in Section 3 of this

document. Bidders are requested to go through the RFP document carefully before preparing and submitting their proposal.

- iii. The Bidders may be disqualified, if complete information sought in the RFP is not provided.
- iv. Any proposals containing vague and indefinite expressions will not be considered.

1.9 Submission of Proposal:

- i. The Bidders should submit their proposals in two packets in the following manner:
 - a. **Technical Proposal:** (Marked “**Technical Proposal for Hiring an Agency to Deal with IEC Activities Like Mass Media Communication, Social Media Communication, Advertisement, Event Management and Digital Marketing for Promoting Biju Swasthya Kalyan Yojana in Odisha**” at the top of the envelope) should contain all the detail sought by SHAS as per Section 3.2.
 - b. **Financial Proposal:** (Marked “**Financial Proposal for Hiring an Agency to Deal with IEC Activities Like Mass Media Communication, Social Media Communication, Advertisement, Event Management and Digital Marketing for Promoting Biju Swasthya Kalyan Yojana in Odisha**” at the top of the envelope) should contain the commercial proposal as per prescribed format.
 - c. Both the envelopes shall be placed in an outer sealed cover marked as “**Proposal for Hiring an Agency to Deal with IEC Activities Like Mass Media Communication, Social Media Communication, Advertisement, Event Management and Digital Marketing for Promoting Biju Swasthya Kalyan Yojana in Odisha**”.
- ii. The Bidders are advised in their own interest to ensure that completed Proposal reaches the office of SHAS at the address mentioned well before the dates stipulated in the document.
- iii. Proposals should be submitted through Speed Post / Registered Post / Courier/ in person (tender drop box) only.
- iv. Proposals submitted through Telex / Telegraphic / Fax / email will not be considered and summarily rejected.
- v. SHAS will not be responsible for loss of Proposal or for delay in transit.
- vi. Proposals for both the stages shall be submitted in prescribed Performa along with other documents and placed in sealed cover addressed to:

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

1.10 Proposal Submission Deadlines:

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

1.11 Late Proposals:

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

1.12 Proposal Validity Period:

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

1.13 Proposal Evaluation:

- i. The Technical Proposals submitted on the time & date stipulated in this RFP shall be opened, in presence of Bidders who choose to remain attend. The name of the Bidders who have submitted their Proposals shall be announced.
- ii. Prior to evaluation of Proposals submitted, SHAS will determine whether each Proposal is responsive to the requirements of the RFP. SHAS may, in its sole discretion, reject any Proposal that is not responsive hereunder. A Proposal shall be considered responsive only if:
 - a. Proposal prepared have been as per the format specified in the RFP;
 - b. it is received by the due date 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. Bid Security amounting to Rs 15,00,000/- (Fifteen Lakh only) to be deposited 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 after award of contract. The Bid Security of the successful bidder would be returned after submission of Performance Security.

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

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

1.15 Bid Processing Fees:

All bidders are required to pay Rs. 10,000.00 (Rupees Ten Thousand Only) towards Bid Processing Fee in the form of Demand Draft drawn in favor of “**STATE HEALTH ASSURANCE SOCIETY**” and payable at Bhubaneswar. The Bid Processing Fee is Non-Refundable and is payable along-with the technical proposal.

2. TERMS OF REFERENCE

2.1 Objectives of the Assignment:

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

- a. **Provide support and execute 360 degree IEC campaign for promotion of BSKY during the tenure**
- b. **Provide complete management services for State level, District level, Facility level, Community level, and Outside the State events and IEC activities for the BIJU SWASTHYA KALYAN YOJANA scheme under SHAS.**
- c. **Preparation of Marketing & Promotion Strategy for BIJU SWASTHYA KALYAN YOJANA with Media & PR Management plan and execution of the plan.**

2.2 Scope of Work

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

The scope of work of the assignment is as below:

2.2.1 Marketing & Promotion

1. Preparation of branding and marketing strategy and implementation plan.

2. Social Media Campaign

Development of creative and push Messaging (Facebook, Twitter, YouTube, Instagram, WhatsApp) marketing [Content Development- Templets, Nuggets, AV Spots/ Cards and animated videos etc, Managing Page, contest/ Survey& promotion etc].

3. Print & Electronic media (Newspaper/TV/Radio Promotion)

Development of content and computer aided design for newspapers, production of radio spots, jingles, TV spots, animated videos, docudramas and documentaries etc.

4. Design, Production & Distribution of IEC materials and other Merchandise

- a. Multicolor leaflets of different specifications
- b. Multicolor posters of different specifications
- c. Multicolor folders of different specifications
- d. Multicolor booklets of different specifications
- e. Multicolor stickers of different specifications
- f. Sun-board vinyl pasted exhibits and signages of different specifications
- g. Acrylic vinyl pasted exhibits and signages of different specifications
- h. Bill boards & Pole Kiosks of different specifications
- i. Banners of different specifications
- j. Wall paintings of different specifications
- k. Calendars of different specifications
- l. Standees of different specifications
- m. Signage printing & Installation (Outer Concourse Branding)
- n. Outdoor Hoardings / Boards of different specifications

- o. T-shirts - Small/Medium/Large
- p. Caps – 4 colors
- q. Flags – 1'x2'
- r. Thunder Sticks
- s. Branded Towels
- t. Branded Bags
- u. Auto Rickshaw panel branding

The detailed specifications are mentioned in financial proposal format.

5. Community Media, Other Media and Outreach activities

- a) Folk Media, Magic shows and other community media
- b) Road shows / Caravans Movement
- c) Mobile/cell Phone based promotional advertisements

6. Event Management as per the requirement

- At State level functions
- At District level functions
- At outside state functions
- At community level functions
- At facility/institution level functions

7. Photography & Videography

The agency shall make documentary and short films to display in the caravan and in all available digital displays in the state of Odisha.

2.3 Payment Terms & Conditions

1. Payment Obligation	1.1 In consideration of the Services performed by the Agency under this contract, the SHAS shall make payments to the Agency in such manner as is provided below.
2. Payment Schedule	2.1 The Payment shall be released to the Agency after completion of each activity & submission of deliverables to be submitted along with Delivery Acceptance Certificate & Tax (Milestone) Invoice, as has been outlined in the RFP.
3. Review and Approval of Deliverables	3.1 SHAS shall review and provide comments on all Deliverables and other documents submitted by the Agency, including any subsequent amendments to

<p>and completion Certificate</p>	<p>these documents, in a timely manner so as to enable the Agency to perform the Services in accordance with the Services Schedule and to comply with its obligations within the time lines.</p> <p>3.2 The Agency shall submit copies of each draft Deliverable to the SHAS for its review and approval in a manner such that the final approved Deliverable is submitted to the SHAS within the time lines.</p> <p>3.3 SHAS shall review and provide comments, if any, on each draft Deliverable submitted by the Agency or notify the Agency of its approval of the draft Deliverable within fifteen (15) days from the date of receipt of the draft Deliverable. The SHAS shall have the right to require the Agency to amend or modify the draft Deliverable if SHAS identifies any deficiencies or shortcomings in the draft Deliverable. If the Agency receives any comments, suggestions or instructions to modify the draft Deliverable from SHAS, then the Agency shall modify the draft Deliverable to correct any shortcomings or deficiencies identified by SHAS and submit the revised Deliverable to the SHAS for its approval. This process shall continue until the draft Deliverable is approved by the SHAS.</p> <p>3.4 Upon approval of a Deliverable by the SHAS, the Agency shall be issued with a Deliverable Acceptance Certificate by SHAS for the approved Deliverable, and the SHAS shall duly endorse the Deliverable Acceptance Certificate to signify its acceptance of the relevant Deliverable. SHAS will endorse the Deliverable Acceptance Certificate within fifteen (15) working days of receipt of the Deliverables. The performance of the Services (covered by the relevant Deliverable) shall be completed upon the endorsement of the Deliverable Acceptance Certificate for such Services by the SHAS.</p> <p>3.5 Notwithstanding any review or approval of a Deliverable by the SHAS or issuance of a</p>
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	<p>Deliverable Acceptance Certificate by the SHAS, at the time of implementation of the Project, if SHAS discovers any inaccuracies, discrepancies or shortcomings in a Deliverable, then SHAS shall have the right to require the Agency to rectify any such discrepancy, inaccuracy or shortcoming in the relevant Deliverable, without any additional cost to the SHAS.</p> <p>3.6. Within twenty (20) working days of the expiry of the successful handing over of all the Deliverables as required by the SHAS, the SHAS shall issue the Completion Certificate to the Agency. Completion Certificate shall certify that the Services have been completed in accordance with the Contract. Upon issuance of the Completion Certificate by the SHAS, the Agency shall be entitled to the last milestone payment as per the Payment Schedule.</p>
4. Total Value of Contract	<p>4.1 In consideration of the Services, SHAS shall pay to the Agency Rs._____ (to be specified in the contract) inclusive of GST, as the amount payable under this Contract and it shall not exceed the contract value, except the activities, those will be paid on actual expenditure basis.</p> <p>4.2 In case of Mobile & Cell phone based promotional advertisement & also in case of Event management of State/District level Functions , the Agency shall be paid as per the actual expenses incurred over and above the total payable amount.</p>
5 Taxes and Duties	<ol style="list-style-type: none"> 1. The Agency and Personnel thereof are responsible for meeting any and all Tax liabilities arising out of the Contract in Odisha or elsewhere. 2. All payments made by the SHAS to the Agency shall be subject to deductions and withholding of applicable Taxes in accordance with Applicable Laws.
6 Currency of Payment	Any payment under this Contract shall be made in INR.
7 Mode of Billing	1. Billings and payments in respect of the Services

<p>& Payment</p>	<p>shall be made in accordance with the Payment Schedule.</p> <p>2. <u>Milestone Invoices.</u></p> <p>I. For the payments against claims to be processed/ made above, within seven (7) days after the issuance of the Deliverable Acceptance Certificate, for the relevant Activity, the Agency may submit to the SHAS an invoice for the payment linked to completion of such Deliverable.</p> <p>II. Each milestone invoice must set out: (a) details of the Deliverable covered by the relevant milestone invoice; (b) the amount payable for the relevant Deliverable, including all applicable Taxes; and (c) any other additions or deductions which may have become due under the Contract. Each milestone invoice will be accompanied by the relevant Delivery Acceptance Certificate.</p> <p>III. Within thirty (30) days of receipt of a milestone invoice, the SHAS shall verify completion of the Deliverable covered under such invoice and either:</p> <p>(a) approve the milestone invoice for release of the amount specified in the milestone invoice, less any necessary deductions and adjustments in accordance with the Contract and/or Applicable Laws.</p> <p>or</p> <p>(b) issue a notice to the Agency disputing the milestone invoice and directing the Agency to issue a revised milestone invoice after rectifying the errors or discrepancies identified by the SHAS. The Agency shall submit a revised milestone invoice to the SHAS after rectifying the errors or discrepancies identified by the SHAS and this process will be repeated</p>
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	<p>until the SHAS approves the milestone invoice and releases the amount specified in the milestone invoice.</p> <p>IV. SHAS shall pay the Agency within two weeks after the acceptance of such milestone invoice.</p> <p>3. Notwithstanding anything to the contrary in the Contract, the SHAS may withheld from any payment due to the Agency, any amounts that the SHAS deems reasonably necessary or appropriate because of any one or more of the following reasons</p> <ul style="list-style-type: none"> (i) failure by the Agency to provide certificates of insurance (if any); (ii) any overpayments made by the SHAS in a previous payment; (iii) any payment required to be withheld under any Applicable Law; (iv) the invoice is not accompanied by all necessary supporting documents; (v) a dispute exists as to the accuracy or completeness of any invoice; or (vi) Any amounts due to the SHAS from the Agency under the Contract. <p>4. All payments under this Contract shall be made by Bank transfer to the accounts of the Agency, to be communicated in writing to the SHAS.</p>
8 Penalty	<p>In case there is any deviation found as per service deliverables and timelines (as issued in the work order), there will be a penalty deduction @0.25% of the work order cost per day against each activity up to a maximum of Rs.50,000/-. This amount of penalty would be adjusted against the payment.</p>
9 Performance Security	<ul style="list-style-type: none"> 1. The Performance Security shall be 7% of the Total Contract Value. 2. The performance Security shall be issued by a Scheduled Commercial Bank and acceptable to the SHAS. The performance Security shall be valid

	<p>until a date 60 days beyond the receipt of final payment by the successful bidder.</p> <p>3. The SHAS shall not make a claim under the Performance Security, except for amounts to which the SHAS is entitled under the Contract in the event of</p> <ul style="list-style-type: none"> a. Failure by the Agency to extend the validity of the Performance Security, on extension of the validity of the Contract, in which event SHAS may claim the full amount of the Performance Security. b. Failure by the Agency to pay any damages due to the SHAS under the Contract. c. Failure by the Agency to pay any amount that are due to the SHAS on termination of the Contract. d. If the Performance Security is or becomes invalid for any reason during the term of the Contract, the Agency shall immediately notify the SHAS & provide the SHAS with a replacement Performance Security within 05 (Five) days of the earlier Performance Security becoming invalid. e. The provision, maintenance or renewal of the Performance Security by the Agency in accordance with the terms of the Contract, shall be a condition precedent to any payment by the SHAS to the Agency. f. On completion of the Contractual Obligations under the Contract by the Agency, the SHAS shall return the Performance Security, after the last payment made to the Agency under the Contract and issue of Completion Certificate.
10 Expiration of the Contract:	<p>The term of the Contract shall be one (1) year, which may be extended on mutually agreed terms and conditions, up to the expiry of the project period, subject to satisfactory performance of the</p>

	Services by the Agency. If the term of the Contract is extended, then the Agency shall also extend the validity of the Performance Security for an equivalent period.
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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 with cost of the projects.
- v. Approach, Methodology and work plan – Annexure A5
- vi. Bid Processing fees in the form of Demand Draft in favour of State Health Assurance Society payable at any schedule bank, Bhubaneswar.
- vii. Bid Security in the form of Demand Draft in favour of State Health Assurance Society payable at any schedule bank, Bhubaneswar

3.3 Financial Proposal

- i. The financial proposal should include remuneration for staff, accommodation, transportation and equipment, printing of documents and all other expenses related to the assignment for all activities for the projects.
- ii. In the Financial Proposal, the Agency shall quote an item-wise tentative cost for all elements in the scope. However, the Total Amount quoted by the

Agency shall be considered for financial evaluation (format enclosed in *Annexure – B*).

iii. All costs must be expressed in Indian rupees only.

3.4 Checklist for Submission

A	Technical Proposal	Format
1	Covering Letter	Annexure A1
2	Bid Processing Fee (nonrefundable) of Rs 10,000/-	Form of Demand draft in favor of State Health Assurance Society, Odisha
3	Bid Security of Rs.15,00,000 (Rupees Fifteen Lakh 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 – B1 & B2

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:

- Presentation on Proposal of marketing and promotion of the BIJU SWASTHYA KALYAN YOJANA scheme and award of marks.
- Financial Proposal.

4.1.1 Pre-Qualification / Minimum Eligibility Criteria:

- i. The Firm must have rendered Marketing & promotion and Event Management activities in similar manner as defined in the scope of work in last FIVE years (FY 2018-19 to 2022- 23)., **and**;
- ii. The bidder should have experience in Organizing Marketing, Advertisements & promotion services in the State (Odisha) or at National stature for Govt. departments/PSU either directly or through any development partners & at least 1 of them should have the contract value of minimum Rs.**35** lakhs or above in any three out of last Five years (FY 2018-19 to 2022- 23).
- iii. In the last Three years, the firm should have managed Marketing, Advertisements & promotion and Event Management services for at least TWO (2) projects in Non-Government sector with a contract value of minimum Rs.15 Lakhs or above for each project.
- iv. The bidder should have achieved a minimum of average annual turnover of Rs. 5.00 Crores during any three financial years out of last Five Years (FY 2017-18 to 2021-22). Copy of Audited Financial Statement (only Profit and Loss account) to be enclosed.
- v. Company/Firm should have a Permanent Account Number (PAN), GST registrations. (Copies to be enclosed).
- vi. Registered/Branch Office set up in Bhubaneswar. (Proof of presence of office to be attached).

4.1.2 Technical Proposal Evaluation

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

Sl. No.	Details	Maximum Marks	Basis of Marks to be allotted
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1.	<p>EXPERIENCE – Experience in any three out of last Five years in organizing Marketing, Advertisements, promotion and event management services at State or National Statue for Govt. Departments either directly or through any development partners or in Non-Govt. Sectors.</p>	40	<p>State (Odisha) or National stature for Govt. department/PSU either directly or through any development partners (Contract Value of Rs. 35 lakhs or more)</p> <p>1 Project: 6 Marks 2 Projects: 12 marks 3 Projects: 18 marks More than 3 Projects: 25 marks</p> <p>Non- Govt. Sector (Two projects worth Rs. 15 Lakhs or above) 2 Projects: 7 marks More than 2 Projects: 15 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 with respect to the terms of reference mentioned in Annexure – A5</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>	20	<p>The approach section should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approached 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. The section should highlight each of the main task area, specify what activities will be undertaken by whom and at what stage in the project and should clearly set out the specific deliverables.</p> <p>The Work PlanSection should show the methodology graphically in Microsoft project or by means of a Gantt Chart or other recognized project management tool, showing the</p>

			task area, the activities to be undertaken and timing of deliverables keeping in mind the time frame mentioned in the ToR.
3.	Experience in last three years executing similar works in the Districts of Odisha.	10	1 to 6 Districts: 2 marks 7 to 12 Districts: 4 marks 13 to 18 Districts: 6 marks 19 to 24 Districts: 8 marks 25 to 30 Districts: 10 marks
4.	Valid INS & EEMA membership	10	1. INS: 5 marks 2. EEMA: 5 marks
5.	Average annual turnover of the firm in any three out of last Five financial years (2017-18 to 2021-22)	20	> Rs.5 crores ≤ Rs. 6 crores: 10 marks > Rs. 6 crores ≤ Rs.7 crores: 15 marks > Rs. 7 crores: 20 marks
Total:		100	

1. Relevant projects to be considered under 360° communication/ advertisement/promotional campaign:

- a. Government sponsored Events
- b. Award Ceremony
- c. Conferences / Seminars
- d. Cultural Events
- 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 for the (FM) will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:

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

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

4.1.4 Combined Evaluation & Scoring:

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

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

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

c. The decision of SHAS as regards to acceptance/rejection of eligibility for parties 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 Preferred Agency. Negotiations will commence with a discussion of technical proposal, the proposed concept, staffing.
- ii. After the contract has been successfully negotiated, selected agency will be issued Letter of Intent by SHAS.

5. ANNEXURES-FORMATS

Annexure – A1

Letter of Technical Proposal

To

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

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

Regarding Technical Proposal

Dear Madam/Sir,

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

The proposal is unconditional and unqualified.

1. All information provided in the Proposal and in the Appendices is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
2. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.
3. I shall make available to SHAS any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
4. I acknowledge the right of the SHAS to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
5. I certify that in the last five years, we or any of our Associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by

an arbitrator 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.
- d. 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.
- e. 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.
- f. The undersigned is authorized to sign the documents being submitted through this RFP. (A copy of Power of Attorney may be enclosed).
- g. In the event our firm is selected as the Agency for this project we shall enter into a contract with SHAS.
- h. 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.
- i. The information provided here with is true and correct to our best of knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. We understand in such cases our bids are liable to be rejected.

Yours faithfully,

**(Signature, name and
designation of the
authorized signatory)**

(Seal of the Bidder)

Power of Attorney(Sample)

Know all men by these presents, we, (name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr/Ms.....son/ daughter/ wife and presently residing at....., who is presently employed with us and presently holding the position of.....as our tour and law full attorney (here in after 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 by HIRING AN AGENCY TO DEAL WITH 360° 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 here by 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 – A2

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

1	Name of the Bidder					
	Registered address of the firm					
	State		District			
	TelephoneNo.		Fax			
	Email		Website			
Contact Person Details						
2	Name			Designation		
	TelephoneNo.			MobileNo.		
Communication Address						
3	Address					
	State		District			
	Telephone No.		Fax			
	Email		Website			
Type of the Firm (Please✓ relevant box)						
4	PrivateLtd.		PublicLtd.		Proprietorship	
	Partnership		Society		Others,specify	
	Registration No. & Date of Registration.					
Nature of Business (Please✓ relevant box)						
5	Event Management			Promotional Activities		
	Advertising			Branding		
	Content Development & Designing			AV Production		
	Outdoor/ Mid-Media Advertisement			Public Relation		
Key personnel Details (Chairman, CEO, Directors, Managing Partners etc.)						
6	In case of Directors, DIN Nos. are required					
	Name		Designation			
	Name		Designation			
7	Whether any criminal case was registered against the company or any of its promoters in the past?				YES/NO	
8	Other relevant Information					
9	GST Registration Furnish the registration certificate					

10	PAN No of Organization: Furnish the copy of the PAN
11	Registration certificate/ Certificate of Incorporation of the firm (furnish the copy)
12	Bank Details of the Bidder: The bidder has to furnish the Bank Details as mentioned below for return of EMD /Payment for supply if any (if selected) a. Name of the Bank: b. Name of the Account & Full address of the Branch concerned: c. Account no. of the bidder: d. IFS Code of the Bank :

Date:

OfficeSeal

**Signature of the bidder/ Authorized
Signatory**

(To be furnished with the Technical bid)

Annual Turnover Statement

The Annual Turnover for the last Five financial years of M/s-
_____ are given below and certified that the statement is true and correct.

SL. No.	Year	Turnover (in Rs. Lakhs)
1.	2017-18	
2.	2018-19	
3.	2019-20	
4.	2020-21	
5.	2021-22	

Date:
Place:

Signature of Auditor/
Chartered Accountant

(Name in Capital)

Seal

Membership No.:

Registration No. of Firm:

UDIN:

Contact No.

Note:-

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

Annexure – 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 Organization. (360 degree Communication/ Advertise/ Promotion) <ul style="list-style-type: none">• Social Media• Mass Media• Community Media• Outdoor/Mid-Media• Event• Creatives• Production (AV)• Printing	
VIII	Status of the assignment	

IMPORTANT:

(I) Use separate sheet for each Eligible Project.

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

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

Annexure – A5

(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)

B. FINACIAL PROPOSAL

Covering Letter

(On the Bidders Letterhead)

To

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

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

Regarding Financial Proposal

Dear Madam/Sir,

I, _____ enclose herewith our Financial Proposal for selection of our firm as Agency to carry out **“IEC Activities by HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, SOCIAL MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR PROMOTING BIJU SWASTHYA KALYAN YOJANA IN ODISHA”**

Please note that the financial proposal does not contain any conditions and is submitted as per the prescribed format. In case of any discrepancy, our firm will be solely responsible for the same. I agree that this offer shall remain valid for 180 (One Hundred Eighty) days from the bid due date or such further period as may be mutually agreed upon.

Yours faithfully,

Signature:_____

Full Name:_____

Designation:_____

Seal of the Organization

Annexure-B2

FINANCIAL PROPOSAL

Name of Work:

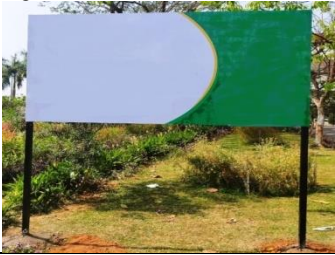
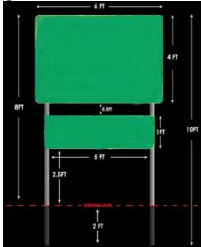
Proposal for HIRING AN AGENCY TO DEAL WITH 360° IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, SOCIAL MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR PROMOTING BIJU SWASTHYA KALYAN YOJANA IN ODISHA.

Sl.	Particulars	Tentative Qty. for evaluation purpose	Unit of Measure	Unit price in Rs.	Total Amount (in Rs. ..)	Any remarks
A	B	C	D	E	F=CXE	G
Advertising & Promotion						
1.	Preparation of Communication, branding, Promotion, Advertising strategy, Designing and implementation plan		Lump-sum			
2.	Social Media Campaign					
	Push Messaging (Facebook, Twitter, YouTube, Instagram, WhatsApp) marketing [Content Development - Templets, Nuggets, AV Spots/ Cards and animated videos etc, Managing Page, contest/ Survey & promotion etc]. 3 months aggressive promotion and rest 9 months page management	Development of computer aided creative for Social Media: at least 60 numbers per Month	Per Creative			
		Facebook: 7 push Messages (Per Month)	Per Message Cost			
		Twitter: 7 push Messages (Per Month)	Per Message Cost			
		YouTube: 7 push Messages (Per Month)	Per Message Cost			
		Instagram: 7 push Messages (Per Month)	Per Message Cost			
		WhatsApp: 7 push Messages (Per Month)	Per Message Cost			
3.	Production and dubbing of Audio Jingle/spot for Radio Adv.					
3.1	Production of Audio Jingle/spot for Radio Adv.					
3.1. A	Production of radio jingles/spots in different regional languages of Odisha, Hindi & English. The Agency shall develop scripts for the above mentioned radio jingle/spot as per the content provided by the SHAS.	10 nos.	Per Jingle/Spot Production Rates for 30 Sec.			
		10 nos.	Additional charges for every extra 10 seconds production.			
3.2	Dubbing of Audio Jingle/spot for Radio Adv.					
3.2.	Scope of dubbing shall include Regional languages of Odisha and also in Hindi and English.	10 nos.	Per Jingle/Spot dubbing Rates for 30 Sec.			

A		10 nos.	Additional charges for every extra 10 seconds dubbing.			
4	Production and dubbing of TV spot:					
4.1	Production of TV spot					
4.1.	Production of television commercials/AV spots in Oriya language and other regional languages of Odisha 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.	6 nos.	Per TV Spot Production Rates for 30 Sec.			
A		6 nos.	Additional charges for every extra 10 seconds production.			
4.2	Dubbing of TV spot					
4.2.	Dubbing of television commercials/AV spots in Oriya language and other regional languages of Odisha with scope of dubbing these materials into Hindi and English language.	6 nos.	Per TV Spot dubbing Rates for 30 Sec.			
A		6 nos.	Additional charges for every extra 10 seconds dubbing.			
5	Production of Animation AV Spots					
5.1	Production of Animated AV Spots in Odia language with scope of dubbing these materials into Hindi and English language. The Agency shall develop sketch/ scripts/story board for the above-mentioned production as per the content provided by the SHAS	5 nos. (Each of Duration 30 sec).	Per 30 Seconds AV Spot			
		5 nos.	Additional charges for every extra 10 seconds production.			
		5 nos.	Dubbing rates per 10 secs			
6	Print Media Advertisement:					
6.1	The agency is required to develop content and creatives / designs for print media (newspaper) advertisement in Odia/ Hindi/ English or any other language as per requirements in coordination with different authorities of SHAS and other Govt. higher authorities. (Soft copy to be handed over to SHAS after finalization)	~10 nos. per Month	Cost per creative design			
7	Multi-colour leaflets/Flyers (Including transportation to all 30 Districts)					
7.1	¼ Demy size (22cm x 28cm), 70 gsm art paper	10,00,000	Per Unit cost			
7.2	¼ Demy size (22cm x 28cm), 90 gsm art paper	10,00,000	Per Unit cost			
7.3	Demy size (45cm x 58cm), 70 gsm art paper	10,00,000	Per Unit cost			
7.4	Demy size (45cm x 58cm), 90 gsm art paper	10,00,000	Per Unit cost			
7.5	¼ Crown – (18 cm X 24 cm), 70 gsm art paper	10,00,000	Per Unit cost			
7.6	¼ Crown – (18 cm X 24 cm), 90 gsm art paper	10,00,000	Per Unit cost			
7.7	½ Crown – (36cm X 24 cm) (1 Fold), 70 gsm art paper	10,00,000	Per Unit cost			
7.8	½ Crown – (36cm X 24 cm) (1 Fold), 90 gsm art paper	10,00,000	Per Unit cost			
8.	Multi-colour Posters (Including transportation to all 30 Districts)					
8.1	Demy size (17 inch X 23 inch), 120 gsm art paper	20,000	Per Unit cost			
8.2	Double Demy size (34 inch X 23 inch), 120 gsm art paper	20,000	Per Unit cost			
8.3	Crown – (15 inch X 20 inch), 120 gsm art paper	20,000	Per Unit cost			
8.4	Double Crown – (30 inch X 20 inch), 120 gsm art paper	20,000	Per Unit cost			
9.	Multi-colour Folders (Including transportation to all 30 Districts)					
9.1	2 fold, 220 gsm art paper, Open size (28cm x 22cm), Close Size (14cm x 22cm)	10,000	Per Unit cost			
9.2	3 fold, 170 gsm art paper, Open size (56cm x 22cm), Close Size(18.5cm x 22cm)	10,000	Per Unit cost			
9.3	3 fold, 170 gsm art paper, Open size (44cm x 28cm), Close Size(14.5cm x 28cm)	10,000	Per Unit cost			
9.4	4 fold, 130 gsm art paper, Open size (56cm x 22cm),	10,000	Per Unit cost			

	Close Size(14cm x 22cm)					
9.5	4 fold, 130 gsm art paper, Open size (44cm x 28cm), Close Size (11cm x 28cm)	10,000	Per Unit cost			
9.6	5 fold, 120 gsm art paper, Open size (56cm x 22cm), Close Size (11cm x 22cm)	10,000	Per Unit cost			
9.7	2 fold, 170 gsm art paper, Open size (28cm x 22cm), Close Size (14cm x 22cm)	10,000	Per Unit cost			
9.8	3 fold, 130 gsm art paper, Open size (56cm x 22cm), Close Size(18.5cm x 22cm)	10,000	Per Unit cost			
10.	Multi-colour Booklet (Including transportation to 30 Districts)					
10.1	Cover – multi-colors & Inner single color, A4 Size, Cover- 220 GSM Art Paper & Inner 70 GSM maplitho, Cover- 4 pages & Inner 50 pages	10,000	Per Pc.			
10.2	Cover – multi colors & Inner multi color, A4 Size, Cover- 220 GSM Art Paper & Inner 70 GSM maplitho, Cover- 4 pages & Inner 50 pages	10,000	Per Pc.			
10.3	Cover – multi-colors & Inner single color, A4 Size, Cover- 220 GSM Art Paper & Inner 90 GSM Art paper, Cover- 4 pages & Inner 50 pages	10,000	Per Pc.			
10.4	Cover – multi-colors & Inner multi color, A4 Size, Cover- 220 GSM Art Paper & Inner 90 GSM Art paper, Cover- 4 pages & Inner 50 pages	10,000	Per Pc.			
10.5	Cover – multi-colors & Inner single color, A4 Size, Cover- 220 GSM Art Paper & Inner 120 GSM Art paper, Cover- 4 pages & Inner 26 pages	10,000	Per Pc.			
10.6	Cover – multi-colors & Inner multi color, A4 Size, Cover- 220 GSM Art Paper & Inner 120 GSM Art paper, Cover- 4 pages & Inner 26 pages	10,000	Per Pc.			
11.	Multi Color Stickers (Including transportation to all 30 Districts)					
11.1	2ft x 1.5ft paper stickers	10,000 no.	Per pc.			
11.2	22cm x 14cm paper stickers	15,000 no.	Per pc.			
11.3	14cm x 7cm paper stickers	25,000 no.	Per pc.			
11.4	1ft diameter round shape paper stickers with die cutting	25,000 no.	Per pc.			
11.5	Vinyl stickers with router cutting (eco-solvent 4 process printing on Medium PVC Matt Vinyl of 120 GSM with back gumming)	45,000 sq.ft	Per Sq. ft			
11.6	22cm x 14cm vinyl stickers with routercutting (eco-solvent 4 process printing on Medium PVC Matt Vinyl of 120 GSM with back gumming)	1,00,000	Per Pc.			
11.7	14cm x 7cm vinyl stickers with routercutting (eco-solvent 4 process printing on Medium PVC Matt Vinyl of 120 GSM with back gumming)	1,00,000	Per Pc.			
11.8	1ft diameter round shape vinyl stickers with routercutting (eco-solvent 4 process printing on Medium PVC Matt Vinyl of 120 GSM with back gumming)	1,00,000	Per pc.			
11.9	1ft diameter round shape vinyl stickers with router cutting (eco-solvent 4 process printing on Medium PVC Matt Vinyl of 120 GSM with front gumming)	1,00,000	Per pc.			
12.	Sun Board vinyl pasted exhibits & Signage					
12.1	Size-3ft x 2ft (Size may vary as per requirement), 2 mm sunboard pasted with eco-solvent printed vinyl pasting	30,000 sq. ft	Per Sq. Ft.			
13.	Acrylic vinyl pasted exhibits & Signage					
13.1	3 mm Single sheet imported quality acrylic board Size-3ft x 2ft (Size may vary as per requirement), pasted with 4 pass eco-solvent printed vinyl and fixing with 4 numbers of 1 inch stainless steel studs. Acrylic sheet properties: Tensile Strength - 65 MPa (9,400 psi) Flexural Strength – 90 MPa (13,000 psi) Specific Gravity – 1.18, Shrink Rate – 0.2 – 1% (.002-.01 in/in) Colour – Transparent	5,000 Sq. ft.	Per Sq. Ft.			

13.2	<p>Sandwich type 3 mm back and 2 mm front double sheet imported quality acrylic board Size-3ft x 2ft (Size may vary as per requirement), pasted in between with 4 pass eco-solvent printed vinyl and fixing with 4 numbers of 1.5 inch stainless steel studs.</p> <p>Acrylic sheet properties:</p> <p>Tensile Strength - 65 MPa (9,400 psi)</p> <p>Flexural Strength – 90 MPa (13,000 psi)</p> <p>Specific Gravity – 1.18,</p> <p>Shrink Rate – 0.2 – 1% (.002-.01 in/in)</p> <p>Colour – Transparent</p>	5,000 Sq. ft.	Per Sq. Ft.			
14.	Bill board/ Pole Kiosk					
14.1	<p>Pole Kiosk:</p> <p>Size- 3.5 ft x 2.5 ft (Size may vary as per requirement), 22 gauge Iron Square Bar, (printing and mounting of good quality fabric banner with framing with proper mounting provisions to be fixed in electric poles, other existing poles and at any other locations anywhere in Odisha)</p>	10,000 sq. ft	Per Sq. Ft.			
14.2	<p>Bill Board (Hanger Type):</p> <p>Size- 3 ft x 2 ft (Size may vary as per requirement), Using 2 nos. 1½ inch aluminum pipe, Hanger – Approx. 3.5 ft. length stainless steel chain of 1X8 mm dimension firmly fixed on the top aluminum pipe for hanging provisions.</p> <p>(printing and mounting of fabric banner within 2 aluminum pipes with firmly tightened plastic cap on both sides of pipes to be hanged in electric/other existing poles/health institutions at destination anywhere in Odisha)</p>	10,000 sq. ft	Per Sq. Ft.			
14.3	<p>Retro Boards/ Signage:</p> <p>Size:1.5ftx1ft (Size may vary as per requirement)</p> <p>Providing, fitting, fixing up boards/signages using upper high efficiency full cube Retro-reflective sheeting (OEM certified) on 2 mm ACP sheet over which alphabets and numerical are printed using OEM certified component inks and UV laminated with OEM approved over laminates.</p>	5,000 sq. ft	Per Sq. Ft.			
14.4	<p>Backlit Pole Kiosk:</p> <p>Size- 3 ft x 2 ft (Size may vary as per requirement), 22 gauge Iron Square Bar with Black tape rapping, (printing and mounting of good quality backlit fabric banner with framing and proper mounting provisions to be fixed in electric poles, other existing poles and at any other locations anywhere in Odisha)</p>	5,000 sq. ft	Per Sq. Ft.			
15.	Outdoor Hoardings/Boards (Printing, Mounting and Installation)					
15.1	<p>Permanent (Iron Frame) Hoardings.</p> <p>Size of hoarding level is –15ft x 12ft (Size may vary as per requirement)</p> <p>Quality: Angle/Joist frame used should be of 204 grade steel.</p> <p>Joist -5" X 2.5"</p> <p>Angle- 3"X3"</p> <p>Angle- 2"X 2"</p> <p>Base of each pole of the Hoarding should be buried at least 2½ feet M-15 grade cement concrete reinforcement 1 foot above the ground.</p> <p>Fabric/cloth matter with adequate 2 inch eye lights should be of good quality with digital multicolored printing.</p> <p>Fabric/cloth should be fixed with main frame using GI wires.</p> <p>Structure of the hoarding will be at least at a height of 5 feet from the ground level so as to be clearly visible from a distance.</p>	10,000 sq. ft	Per Sq. Ft.			
15.2	<p>ACP Vinyl Display Board (Single Panel)</p> <p>Size: 10'x 4' (Size may vary as per requirement)</p> <p>3 mm ACP Board pasted with eco-solvent vinyl printing & matt lamination for longevity.</p>	10,000 sq. ft	Per Sq. Ft.			

	<p>Mounting & Installation of Display Panel at any location across Odisha:</p> <p>The display panels shall be fitted (as per the drawings mentioned below) with two legs of 3" pipes shall be made of 304 grades Stainless Steel. The total height of the legs shall be 10' out of which 2' shall be inside the ground level with cement concrete reinforcement up to 1 ft. above ground level.</p> 					
15.3	<p>ACP Vinyl Display Board (Double Panel) Size (Top Panel Display Board): 6' x 4' Size (Bottom Panel Display Board): 5' x 1' (Size may vary as per requirement)</p> <p>Mounting & Installation of Display Panel: 3 mm ACP Board pasted with eco-solvent vinyl printing & matt lamination for longevity.</p> <p>The two display panels (Top & Bottom) shall be fitted (as per the drawings mentioned below) with two legs of 3" pipes shall be made of 304 grade stainless steel. The total height of the legs shall be 10' out of which 2' shall be inside the ground level with concrete reinforcement up to 1 ft. above ground level.</p> 	10,000 sq. ft	Per Sq. Ft.			
15.4	<p>Retro-Hoarding: Size: 4ft height x3ft Width (Size may vary as per requirement)</p> <p>Providing, fitting, fixing up informative boards using upper high efficiency full cube Retro-reflective sheeting (OEM certified) of white colour bonded on to 4mm aluminum sheet / ACP (0.25 +3.50+0.25-pdvf coated) over which alphabets and numerical are printed using OEM matched component inks and UV laminated with OEM approved over laminates (covers 3 years warranty from the date of manufacturing on colour fading , peel off) The board shall be provided with frame made out of 304 grade stainless pipes shall be mounted on two vertical posts made out of 50mm NB stainless pipe as have been installed including concreting / reveling reinforcement 1ft above ground. The height of this post should be 10ft in which 1.5ft under the ground, rest will visible above of the ground. Fixing of the board including cost of the materials, conveyance, labor, transportation etc. required for the work at any location across Odisha.</p>	10,000 sq. ft	Per Sq. Ft.			
15.5	<p>Tinplate Hoardings/Boards: Display area:4ft X 3ft (May vary as per requirements) Display Material: Preferably 18 gauge printed or painted tin Plate or tinplate with printed fabric pasting or tinplate pasted with eco-solvent printed vinyl Total Height from the inside the ground: 10 ft L MS</p>	10,000 sq. ft	Per Sq. Ft.			

	<p>Iron angle (2" L Iron Angle should be used)</p> <ul style="list-style-type: none"> - Base (Inside Ground) : 2.0 ft inside cement concrete - Above Ground (Ground to Top) : 8.0 ft <p>Length: 4ft L MS Iron angle (2" L Iron Angle should be used) MS Iron angles should be painted with epoxy for water proofing.</p>					
16.	Banners					
16.1	Printing and fixing of Multi-colour fabric Banner of Size 5ftX3ft (Size may vary as per requirement) with 4 pass printing with adequate number of eye lights (minimum 4 eye lights).	1,00,000 Sq. ft.	Per Sq. ft.			
17.	Wall Paintings					
17.1	<p>Manual Wall Paintings: Size: preferably 6ft X 3ft or 5ft X 4ft or any other size as per the availability of the space in the local areas across Odisha to be decided by the authority. The colour to be used for painting should be water proof as per the specification mentioned below; Shape: Preferably rectangular Type: Wall Painting, Hand made Colour: Multi colour Finish: Matt finish, Gloss, Smooth & Polished Medium: Oil Material: Use best quality Paints That increases the sharpness of color and remain waterproof & long lasting (Acrylic Emulsion, Vinyl, Canvas) Position: Outdoor Use Stencils to make uniform designs</p>	4,20,000 Sq. ft.	Per Sq. Ft.			
17.2	<p>Digital Wall painting: Size: preferably 6ftX3ft or 5ftX4ft or any other size as per the availability of the space in the local areas across Odisha to be decided by the authority.</p>	1,00,000 Sq. Ft.	Per Sq. Ft.			
18.	Calendars (Including transportation to Districts)					
18.1	One pager Calendar (Designing, multi-color printing) (130 GSM art paper, Demy size, multicolor offset printing, both end tin mounting with thread fixing)	20,000 nos.	Per Calendar			
18.2	<p>Multi page Calendar (Designing, multi-color printing)</p> <p>a. Size- 11.5 inch X 18 inch (Half Demy) b. Paper – 130 GSM Art Paper c. Process – Multicolour offset printing d. Binding – Wire-O binding including hanger e. No of sheets: 4 sheets (8 pages) both side printing Lamination: 8 pages glossy lamination</p>	20,000 nos.	Per Calendar			
19.	Standeers					
19.1	<p>Aluminum Frame foldable Standees:</p> <ul style="list-style-type: none"> ✓ Size : 5ft X 3ft ✓ Frame: Aluminum frame with wide base (reusable) ✓ Multi Colour fabric media printing with mounting 	3000 nos.	Per Standee			
19.2	<p>Aluminum Frame foldable Standees:</p> <ul style="list-style-type: none"> ✓ Size : 6ft X 3ft ✓ Frame: Aluminum frame with wide base (reusable) ✓ Multi Colour fabric media printing with mounting 	3000 nos.	Per Standee			
19.3	<p>Iron Frame Standees:</p> <ul style="list-style-type: none"> ✓ Standees may be framed using 202 grade steel frames of 3" gauge square pipes with mounting of printed fabric banners of size 5ft X 3ft or 6ft X 3ft 	5000 Sq. ft.	Per Sq. ft.			
20.	Community Media					
20.1	The agency has to organize folk shows (pala, daskathia etc.), street plays, magic shows and other such traditional/ innovative media for promotion of the scheme and public awareness generation anywhere across Odisha. An average of 5 artists Per Troupe (Number of artists will vary according to the form of traditional Media) quote should be including all costs (scripting, food, accommodation, transportation, wages	300	Per folk show/ per Day (pala, daskathia, Ghodanacha etc.)			
		300	Per street play/ per Day			
		300	Per magic show/ per Day			

	and any other charges).					
21.	Road Shows / Caravan Movement					
21.1	Vehicle Hiring (Photograph of the vehicles-District wise along with valid RC& Insurance copy to be submitted.)	30	Per Vehicle/ Per Day			
21.2	Branding (one time on each occasion) (Photograph of the vehicles-District wise)	30	Per Vehicle			
21.3	Vehicle Movement (Caravan) for 30 districts (~3000 Kms/ day) i. Photograph of caravan vehicle (with visible audio visual set& power back up – district wise. i. Logbook of vehicles regarding daily movement signed by DHH Officials/ DC, SHAS/Sarpanch/ward member of concern GP/village. Logbook should be maintained Folk Show-place wise.	3000	Per KM			
22.	Signage Printing & Installation (Outer Concourse Branding)	23,000 sq. ft.	Per Sq. ft.			
23.	Production of Merchandise					
23.1	T-shirts - Small/Medium/Large of good quality cloth with printing of message & logos	5000 pc	Per Pc			
23.2	Caps – 4 colors with printing of message & logos	2000 pc	Per Pc			
23.3	Flags – 1'x2' with printing of message & logos	15,000 pc	Per Pc			
23.4	Thunder Sticks with printing of message & logos	10,000 pc	Per Pc			
23.5	Branded good quality cotton Towels with printing of message & logos	10,000 pc	Per Pc			
23.6	Branded good quality office folders with printing of message & logos	1000 pc	Per Pc			
23.7	Branded good quality cotton bags with printing of message & logos	5000 pc	Per Pc			
24.	Photography & Videography:					
24.1	The agency shall make corporate films/ Still photography to display in the caravan and in all displays. It may produce success stories, case studies, documentary videos on the scheme and the campaign.	~150 photographs [5 nos per day / district (soft copy to be handed over)]	Per Photograph			
		2 [2 corporate films of each 20 minutes duration covering activities of all 30 districts. (Using FHD video camera)]	Per Film per minute			
		5 [5 Documentary films (success stories, case studies (Using FHD video camera)]	Per documentary film/ Per Minute			
25.	Mobile/cell phone Based Promotional Advertisement					
25.1	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 messagesIVRS (Interactive Voice Response System)	Rates of specified services of all providers in Odisha (BSNL, Airtel, Idea, Vodafone, Reliance JIO etc.) to be annexed in a separate sheet.	Not to be quoted			

	<ul style="list-style-type: none"> • Caller-tune <p>Following documents to be submitted during execution of this activities</p> <ul style="list-style-type: none"> - Copy of Agreement with respective Service Providers - Rate of Service Providers <p>Copy of Invoice raised by Service providers to the agency and Actual payment receipt.</p>					
26.	Auto Rickshaw panel Branding					
26.1	Multicolour Auto Rickshaw back/side panel branding with 4 pass printed fabric media of Size 3ftX2ft including cost of printing, mounting and hiring charges if any for at least 3 months (Cost break up should be given in annexure) – Non-lit	10,000	Per Auto rickshaw			
26.2	Multicolour Auto Rickshaw back/side panel branding with 4 pass printed fabric media of Size 3ftX2ft including cost of printing, mounting and hiring charges if any for at least 3 months (Cost break up should be given in annexure) – Lit	10,000	Per Auto rickshaw			
26.3	Multicolour Auto Rickshaw back/side panel branding with eco-solvent 4 process printing on Medium PVC Matt Vinyl of 120 GSM of Size 3ftX2ft including cost of printing, mounting and hiring charges if any for at least 3 months (Cost break up should be given in annexure)	10,000	Per Auto rickshaw			
27.	Event Management & State Level Function					
25.1	<p>The agency has to organize different events like Stage Management, Media Management, exhibits, etc. for the State and District level functions for awareness of the scheme or any other activities as per requirement of the SHAS, Odisha.</p> <p>In this case following documents should be submitted:</p> <ul style="list-style-type: none"> - A Price Estimate should be submitted before arrangement of Event/Function for approval of SHAS - If, items/logistics/Food hired from other agencies, then the copy of Invoice raised by them and actual payment receipt - Photographs/Videos of the Event/function - Logistic distribution list with certification - Attendance sheet 	As per actual	Not to be quoted			
TOTAL AMOUNT:						

Notes:

- The Deliverables against each activity will be finalized at the time of execution of Contract.
- 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.

- e. The Agency has to quote individual rate for each item in scope.
- f. The quantity of items and number of days as detailed in the scope of work may vary as per the requirement of the scheme subsequently.

Signature of the Agency:

Address:

Date:

Place:

Seal of the Organization