

Women & Child Development Department
Government of Odisha
Lokseva Bhawan, Bhubaneswar-751001
Telephone Number - 0674-2392976
Website- <https://wcd.odisha.gov.in>
Email ID- subhadraojana1@gmail.com

Advt. No. SR.663...../2024

Date: 05.12.2024.....

Proposals are invited from the bidders for the purpose of **selection of an agency to deal with IEC activities like mass media communication, promotions, creation of contents & design, advertisement, event management and digital marketing for Department of Women and Child Development, Odisha**

The tender document along with all related information can be obtained from the website: <https://wcd.odisha.gov.in/> .

Sl. No.	Event Description	Date
1	Issue of Tender Notice	06.12.2024
2	Pre-Bid meeting	12.12.2024 at 11:30 AM
3	Issue of corrigendum, if any	16.12.2024
4	Proposal submission date	31.12.2024 up to 05:00 PM
5	Opening of Technical Proposals	02.01.2025 at 11:00 AM
6	Presentation by pre-qualified bidders based on eligibility criteria	03.01.2025 at 11:00 AM
7	Opening of Financial bid	06.01.2025 at 11:00 AM

Department of Women & Child Development reserve the right to modify /remove any part of the tender /the complete tender at any stage of the bid without assigning any reason thereof.

Sd/-

Additional Secretary to Govt.
Department of W&CD



**REQUEST FOR PROPOSAL FOR HIRING AN AGENCY TO DEAL
WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION,
PROMOTIONS, CREATION OF CONTENTS & DESIGN,
ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL
MARKETING FOR DEPARTMENT OF WOMEN AND CHILD
DEVELOPMENT, ODISHA**

**Director, ICDS & SW,
Department of Women and Child Development,
Government of Odisha**

W&CD Complex, Ganga Nagar, Unit 6, Bhubaneswar, Odisha 751025

Website: <https://wcd.odisha.gov.in/> & tendersodisha.gov.in

Phone: 0674-2392976, Email: subhadrajojana1@gmail.com

1. INTRODUCTION

1.1. Background

- a) The State of Odisha has consistently demonstrated strong political will and commitment towards improving the status and condition of women. The state has enacted numerous landmark legislations, policies, schemes, and programs that prioritize and mainstream women in the development agenda and make them the focus of the developmental discourse.
- b) The Department of Women & Child Development (DWCD) is at the forefront of these initiatives, playing a pivotal role in formulating and implementing various programs aimed at enhancing the welfare of women and children. These initiatives are aimed at addressing key issues such as health, nutrition, education, safety, and empowerment towards beneficiaries like children, adolescent girls & pregnant women and lactating mothers.

1.2. Instructions to the applicants

- a) Firms are hereby invited to submit their Request for proposal (RFP) for providing their services to DWCD, Odisha. Proposal so submitted shall form the basis for future negotiations and ultimately a contract between the selected firm and DWCD, Odisha will be signed.
- b) A description of this assignment, terms of reference and its objectives are given in Section 2 of this Document.
- c) 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 DWCD, Odisha before submitting the proposal.
- d) Please note that expenditure incurred towards cost of preparing the proposal and negotiating the contract, including the site visits, are not reimbursable.
- e) DWCD is not bound to accept any of the proposals submitted and may reject all the proposals without assigning any reasons thereof.
- f) All material would remain confidential until it is placed in the public domain.

1.3. Consortium

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

1.4. Documents

- a) The RFP document shall be available from the advertisement date till the bid due date on the website <https://wcd.odisha.gov.in/>
- b) Bidders are advised to submit their proposal in the appropriate formats specified in this document.
- c) At any time before the submission of proposals, DWCD 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 and revised documents / clarification if any shall also be uploaded on the website.

1.5. Pre-bid Meeting

- a) To address the queries, clarification of Bidders on the project and bid document, a pre-proposal conference is scheduled be held at DWCD Conference Hall at below mentioned date & time.
- b) The date, time and venue of Pre-Bid Meeting shall be:

Date: 12.12.2024

Time: 11:30 hrs

Venue: W&CD Complex, Unit 6, Ganga Nagar, Bhubaneswar, Odisha 751025

- c) Bidders are advised to submit their queries addressed to the Director, ICDS & SW, Department of Women and Child Development, by 31.12.2024 at 05:00 pm. The responses to the queries shall be uploaded in the website.

1.6. Communications

- a) All communications including the submission of Proposal should be addressed to:
Director, ICDS & SW, Department of Women and Child Development

1.7. Schedule of Selection Process

- a) DWCD shall endeavor to adhere to the following schedule:

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1.8. Preparation of Proposal

- a) 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 DWCD.
- b) 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.
- c) The Bidders may be disqualified, if complete information sought in the RFP is not provided.
- d) Any proposals containing vague and indefinite expressions will not be considered.

1.9. Submission of Proposal

- a) The Bidders should submit their proposals in two packets in the following manner:
- i) Technical Proposal: (Marked "Technical Proposal for Hiring an Agency to deal with IEC Activities like Mass Media Communication, Promotions, Advertisement, Event Management and Digital Marketing for Department of Women and Child Development in Odisha" at the top of the envelope) should contain all the detail sought by DWCD as per Section 3.2.
- ii) Financial Proposal: (Marked "Financial Proposal for Hiring an Agency to Deal with IEC Activities like Mass Media Communication, Promotions, Advertisement, Event Management and Digital Marketing for Department of Women and Child Development in Odisha" at the top of the envelope) should contain the commercial proposal as per prescribed format.

- iii) 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, Promotions, Advertisement, Event Management and Digital Marketing for Department of Women and Child Development in Odisha".
- b) The Bidders are advised in their own interest to ensure that completed Proposal reaches the office of DWCD at the address mentioned well before the dates stipulated in the document.
- c) Proposals should be submitted through Speed Post / Registered Post / Courier tender drop box (at W&CD Complex, Unit-6, Ganganagar) only.
- d) Proposals submitted through Telex / Telegraphic / Fax / email will not be considered and summarily rejected.
- e) DWCD will not be responsible for loss of Proposal or for delay in transit.
- f) Proposals for the both the stages shall be submitted in prescribed Performa along with other documents and placed in sealed cover addressed to Director, ICDS & SW, Department of Women and Child Development.

1.10. Proposal Submission Deadlines

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

1.11. Late Proposals

- a) 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:

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

1.13. Proposal Evaluation:

- a) The Technical Proposals submitted on the time & date stipulated in this RFP shall be opened, in presence of Bidders who may choose to attend. The name of the Bidders who have submitted their Proposals shall be announced.
- b) Prior to evaluation of Proposals submitted, DWCD will determine whether each Proposal is responsive to the requirements of the RFP. DWCD 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;
 - i) it is received by the Due Dates stipulated in the RFP including any extension thereof granted by DWCD;
 - ii) it is accompanied by the Bid Security & Bid Processing fee as per the provisions of this RFP;
 - iii) it contains all the information (complete in all respects) as requested in the RFP;
 - iv) it does not contain any other condition or qualification; and
 - v) it is not non-responsive in terms hereof.
- c) DWCD 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.

- d) DWCD will carry out the evaluation of all responsive proposals in the manner stipulated in the RFP document.
- e) 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.
- f) DWCD shall not entertain any query or clarification from Bidders who fail to qualify at any stage of the selection process.
- g) Bidders are advised that selection process shall be entirely at the discretion of the DWCD. Bidders shall be deemed to have understood and agreed that the DWCD shall not be required to provide any explanation or justification in respect of any aspect of the selection process.
- h) Any information contained in the Proposal shall not in any way be construed as binding on DWCD, its agents, successors or assigns, but shall be binding on the Bidder, if the project is subsequently awarded to it.

1.14. Bid Security

- a) Bid Security
 - i) A Bid Security of Rs. 10,00,000.00 (Rupees Ten Lakh Only) in the form of Demand Draft drawn in favor of Department of Women and Child Development, 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.
 - ii) Proposals not accompanied by Bid Security shall be rejected as non-responsive.
 - iii) No interest shall be payable by DWCD for the sum deposited as Bid Security.
 - iv) The Bid Security of the unsuccessful bidders would be returned back within thirty days of award of contract. The Bid Security of the successful bidder would be returned after submission of Performance Security.
- b) Bid Security forfeit
 - 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 DWCD 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 Preferred Agency withdraws his proposal during negotiations.

1.15. Bid Processing Fees

- a) All bidders are required to pay Rs. 11,800.00 (Rupees Eleven Thousand Eight Hundred only) including GST towards Bid Processing Fee in the form of Demand Draft drawn in favor of Department of Women and Child Development, 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 schemes and programs of DWCD to create awareness within general public, beneficiaries and service providers in the State.

2.2. Scope of Work

The scope of work may increase or decrease as per DWCD, and the deliverables by the agency may be decided by the DWCD time to time and the work order will be issued time to time. The scope of work of the assignment is as below:

- a) Preparation of communication and promotion plan for DWCD on an annual basis
 - Formulate a detailed yearly implementation plan that encompasses communication, branding, promotion, advertising, and design initiatives for the various schemes and programs implemented by DWCD.
 - Create a comprehensive budget plan that outlines estimated costs.
 - Establish KPIs to measure the effectiveness of communication efforts and implement regular reporting mechanisms to assess progress against KPIs.

- b) Development of IEC Materials
 - i. Design of IEC Materials
 - Conceptualize and design material for information booklets, leaflets / posters, annual reports and other promotional materials. The agency will identify and engage with local vendors for printing and production.
 - The agency will be responsible for conceptualizing, designing and ensuring publication of variety of newspaper advertisements and will identify suitable newspapers for ad placements based on circulation, readership demographics, and relevance to DWCD's target audience. This includes both regional and national publications.
 - The agency will be responsible for developing monthly magazines for the different schemes and activities for W&CD Department. The agency will ensure selection of articles, images and thereon providing content curation services by preparing and editing content, designing, layout, cover page and prepare the manuscript. The agency will also create specialized sections such as expert columns, interviews, case studies, infographics, and updates on government policies and programs. The agency will ensure delivery of print-ready digital files and coordinating with printing agencies.

 - ii. Digital IEC Materials
 - Design e-booklets, e-annual reports and visually engaging presentation templates for digital dissemination.
 - The agency will be responsible for developing animated content in the Odia language with dubbing in Hindi, English as desired. The agency will develop comprehensive sketches, scripts, and storyboards and provide the final animated videos / content.
 - Work with the latest design software and tools to produce high-quality digital art, illustrations, and graphics.

- iii. Internet / Social Media Content Creation
 - Viral Reels / Videos: The agency will produce viral reels and videos of varying durations. The agency will focus on creating both short-form content (under 1 minute) for quick consumption and longer formats (1-3 minutes).
 - Webcasts & Podcasts: The agency will develop a series of webcasts / podcasts featuring interviews and discussions with political leadership, government officials, subject matter experts, beneficiaries of different schemes of W&CD.
 - Interactive Content: The agency will also develop interactive content such as quizzes, surveys, and infographics that allow users to engage actively with information.

- iv. Radio Advertising
 - The agency will produce & dub radio messages / jingles in regional languages of Odisha and also in Hindi and English. The agency will also prepare a distribution plan by selecting appropriate time slots and monitoring air-time to evaluate effectiveness in reaching target audiences.

- v. TV Ads / Spots
 - The agency will manage all aspects of production, including detailed storyboards for visuals, dialogue, and acting, casting actors and voice-over artists, filming high-quality commercials and post-production works like editing, sound design, and visual effects to create final products ready for broadcast. The agency will dub in regional languages of Odisha and also in Hindi and English. The agency will prepare a distribution plan by selecting appropriate time slots and monitoring air-time to evaluate effectiveness in reaching target audiences.

- vi. Mobile/Cell Phone Based Promotional Advertisement
 - The agency will design SMS to be sent out as promotional and educational messages to targeted audiences.
 - The agency will develop an IVRS that allows users to interact with a pre-recorded system via voice or keypad inputs.
 - The agency will create and implement customized caller tunes.

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

- c) News tracking & monitoring
 - Monitoring and tracking all form of media (print, digital and electronic) and to evaluate the impact of different programmes of the Department.
 - Digital/print/electronic media/ PR coverage and relevant keywords tracking and monitoring of perception, sentiment, positive & negative stories etc. to be reported to the Department.
 - Weekly Report to be submitted to the Department.

d) Exhibits and Outdoor Media Printing and Installation

- Conceptualize and design material for outdoor IEC activities like pole-kiosks, sunboard vinyl pasted exhibits, hoardings, billboards, bus/train panels, bus shelters, panels & posters in railway stations and airports, illuminated signage, wall paintings, tinsheet panels, display panels, other exhibition materials etc. in Odia, English, or other required languages.
- The agency will conduct a thorough analysis of target locations for placing outdoor IEC materials which includes high-traffic areas such as markets, important roads, schools, public transport hubs, railway stations, and airports.
- The agency will also coordinate with local authorities to secure necessary permissions for installing outdoor advertising materials.
- The agency will be required to customize content of varying sizes which will be mostly identical (subject to changes in sizes and resolution) for various types of IEC materials.
- The Agency shall identify locations and ensure placement of hoardings minimum 1500 locations throughout the State. The hoarding should be visible and in prime locations. The Agency shall also seek necessary permissions for the same from appropriate authorities.
- The quantity of banners may be communicated to the agency through work order and the agency shall quote the square feet rate for printing of high-quality flex banner. The preferable dimensions for the banners shall be 20'x10' (the dimensions of the banner and frame may vary as per requirement). The Agency shall also include the cost of framing and installation of the same for minimum of 500 Nos.
- Minimum of 100 Nos. of buses (to be branded preferably using vinyl stickers/ Paper Stickers) on major routes of the State. The quantity may be increased or decreased as per the requirement. The Agency shall create design and install as per bus panel display area. The cost quoted by the Agency shall include the cost of printing and installing of stickers on buses and display rentals for a period at least 6 months from the date of issue of work order.

e) Production of Promotional Merchandise

- T-shirts - Small/Medium/Large
- Caps
- Paper Stickers
- File Covers / Folders
- Bags
- Coffee Mugs
- Water bottle
- Pen-drive
- Customized Notepads/ Diaries

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

- f) Outreach Activities: The agency will be responsible for developing and executing a comprehensive strategy that promotes positive behavior change and enhances community engagement through targeted outreach activities through workshops, seminars, folk shows, and road shows to directly engage with communities.

- i. Workshops and Seminars: The agency will develop concept for each workshop or seminar, including objectives, target audience, format (e.g., presentations, panel discussions, hands-on activities), and expected outcomes.
 - o Identify suitable venues for hosting workshops and seminars based on accessibility, capacity, and facilities required (e.g., audio-visual equipment, seating arrangements).
 - o Coordinate logistics such as catering, transportation for speakers, materials (handouts, brochures), and equipment (projectors, microphones).
 - o Develop promotional materials (flyers, social media posts).
 - o Collaborate with local NGOs, organisations, and community groups to promote participation.
 - o Prepare a comprehensive report summarizing the outcomes of the events, including participant feedback, attendance numbers and key takeaways.
 - ii. Road Shows: The agency will organize a series of road shows designed to raise awareness about DWCD's initiatives. These events will be strategically planned to take place in key locations across various districts, ensuring maximum visibility and engagement with local populations.
 - o The agency will coordinate the hiring of vehicles that will serve as platforms for DWCD's community outreach plan. These vehicles will be branded with eye-catching graphics that reflect DWCD's identity and key initiatives.
 - o The road shows will feature interactive activities such as live demonstrations, informational booths, and opportunities for beneficiaries to engage.
 - o The agency will develop promotional materials for distribution including brochures, flyers, audio-video materials and others.
 - o The agency will coordinate logistics for the road shows, including route planning, scheduling, and securing necessary permits.
 - iii. Folk Shows: The agency will conceptualize and develop comprehensive script for the folk shows:
 - o Crafting compelling narrative that effectively communicates DWCD's initiatives, achievements, and objectives.
 - o Developing a detailed script that outlines dialogue, stage directions, and performance elements.
 - o Crafting short skits that illustrate key aspects of DWCD's initiatives in an entertaining and educational manner.
 - o Develop promotional materials such as posters, social media posts, and community announcements to generate excitement about the folk shows.
 - o Identify suitable venues for hosting the folk shows within target communities.
- g) Photography & Videography : The agency shall make films to display in the caravan and in all displays throughout the State. It may produce success stories, case studies, sort films to display, and documentary videos on the scheme and the campaign. The agency will also incorporate shooting of content through drones.

- h) Event Management of State Level Functions: The agency has to provide end-to-end support for the organization of various events incorporating areas like stage design, stage management, compering, preparation of talking points, enlisting media participation & media management, drafting press releases, drafting speeches and talking points, coordination with external agencies, ensuring news circulation, display of exhibits, management of volunteers, ushering etc. for the State and District level functions for awareness of the scheme or any other activities as per requirement of the DWCD, Odisha.
- i) Coffee Table Book : The creation of the Coffee Table Book will encompass comprehensive conceptualization, layout design, and typesetting of a multi-color publication, including vibrant cover pages. Designed with a sophisticated 11.5 x 11.5-inch dimension, the book will contain 120-140 pages, printed on high-quality Art Paper with a weight of 130 GSM for internal pages and 150 GSM for the cover to ensure durability and a premium feel. The design will integrate eye-catching artworks, illustrations, and infographics. High-resolution photographs will be included as needed.
- j) Comic Books Development: The agency will research target audiences, gather insights, and define themes and key messages of the schemes to ensure alignment. This includes storyboarding, developing relatable characters, and crafting compelling narratives. They will manage illustration work, selecting culturally relevant styles and integrating clear, accessible language. The final production will include coloring, detailing, and text integration to create appealing, readable comics, with formats tailored for print, digital, and social media dissemination. The agency will coordinate distribution and plough feedback to gauge audience engagement and impact.
- k) Deployment of two resources with the Department: The selected agency shall have to deploy two resources-
 - i. One (1) Project Coordinator (preferably a post-graduate with 5 years of experience) with the Department for finalization of deliverables under a particular head and effective coordination with all stakeholders for smooth execution.
 - ii. One (1) content developer preferably in Odia language to
 - o Conceptualize, collect/collate theme of relevance and prepare text for different purposes on own as assigned by the Department.
 - o Prepare speeches & talking points for the government officials, ministers and other relevant public figures of the State Government on initiatives, events, schemes, policies etc. of the Department.
 - o Prepare press releases/briefs, articles, op-eds on initiatives, policies, achievements, programmes, infrastructure developments etc. for print, electronic & digital media.

2.3. Payment Schedule:

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

3. REQUEST FOR PROPOSAL

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

- a) Technical Proposal – Envelope I
- b) 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:

- a) Letter of Proposal – Annexure A1.
- b) Particulars about the Bidder – Annexure A2.
- c) Financial Capacity of the Bidder – Annexure A3.
- d) Experience of Bidder in Similar Projects – Annexure A4 (All the projects cited need to be submitted by supporting credentials (work orders / completion certificates) from clients with cost of the projects).
- e) Approach, Methodology and Work Plan – Annexure A5.
- f) Bid Processing fees.
- g) Bid Security.

3.3. Financial Proposal

- a) 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.
- b) 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).
- c) 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 11,800/-	Form of Demand draft
3	Bid Security of Rs.10,00,000 (Rupees Ten Lakh only)	Form of Demand draft
4	Particulars of Bidder	Annexure A-2
5	Financial capabilities of the Bidder	Annexure A-3
6	Details of experience in similar assignments (separately for Marketing & Promotion activities and Event Management)	Annexure A-4
7	Approach, Methodology and Work Plan	Annexure A-5
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:

- a) Presentation on Proposal of marketing and promotion of DWCD and award of marks.
- b) Financial Proposal.

4.2. Pre-Qualification / Minimum Eligibility Criteria

- a) The firm must have been rendering Marketing, Advertisement, Promotion and Event Management services during the last ten years and having experience & expertise in IEC strategy, designing creatives and implementation of IEC activities. Copy of certificate of Incorporation / Registration of the bidder to be provided.
- b) In last three financial years (FY 2021-22, 2022-23 & 2023-24), the bidder should have experience in Organizing Marketing, Advertisement, Promotion and Event Management projects for State or Central Govt. / Departments / Organisations / PSUs & at least 5 of them should have the value of minimum Rs. 2.00 crores or above.
- c) The bidder should have achieved a minimum annual average turnover of Rs. 50.00 Crores during last three financial years (FY 2021-22, 2022-23 & 2023-24). Copy of Audited Financial Statement to be enclosed.
- d) The bidder should have atleast 30 employees on payroll of the firm with atleast 5 IEC Strategy Professionals & Creative Designing Professionals with atleast 10 years of experience, A certificate from the HR on the letterhead of the firm to be provided.
- e) The Bidder should have a Permanent Account Number (PAN), GST registrations & UpToDate return of the firm. (Copies to be enclosed).
- f) The Bidder should have a registered / branch office set up in Bhubaneswar. Proof of presence of office to be attached.
- g) Undertaking for not having been black-listed by any Central / State Government / Any other Autonomous Body / International & National Organisation at the time of submission.

4.3. 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.

S. No.	Details	Max Marks	Basis of Marks to be allotted
1	Experience in last three years in Organizing Marketing, Advertisement, Promotion and Event Management projects for State or Central Govt. / Departments / Organisations / PSUs	20	Minimum 5 projects – 10 Marks 5 to 10 projects - Additional 10 marks

S. No.	Details	Max Marks	Basis of Marks to be allotted
2	Average Annual Turnover of the Firm in financial year FY 2021-22, 2022-23 & 2023-24	15	> Rs. 50 crores ≤ Rs. 75 crores – 5 marks > Rs. 75 crores ≤ Rs. 100 crores - Additional 5 marks > Rs. 100 crores - Additional 5 marks
3	Valid INS, EEMA and AAI Membership	15	INS Membership - 5 marks EEMA Membership - 5 marks AAI Membership – 5 marks
4	Valid empanelment as Multi Media Creative Agency with CBC	10	Valid Certificate / Empanelment Letter to be provided.
5	Technical Presentation on Approach, Methodology and Work plan	30	The technical presentation will be evaluated based on the following: <ul style="list-style-type: none"> Quality of Manpower / Resources available with the firm Quality of creative designs/ collaterals etc. prepared in previous assignments (samples to be shown during technical presentation) Work Plan devised for the proposed Project Previous experience of conducting IEC activities of Flagship Events for State / Central Govt.
6	Innovation in Project Approach and Adaptability	10	Evaluation based on the firm's demonstrated capability to introduce innovative approaches in past projects: <ul style="list-style-type: none"> - Originality in campaign designs: 5 marks - Flexibility in handling diverse project requirements: 5 marks
Total		100	

4.4. Opening of Financial Proposal

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

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

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

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

4.5. 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 DWCD as regards to acceptance/rejection of eligibility for parties, shall be final and binding.
- d) Notwithstanding the above, DWCD reserves the right to accept or reject any or all bids or to annul the bidding process.
- e) No information on the evaluation proposal will be disclosed to any person other than those directly concerned with the selection process. Proposals of any Bidder, who tries to influence the evaluation, will be liable to be rejected.

4.6. Negotiation

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

4.7. Performance Security

- a) An amount equivalent to the 3% of the contract value shall be deposited by the bidder in the shape of Demand Draft/ Bank Guarantee from a scheduled bank, in favour Department of Women and Child Development, Odisha towards Performance Security. The amount deposited by bidder towards Performance Security shall be refunded by DWCD to the Agency on satisfactory completion of the assignment.

4.8. Penalty

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

5. ANNEXURES – FORMATS

ANNEXURE A-1

Letter of Technical Proposal

To
Director, ICDS & SW,
Department of Women and Child Development,
Government of Odisha
W&CD Complex, Ganga Nagar, Unit 6, Bhubaneswar, Odisha 751025

Sub: "Proposal for HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, PROMOTIONS, CREATION OF CONTENTS & DESIGN, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR DEPARTMENT OF WOMEN AND CHILD DEVELOPMENT, ODISHA".

Regarding: Technical Proposal

Dear Madam/Sir,

With reference to the RFP dated _____ for the above captioned project, and clarification issued by DWCD, Odisha thereof, I _____, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as Agency for providing services for preparation of IEC Activities Like HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, PROMOTIONS, CREATION OF CONTENTS & DESIGN, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR DEPARTMENT OF WOMEN AND CHILD DEVELOPMENT, 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 DWCD any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
4. I acknowledge the right of the DWCD 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 DWCD;
- 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 DWCD 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 DWCD on the date specified in the intimation received from DWCD.
- 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 DWCD.
- h) I understand that the quantity of items is only an estimate and may increase / decrease as per the requirements subsequently.
- i) 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.
- j) The information provided herewith is true and correct to our best knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. We understand in such cases our bids are liable to be rejected.

Yours faithfully,

(Signature, name and designation of the authorized signatory)

(Seal of the Bidder)

Power of Attorney (Sample)

Know all men by these presents, we, (name of firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr. / Ms. son/daughter/wife and presently residing at, who is presently employed with us and presently holding the position of as our tour and law full attorney (hereinafter referred to as the "Authorized Representative") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for IEC Activities Like HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, PROMOTIONS, CREATION OF CONTENTS & DESIGN, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR DEPARTMENT OF WOMEN AND CHILD DEVELOPMENT, 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 DWCD, representing us in all matters before the DWCD, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the DWCD 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 DWCD.

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.

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

DETAILS OF THE BIDDER

1	Name of the Bidder	
	Registered address of the firm	
	State	
	District	
	Telephone No.	
	Fax	
	Email	
	Website	
Contact Person Details		
2	Name	
	Designation	
	Telephone No.	
	Mobile No.	
Communication Address		
3	Address	
	State	
	District	
	Telephone No.	
	Fax	
	Email	
	Website	
Type of the Firm (Please ✓ relevant box)		
4	Private Ltd.	
	Public Ltd.	
	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.) in case of Directors, DIN Nos. are required		
6	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 bidders have to furnish the Bank Details as mentioned below for return of EMD /Payment for supply if any (if selected)	
	Name of the Bank	
	Name of the Account & Full address of the Branch concerned	
	Account no. of the bidder	
	IFS Code of the Bank	

Date:

Office Seal:

Signature of the bidder / Authorized Signatory:

(To be furnished with the Technical bid)
Annual Turnover Statement

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

S. No.	Year	Turnover (in Rs. Lakhs)
1.	2021 - 2022 -	
2.	2022 - 2023 -	
3.	2023 - 2024 -	

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

Date: _____ Signature of Auditor/ Chartered Accountant

Place: _____ (Name in Capital)

Seal

Membership No.: _____ Registration No. of Firm:

Note:-

- a) To be issued in the letter head of the Auditor/Chartered Accountant mentioning the Membership no.
- b) 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.

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.

1	Assignment Name	
2	Name, fax, email of the Client Representative	
3	Time when the assignment was carried out: Date of Commencement: Date of Completion:	
4	Location of the Event	
5	Contract Value	
6	Narrative Description of the Scope of work of the assignment	
7	Description of Actual Services provided by your Organization (including Marketing, Advertisement, Promotion, Event Management services)	
8	Status of the assignment	

IMPORTANT:

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 carried out by the Bidder.

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

(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 using a 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. FINANCIAL PROPOSAL

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

To

To

Director, ICDS & SW,
Department of Women and Child Development,
Government of Odisha
W&CD Complex, Unit 6, Ganga Nagar, Bhubaneswar, Odisha 751025

Sub: "Proposal for HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, PROMOTIONS, CREATION OF CONTENTS & DESIGN, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR DEPARTMENT OF WOMEN AND CHILD DEVELOPMENT, ODISHA".

Regarding Financial Proposal

Dear Sir,

I, _____ enclose herewith our Financial Proposal for selection of our firm as Agency to carry out "**Proposal IEC Activities Like HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, PROMOTIONS, CREATION OF CONTENTS & DESIGN, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR DEPARTMENT OF WOMEN AND CHILD DEVELOPMENT, 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

FINANCIAL PROPOSAL

Name of Work: PROPOSAL HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, PROMOTIONS, CREATION OF CONTENTS & DESIGN, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR DEPARTMENT OF WOMEN AND CHILD DEVELOPMENT, ODISHA.

Sl.	Particulars	Unit of Measures	Quantity for 5 years	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		A		B	A x B
1.	Preparation of communication and promotion plan for DWCD on an annual basis	To be submitted in the shape of a Booklet	Once every year		
2.	Development of IEC Materials				
a.	Conceptualize and design material for booklets, leaflets, posters, annual reports and other promotional materials. The agency will identify and engage with local vendors for printing and production.	Cost per Information Booklet	10		
		Cost per Leaflet / poster	100000		
		Cost per Annual Report	5		
b.	Newspaper advertisements The agency will be responsible for conceptualizing and designing a variety of newspaper advertisements and will identify suitable newspapers for ad placements based on circulation, readership demographics, and relevance to DWCD's target audience. This includes both regional and national publications. The release plan will be decided by DWCD and the publication rates will be as per approved Govt Rates.	Newspaper Ads of varying lengths (quarter-page, half-page, full-page, insert) Cost per Creative Design and final publishing.	10		
c.	Design e-booklets, e-annual reports and visually engaging presentation template for digital dissemination.	Cost per e-booklet	10		
		Cost per e-annual report	10		
		Cost per presentation template	5		
d.	Develop Monthly Magazine	Per Month Per Magazine	50		

Sl.	Particulars	Unit of Measures	Quantity for 5 years	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
	The agency will be responsible for developing monthly magazines for the different schemes and activities for W&CD Department. The agency will ensure selection of articles, images and thereon providing content curation services by preparing and editing content, designing, layout, cover page and prepare the manuscript. The agency will also create specialized sections such as expert columns, interviews, case studies, infographics, and updates on government policies and programs. The agency will ensure delivery of print-ready digital files and coordinating with printing agencies.				
e.	Develop animated content. The agency will be responsible for developing animated content in Odia with dubbing in Hindi, English as desired. The agency will develop comprehensive sketches, scripts, and storyboards and provide the final animated videos / content.	Production Rates for 30 Sec.	10		
		Additional charges for every extra 10 seconds production.	10		
		Dubbing rates per 10 secs.	10		
f.	Develop Viral Videos / Reels The agency will produce viral reels and videos of varying durations. The agency will focus on creating both short-form content (under 1 minute) for quick consumption and longer formats (1-3 minutes).	short-form content (20- 30 secs)	500		
		short-form content (under 1 minute)	500		
		longer formats (1-3 minutes)	250		
g.	Develop Podcasts The agency will develop a series of podcasts featuring interviews and discussions with government officials, experts, beneficiaries	Under 5 mins	25		
		5 mins – 10 mins	25		
		10 mins – 30 mins	25		
h.	Interactive Content The agency will also develop interactive content such as quizzes, surveys, and infographics that allow users to engage actively with information.	quizzes	25		
		surveys	15		
		infographics	50		

Sl.	Particulars	Unit of Measures	Quantity for 5 years	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
i.	Radio Advertising Per each Production and dubbing of radio jingles/spots. The agency will produce & dub radio messages / jingles in regional languages of Odisha and in Hindi and English. The agency will also prepare a distribution plan by selecting appropriate time slots and monitoring air-time to evaluate effectiveness in reaching target audiences.	Production Rates for 30 Sec.	25		
		Additional charges for every extra 10 seconds production.	25		
		Dubbing rates per 10 secs.	25		
j.	TV Ads / Spots. The agency will manage all aspects of production, including detailed storyboards for visuals, dialogue, and acting, casting actors and voice-over artists, filming high-quality commercials and post-production works like editing, sound design, and visual effects to create final products ready for broadcast. The agency will dub in regional languages of Odisha and in Hindi and English. The agency will prepare a distribution plan by selecting appropriate time slots and monitoring air-time to evaluate effectiveness in reaching target audiences.	Production Rates for 30 Sec	10		
		Additional charges for every extra 10 seconds production.	10		
		Dubbing rates per 10 secs.	10		
k.	Mobile/Cell Phone Based Promotional Advertisement	Promotional SMS Development	30		
		IVRS	5		
		Caller Tune	5		
l.	Wall Calendar Size : Crown (35.5 x 49 cm) Paper : 170 GSM Art Paper Printing : Multicolor Single Side Pages : 13 No's Sheet Binding : Wire Binding	Per Calendar	10000		
	Table Calendar Size : 24 x 18 cm Paper : 300 GSM Art Paper	Per Calendar	10000		

Sl.	Particulars	Unit of Measures	Quantity for 5 years	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
	Printing : Multicolor Both Side Print Pages : 13 Nos Sheet Binding : Wire Binding				
3.	News tracking & monitoring Monitoring and tracking all form of media (print, digital and electronic) and to evaluate the impact of different programmes of the Department. Digital/print/electronic media/ PR coverage and relevant keywords tracking and monitoring of perception, sentiment, positive & negative stories etc. to be reported to the Department. Weekly Report to be submitted to the Department	Weekly Report to be submitted	250		
4.	Exhibits and Outdoor Media Printing and Installation				
a.	Hoardings The Agency shall identify locations to put up ensure placement of minimum 1500 locations across the State. The amount quoted by the Agency shall include designing, coordination and monitoring. The hoarding should be visible and in prime locations. The Agency shall also seek necessary permissions for the same from appropriate authorities	Overall cost of designing, coordination and monitoring	1500 hoardings		
b.	Outdoor Banners and Frame The quantity of banners may be communicated to the agency through work-order, but the agency shall quote the sq. ft. rate for printing of high-quality flex banner. The preferable dimensions for the banners shall be 20'x10' and the size of the banner may vary as per the requirement (the dimension may vary as per the requirement). The Agency shall also include the cost of Framing, Installation. For minimum 500 nos.	Sq. ft. of Banners - designed, printed, mounted.	Approx. 100000 sq. ft.		

Sl.	Particulars	Unit of Measures	Quantity for 5 years	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
c.	Minimum of 100 Nos. of Buses (to be branded preferably using vinyl stickers/ Paper Stickers) on major routes connecting Districts Headquarters to Bhubaneswar and Cuttack. The quantity may be increased or decreased as per the requirement. The Agency shall create design and install as per bus panel display area. The cost quoted by the Agency shall include the cost of printing and installing of stickers on buses and display rentals for a period at least 6 months from the date of issue of work order.	Sq. ft. of Buses Branding - designed, printed, mounted. creative	Approx. 10000 sq. ft.		
5.	Production of Promotional Merchandise				
a.	T-shirts - Small/Medium/Large 100% cotton or blended fabric (cotton-polyester) half-sleeves Collar T-shirts, dry-fit with 180 GSM and digital printing of logo and message printed / embroidered on the front and back. Color will be specified by the Dept. Individually packed in eco-friendly polybags. Final design to be signed off by the Dept.	Per unit	Small - 5000		
			Medium - 5000		
			Large - 5000		
b.	Caps Cotton or polyester with adjustable strap and shade with 180 GSM and digital printing of logo and message printed / embroidered on the front and back. Color will be specified by the Dept. Individually packed in eco-friendly polybags. Final design to be signed off by the Dept.	Per unit	5000		
c.	Paper Stickers Size - 60 mm dia made out of 90 ± 10 GSM art sticker paper, multicolor printing with BOPP lamination (classy). Good bonding strength across variety of surfaces. Print matters should be sharp and there should not be smudging / spreading of print matters. Final design to be signed off by the Dept.	Per unit	1000000		
d.	File Cover / Folders	Per Unit	10000		

Sl.	Particulars	Unit of Measures	Quantity for 5 years	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
	Soft PVC, eco-friendly options preferred. A4 with a spine width of 25mm or as specified. Compartments with inner pockets for holding documents securely. Closure with zip. Final design to be signed off by the Dept.				
e.	Bags Eco-friendly cotton canvas or jute bags with padded side-hanging shoulder strap and adjustable length straps of size 15"x12" with multiple compartments and pockets to organize and store additional items such as cables, notebooks, pens, and other accessories. Digital printing of logo and message printed / embroidered on the front and back. Color will be specified by the Dept. Individually packed in eco-friendly polybags. Final design to be signed off by the Dept.	Per Unit	10000		
f.	Coffee Mugs Ceramic of 300 ml with weight of 300 ± 10 gms and dimensions 31.32 x 21.21 x 8.71 cm. The mug will have a printed logo and message. Packaging to be done with Individual boxes including protective inserts. Final design to be signed off by the Dept.	Per Unit	500		
g.	Water bottle Cylindrical, round opening, lid of 1000 ml ± 50 ml with suitable string or loop attached on lid and wide mouth opening with suitable diameter. Leak-proof design, sturdy and durable. Digital printed logo with message. Final design to be signed off by the Dept.	Per Unit	10000		
h.	Umbrella	Per Unit	10000		
i.	Customized & Branded OTG Pendrives with USB A and Type-C, 32gb, USB 3.0 and above. Digital printed logo with message. Final design to be signed off by the Dept.	Per Unit	100000		
j.	Customized Notepads / Diaries	Per Unit	1000		

Sl.	Particulars	Unit of Measures	Quantity for 5 years	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
	Size : 22 cm x 14.5 cm Cover : Brown / Blue Colour PU Rexene / leather with stitching Paper : 80 GSM Paper Pages : 24 multicolor Pages & 176 pages rules design in single colour				
6.	Outreach Activities				
a.	Workshops and Seminars The agency will develop concept for each workshop or seminar, including objectives, target audience, format (e.g., presentations, panel discussions, hands-on activities), and expected outcomes. Identify suitable venues for hosting workshops and seminars based on accessibility, capacity, and facilities required (e.g., audio-visual equipment, seating arrangements). Coordinate logistics such as catering, transportation for speakers, materials (handouts, brochures), and equipment (projectors, microphones). Develop promotional materials (flyers, social media posts). Collaborate with local NGOs, organisations, and community groups to promote participation. Prepare a comprehensive report summarizing the outcomes of the events, including participant feedback, attendance numbers and key takeaways.	Per Workshop / Seminar	10		
b.	Road Shows The agency will organize a series of road shows designed to raise awareness about DWCD's initiatives. These events will be strategically planned to take place in key locations across various districts, ensuring maximum visibility and engagement with local populations.	Per Vehicle Hiring & Branding	30		
		Per Kms. Vehicle Movement for 30 districts	3000 kms / day		
		Audio Visual set with Power back-up	30		

Sl.	Particulars	Unit of Measures	Quantity for 5 years	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
	<p>The agency will coordinate the hiring of vehicles that will serve as platforms for DWCD's community outreach plan. These vehicles will be branded with eye-catching graphics that reflect DWCD's identity and key initiatives.</p> <p>The road shows will feature interactive activities such as live demonstrations, informational booths, and opportunities for beneficiaries to engage.</p> <p>The agency will develop promotional materials for distribution including brochures, flyers, audio-video materials and others.</p> <p>The agency will coordinate logistics for the road shows, including route planning, scheduling, and securing necessary permits</p>				
c.	<p>Folk Shows</p> <p>The agency will conceptualize and develop comprehensive script for the folk shows:</p> <p>Crafting compelling narrative that effectively Communicates DWCD's initiatives, achievements, and objectives.</p> <p>Developing a detailed script that outlines dialogue, stage directions, and performance elements.</p> <p>Crafting short skits that illustrate key aspects of DWCD's initiatives in an entertaining and educational manner.</p> <p>Develop promotional materials such as posters, social media posts, and community announcements to generate excitement about the folk shows.</p> <p>Identify suitable venues for hosting the folk shows within target communities.</p>	<p>Per Folk Show</p> <p>Average 5 artists Per Troupe (no of artists will vary)</p>	30		
7.	Photography & Videography:	Per Still Photographs	1000		
	The agency shall make corporate films/ Still photography to display in the caravan and in all displays. It may produce	Per Corporate Film of 15 - 20 minutes	5		

Sl.	Particulars	Unit of Measures	Quantity for 5 years	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
	success stories, case studies, documentary videos on the scheme and the campaign. The agency will use drones for shooting of content as per directions.	Per Documentary Film	5		
8.	Event Management & State Level Function 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 DWCD, Odisha	Per Event	5		
9.	Coffee Table Book Conceptualization, lay out designing, typesetting of a multi colour book (including covers) Dimension of the book - 11.5 x 11.5 inches Number of pages - 120-140 The design should be suitable for printing on Art Paper of 130 GSM and Cover of 150 GSM Artworks, illustrations, infographics etc. suitable for the text information and as per layout Photographs as required	Per Coffee Table Book	5		
10.	Comic Books Development The agency will research target audiences, gather insights, and define themes and key messages of the schemes to ensure alignment. This includes storyboarding, developing relatable characters, and crafting compelling narratives. They will manage illustration work, selecting culturally relevant styles and integrating clear, accessible language. The final production will include coloring, detailing, and text integration to create appealing, readable comics, with formats tailored for print, digital, and social media	Per Comic Book Design	100000		

Sl.	Particulars	Unit of Measures	Quantity for 5 years	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
	dissemination. The agency will coordinate distribution and plough feedback to gauge audience engagement and impact.				
	Total				

Notes:

- a) GST as applicable shall be paid extra by DWCD.
- b) No conditions should be attached to the price proposal.
- c) In case of any discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words would be considered as final price.
- d) The Agency has to quote individual rate for each item in scope.
- e) The quantity of items as detailed above may increase / decrease as per the requirements subsequently.

Signature of the Agency:

Address:

Date:

Place:

Seal of the Organization

