



## **REQUEST FOR PROPOSAL**

ENGAGEMENT OF AGENCY FOR  
CANTER ACTIVATION AND PROMOTION OF  
MU HERO CAMPAIGN AND WORLD CUP HOCKEY 2018  
FOR DEPARTMENT OF SPORTS AND YOUTH SERVICES

**FEBRUARY-2018**

**DEPARTMENT OF SPORTS & YOUTH SERVICES  
GOVERNMENT OF ODISHA  
C-1, NAYAPALLI, BHUBANESWAR-751012**

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## **1. INTRODUCTION**

### **1.1 Background**

The Department of Sports and Youth Services (DSYS) intends to prioritize and scale up youth-led social action and community engagement activities envisaged under the Odisha State Youth Policy by reaching out to youths all across Panchayats and Urban Local Bodies. Accordingly a new sub scheme 'BIJU YUVA VAHINI' has been designed under the ongoing flagship scheme 'Biju Yuva Sashaktikaran Yojna' which envisages nurturing leadership and volunteerism, promoting culture of sports & sportsmanship, healthy living among youth, establishing vibrant youth connect platforms and engaging with youth across the State. Under this ambitious programme, 'Mu Hero' campaign will be launched across Odisha to identify local heroes 'change agents' who have set benchmark for the community and who motivate and inspire others. Young girls and boys who have done exemplary work will be recognized and felicitated by the Government.

Further, Odisha has been at the forefront of major development in all sectors, and sports has been a major contributing factor towards the development of the state. With world-class events coming to Odisha, the state is quickly becoming one of the emerging hubs of sports in the country. The successful hosting of the 22nd Asian Athletics Championships and Men's Hockey World League Final in 2017 has signalled Odisha's emergence as a strong force in the 'Global Sports Arena'. Bhubaneswar is proud to host the World Cup Hockey during Nov-Dec 2018, its biggest ever sporting event which will place Odisha in the International Sporting Map. The Mega Event will be hosted with grandeur complying with international standards of hospitality and event management.

In this context, Department of Sports & Youth Services (DSYS) intends to hire the services of Event Management Agency for center activation and promotion of **Mu Hero Campaign** and **World Cup Hockey 2018** across the State as well as management of any other state level events organized by the Department during the tenure of engagement of the agency

### **1.2 Objective**

**The key objectives of hiring of the Agency are as follows**

- **Promotion and Management of Mu Hero Campaign**
- **Promotion of World Cup Hockey 2018**
- **Promotion & Management of any other event as per the requirement of Department of Sports & Youth Services within one year of engagement of the agency**

### **1.2.1 About Promotion of MU Hero Campaign & World Cup Hockey 2018**

'Mu Hero' campaign attempts to redefine hero and heroism, and aims at identifying heroes across the State - at every Gram Panchayat /Urban Local Bodies (ULBs). The overall objective of the movement is to Create Heroes and Celebrate Heroes – to find local heroes and turn them into role models such that they inspire their communities to follow their example. In order to sensitize the youth, it is felt that a Youth Outreach Campaign may be carried out across all Gram Panchayats and Urban Local Bodies (by way of canter activation in 314 Nodal Centres) in a phased manner within a period of 8 (eight) months. The campaign will be a canter based activity (GPS enabled) equipped with Audio Visual, IEC material along with team of trained manpower that will travel from one location (college /university/ nodal center) to other in a defined route plan in order to connect with the youth in an informative and entertaining way.

In all the locations where the canter activation programme takes place, it is also intended to sensitize people on the upcoming World Cup Hockey which Odisha will be hosting during November – December 2018.

### **1.3 Campaign mechanism**

- **Outdoor Hoardings on Mu Hero Campaign**
- **Canter Activation for Mu Hero Campaign and World Cup Hockey 2018**
- **Print Campaign on Mu Hero Campaign**
- **Radio Promotions on Mu Hero Campaign**

#### **1.3.1 Flag-off of "Mu Hero" campaign**

On a specific date at a grand event, Mu Hero campaign will be officially flagged off at Bhubaneswar in presence of 16,000 Biju Yuva Vahini\*members whereby 4 (four) mobile canter units will travel across all Districts covering all 314 blocks of the State. At the flag-off ceremony, each Yuva Vahini member will be handed over promotional material of the campaign, namely, posters / banners to be put up within their Panchayat.

*\* Biju Yuva Vahinis are volunteers in the age group of 15-35 years, formed in all Panchayats and Urban Local Bodies across Odisha, to take up social actions at community level and promote spirit of volunteerism, leadership and active citizenship among youth.*

### **1.3.2 Hunt for Heroes & Felicitation of Heroes**

The flag-off will lead to the "Hunt for Heroes" across every Panchayat/ULB in Odisha. This by way of a canter activation that traverses the length of the State and touches 314 Nodal Centres (@ 1 in each block): covering youth both within the ambit of education and even those outside. Biju Yuva Vahinis will be responsible to mobilize this campaign in their respective Panchayats: put up posters, and later generate participation of youth from their respective panchayats during the campaign days.

As the 4 mobile canters traverse the length of the state, heroes will be identified. The "Mu Hero" website will be active and heroes might be reaching out to DSYS /Biju Yuva Vahini. Wherever heroes are identified, Biju Yuva Vahini will hold a small event to felicitate the local hero.

### **1.3.3 Promotion of World Cup Hockey 2018**

The Agency will also promote World Cup Hockey 2018 as a part of the canter activation along with the Mu Hero Campaign. Promotional Videos and materials on World Cup Hockey will be displayed in the LED screens in all the nodal centers where the canters traverse. The Promotional Videos and materials for World Cup Hockey 2018 will be provided by the Department of Sports & Youth Services.

For the successful implementation of the Mu Hero Mu Odisha campaign, and state wide promotion of World Cup Hockey 2018, DSYS seeks to hire single competent agency having experience and expertise in event management for execution of the flag-off ceremony of the campaign in Bhubaneswar and canter activation of the campaign across every Block /District of Odisha over a period of 8 (eight) months (herein referred as "Agency").

## **1.2 Instructions to the Applicants**

(i) Firms are hereby invited to submit their Request for Proposal (RFP) for providing their services to Department of Sports & Youth Services (DSYS). Proposal so submitted shall form the basis for future negotiations and ultimately a contract between the selected Agency and DSYS. The Contract shall be valid for a period of 1 (one) year from the date of signing of agreement and the Agency shall execute the scope of work mentioned in this document.

(ii) A description of the assignment, terms of reference and its

objectives are given in Section-2 of this document.

- (iii) To obtain firsthand information on the assignment, the Agency may make visits to the city of Bhubaneswar before submitting the proposal.
- (iv) Please note that the expenditure incurred towards cost of preparing the proposal and negotiating the contract, including the site visits, are not reimbursable as a direct cost of the assignment.
- (v) DSYS is not bound to accept any of the proposals submitted. DSYS may reject any and / or all the proposals without assigning any reasons thereof.

### **1.3 Consortium**

**Keeping in view the scope of work, Consortiums / Joint Ventures are NOT allowed.** Proposals from Bidders, applying individually shall be considered for evaluation. Firms applying in consortium / joint venture shall be summarily rejected. Firms/Agencies desirous of participating in this Bid should not have been debarred / blacklisted by Government of India/ State Government / PSU or any of its agencies.

### **1.4 Documents**

- (i) The RFP document shall be available from the advertisement date till the bid due date on the website of DSYS at [www.dsyesodisha.gov.in](http://www.dsyesodisha.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, DSYS may, for any reasons, whether at its own initiative or in response to a clarification requested by an invited consulting firm modify the document by amendment. The amendment will be notified in the website of DSYS and revised documents / clarification if any, shall also be uploaded on the website.

### **1.5 Pre-bid Meeting:**

To address the queries of Bidders on the project scope and bid

document, a pre-bid meeting is scheduled be held at Department of Sports & Youth Services at below mentioned schedule.

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

Date : 3<sup>rd</sup> March 2018

Time : 11 AM

Venue: Conference Hall, Department of Sports & YS,  
C-1, Nayapalli, Bhubaneswar-751012

**Bidders are advised to submit their queries addressed to the Under Secretary, Department of Sports & Youth Services, by 28<sup>th</sup> February 2018 (4 pm).** The responses to the queries shall be uploaded in the website of DSYS after the pre-bid meeting.

**1.6 Communications:**

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

**To,**

**Director, Sports & YS  
Department of Sports & YS  
C-1, Nayapalli, Bhubaneswar-751012  
E-mail: [bijuyuvavahini@gmail.com](mailto:bijuyuvavahini@gmail.com)**

**1.7 Schedule of Selection Process:**

DSYS shall endeavor to adhere to the following schedule:

<b>Sl. No.</b>	<b>Event Description</b>	<b>Date</b>
1	Issue of Tender Notice	21 <sup>st</sup> February 2018
2	Pre-Bid Meeting	3 <sup>rd</sup> March 2018 at 11 AM
3	Proposal submission date	17 <sup>th</sup> March 2018 by 3 PM
4	Opening of Proposals	
	Opening of Technical Proposal	17 <sup>th</sup> March 2018 at 4 PM
5	Presentation by Qualified Bidders	23 <sup>rd</sup> March 2018 at 11 AM
6	Opening of Financial Proposals	23 <sup>rd</sup> March 2018 (after the presentation)

**1.8 Preparation of Proposal**

- (i) Bidders are requested to submit the proposals as per the attached formats only. **The proposals, which are not submitted in the**

**required format, are liable to be rejected by DSYS.**

- (ii) The requirement of information to be provided by the Bidder, i.e. the Technical and Financial Proposal, is 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 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 Engagement of agency for center activation and promotion of Mu HERO campaign and World Cup Hockey 2018 for Department of Sports & Youth Services**" at the top of the envelope) should contain all the detail sought by DSYS as per Section – 3.2.
  - b) **Financial Proposal:** (Marked "**Financial Proposal for Engagement of agency for center activation and promotion of Mu HERO campaign and World Cup Hockey 2018 for Department of Sports & Youth Services**" at the top of the envelope) should contain the commercial proposal as per prescribed format in Section – 5 (Annexure-B).
  - c) Both the envelopes shall be placed in an outer sealed cover marked as "**Engagement of agency for center activation and promotion of MU HERO campaign and World Cup Hockey 2018 for Department of Sports & Youth Services**".
- (ii) The Bidders are advised in their own interest to ensure that completed proposal reaches the office of DSYS at the address mentioned on or before the date stipulated in the document in Section-1.7.
- (iii) Proposals should be submitted through Speed Post/ Registered



Post / Courier only.

- (iv) Proposals submitted through Telex / Telegraphic / Fax / Email will not be considered and shall be summarily rejected.
- (v) DSYS 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:

**To**

**Director, Sports & YS  
Department of Sports & YS  
C-1, Nayapalli, Bhubaneswar-751012  
E-mail: [bijuyuvavahini@gmail.com](mailto:bijuyuvavahini@gmail.com)**

**1.10 Proposal Submission Deadlines:** The Bidders shall submit the proposals for both the Stages as per the timelines stated in Section-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 DSYS for a period of Ninety (90) days from the Bid Due Date.

#### **1.13 Proposal Evaluation**

- i. The Technical Proposals submitted on the time & date stipulated in this RFP shall be opened, in presence of Bidders who choose to remain present. The name of the Bidders who have submitted their proposals shall be announced.
- ii. Prior to evaluation of proposals submitted, DSYS will determine whether each proposal is responsive to the requirements of the RFP. DSYS may, in its sole discretion, reject any proposal that is not responsive hereunder. A proposal shall be considered responsive only if:
  - a) Proposal prepared have been as per the format specified in the RFP;

- b) it is received by the due dates stipulated in the RFP including any extension thereof granted by DSYS;
  - 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 condition or qualification; and
  - f) it is not non-responsive in terms thereof.
- iii. DSYS reserves the right to reject any proposal which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by DSYS in respect of such proposals.
  - iv. DSYS 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 before the Evaluation Committee. The Financial Proposals shall be opened in the presence of the qualified Bidders.
  - vi. DSYS 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 the selection process shall be entirely at the discretion of the DSYS. Bidders shall be deemed to have understood and agreed that DSYS 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 DSYS, its agents, successors or assigns, but shall be binding against the Bidder if the assignment is subsequently awarded to it.

## **1.14 Bid Security**

### **1.14.1 Bid Security**

- i) A Bid Security of **Rs.5,00,000.00 (Rupees Five Lakh Only)** in the form of Demand Draft drawn in favor of "**Department**

**of Sports & Youth Services, Government of 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 the Bid Security shall be rejected as non-responsive.
- iii) No interest shall be payable by DSYS for the sum deposited as Bid Security.
- iv) The Bid Security of the unsuccessful bidders would be returned back within ten days of issuance of Letter of Intent to the successful Bidder.

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

- i) If the proposal is withdrawn during the validity period or any extension thereof.
- ii) If the proposal is varied or modified in a manner not acceptable to DSYS 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 Fee**

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 "Department of Sports & Youth Services, Government of 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 objectives of this assignment for the Agency are as follows:

- a. To execute the "Flag off Ceremony" and "Mu Hero" outreach campaign by way of center activation that traverses the length of the State to identify heroes in local communities**
- b. To execute outreach campaign and promotion of World Cup**

## **Hockey 2018 in the same canter activation**

### **c. To manage any other Event as required by Department of Sports & Youth Services within the contract period.**

## **2.2 Target Audience**

- Youth - both within the ambit of education and those outside
- People across all Blocks/Panchayats/ULBs covered by the canter

## **2.3 Geographical Coverage of the Campaign**

The outreach campaign should reach 314 Blocks across all Districts of Odisha covering youth from all Panchayats/ULBs.

## **2.4 Scope of Work**

### **2.4.1 Flag-off Ceremony in Bhubaneswar**

On a specific date at a grand event, Mu Hero campaign will be officially flagged off at Bhubaneswar in presence of 16,000 Biju Yuva Vahini\*members whereby 4 (four) mobile canter units will travel across all Districts covering all 314 blocks of the State. At the flag-off ceremony, each Biju Yuva Vahini member will be handed over promotional material of the campaign, namely, posters / banners to be put up within their Panchayat/ULB.

The Agency will be responsible for the event management of the ceremony including stage setup, light and sound setup, venue décor, photography / videography, etc. The details of elements for the flag-off ceremony are mentioned in Financial Proposal Annexure – B (ii).

### **2.4.2 Canter Activation**

Canter activation will take place simultaneously at Multiple centres by deploying 4 mobile canter units. A total of 240 days to cover 314 nodal centres by 4 canters (@ 3 days per center per canter). The first and second day will be towards introducing the concept of Hero & Heroism, conducting activities, interactive sessions and games with the youth and identifying Heroes within the community along with display of promotional videos on Sports/different government programmes and schemes etc.. The third day will be dedicated to the felicitation of the identified Heroes so that they set an example and inspire their communities to follow their example. The set of activities will be for about 4 hours duration on each day and each location. The

average travel distance between two consecutive centers will be approx. 40-50 KM.

### Typical Activity Module for the Agency at a Nodal Center

Sl. No.	Activity	Module
1.	Reporting in location & set up	45 Min
2.	Announcement /Leaflets /Venue branding	15 Min
3.	Information /Briefing audience /Local VIP Speech	15 Min
4.	Demo on Canter LED/ AVs on youth related themes/Communication on welfare schemes of the State Government/AVs and Promotional Videos on Sports and World Cup Hockey 2018	40 Min
5.	Concept of a Hero & Heroism through Nukkad Natak /plays Games and sports activity for promotion of World Cup Hockey	50 Min
6.	One on one interaction /Quiz /Interactive Games /app download /Rate your Government poll /registration of social media accounts & linkage to Government /Selfie booth activity	40 Min
7.	Feedback, Volunteer registration and attendees/ database generation	15 Min
8.	Wrap up and travel to next location	30 Min

### 2.4.3 Production of Branded Canters

**Each** of the four branded mobile canter units shall comprise of the following components:

- Branded vehicle (Preferably TATA 709, Eicher or similar vehicle)
- AV equipment - LCD TV, Sound System
- Laptop with UPS and Internet Connectivity
- Printer
- GPS Navigation system with mobile tracking device
- PA system: two microphones, one amplifier, one horn fitted on top of the canter
- Generator/ Inverter
- Kiosk (Canopy) 6'x6'x7' with one table & chair
- Selfie Booth

- Publicity materials (leaflets, brochures, posters, banners, standees)
- Team of trained manpower - 6 (1 Supervisor, 1 MC, 4 promoters)
- Nukkad Natak (Skit Show) artists - 4
- Interactive Game Unit (on LED display board or Computer)
- Two PDAs for feedback collection
- Two support vans (preferably Tata Sumo, Mahindra Bolero or similar vehicle) for movement of the crew.
- Volunteer Registration facility

#### **2.4.4 Creative Design & Output**

- All creative for Newspaper Advertisements, Hoarding, Posters, Leaflets, Brochures, Digital Banner, Cinema Slide, Scripts for radio & production of spots, Nukkad Natak show, Press Release in local media etc. to be provided in required format such as PDF, AI, Coral Draw etc.
- All design/ creative have to be approved by DSYS before production.
- All creative masters, source files, printable etc. shall to be handed over by Agency to DSYS at the end of the activity period. This may be used by DSYS in future.

#### **2.4.5 Operations Management**

- Planning and scheduling of the entire event including supervision, promotion, security, insurance, maintenance, crew F&B, first-aid, fire-fighting, reporting and communication etc.

#### **2.4.6 Public Relations**

- Press releases, media coverage during flag-off, closing and at each halt (nodal center) and related liaison and coordination with PIB, AIR, PIC, Community Radios, Doordarshan and private media houses etc.

#### **2.4.7 Volunteer Registration**

- Registration is to be done on the spot, if any seeker willing to be part of the DSYS programmes /activities. A detailed database of the same shall be created by the Agency during the campaign.

#### **2.4.8 Adequate Manpower**

- The agency will need necessary manpower/staff (technical, skilled, local-such as supervisors, promoters, local street play artists etc. They must be well versed with the local language and culture. The

District Coordinators and the canter Supervisors must be able to speak in Odia language.

- The Agency's personnel, preferably the Project Head, should be able to travel to locations for pre-briefing meeting at Nodal Centers before the launch of the campaign for proper briefing and understanding.
- The Agency will be responsible for arranging for appropriate backup of all human resources/staff so that at all times, the requisite crew strength is maintained during the entire itinerary.

#### **2.4.9 Quality Check & Monitoring**

- This is mandatory for smooth running of the campaign. The Project Head should travel to at least 10% of the assigned locations during the campaign for surprise checks and submit timely report. S/he should also be required to make quick visits to locations if any dispute/crisis arises during the course of the campaign.
- Agency will ensure that all display materials produced by them including but not limited to graphics and translites, remains in mint condition for the entire span of the campaign.
- As such, agency is expected to arrange for appropriate backups of all display material for smooth replacement as and when required.
- Agency is to ensure that they would procure/hire all the necessary items required for operational activity which includes inter alia, laptop, internet connectivity, peripherals, stationery, maintenance, housekeeping, first aid, connectivity, necessary insurance coverage, communication and reporting, uniform and badges for staff, and periodic supervision by senior agency officials during the entire outreach activity period.
- Daily update on Social Media Page (photos geo tagged & time stamped on Mu Hero / DSYS website, videos, VLE interviews of the activity with description)
- Proper feedback mechanism (on digital platform) to be created and shared with DSYS based on data collected from the field. This will be part of the final deliverables.

#### **2.4.10 Production of Giveaways**

The agency shall be responsible for the design and production of giveaways. The items and quantity are detailed in the format of Financial Proposal in Annexure – B(ii)

### **2.5 Reporting structure & feedback**

- A senior level Agency personnel will have to be deployed in Bhubaneswar to spearhead the entire project and liaison with the Client i.e. DSYS and will be single point of contact for all matters related to the project during the entire period.
- The two District coordinators will coordinate with the four Canter Supervisors and submit daily report which will be circulated to all concerned
- The Canter Supervisors will coordinate with nodal Biju Yuva Vahini representatives for day to day operation as per the pre-defined route plan.
- The agency will be required to submit regular monitoring and quality assurance reports on time.
- At the end of the campaign, agency will submit a consolidated report along with a complete edited video of the activity
- The Project Head should be able to travel to at least 10% of the assigned locations during the campaign period for monitoring and feedback. Whenever required S/he may be required to make quick visit to the state for crisis handling as and when notified by DSYS.
- Daily update on Social Media Page (Photos, Videos and VLE interviews of the activity with description)

## 2.6 Proposed Timeline for Canter Activation

The canter activation will be for **8 months starting from 1<sup>st</sup> April to 30<sup>th</sup> November 2018**

## 2.7 Payment Schedule

The payment shall be released by Department of Sports & Youth Services to the Agency in the following manner:

### 1. Flag-off Ceremony

Sl.	Deliverable	Time lines	Payment
1.	Completion of flag-off ceremony	Within 15 days of flag off ceremony	100% of the amount quoted towards the same

### 2. Canter Activation

Sl.	Deliverable	Time lines	Payment
1.	Submission of execution plan	10 days from issue of LOI	10%
2.	Completion of first month of canter activity		10%



3.	Completion of second month of canter activity		10%
4.	Completion of third month of canter activity		10%
5.	Completion of fourth month of canter activity		10%
6.	Completion of fifth month of canter activity		10%
7.	Completion of sixth month of canter activity		10%
8.	Completion of seventh month of canter activity		10%
9.	Completion of eight month of canter activity		10%
10.	Debriefing and handover of process documentation	Within 15 days of completion of event	10%

### 3. Giveaways (Merchandise)

Sl.	Deliverable	Time lines	Payment
1.	Production & handover of 50% of the giveaways	Before the flag off date of the canter	50% of amount quoted towards the same
2.	Production & handover of balance 50% of the giveaways	Within a month of canter flag off	50% of balance amount

### 3. SUBMISSION OF RFP

**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 with the following information, using the format for technical proposal provided in Annexures - Format of this 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 Past Projects – **Annexure A4**

- (v) Registration Certificate indicating the category of agency
- (vi) Audited balance sheet of last 3 financial years indicating turnover of the agency
- (vii) Details of registration
- (viii) Curriculum vitae (CV) of professionals (One Project Head + 2 State Coordinators)
- (ix) Work Order/ Completion Certificate with client references
- (x) Signed consent of the professionals mentioned at para 4.1.1 (vi) and 4.1.1 (vii)
- (xi) Bid Processing fees in the form of Demand Draft in favour of "**Department of Sports & Youth Services, Government of Odisha**" payable at Bhubaneswar
- (xii) Bid Security in the form of Demand Draft in favour of "**Department of Sports & Youth Services, Government of Odisha**" payable at Bhubaneswar

### 3.3. Financial Proposal

- (i) The financial proposal should include remuneration for staff/ manpower, travel, accommodation, transportation and equipment, printing of documents/ materials and all other expenses related to the assignment
- (ii) In the Financial Proposal, the Agency shall quote an item-wise rate for all elements in the scope. The specifications and quantity of items in scope of work is clearly defined in the format enclosed in **Annexure-B**. However, the Total Amount quoted by the Bidder towards all the elements in flag-off ceremony and canter activity execution for 6 months shall be considered for financial evaluation.
- (iii) All rates must be expressed in Indian rupees only.

### 3.4 Checklist for Submission

<b>A</b>	<b>Technical Proposal</b>	<b>Format</b>
1	Covering Letter	Annexure-A1
2	Bid Processing Fee (non-refundable) of Rs. 10,000/- (Rupees Ten Thousand Only)	Demand draft in favor of Department of Sports & Youth Services, Govt. of Odisha
3	Bid Security of Rs.5,00,000/- (Rupees Five Lakh Only)	Demand draft in favor of Department of Sports & Youth Services, Govt. of Odisha
4	Particulars of Bidder	Annexure-A2
5	Financial capability of the Bidder	Annexure-A3

6	Details of experience in past assignments	Annexure-A4
<b>B</b>	<b>Financial Proposal</b>	Annexure-B (i) and (ii)

## 4. EVALUATION CRITERIA

### 4.1 Evaluation of Proposals

The proposals of those Bidders which meet the minimum conditions of eligibility specified in Section 4.1.1, will be evaluated in two stages:

- i. Technical evaluation of proposals & presentation on proposal by qualified bidders.
- ii. Financial Proposal.

#### 4.1.1 Pre-Qualification / Minimum Eligibility Criteria:

- (i) The Bidder should be a registered entity and rendering event management services in same name and style with **Five years** of existence on the date of submission of bid. Documents like ROC registration, PAN, TAN, Service Tax / GST registration, etc. relating to business entity should be furnished. **and;**
- (ii) In the last 3 (three) years from the date of submission of bid, the firm should have solely undertaken and completed event management of **minimum 3 (three) projects** of National / International level with a contract value of **Rs.1 Crore or above** for each project, **and;**
- (iii) In last 3 (three) years from the date of submission of bid, the Bidder must have worked with the Government of India/State Government/PSU on minimum 1 (one) project of value of Rs.1 Crore or above, **and;**
- (iv) The Bidder must have minimum 15 (fifteen) experienced professionals on contract/payroll in the area of 'Event Management'. It must have adequate human and logistic resource to meet the requirements, and must be equipped to liaison extensively and independently.
- (v) In-house capacity to deploy a professional who will administer the project as Project Head/Manager with 10+ years of total work

experience with minimum 5 years in managing large Rural/ BTL Campaigns.

- (vi) In-house capacity to deploy two District Coordinators with 5+ years of total work experience in managing large Rural/ BTL Campaigns
- (vii) The Bidder should not have been blacklisted in the last 3 years by any Central /State Government /Public Sector Undertaking. A self-certificate to this effect must be submitted on the letterhead of the Bidder.
- (viii) **Financial eligibility criteria:** The firm should have a turnover of at least **Rs.10.00 Crores (Rupees Ten Crores) per year** in the last 3 (three) financial years i.e.2014-15, 2015-16 and 2016-17.

**4.1.2 Technical Proposal Evaluation** – The Technical Proposal evaluation of qualified bidders will be done out of **total 100 marks** in two parts; **(a)** evaluation of past project experience (Credential Score of 50 marks) and; **(b)** evaluation of project concept proposal to the Technical Evaluation Committee through a power-point presentation (Presentation Score of 50 marks).

**a) Credential Score** – Maximum 50 marks will be given based on the information and credentials submitted by the bidders in terms of relevant past project experience as follows.

<b>Sl. No.</b>	<b>Details</b>	<b>Max. Marks</b>	<b>Basis of Marks to be allotted</b>
1.	Experience in execution of minimum 3 (three) projects of National / International level with a contract value of Rs.1 Crore or above for each project	30	<ul style="list-style-type: none"> <li>• 15 Marks for 3 (three) projects of National/ International repute of contract value of Rs.1 Crore or above for each project.</li> <li>• 5 Marks for each additional project of contract value of Rs.1 Crore or above (subject to a maximum of 15 marks)</li> </ul>
2.	Experience in execution of complete event management of 1 (one) similar assignment involving multicity	20	<ul style="list-style-type: none"> <li>• 5 Marks for 1 (one) project of National /International repute of minimum contract value of Rs.50 Lakhs; or</li> </ul>

	roadshow, multicity mobile van/ caravan activation.		<ul style="list-style-type: none"> <li>10 Marks for 1 (one) project of National /International repute of contract value &gt; Rs.1 Crore</li> </ul>
<b>Total:</b>		<b>50</b>	

**Note:** All projects should have been undertaken by the Agency in the last Three Years from the date of submission of bid. Work orders, client completion certificates must be submitted as proof of execution of projects. The projects submitted for Sl. No.1 and Sl. No.2 in the above table must be exclusive and repetition is not allowed.

<p>Relevant projects of National or International repute to be considered for evaluation of event management:</p> <ul style="list-style-type: none"> <li>Sports Events</li> <li>Award Ceremonies</li> <li>Business Summits / Conferences / Seminars</li> <li>Youth Services Events</li> <li>Cultural Events</li> </ul> <p><b>Note:</b> Social Events like private parties, marriages, etc shall NOT be considered for evaluation</p>
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**b) Presentation Score**–The bidders shall be invited to make a presentation (20 Minutes each) to the Evaluation Committee **on** \_\_\_\_\_ **at** \_\_\_\_\_ on their Approach & Methodology for executing the assignment. The project concept proposal by the bidders in the form of a power point presentation as part of the technical proposal shall be evaluated and given scores (max. 50 marks) by the Technical Evaluation Committee as follows.

Sl.	Evaluation Criteria	Max. Marks
1.	Understanding and clarity of the concept and purpose of the campaign	10
2.	Exclusiveness / originality of proposed theme for the flag-off ceremony & planning, designing and execution of the ceremony	10
3.	Proposed creative for the campaign – Newspaper Advertisements, Hoardings, Posters, Leaflets /Flyers, Radio Scripts, Digital slides for LED screens on canters Standee /backdrop, etc.	10
3.	Exclusiveness / originality of proposed	10

	theme for the canter activation with details of games/ activities/ engagements proposed at the nodal centres & proposed script(s) for the <i>Nukkad Natak</i> (street theatre)	
4.	Assessment of requirement of various logistics (resource planning) & complete solution to the various aspects of the canter activation	10
<b>Total:</b>		<b>50</b>

**NOTE: The team leader along with the core team should be present for the presentation.**

**4.1.4 Technical Score** - The total score secured by the bidders in credential score and presentation score combined will be treated as the Technical Score (TS) out of 100 marks. Bidders scoring **80 marks or more** in the Technical Score will be qualified for opening of their financial bids.

**4.1.5 Opening of Financial Proposal:**

The financial proposal of qualified bidders shall be opened in presence of such bidders. Financial proposals for the both the stages of the assignment shall be calculated in the following manner.

- a. The bidder with the **lowest financial quotation** "L1" shall be treated as the preferred bidder for executing the assignment.
- b. The decision of DSYS as regards to acceptance/rejection of eligibility for parties who apply shall be final and binding.
- c. Notwithstanding the above, DSYS reserves the right to accept or reject any or all bids or to annul the bidding process.

**4.2 Negotiations**

Contract negotiations will then be scheduled with Preferred Agency. Negotiations will commence with a discussion of technical proposal, the proposed concept, staffing and price proposals.

**4.3** After the contract has been successfully negotiated, Preferred Agency will be issued Letter of Intent by DSYS. If the negotiations do not reach any conclusions and if the first Preferred Agency withdraws his proposal, DSYS may then invite Second Best Bidder for the

negotiations.

**4.4** The other Bidders which did not meet the Minimum Eligibility Conditions or were not shortlisted for other stages of evaluation or Bidders who were technically qualified but were not selected except the second best Bidder, will be informed by DSYS that they were unsuccessful. The Bid Security of such Bidders will be refunded within 15 days after issue of LOI to the successful Bidder.

**4.5** 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.

#### **4.6 Performance Security**

The successful bidder shall deposit a performance security equal to 5% of the contract value in the form of bank guarantee.

## ANNEXURES – FORMATS

### Annexure - A1

#### Letter of Technical Proposal (on the Agency's letterhead)

To,

**Director, Sports & YS**  
**Department of Sports & YS**  
**C-1, Nayapalli, Bhubaneswar-751012**  
**E-mail: [bijuyuvavahini@gmail.com](mailto:bijuyuvavahini@gmail.com)**

**Sub: "Proposal for Engagement of agency for canter activation and promotion of MU HERO campaign and World Cup Hockey 2018 for Department of Sports & Youth Services".**

#### Regarding Technical Proposal

Dear Sir,

1. With reference to the RFP dated \_\_\_\_\_ for the above captioned project, and clarification issued by DSYS thereof, I \_\_\_\_\_, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as Agency for providing services for "**Canter activation and promotion of MU HERO campaign and World Cup Hockey 2018 for Department of Sports & Youth Services**". The proposal is unconditional and unqualified.
2. 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.
3. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.
4. I shall make available to DSYS any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
5. I acknowledge the right of the DSYS to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.



6. 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 DSYS;
  - 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 DSYS 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.
7. 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.
8. If our Firm is qualified, we shall make a presentation on Approach & Methodology to DSYS on the date specified upon intimation received from DSYS.
9. The undersigned is authorized to sign the documents being submitted through this RFP. (A copy of Power of Attorney may be enclosed)
10. In the event our firm is selected as the Agency for this project we shall enter into a contract with DSYS.
11. 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.

12. The information provided herewith is true and correct to our best knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. We understand in such cases our bids are liable to be rejected.

Yours faithfully,

(Signature, name and designation of the authorized signatory)

(Name and seal of the Bidder)

### Power of Attorney (Sample)

Know all men by these presents, we, ..... (name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr / Ms..... son/daughter/wife and presently residing at ....., who is presently employed with us and holding the position of ..... as our true and lawful 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 "**Engagement of agency for center activation and promotion of MU HERO campaign and World Cup Hockey 2018 for Department of Sports & Youth Services**" including 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 Department of Sports & Youth Services, representing us in all matters before the Department of Sports & Youth Services, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the Department of Sports & Youth Services 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 Department of Sports & Youth Services.

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 and address)

Witnesses:

- 1.
- 2.

Notarized  
Accepted

.....  
(Signature, name, designation and address of the 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**

**Particulars of the Bidder**

**General Information about the Firm:**

- a) Name of Company or Firm:
- b) Legal status (e.g. incorporated private company, unincorporated business, partnership etc.):
- c) Country of incorporation:
- d) Registered address:
- e) Year of Incorporation:
- f) Year of commencement of business:
- g) Principal place of business:
- h) Brief description of the Company including details of its main lines of business
- i) **Name, designation, address and phone numbers of authorized signatory of the Bidder:**
  - i) Name:
  - ii) Designation:
  - iii) Company:
  - iv) Address:
  - v) Phone No.:
  - vi) Fax No. :
  - vii) E-mail address:

(Signature, name and designation of the authorized signatory)

For and on behalf of .....\_\_\_\_\_

**Annexure- A3**

**Financial Capacity of the Applicant**

<b>Sl. No.</b>	<b>Financial Year</b>	<b>Annual Turnover (In Rs)</b>
<b>1.</b>	<b>2016-17</b>	
<b>2.</b>	<b>2015-16</b>	
<b>3.</b>	<b>2014-15</b>	

**Certificate from the Statutory Auditor**

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

**Name of the audit firm:**

**Seal of the audit firm**

**Date:**

(Signature, name and designation of the authorized signatory)

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

**Annexure- A4**

**Eligible projects 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 Branding and Promotion activities and Event Management Activities separately.*

(i)	Assignment Name	
(iii)	Name, fax, email of the Client Representative:	
(ii)	Time when the assignment was carried out : Start Date End Date	
(iii)	Location of the Event	
(iv)	Contract Value	
(v)	Narrative Description of the Scope of work of the assignment	
(vii)	Description of Actual Services provided by your Staff	
(viii)	Status of the assignment	

**IMPORTANT:**

1. Use separate sheet for each Eligible Project
2. Please provide proof of eligible projects undertaken like a copy of completion certificate from the client/Copy of work order/copy of agreement etc. The submitted testimonial MUST contain detail description of work (Scope of Work and TOR) carried out by the Bidder.

**Annexure – B (i)**

**B FINANCIAL PROPOSAL**

**Covering Letter**  
(on the Agency's letterhead)

To

**Director, Sports & YS**  
**Department of Sports & YS**  
**C-1, Nayapalli, Bhubaneswar-751012**  
**E-mail: worldhockey.odisha@gmail.com**

**Sub: "Proposal for "Engagement of agency for canter activation and promotion of MU HERO campaign and World Cup Hockey 2018 for Department of Sports & Youth Services"**

**Regarding Financial Proposal**

Dear Sir,

I, \_\_\_\_\_  
enclose herewith our Financial Proposal for selection of our firm as Agency to carry out "**Canter activation and promotion of MU HERO campaign and World Cup Hockey 2018 for Department of Sports & Youth Services**".

Please note that the financial proposal does not contain any conditions and is submitted as per the prescribed format. In case of any discrepancy, our firm will be solely responsible for the same.

I agree that this offer shall remain valid for 90 (Ninety) days from the bid due date or such further period as may be mutually agreed upon.

Yours faithfully,

Signature \_\_\_\_\_

Full Name \_\_\_\_\_

Designation \_\_\_\_\_

**Annexure B (ii)**

**FINANCIAL PROPOSAL**

**Name of Work:** Proposal for engaging an Event Management Agency for "Canter activation and promotion of MU HERO campaign and World Cup Hockey 2018 for Department of Sports & Youth Services"

**1. Financial Quotation for Flag-off Ceremony:**

<b>S. No.</b>	<b>Item Description</b>	<b>Quantity</b>	<b>Rate</b>	<b>Total Amt. in Rs.</b>
1	Stage setup – Stage with carpet, LED screen, Side Wings, podium, steps, masking, head table, chairs, flower decoration, console, etc. along with the pre-approved creative for the entire setup	1		
2	Trussing and Scaffolds	1		
3	LED – Watchout	1		
4	Sound Setup with technical supervisors	1		
5	Light Setup with technical supervisors	1		
6	Venue Décor – Venue branding, entrance arch, in route branding, etc.	1		
7	3 Camera setup for video and 3 still photographers, DVD player, seamless switchers, connectors, cabling, cue monitors, technicians & assistants, etc.	1		
8	Generators	10		
9	Hostesses	10		
10	Emcee	1		
11	Clear Comm. / Walkies	20		
12	Transportation			
<b>Total Amount (in Rs.) for Flag-off Ceremony:</b>				

**2. Financial Quotation for Canter Activity (Fixed Cost)**

<b>S. No.</b>	<b>Item Description</b>	<b>Quantity</b>	<b>Rate</b>	<b>Total Amt. in Rs.</b>
1	Canter Holding Cost including driver DA for 10	4 canters for 10 days each		



	days	during fabrication		
2	Fabrication cost with AC & branding with pre-approved creative	4 canters		
3	LED Screens for 6 months (one in each canter)	4		
4	Game Setup	4 sets		
5	Selfie Machine with portable booth (without printing facility)	4 sets		
6	GPS	4 sets		
7	Laptop with Wi-fi setup & Wi-Fi Router	4 sets		
8	PA System Set (One cordless microphone + One microphone with cord, Two Horn + 160W amplifier)	4 sets		
9	Silent generator set with fuel	4 sets		
10	Fire Extinguisher (2 nos. in each canter)	8 nos.		
11	Tabs (2 nos. in each canter)	8 nos.		
12	Nukad Natak Script	1		
<b>Total Amount (in Rs.) towards Canter Activity (Fixed Cost):</b>				

### 3. Financial Quotation for Canter Activity (Variable Cost per Canter Team for a period of 8 months)

S. No.	Item Description	Quantity	Rate	Total Amt. in Rs.
1	Rental of One Canter for 8 months with Driver Salary	1 vehicle for 8 months		
2	Driver & Cleaner DA for canter - Food & Accommodation	1 driver + 1 cleaner		
3	Rental of Two Tata Sumo / Bolero for 8 months with Driver Salary	2 vehicles for 8 months		
4	Driver DA for Tata Sumo / Bolero - Food + Accommodation	2 vehicles for 8 months		
5	Team Leader / Supervisor	1 person for		

		8 months		
6	Male Emcee	1 person for 8 months		
7	Male Promoters	4 pax. for 8 months		
8	Nukad Natak Artists	4 pax. for 8 months		
9	Team Food	10 pax. for 8 months		
10	Team Accommodation	10 pax. for 8 months		
11	Toll Charges / Other Expense for 1 canter & 2 Sumo	For 1 Canter & 2 Sumo / Bolero for 8 months		
12	Daily Reporting / Communication & periodic supervision by senior agency officials during the entire outreach activity period	1		
13	Refurbishment Costs	7 months		
14	Team Dress – Collar T-Shirts and caps	10		
15	Team Dress – Jeans	10		
16	Team Dress - Shoes	10		
17	Standee – 6x3 ft.	2		
18	Backdrop - 12x8ft.	2		
19	Maintenance, housekeeping & first-aid	1		
20	Personal / Medical Insurance coverage of the entire team deployed in the canter activation for the entire tenure of event	1		
Total Amount (in Rs.) towards Canter Activity (Variable Cost for One Canter Team):				
<b>Total Amount (in Rs.) towards Canter Activity (Variable Cost for Four Canters Team):</b>				

**NOTE** – The fuel consumed by Canters & support vehicles (Tata Sumo /Bolero) shall be paid to the Agency as per actuals.

#### 4. Creative (Bi-lingual – Odia & English)

S. No.	Item Description	Quantity	Rate	Total Amt. in Rs.
1	Newspaper	5		

	Advertisements			
2	Hoardings	10		
3	Posters	5		
4	Leaflets /Flyers	5		
5	Radio Scripts	2		
6	Digital slides for LED screens on canters	2		
7	Standee /backdrop	2		
8	Slideshow videos with voiceover	2		
<b>Total Amount (in Rs.) towards Creative:</b>				

### 5. Financial Quotation for Production of Giveaways

S. No.	Item Description	Quantity	Rate	Total Amt. in Rs.
1	Round Neck T-Shirts	15,000		
2	Sling Bags	15,000		
3	Bag Tags	65,000		
4	Sippers	15,000		
5	Posters	10,000		
6	Leaflets /Flyers – A5 size	20,000		
<b>Total Amount (in Rs.) towards Giveaways:</b>				

### TOTAL / SUMMARY OF FINANCIAL PROPOSAL

S. No.	Activity Head	Total Amount in Rs.	Remarks (if any)
1	Flag-off Ceremony		
2	Canter – Fixed Cost for 4 canters		
3	Canter – Variable Cost for 4 canters		
4	Creatives		
5	Giveaways		
<b>GRAND TOTAL IN RS.</b>			

**Note:**

- a. GST as applicable shall be paid extra by DSYS.
- b. No conditions should be attached to the price proposal.
- c. The amount should be quoted in both figure and words. In case of discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words shall be considered as final price.
- d. The Agency has to quote individual rate for each item in scope.

Signature of the Agency:

Address:

Date: