

**Government of Odisha**  
**Sports & Youth Services Department**  
**C-1, Nayapalli, Bhubaneswar - 751 012**  
**Phone No.0674 2396715 Fax 0674 2536723**  
**Email : worldhockey.odisha@gmail.com**

**EXPRESSION OF INTEREST FOR INTERNATIONAL BRANDING OPTIONS FOR  
ODISHA HOCKEY MEN'S WORLD CUP BHUBANESWAR 2018**

Sealed Expression of Interest are invited by Sports & Youth Services Department, Government of Odisha, Sports PMU (1<sup>st</sup> Floor), C-1, Nayapalli, Bhubaneswar - 751012 from eligible candidates for **International Branding Options** for Odisha Hockey Men's World Cup, Bhubaneswar 2018 to be implemented at identified cities across the world. The detailed information may be downloaded from the Sports & Youth Services Department website ([www.dsyesodisha.gov.in](http://www.dsyesodisha.gov.in)) along with terms & conditions of the Bid.

The proposal in the prescribed format along with all relevant documents duly signed and sealed should reach in Sports & Youth Services Department on or before **13<sup>th</sup> August 2018 by 4:00 PM** either by Courier/Speed post/Regd. Post or by hand. Sending of Bid documents through Fax/e-mail/electronics system shall not be accepted. Bid(s) received after due date & time shall not be accepted. This Department shall not be responsible for delay in postal delivery or similar reasons.

Sports & Youth Services Department reserves the right to accept or reject any or all Bids without assigning any reason thereof. For any queries, contact can be made at Cell No. 8178967271

Sd/-  
**Director & Addl. Secretary**  
**Sports & Y.S. Department**

**Director, Sports and Youth Services,**  
**Department of Sports and Youth Services**  
C-1, Nayapalli, Bhubaneswar – 751 012  
Phone No. 0674 23967 15 Fax 0674 2536723  
E-mail: [worldhockey.odisha@gmail.com](mailto:worldhockey.odisha@gmail.com)

## **1. Introduction and Intent**

Odisha is fast emerging as one of the important hubs for sports in the country with world-class sporting events being organized in the State. The successful hosting of the 22nd Asian Athletics Championships and Hockey World League in 2017 has signaled Odisha's emergence as a strong force in the 'Global Sports Arena'. The Government of Odisha has been actively promoting sports in the state and has been creating necessary infrastructure and other facilities that are pre-requisite for organizing high standard sporting events, nurturing sports persons as well as for the overall development of sports in the state.

Odisha's capital city, Bhubaneswar, will be hosting the Hockey Men's World Cup 2018. The Hockey Men's World Cup will be the biggest ever sporting event in the State which will place Odisha in the International Sporting Map. The Mega Event will be hosted by Sports and Youth Services Department, Government of Odisha with grandeur complying with international standards of hospitality and event management. The spirit and vibes emanating from the festivity is believed as an opportune time to make massive intervention in promotion of sports in Odisha.

### **Odisha Men's Hockey World Cup 2018**

Making the State proud, the city is all set to host its largest sporting event, the Odisha Men's Hockey World Cup 2018 from November 28 to December 16, 2018. The top 16 Hockey Nations of the world will participate in this highest ranking Hockey Tournament, organized once every four years.

For more details about the event, the following links may be referred:

- i) <http://www.fih.ch/events/world-cup/world-cup-2018/hockey-world-cup-bhubaneswar-2018-m/>
- ii) <http://www.dsysodisha.gov.in/>

To recognize the rich contribution of the state in the field of hockey and to promote the World Cup event, the department plans to go for international branding in identified cities across the world.

### **Cities Identified for International Branding**

- Amsterdam
- Berlin
- Munich
- Melbourne
- Beijing
- Lahore
- Kuala Lumpur

### **2. Scope of Work**

- a) The Agency shall prepare a comprehensive strategy for branding of the Odisha Hockey Men's World Cup 2018, to boost the potential of Odisha as a holiday destination. The branding strategy should be integrated and complement the existing / ongoing initiatives taken up by the State Government of Odisha for brand building, PR, Tourism and investment promotion of the State.
- b) The agency shall advise DSYS for media buying in OOH and other different innovative media platform depending the budget and need of the department. The agency is expected to do all this in identified International locations.
- c) The Agency shall be responsible for planning and executing advertisements and marketing campaigns using mediums like buses/mobile vans and metros in the respective cities. The agency is expected to do all this in identified International locations.
- d) Note: The Agency shall have to provide creative for all specific requirements. The printing cost of specific branding elements, vinyl stickers along with pasting and removal in identified international cities shall be included as part of the services being provided by the agency. The agency has to however create sample designs/ templates and seek an approval from the department.
- e) The Agency shall also perform the media management during the execution of branding activities/events which includes photographs, narratives, etc.
- f) The Agency shall coordinate with the respective execution partner (locally identified by the Agency) to guide and monitor them for smooth execution of the proposed branding activities taken up by the Department.
- g) The agency shall manage the tracking and submission of online, print & electronic coverage of all the branding activities executed by agency for the department in the respective cities.
- h) Any other related work assigned by the authority.

### 3. Brief Description of the Bidding Process

- (a) The Authority has adopted a two-stage bidding process for selection of Bidder for award of the Project. The first stage i.e. EOI stage of the process involves qualification of interested parties who make an Application in accordance with the provisions of this EOI. The department expects to short-list suitable pre-qualified Applicants who shall be eligible for participation in the second stage of the bidding process comprising Request for Proposal(s).
- (b) DSYS shall prepare and distribute Request for Proposal (RFP) among the bidders identified through this EOI. The RFP shall contain details about project implementation structure and the contractual terms & conditions. Only the bidders who get shortlisted through this EOI shall be allowed to participate in this project at the RFP stage.
- (c) Any further information on the project could be availed from the official website of Sports and Youth Services Department or by communications to the address mentioned below: -

Sports PMU,  
Sports and Youth Services Department, Government of Odisha,  
First Floor, C-1, Nayapalli, Bhubaneswar - 751 012  
Phone No. 0674 2396715 Fax 0674 2536723  
Email: worldhockey.odisha@gmail.com

- (d) **DSYS** shall be entitled to disqualify any Applicant at any stage of the Bidding Process in accordance with the guidelines of Government of Odisha or such other laws as applicable from time to time. Applicants must satisfy themselves that they are qualified to bid, and should give an undertaking to this effect. Also, suggestions for modification are invited from potential bidders for any suitable amendment to the suggested procedure, eligibility, project structure or any other aspect that the bidder perceives should be changed for the benefit of the project.
- (e) In this stage, applicants are required to furnish all the information as per this EOI to participate in the qualification process. Only those Applicants that are pre-qualified and short-listed by **DSYS** shall be invited to submit their bids for the project in second stage. However, if **DSYS** perceives modifications to this condition is important for benefit of the project, it may qualify more bidders and make structure of the project suitable for better participation of bidders during the RFP stage.
- (f) The selection of the successful bidder shall be as per the terms and conditions set out in the RFP document at the bidding stage.

#### 4. Schedule of EOI process: -

The department shall endeavor to adhere to the following schedule:

| S. No. | Event Description                         | Date and Time            |
|--------|---|--------------------------|
| 1      | Issue of Advertisement & Uploading of EOI | 30 July, 18              |
| 2      | Last date of receiving queries            | 4 August, 18 by 5:00 PM  |
| 3      | Preproposal meeting                       | 6 August, 18 at 11:00 AM |
| 4      | DSYS's response to queries                | 8 August, 18             |
| 5      | Last date of submission of Eols           | 13 August, 18 by 4:00 PM |

The preproposal/project briefing meeting will be held in the Conference Hall (1<sup>st</sup> Floor) of DSYS as per scheduled date and time provided herein above.

#### 5. Eligibility of Applicants

The Bidder must satisfy each of the qualifying clauses indicated here, as specified with supporting documents. All documents in hard copies shall also be furnished to DSYS.

The eligibility criteria are given in the table below:

| S. No. | Parameter  | Supporting Documents   |
|--------|--|--|
| 1.     | The Bidder should have been in the business of providing professional services in the area of International Branding in India for at least past 3 years  | - Copy of letter of Incorporation/Article of Association should be submitted as proof along with details of operations in India with years of experience |
| 2.     | The bidder should be a Firm/ Company/ Partnership Firm registered under the Indian Companies Act, 1956/ The Partnership Act, 1932 and who have their registered offices in India. The bidder must be registered with the GST authorities in India. | - Certificate of Incorporation<br>- GST Registration Certificate   |
| 3.     | The bidder should have an average annual turnover of at least INR 5,00,00,000 (INR Five Crores or more in the last 3 Financial Years (FY 15-16, FY 16-17, FY 17-18) from the business of such branding activities)                                 | - Audited Financial Statement (Balance sheet and Profit & Loss Account)<br>- Certificate from the statutory Auditors                                     |

|    |  |   |
|----|--|---|
| 4. | Experience and past work in International Branding on turnkey basis and availability of own/network presence in the cities where branding is required.   | - The bidder has to showcase the past work along with the release/work order as proof of the similar work done by them. In case the project is done through network agency, MoU/agreement with the firm shall be submitted. |
| 5. | Designing, Production, Material procurement and other capabilities as mentioned in scope of work.  | - The bidder has to showcase/submit the past similar work done record/ proof along with the work order from their clients/ technology/ material used for the production of various such items                               |
| 6. | The Bidders shall not have been barred by any Government Agency. If the undertaking is found to be false at a later date after the award of contract, the said contract is liable for termination with immediate effect without any notice | - The bidder has to give an undertaking, duly signed by authorized signatory, to this effect  |
| 7. | DSYS recognizes/ prefers innovations in the past experience  | - The bidder should submit the same in a case study format with proof   |

**Bidders shall have to enclose documentary evidence in support of the stipulated eligibility criteria, in the absence of which, the bids shall be rejected.**

## **6. Submission Requirements**

The EOI application/proposal shall be submitted in the hard copy in sealed envelope having the title as **“EOI for International Branding Options for Odisha Hockey Men’s World Cup, Bhubaneswar 2018”**. The applicant shall send the documents by Courier/Speed post/Regd. Post or by hand to the address mentioned before the submission due date mentioned in this EOI document.

The Proposal should be provided with the following information, designs and other software submissions to be made in the form of pen drive/ DVD:

- (i) Letter of Proposal – **Annexure A1**
- (ii) Particulars about the Bidder – **Annexure A2**
- (iii) Financial Capacity of the Bidder – **Annexure A3**

(iv) Experience of Bidder in Similar Projects – **Annexure A4**

**7. Criteria for Evaluation**

- (a) **DSYS** shall review the proposals of the short-listed bidders to determine whether they are substantially responsive according to the eligibility criteria. Bids that are not substantially responsive are liable to be disqualified. DSYS may seek inputs from their professional, external experts in the evaluation process.
- (b) **DSYS** shall assign technical score to the bidders based on the evaluation criteria. The bidders with a technical score above the threshold as specified in the technical evaluation criteria shall technically qualify for the next stage.
- (c) The evaluation of the Proposals will be carried out in the following manner:

| <b>Sr.No.</b> | <b>Evaluation Criteria</b>   | <b>Point System (points)</b>  | <b>Maximum Score</b> |
|---------------|--|---|----------------------|
| 1.            | No of years of Experience for executing International Branding Projects        | > 3 years but < 5 years<br>- <b>10 Marks</b><br>< 5 years but > 7 years<br>- <b>20 Marks</b><br>> 7 years<br>- <b>30 Marks</b>                                    | 30                   |
| 2.            | No of employees on roll of the company for last one year                       | < 50- <b>10 Marks</b><br>> 50 but < 75- <b>14 Marks</b><br>>75- <b>20 Marks</b>   | 20                   |
| 3.            | Financial Strength   | The Bidders Annual turnover for last three years<br>> 5 Crores - <b>10 Marks</b><br>> 5 Crores but < 10 Crores - <b>20 Marks</b><br>> 10 Crores - <b>30 Marks</b> | 30                   |
| 4.            | Innovation   | Innovative ideas of branding elements – <b>5 marks</b><br>Innovative ideas on execution of the project – <b>5 Marks</b>   | 10                   |
| 5.            | Availability of own / network presence in the identifies international cities. | 3 cities – <b>3 Marks</b><br>5 cities – <b>6 Marks</b><br>7 cities – <b>10 Marks</b>  | 10                   |

(d) The threshold of qualifying for the next stage shall be **60 Marks**.

#### **8. Amendments to EOI**

- (a) At any time prior to the Application Due Date, **DSYS** may, for any reason, whether at its own initiative or in response to clarifications requested by an Applicant, modify terms and conditions of EOI through issuance of corrigendum and addendum.
- (b) Any Addendum or Corrigendum of reply to queries thus issued will be available only on the website of DSYS.
- (c) In order to afford the applicants a reasonable time for taking an Addendum in to account or for any other reason the Authority may, in its sole discretion, extend the Application Due Date.

#### **9. Fraudulent and Corrupt Practices**

If an Applicant is found by DSYS to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the EOI or Bidding Process, such Applicant shall not be eligible to participate in any tender or EOI issued by DSYS.

#### **10. Right to accept or reject**

DSYS reserves right to accept or reject any/all application without assigning any reason or incurring any liability to the applicants. The decision of Secretary, Sports and Youth Services Department in respect of the EOI shall be final and binding on all.



**Annexure - A1**

**Letter of Proposal**

To,

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

**Sub: “Proposal for International Branding Optionsfor Odisha Hockey Men’s World Cup, Bhubaneswar 2018”.**

Dear Sir,

1. With reference to the EOI 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 application and proposal for International Branding Options for Odisha Hockey Men’s World Cup, Bhubaneswar 2018. 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 EOI 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, ..... address of the registered office) do hereby constitute, 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 Design and Installation of Trophy Replica/ Countdown Clock/ Large Letter Cutout Signage for Men's Hockey World Cup 2018** 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**

| Sl. No. | Financial Year | Annual Turnover (In Rs) |
|---------|----------------|-------------------------|
| 1.      | 2017-18        |                         |
| 2.      | 2016-17        |                         |
| 3.      | 2015-16        |                         |

**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.

|        |  |  |
|--------|--|--|
| (i)    | Assignment Name  |  |
| (iii)  | Name, fax, email of the Client Representative:                       |  |
| (ii)   | Time when the assignment was carried out :<br>Start Date<br>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

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.