



Tender Ref. No. : PMU/CMGI/AWC/021/2013/ 1379, 25.10.2017

## **TENDER DOCUMENT**

**FOR**

**AVAILING THE SERVICES OF THE AGENCIES FOR MASSIVE AWARENESS CAMPAIGN AND ROLLING OUT ORTPSA THROUGH MOBILE VAN CAMPAIGN, FOR AWARENESS CREATION AMONGST THE CITIZENS**

<b>SCHEDULE</b>	
Period of availability of tender document in website	<b>25.10.2017</b>
Last Date For Submission of Tender:	<b>15.11.2017, 2.00 PM</b>
Opening of General Bid & Technical Bid	<b>16.11.2017, 3.00 PM</b>
Opening of Commercial Bid	<b>20.11.2017, 3.00 PM</b>

### **Amendment of the Tender :**

In case of any discrepancy between the Press Advertisement, other detailed provisions of the tender document and the updated version on the web (up to **6.00 P.M. on 18<sup>th</sup> November 2017**), the web-version will prevail. At any time prior to **6.00 P.M. on 18<sup>th</sup> November 2017**, the CMGI reserves the right to add / modify / delete any portion of this document by issuance of an addendum/ corrigendum, which would be published on the web site [cmgi.org.in](http://cmgi.org.in) and will be binding on the tenderers.

**Centre for Modernizing Government Initiative (CMGI)**

## **MASSIVE AWARENESS CAMPAIGN AND ROLLING OUT ORTPSA THROUGH MOBILE VAN CAMPAIGN, FOR AWARENESS CREATION AMONGST THE CITIZENS.**

Tenders are invited from professionals / organizations/ consultancies having experience in awareness generation programs for the **Targeted Population through Mobile Van Campaign**. Interested professionals/ organizations/ consultancies having past experience in similar activities are **eligible to apply**. The professionals/ organizations/ consultancies are required to submit their technical and financial bids separately along with their applications. The Terms of Reference (ToR) along with the format of the Technical & Financial Bid for **MOBILE VAN CAMPAIGN** is also available in the official website [www.cmgi.org.in](http://www.cmgi.org.in) .

### **TERMS OF REFERENCE:**

#### **Introduction**

CMGI has decided to spread awareness regarding Odisha Right to Public Services Act (ORTPSA), 2012 through Mobile Van Campaign for its successful implementation across the state. CMGI invites bids from reputed organizations/ consultancies for awareness generation through Mobile Van Campaign.

#### **Mobile Van Campaign**

##### **Objectives of the Mobile Van Campaign:**

Mobile Van Promotion activity will serve as an effective interactive communication activity as it will have Audio/Video messages & Documentary Films. Each mobile van will have 2 trained persons to distribute the leaflets, respond/clarify the citizen's questions/doubts, a driver and a helper. The event supervisors /Line Department Officer in the van will also distribute the information brochure and demonstrate the ORTPSA to the people.

It shall achieve objectives of popularizing ORTPSA, beneficiaries may avail the services within a stipulated time frame and generate the demand.

##### **Performance Indicators:**

- Innovative development of Mobile Van with modern facilities.
- On time operation of van & execution of van promotion activity as per the planning.
- Regular monitoring
- Timely submission of reports about the activity.
- Submission of photographs & interactive video of activity.

### **Broad Outline of the Tasks:**

- a) The agency / service provider will make necessary arrangements to carry out mentioned activities:
  - i) One mobile vans for each Block with CMGI branding to carry out this activity.
  - ii) Provide the Light with power backup and audio facility.
  - iii) Ensure proper hype at the location and smooth execution.
  - iv) Carryout the activity between 9 A.M to 9 P.M.
  - v) Conduct audio Messages at locations
  - vi) Display Documentary Movies
  - vii) Distribution of IEC materials.
  - viii) Collect target group response through questionnaire.
- b) Roadmap to be prepared prior to the beginning of the event in consultation with CMGI & the concerned Government Official.
- c) The agency/ service provider will also assist CMGI in assessing the impact of activity.

### **Deliverables:**

- One mobile van per Block preferably TATA Ace, TATA Magic, Mahindra Max and TATA Pickup with platform with ORTPSA branding.
- Vans to be equipped & fitted with audio & Power backup.
- Van should cover minimum 50 kms per day.
- Voice message of Hon'ble CM.
- One 42" or above LED for Display of Documentary Movies.
- Department wise Notified Services with Timelines
- Distribution of Leaflets (Leaflets will contain all the identified services.
- The Block & Village Level Officers of 22 departments may assist the campaigning team
- The mobile van campaign will cover all Panchayats of every block of Odisha.

**Expected Out-come:**

- Increased awareness about the welfare programmes & schemes.
- Sensitization of the Citizens regarding their rights and privileges.
- Public Servants alert and conscious about their duty.
- Citizens understand the procedure to avail the services.
- Minimization of Involvement of middlemen
- Better access to public services
- Greater transparency and accountability in implementation of the schemes and privileges.

**Application process**

The bidder shall submit the bid, clearly marking each “Original” and “Copy”, as appropriate. In the event of any discrepancy, the “Original” version shall govern. The original and all copies of the bid shall be typed and shall be signed by the bidder or a person or persons duly authorized to bind the bidder to the contract. The letter of authorization shall accompany the bid. Written power-of-attorney accompanying the bid shall support the letter of authorization. The person or persons signing the bid shall initial all pages of the bid, except for un-amended printed literature.

The bid shall contain no interlineations, erasures or overwriting except as necessary to correct errors made by the bidder, in which case, such corrections shall be initialled by the person or person signing the bid in original.

Interested organizations are requested to submit their bids in e-Tender portal as described below (along with documentary evidence).

**INSTRUCTIONS REGARDING ONLINE BID SUBMISSION****1 Bidding Methodology:**

Single-stage Two-Bid System (Technical Part and Financial Part to be submitted at the same time) shall be followed.

## 2 Broad outline of activities from Bidders perspective:

- i) Procure Digital Signature Certificates (DSC) for users of the organization (if not procured earlier)
- ii) Register your organization on Odisha Tenders Portal (<https://tendersodisha.gov.in/nicgep/app>) if not already registered
- iii) Create Users and assign roles.
- iv) Assign Tender to a department of your organization.
- v) Download Official Copy of Tender Documents from (<https://tendersodisha.gov.in/nicgep/app>)
- vi) Clarification to Tender Documents.
  - Post query to CMGI (Optional)
  - View response to queries posted by CMGI
- vii) Online Bid-Submission on web portal (<https://tendersodisha.gov.in/nicgep/app>)
- viii) Attend Online Tender for both Technical and Financial Bid
  - Opening of Financial-Part
  - (Only for Technically Responsive Bidders)

For participating in this tender online, the following instructions are to be read carefully. These instructions are supplemented with more detailed guidelines on the relevant screens of the Tendering Process.

## 3 Digital Certificates

For integrity of data and its authenticity/ non-repudiation of electronic records, and to become compliant with IT Act 2000, it is necessary for each user to have a Digital Certificate (DC). also referred to as Digital Signature Certificate (DSC), of Class 2 or above, issued by a Certifying Authority (CA) licensed by Controller of Certifying Authorities (CCA) [refer <http://www.cca.gov.in>].

## 4 Registration :

To use the Electronic Tender® portal <https://tendersodisha.gov.in/nicgep/app> the Bidder need to register on the portal. Registration of bidders organization is to be done by one of its senior persons who will be the main person coordinating for the e-tendering activities. This person will be referred to as the Super User (SU) of that organization. For further details, please visit the website/portal. Pay Annual Registration Fee as applicable.

## 5) Eligibility Criteria :

- a) The organization must have been in operation for at least 3 years.

- b) The average annual turnover for last 3 FYs (2013-14, 2014-15, 2015 - 16) of the organization should be minimum Rs.50.00 Lakhs. The organization must provide audited accounts of last 3 FYs (2013-14, 2014-15, 2015 - 16).
- c) The agency should have at least 3 work orders /completion certificates from any Private / Government (State/Central/PSU) Sector on Mobile Van Campaign/ Event Management on any promotional activity/awareness generation.
- d) The Bidder must not have been blacklisted for any kind of financial or technical irregularity in any govt. business.

**Please Note : The bidders are required to upload all the documents in e-tender portal while submitting their bids online, otherwise, the bid will be disqualified.**

## 6. On-Line Submission

The On Line Submission will have the following activities:

- i) Submission of digitally signed copy of Tender Documents/ Addendum
- ii) Submission of Acceptance/Rejection of General Terms & Conditions
- iii) Submission of Acceptance/Rejection of Special Terms & Conditions
- iv) Submission of particulars of EMD
- v) Submission of **Technical Part** as under:
  - Submission of Electronic Form (Mandatory)
  - Submission of Main Bid (Mandatory)
  - Submission of Bid Annexure (Optional)

Technical Part must contain the following which is required to be submitted in the Main Bid/Bid:

- a) Duly filled in Bid Submission Form.
- b) Statement showing Clause by Clause Compliance to all Terms & Conditions of all the Sections of the Tender.
- c) Scanned copy of Documentary Evidence of Eligibility Criteria
- d) Technical Offer
- e) Any other supporting documents the bidder wishes to submit as a

part of Technical Offer

vi) Submission of **Financial Part** as under:

- Submission of Electronic Form (Mandatory) - Submission of Main Bid (Mandatory)

Financial Part must contain the Price Bid Schedule.

The entire bid-submission as above would be online.

## **7) General & Technical Bid Submission :**

**The bidders are required to upload all the following documents online in e-tender portal while submitting their bids online, otherwise, the bid will be disqualified.**

- a) Agency/ organization registration certificate showing that the agency is in operation for at least 3 years.
- b) Audited accounts of last 3 FYs (2013-14, 2014-15, 2015 - 16).
- c) 3 work orders /completion certificates from any Private / Government (State/Central/PSU) Sector on Mobile Van Campaign / Event Management on any promotional activity/awareness generation.
- d) Self-Declaration (as per Annexure – 1) on letterhead of the agency mentioning that the Bidder has been blacklisted for any kind of financial or technical irregularity by any of client.
- e) Annexure – 2: Representative authorization letter on letterhead of the agency
- f) Annexure 3 : Acceptance Of Terms & Conditions Of The Tender Papers on letterhead of the agency
- g) Annexure - 4: Brief agency/bidder profile on letterhead of the agency

**Please Note : The bidders are required to upload all the documents in e-tender portal while submitting their bids online, otherwise, the bid will be disqualified.**

### **8. Offline Submissions:**

The bidder is requested to submit the following documents offline (i.e. physically) on or before 03.11.2017, 2.00 PM to Procurement Officer, Center for Modernizing Government Initiative, Plot No - 1212/A, Sishu Bhawan Square, Udyan Marg, Infront of Canara Bank, Bhubaneswar - 751009. before the due date & time of submission in a Sealed Envelope, the envelope shall bear, the Tender No. & Description and the words 'DO NOT OPEN BEFORE' (due date & time):

- i) Tender Fee of Rs. 5,000/- by Demand Draft in favour of “The Executive Director, Center for Modernizing Government Initiative” payable at Bhubaneswar.
- ii) EMD/Bid Security (Original) for Rs.1,00,000/- by Demand Draft in favour of “The Executive Director, Centre for Modernizing Government Initiative (CMGI).”
- iii) Power of Attorney (Annexure -2) under who’s Digital Signatures the bid has been submitted.

**9. Advice to the Bidders:**

- Computer System with good configuration (Min P IV, 1 GB RAM, Windows 7 )
- Broadband Internet Connectivity.
- Microsoft Internet Explorer 6.0 or above Digital Certificate(s)

**10. Payment Terms :**

The agency after completion of the mobile campaign should obtain confirmation certificate from the concerned Block Development Officer (BDO) and attach the same with the bill/invoice for release of payment.



**ANNEXURE – 1: SELF DECLARATION**

Date : \_\_\_\_\_

Ref : \_\_\_\_\_

To,

**The Executive Director,  
Centre for Modernizing Government Initiative (CMGI)  
1212 (A), Sishu Bhawan Square, Unit – 1, Bhubaneswar, Odisha,  
Telephone No. : 0674- 2598150/51**

In response to the invitation No \_\_\_\_\_, Dt: \_\_\_\_\_, I /

We hereby declare that our Organization/ Agency

\_\_\_\_\_ is having unblemished past record and was not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any Govt./ Pvt. Agency.

Signature of witness

Signature of the Tenderer

Date:

Date:

Place:

Place:

Company Seal

**ANNEXURE – 2: REPRESENTATIVE AUTHORIZATION LETTER**

Date : \_\_\_\_\_

Ref : \_\_\_\_\_

To,

**The Executive Director,  
Centre for Modernizing Government Initiative (CMGI)  
1212 (A), Sishu Bhawan Square, Unit – 1, Bhubaneswar, Odisha,  
Telephone No. : 0674- 2598150/51**

Ms. /Mr. \_\_\_\_\_ is hereby authorized to sign relevant documents on behalf of the Organization/ Agency in dealing with invitation reference No. \_\_\_\_\_, Dt: \_\_\_\_\_.

\_\_\_\_\_ . She/he is also authorized to attend meetings & submit general & commercial information as may be required by you in the course of processing above said application.

Thanking you,

Authorized  
Signatory

\_\_\_\_\_  
Representative Signature

\_\_\_\_\_  
Signature attested

Company Seal

**ANNEXURE - 3: ACCEPTANCE OF TERMS & CONDITIONS OF THE  
TENDER PAPERS**

To,

**The Executive Director,  
Centre for Modernizing Government Initiative (CMGI)  
1212 (A), Sishu Bhawan Square, Unit – 1, Bhubaneswar, Odisha,  
Telephone No. : 0674- 2598150/51**

Sir,

**I have carefully gone through the Terms & Conditions contained in the  
Tender Document [No. ] regarding Mobile Van Campaign for awareness  
generation among Citizen.**

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**I declare that all the provisions of this Tender Document are  
acceptable to my Agency. I further certify that I am an authorized  
signatory of my Agency, therefore, competent to make this declaration.**

Signature of witness

Date:

Place:

Signature of the  
Tenderer

Date:

Place:

Company Seal

#### ANNEXURE - 4: BRIEF AGENCY/BIDDER PROFILE

01	Name of the Organization/Bidder/Agency	
02	Year Established	
03	Address of Office in Odisha	
04	Telephone No.	
05	Fax No.	
06	E-mail Address	
07	Website	
08	No. of years of Proven experience of providing similar Services	
09.	No. of Projects handled of similar kind in India in last 3 Years	

Signature of witness

Date:

Place:

Signature of the Tenderer

Date:

Place:

Company Seal