

**ORTPSA EoI DOCUMENT FOR INFORMATION EDUCATION
COMMUNICATION (IEC) PROGRAMMES**

FOR

AVAILING THE SERVICES OF THE AGENCIES FOR DEVELOPMENT OF IEC MATERIALS (POSTERS, LEAFLETS, WALL PAINTING, HOARDINGS, FLEX BANNERS, DOCUMENTARY FILMS, BOOKLETS, BROCHURES, BUS/TRAIN HOARDINGS, RADIO JINGLES & SPOTS, NEWS PAPER ADVERTISEMENTS , & SOCIAL MEDIA MANAGEMENT), MOBILE VAN CAMPAIGN, COMMUNITY RADIO, FOR AWARENESS CREATION AMONGST THE CITIZENS



Centre for Modernizing Government Initiative (CMGI)

Sl. No.	Event	Schedule Date
1	Release of EOI	06 .09.2017
2	Due/Last date for Receipt of Responses to EOI	25 .09.2017, 2.00 PM
3	Opening of the Bids	25 .09.2017, 3.00 PM
4	Presentations by the successful bidders	25 .09.2017, 4.00 PM

REQUEST FOR EXPRESSION OF INTERESTS (EOI) FOR AVAILING THE SERVICES OF ORGANIZATIONS & PRODUCERS FOR DEVELOPMENT AND IMPLEMENTATION OF IEC MATERIALS / CAMPAIGN FOR TRAINING AND AWARENESS CREATION AMONGST THE CITIZENS REGARDING THEIR RIGHTS

Eols are invited from organizations/ consultancies and empanelled documentary film producers having experience in the development/implementation of IEC materials/ campaigns for the Citizens in order to generate awareness amongst the citizens regarding their rights. Interested organizations/ consultancies and empanelled documentary film producers/training organizations having past experience in similar activities are eligible to apply. The organizations/ consultants and empanelled documentary film producers are required to submit their technical bids along with their applications. The Terms of Reference (ToR) along with the format of Eol for Development/Implementation of IEC materials/ Campaign is also available in the official website www.cmgi.org.in .

TERMS OF REFERENCE:

CMGI has decided to spread awareness regarding Odisha Right to Public Services Act (ORPSA), 2012 through extensive Information Education and Communication (IEC) campaign for its successful implementation across the state. Training of Officers for use of Social Media in Governance as a pro-people approach and community mobilization to partner with Government for planning & implementation of developmental programmes etc. is also an important area of the IEC campaign. Hence, CMGI invites bids from reputed organizations/ consultancies and documentary film producers for development of IEC materials for use during awareness generation and training of different stake holders.

Deliverables

1. Creative Designing of Posters, Banners, Hoardings, Leaflets, Brochures;
2. Design & Print posters on Social/ Community Development/ Intervention Programmes;
3. Design, print and installation of hoardings in BMC/CMC and District Headquarters;
4. Prepare Translation of Training Manuals written in English into Odia;
5. Design and print hoardings for Buses/Auto Rickshaws and display those on backside of the buses/auto-rickshaws;
6. Develop script and broadcasting in Community Radio for awareness creation among the targeted population;
7. Design, Create and Execute Mobile Van Campaign on various social/ government welfare schemes/ programmes across the state;*
8. Print and Install Flex Banners with inscriptions on various developmental schemes & programmes on Social / Community Development/ Intervention Programmes;
9. Design and Print books, booklets and brochures (themes to be provided by CMGI, whereas developed and printed by the printing agency);
10. Develop Video spots, Jingles, Video Magazines and Documentary Films on

the themes to be provided by CMGI (the spots, Jingles, Video Magazines and Documentary Films should be produced in such a manner that can be telecast in TV as well as exhibited in theatres/ cinema halls.)

11. Develop script for short film on different themes to be provided by CMGI and Produce documentary films for use during training and community awareness programme;
12. Advertisement in Bus/Train Tickets;
13. Advertisement on sides/ backsides of the buses;
14. Advertisement on trains;
15. Advertisement in Bus-stand/ Railway Stations.

- Separate Bids are invited for each item of the above deliverables individually. Collaborating Technical Agencies can apply for any one or more of the above deliverables separately.
- The bidders are supposed to furnish soft copy of their credentials in Ready to Print (RtP) formats in CD.
- Empanelment of agencies/consultants through this EoI does not guarantee issue of work/purchase order in their favour. There will be further Financial bid amongst the empanelled agencies through limited tender(s) and the L1 bidder(s) will be issued the Work/Purchase order.
- One agency can apply for more than one item.
- Order will be distributed based on price (L1).

* **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 activity:
 - i) One mobile van for each Block with CMGI branding to carry out this activity.
 - ii) Provide 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) Distribution of IEC materials.
- vii) 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.

Concept:

- 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/PM
- 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

Expected Out-come:

- Increased awareness about the welfare programmes & schemes.
- Sensitization of the Citizens/recipients realize 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.

CMGI, a Society under GA Department, Govt. of Odisha will undertake the following responsibilities:

- Provision of theme ideas for development of posters/banners on various social/community intervention issues for revision of Manuals for translation into Odia.
- Provision of typed manuals for layout design for future printing in either A4 or Crown 1/5.
- Finalization of the themes for Development of Documentary Films, TV Spots and Jingles on various schemes of the Government for broadcasting and telecasting through AIR/ Prasar Bharti and Local channels.
- Finalization of script for short film on different themes and rough cut of short films / Validation of posters/ training films/ spots/ jingles.

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 envelopes as described below (along with documentary evidence). **Bids received after the due date will not be considered.**

The Envelope containing the A will be sealed and marked as follows:

“GENERAL & TECHNICAL BID FOR EMPANELMENT OF CONSULTANTS/ ORGANIZATIONS / AGENCY / DOCUMENTARY FILM PRODUCERS FOR DEVELOPMENT/ IMPLEMENTATION OF IEC MATERIALS (POSTERS, HOARDINGS, FLEX BANNERS, DOCUMENTARY FILMS, BOOKLETS, BROCHURES, BUS HOARDINGS, COMMUNITY RADIO, VIDEO MAGAZINE, NEWS PAPER ADVERTISEMENTS & SOCIAL MEDIA MANAGEMENT) FOR AWARENESS CREATION”

The cover should be sealed properly and CMGI will not be responsible if any cover is not sealed properly or found open at the time of receiving.

Applications for this assignment, complete in all respects, should be sent to:

**The Procurement Officer,
Centre for Modernizing Government Initiative (CMGI)
Sishu Bhawan Square, Unit – 1, Bhubaneswar - 9, Odisha,
Telephone No. : 0674- 2598150/51**

The proposals could be sent by speed post or registered post or courier or submitted in person. Proposals sent by any other mode(s) will be rejected.

Application scrutiny process

The selection process will be based on an assessment of Technical Bid. The empanelled agencies will be asked to submit their Financial Bids in subsequent limited tender.

Eligibility Criteria / Pre-Qualification Criteria

- 1) Location :** The agency must have their Office/Branch in Bhubaneswar. Proof (Rent Agreement/Ownership) of its local address should be produced.
- 2) Experience:**
 - a)** The agency must have experience of working with Government Organization and at least 5 years' experience in organization of training programmes/production of creative / printing ads, etc.

- b) The agency must have at least 20 relevant work/purchase orders out of which 5 from any Government agency/PCU on the matter/theme.
- c) One agency can apply in multiple areas
- 3) **Net worth*** : In case of a corporate applicant, the agency preferably should have a minimum net worth of Rs. 5 lakh to be considered.
* **Net worth** means the excess of the book value of assets (other than fixed assets) of an enterprise over its liabilities. It would be calculated as sum of the paid up equity and free reserves minus accumulated losses, if any, in the company. The applicant shall furnish a proof of its net worth certified by a statutory auditor/chartered accountant. Net worth will be calculated at the **closing of the financial year immediately preceding the year of application.**
- 4) **Income-Expenditure Statement:** An audited income-expenditure statement for the last three years should be submitted in case the applicant is not a company. The statement should support the claims of activities undertaken by the applicant. Average Annual Turn Over of the agency should be more than **Rs. 5 lakhs** for the Financial Year 2013-14, 2014-15, 2015-16.
- 5) **Earnest Money:** A Demand Draft / Banker Cheque of Rs. 10,000/- (Rupees ten Thousand only) drawn in favour of Executive Director, CMGI, payable at BHUBNESWAR as Earnest Money Deposit (EMD) to be submitted in a separate envelope.

Bid Document and its Submission

The General & Technical Bid

The General & Technical Bid submitted by the bidder must be accompanied by the following documents in a sealed envelope:

- 1) **Location** : The agency must have their Office/Branch in Bhubaneswar. Proof (Rent Agreement/Ownership) of its local address should be produced.
- 2) **Experience:**
 - a) The agency must have experience of working with Government Organization and at least 5 years' experience in organization of training programmes/production of creative / printing ads, etc.
 - b) The agency must have at least 20 relevant work/purchase orders out of which 5 from any Government agency/PCU on the matter/theme.
 - c) One agency can apply in multiple areas
- 3) **Net worth*** : In case of a corporate applicant, the agency preferably should have a minimum net worth of Rs. 5 lakh to be considered.
* **Net worth** means the excess of the book value of assets (other than fixed assets) of an enterprise over its liabilities. It would be calculated as sum of the paid up equity and free reserves minus accumulated losses, if any, in the company. The applicant shall furnish a proof of its net worth certified by a statutory auditor/chartered accountant. Net worth will be

calculated at the **closing of the financial year immediately preceding the year of application.**

- 4) **Income-Expenditure Statement:** An audited income-expenditure statement for the last three years should be submitted in case the applicant is not a company. The statement should support the claims of activities undertaken by the applicant. Average Annual Turn Over of the agency should be Rs. 5 lakhs.
- 5) **Earnest Money:** A Demand Draft / Banker Cheque of Rs. 10,000/- (Rupees ten Thousand only) drawn in favour of Executive Director, CMGI, payable at BHUBNESWAR as Earnest Money Deposit (EMD) to be submitted in a separate envelope.
- 6) **Earnest Money Deposit (EMD):** EMD of Rs. 10,000/- (Rupees Fifty Thousand only) in the form of DD/Banker Cheque drawn in favour of Executive Director, CMGI, payable at Bhubaneswar.
- 7) **Copies of Response:**

Respondents must submit one hard copy and online submission of their response to this EOI to the designated point of contact by the date and time specified in this EOI.

- 8) General & Technical Bid must include a general background of the respondent agency, with information on the contact person for matters relating to this EOI. This part must include a letter indicating the interest of the agency in providing the services as they relate to the EOI. The letter must be on the respondent agency letterhead, signed by an official who is authorized to respond to the EOI on behalf of the agency. **Evidence of previous responsibilities (coloured)/audio/video (at least 5 of each) should also be attached with General & Technical Bid.**
- 9) This part must also include a clear and concise summary of the respondent's experience as they relate to the EOI. Information should include the following: core business and years in business; qualifications and experience of key personnel; description of similar work with client contact information in the formats given in **Annexure.**

Other Terms and Conditions

Validity of Bid:

The bids submitted by the bidders should be valid for twelve months from the date of submission.

Applicable Rate for Work:

The payment for the work shall be made at the I & PR Rates (or less) wherever these are specified. For jobs/activities other than for which I&PR has not prescribed the rates, the same will be done through the empaneled agency by resorting to limited tender enquires/bids, which would be restricted to the empaneled agency.

Evaluation Criteria:

Technical Bid

The General and Technical bids will be analysed first by the Bid Evaluation Committee. Thereafter, the qualified bidders in General and Technical bids will be called for making a presentation. The presentation and weightage shall be as follows:

Sl. No.	Evaluation Criteria	Maximum Marks
1.	Statement of Purpose	10
2.	Past experience of working with Government/ Government agency	20
3.	Sample works attached with the Bid	20
4.	Qualification and Experience of the key personnel to be deployed for the proposed work of CMGI	10
5.	Quality and technical capability of agency	20
6.	Presentation by the agency	20
Total		100

Bidders, scoring 80 marks and above will be declared technically qualified for empanelment.

Empanelment of the Agencies

- CMGI shall empanel only those agencies who will qualify in the Technical Bid.
- The size of Panel will be decided by CMGI.
- The successful bidders will have to enter into an agreement with CMGI comprising the clauses as per parameters mentioned in this EOI. Suitable and mandatory changes will also be added in the agreement for smooth execution of the contract.

Terms of Payment:

Payment for IEC activities will be made at the I & PR rates on work to work basis after the completion as well as approval of the work by the Competent Authority and on the production of proper Invoice. Payments for other IEC jobs, not in the I&PR rate contract, shall be similarly made after following the due process as mentioned in para 6 of this EOI.

EOI Cancellation:

CMGI reserves the right to withdraw this EOI at any stage if CMGI determines that such action is in the best interest of the CMGI.

Designated Point of Contact

The Procurement Officer,
Centre for Modernizing Government Initiative (CMGI)
 Sishu Bhawan Square, Unit – 1, Bhubaneswar - 9, Odisha,
 Telephone No. : 0674- 2598150/51

Annexure - Response Forma for the Technical Bid

Form I - General Information of the Respondent

I. General Information			
Particulars	Details to Furnished		
Details of the Respondent			
Name			
Address			
Incorporation of company/organization Date:			
Commencement of Functions Date: ROC Ref:			
Status (public Ltd/NGO, etc.)			
Telephone including Mobile no.		Fax	
E-mail		Website	
Details of the Contract person			
Name			
Designation			
Address			
Telephone including mobile no.		Email	

Form II- Financial Details of the Respondent

II. Financial Details	
Income-Expenditure/ Net Worth as on 31 st March, 2016 as evidenced by audited financial statements	
Net Worth as on 31.03.2016 (In case of corporate applicants) Expenditure as on 31.03.2016(in case of non -corporate applicants)	

Average annual turnover in 2013-14, 2014-15, 2015-16 in case of the agency is not a corporate applicant	
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Form III- Relevant Experience

III. Relevant work experience (in the last 3 years)		
S. No.	Item	Details to be Furnished
General Information		
1.	Title of the work with description	
2.	Client for which the work was executed	
3.	Name and contact details of the client	
4.	Type of Contact	
5.	Total cost of the work	
6.	Period of execution (Specify in terms of date/year)	

Form IV: Summary of the Respondents Qualification and Experience

This part should include a clear and concise summary of the respondent s qualifications and experience as they relate to the EOI. Information should include the following: core business and years in business; qualification and experience of key personnel. A Statement of purpose for working with CMGI in 2000 words may be attached separately.

Form V- Details of the Resource Persons

Sr. No.	Resource	Role	No. of Resource	Duration (months)
1.				
2.				
3.				

Declaration: - We, (the name of agency), are agreed to work at the I&PR Rate for IEC activities and/ or OTC Scheme rates for training Programmes.

Date:

Place:

Authorized Signatory

Seal of

Organization

DISCLAIMER

1. The information submitted in response to this EOI may be subject to public release (as per RTI norms). Therefore, do not include proprietary or confidential business information in your response. Vendors responding to this notice assume the risk of public disclosure if confidential information is included.
2. This notice is not to be construed as a commitment by the CMGI to contract for services. Please be advised that the CMGI will not pay for any information provided as a result of this notice and will not recognize or reimburse any cost associated with any EOI submission.