

**Request for Expression of Interest (Eoi)  
(For Video Documentary of DAY- NULM Success Stories)**

**Assignment Title: “Hiring of a Media Agency for Video Documentary of DAY-NULM Success Stories”**

Sealed proposals are invited by the State Urban Development Agency (SUDA) from the Media Agency having office at Bhubaneswar **to Prepare Video Documentary of Day-NULM Success Story with SUDA for one year as and when required. The said contract is likely may be enhanced for further period subject to satisfactory discharge of the assignment for the first year.** The Media agency will be selected on Quality Based Selection (QBS) process. The bidders have to submit technical proposal in the format prescribed at **Annexure - III.**

1. Completed technical Proposal for the work in prescribed format shall be received up to **26<sup>th</sup> Dec. 2018 up to 3.00 PM.** The proposal shall accompany a sum of Rs. 10,000/- towards Earnest Money Deposit (EMD) in shape of Demand Draft (DD) in favor of **“State Urban Development Agency (SUDA), payable at Bhubaneswar”.**
2. The sealed proposals shall be sent on or before the due date by registered post or speed post or in person to **The Additional Director, State Urban Development Agency (SUDA), Vivekananda Marg, Near Bhubaneswar Municipal Corporation (BMC), Bhubaneswar - 751 014.**
3. The Proposals received shall be opened on **26<sup>th</sup> Dec. 2018 itself at 4.00 P.M.** in the presence of representatives of bidders. Bidders are requested to ensure presence of their representative at the time of opening of the bid, who must submit an authorization letter from the bidder.
4. This Eoi/RFP includes the Terms of Reference (ToR) (see Annexure – I)
5. While all information / data given in the EOI are, to the best of the Client’s knowledge accurate within the consideration of scope of the proposed contract, the Client holds no responsibility for accuracy of information and it is the responsibility of the Bidder to check the validity of information / data included in this document.
6. The Client reserves the right to cancel the entire bid process or part of it, at any stage without assigning any reason thereof.

Interested Bidders may obtain further information from the office of the State Urban Development Agency (SUDA), Odisha via Tel. 0674-2432317, e-mail sudaodisha1990@gmail.com.

Sd/-  
Additional Director, SUDA

## Instructions to Bidders

### **1.1 Eligibility Criteria/Evaluation criteria**

The bidder must possess the following eligibility criteria and to this effect must produce supportive documents for the following along with the other documents/information as specified below.

1. A Media agency should have office at Bhubaneswar, Odisha.
2. It must be a having minimum existence of 3 years. (Incorporation Certificate must be submitted).
3. Average annual turnover of the firm/ agency during last three years (2015-16, 2016-17 and 2017-18) should not be less than Rs. 50 Lakhs. (Proof of turnover i.e. Audited P&L Account & Balance Sheet to be submitted) (Annexure – III, Form 2).
4. The firm or any partner of the firm should not have been black listed by any Government or any other organization in respect of any assignment or behavior. Authorized signatory(s) of the firm shall submit an undertaking to this effect.
5. The firm must have experience of completed at least 10 nos. of documentary of Govt. Agency addressing social issues in last 3 years (from 1<sup>st</sup> December 2015 – 30<sup>st</sup> November 2018). The firm shall submit at least 10 nos. of documentary video in soft copy along with technical proposal.
6. The firm should be registered under Income Tax and GST. (Pan Card and GST certificate should be furnished).
7. The firm shall submit relevant documents duly signed by the authorized signatory, insupport of the eligible criteria given above.
8. Joint venture firm shall not be considered for the assignment.

The Firm shall meet all above criteria otherwise their proposal shall not be considered for further evaluation.

### **1.2 Amendments and Clarification for RFP:**

The SUDA, during the process of evaluation of proposals may at its discretion seek bidders for clarifications on their proposals and the bidders shall respond within the time frame as may be mentioned. Further SUDA reserves the right to modify/ amend the contents of the bid before the last date of submission under due intimation to the bidders to whom this proposal is issued and the bidders may be asked to amend their proposal due to such amendments.

### **1.3 Submission of Proposal**

The technical Proposal shall be submitted in a sealed cover superscripted **“Technical Proposal for Video Documentary of DAY-NULM Success Story”** with the following documents inside:

- a) A covering Letter from the bidder on the bidder's letter head.
- b) EMD as specified in the bidder's data sheet of this RFP in shape of Demand Draft. The EMD of the non-qualified bidders will be returned without any interest and the EMD of the successful bidders will be returned without any interest after successful completion of the assignment.
- c) Duly Filled technical proposal formats along with details and supportive documentary evidence with necessary details as laid down in the Annexure - III of this RFP.
- d) The firm shall submit the document cost of **Rs. 2,500/-** in shape of Demand Draft which is non-refundable.
- e) The Bidder shall bear all costs associated with the preparation and submission of its proposal and contract negotiation.
- f) In no case, sub-letting of "overall works" would be accepted.

#### **1.4 Procedure for Opening of the Proposals and Selection**

First the Sealed Envelope containing "Technical Proposal" shall be opened. The technical proposal furnished by the bidder shall be evaluated and scored on the basis of criteria defined in this proposal.

The bidder who secured highest mark in the technical evaluation will be declared as successful bidder.

#### **1.5 Fee**

The fee for the above assignment shall be as per I&PR Department rates defined in financial proposal (as per Annexure - IV) plus GST as applicable.

#### **1.6 General instructions for the bidders for the submission of proposal:**

- i. The proposal shall be submitted by Registered Post / Speed Post / By Hand within the stipulated time and date and place specified in the Bidder data sheet.
- ii. The same will be opened on date and time specified in the presence of representative of the bidder(s), who may choose to attend.
- iii. Bids received after stipulated time line specified in the bidder data sheet shall not be considered and out rightly rejected.
- iv. The bid will be rejected out rightly, if it finds that the bidder fails to submit the requisite documents, **EMD**, document fees, Statutory Documents as required etc. and the information as per the formats provided in technical proposal under RFP.

## 1.7. Evaluation of Proposal

The Media Agency will be selected on technical evaluation on the basis of highest marks scored by the firm as per scoring pattern prescribed below.

The evaluation / scoring pattern for technical proposal shall be as follows:

SI No	Criteria	Max. Marks	Supporting documents required to be furnished along with this form
<b>A. Media Agency/ Firm</b>			
1	<b><u>Existence of Agency/Firm:</u></b> No. of years of experience of the firm of 3 years - <b>10 marks</b> , for every additional 1 year - 2 marks subject to maximum of <b>20 marks</b>	20	Firm constitution certificate from respective institute/ authority as on 01.12.2018
2	<b><u>Average Turnover:</u></b> Average Turnover of the agency in last three Financial Years 2015-16, 2016-17 and 2017-18 having turnover of Rs. 50.00 lakh - <b>10 marks</b> and for every additional turnover of Rs. 2 lakh – 1 mark subject to maximum of <b>20 marks</b>	20	Copies of audited Balance Sheets, P&L Accounts for the financial years 2015-16, 2016-17 and 2017-18. (As per Form – 2, Annexure - III)
3	<b><u>Similar Experience:</u></b> No. of video documentaries of Govt Department/ PSU, Minimum 10 videos - <b>10 Marks</b> , For each additional documentary video - 2 Marks subject to maximum of <b>20 marks</b>	20	Video CDs, Work Order/ Completion certificate (As per Form – 3, Annexure - III)
<b>B. Technical Presentation</b>			
(i)	<b><u>Technical Power Point Presentation:</u></b> Technical Presentation before the committee which includes; a. Methodology b. Timeline c. Technology/ Camera to be used d. Past Video	40	Discretion of the committee
	<b>Total</b>	<b>100</b>	

Based on the above technical scoring the merit list will be prepared and the bidder who secured highest mark will be declared as successful bidder.

**Note: If two or more than two bidders will get highest equal marks, then the bidders having experience on social issue in urban areas will be given preference.**

## Terms of Reference

### A. Introduction

**State Urban Development Agency (SUDA)**, Bhubaneswar was set up in the year 1990 by the State Government, Orissa was the pioneering State in establishing an agency like State Urban Development Agency in pursuance of the guidelines of 8th Plan Policy. It is also registered under the Societies Registration Act bearing No. 2972-221 of 1990/91. State Urban Development Agency (**SUDA**) have been assigned to monitor and to co-ordinate planning and implementation of different Urban Anti-Poverty Schemes. Since last few years, **SUDA** is undertaking its responsibilities and has also put forth its best efforts to propagate the community management concept and scientific methodology for Income Generation Programmes. The initiative of the State Government was appreciated on a wider scale by other States. One of the Major program implemented by SUDA is Deendayal Antyodaya Yojana - National Urban Livelihoods Mission (DAY-NULM).

Deendayal Antyodaya Yojana - National Urban Livelihoods Mission (DAY-NULM), a flagship programme of the Ministry of Housing and Urban Poverty Alleviation (M/o HUPA) has objectives to reduce poverty and vulnerability of the urban poor households by enabling them to access gainful self-employment and skilled wage employment opportunities, resulting in an appreciable improvement in their livelihoods on a sustainable basis, through building strong grassroots level institutions of the poor.

#### a. Scope of work:

**The scope is to shoot and provide two video documentaries on the thematic areas mentioned below;**

1. Promotion and maintenance of **SHGs** and other group formations (vendor group/ joint liability groups/ producer groups etc.) is one of the key components under the programme. This component caters to the complete value chain of SHGs. Key activities under SM&ID component:

Identification and selection of Resource Organizations (RO) for institutions building

Preparation of city wise phased plan

- Identification of existing SHGs for revolving fund
- Identify SHG federations for transition to ALF/ CLF under NULM
- Identification of focus areas - ward/sub-ward/slum
- Allocation of focus areas to shortlisted ROs
- Initiating the process of SHG formation
- Finalisation of operational aspect of transfer of revolving fund to SHGs

State/ ULB/ bank wise target setting for banks in consultation with SLBCs

- Financial literacy camps
- Opening of bank accounts

- Credit linkages
2. **Shelters for Urban Homeless (SUH)**, the component is to be implemented by the department or the agency identified by the department, however consultant will coordinate the activities under the component to ensure effective implementation. Following key activities will be undertaken under SUH component:
- Identification of new locations for SUH
  - Maintenance of existing SUH
  - Selection of O&M agencies for construction and maintenance for SUH
  - Formation of Shelter Management Committees
  - Concurrent monitoring of shelters

**Bidders Data Sheet**

1.	<b>Name of the Assignment:</b> “Hiring of a Media Agency for Video Documentary of Day-NULM Success Story”
2.	<b>Name of the Client:</b> Additional Director, State Urban Development Agency (SUDA), Housing & Urban Development Department, Govt. of Odisha
3.	<b>Method of selection:</b> Quality Based Selection (QBS) Method
4	<b>Language of documentation:</b> English
5.	<b>Selection of consultancy firm/agency:</b> The bidders have to submit the technical Proposal giving their credentials, experience, financial status as per technical proposal form given at <b>Annexure – III</b> . The evaluation shall be made as per evaluation criteria specified at Clause-1.7)
6.	<b>Technical proposal to be submitted:</b> YES, as per the form given at Annexure – III along with all supporting documents.
7.	<b>Address for submission of Proposals:</b> The Additional Director, State Urban Development Agency (SUDA), Vivekananda Marg, Near Bhubaneswar Municipal Corporation (BMC), Bhubaneswar - 751 014.
8	<b>Contact person:</b> The Additional Director, State Urban Development Agency (SUDA),
9	Clarifications may be requested not later <b>21<sup>st</sup> December 2018</b> . All requests for clarifications will be directed to the Client’s representative. The Client shall respond to requests for clarifications by electronic means within <b>two (2) days</b> . <b>There is no pre-bid meeting. If any clarification required, may me asked through email as mentioned.</b>
10	<b>Bidders Eligibility Criteria</b> – Applicable As specified at <b>clause – 1.1</b>
11	<b>Mode of Submission:</b> Proposals complete in all respect should be submitted to the inviting authority through <b>Speed Post / Registered Post / By Hand</b> . Authority will not be responsible for postal delay or any other consequences.
12	While submitting the proposal the bidder has to ensure that the technical Proposal in original to be kept in sealed envelope with superscription “Hiring of a Media Agency for Video Documentary of DAY-NULM Success Story”
13	The outer envelope must be labeled with: a) Title: “Technical Proposal” b) EOI Number; c) Last date of bid Submission; d) Full address of bid submission authority with contact no and email on the right;

	<p>e) Full address of the Bidder with contact no and email on the left.</p> <p>f) On the envelope clearly write/print in bold capital letters “DO NOT OPEN EXCEPT IN THE PRESENCE OF THE CLIENT’S REPRESENTATIVE AND PRIOR TO 26<sup>th</sup> Dec 2018 (4.0 0 P M)”.</p>
14	If any envelope is not sealed and marked as instructed, the Client will assume no responsibility for the misplacement or premature opening of envelopes leading to disqualification of the Bidder from the bidding process.
15	<p><b>document fee must be deposited: YES</b></p> <p>Tender fee of Rs. 2,500/- (non-refundable) to be deposited.</p> <p><b>Earnest Money Deposit (EMD) to be submitted: YES</b></p> <p>EMD of Rs. 10,000/- (Refundable) to be deposited</p>
16	<p><b>Form for document fee &amp; Earnest will be:</b> in shape of demand draft in favour of the Additional Director, State Urban development Agency (SUDA), payable at Bhubaneswar.</p> <p>Bids not accompanied by document fees and EMD shall stand rejected.</p>
17	Proposals must be submitted no later than the following date and time: <b>26<sup>th</sup> Dec, 2018 up to 15.00 hours (3.00 PM).</b>
18	<p><b>Date and time for public opening of the Technical Proposals received:</b></p> <p><b>26<sup>th</sup> Dec, 2018 up to 16.00 hours (4.00 PM).</b></p>
19	<b>Expected date/month for commencement of consulting services:</b> 1 <sup>st</sup> January 2019
20	<b>Expected date/month for completion of consulting services:</b> 31 <sup>st</sup> December 2019
21	The Details of EOI will be available in the website of H&UD Department and SUDA i.e. urbanodisha.gov.in and sudaodisha.org respectively.



**Annexure - III**

**TECHNICAL PROPOSAL**

**LETTER OF TRANSMITTAL**

To

Date

The Additional Director,  
SUDA, Bhubaneswar.

Dear Sir,

We, the undersigned, express our interest “**For Video Documentary of DAY-NULM Success Story** with SUDA in accordance with your request for Expression of Interest (Eoi) no....., dated..... . We are hereby submitting our Proposal, having details about the firm.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We agree to bear all costs incurred by us in connection with the deployment of internal auditor for preparation and submission of the internal audit reports.

We understand that SUDA is not bound to accept any proposal or to give any reason for award, or for the rejection of any proposal.

I confirm that I have authority of all partners of my firm to submit the proposal.

Yours faithfully,

Signature of Authorized person of the agency

Name of Agency/ Firm

Address:

## FORM FOR TECHNICAL PROPOSAL

Sl. No.	PARTICULARS	Supporting Documents (self-attested) required to be submitted along with this form
1.	<b>Details of the Media agency</b>	
1.1	Name of the Firm	:
1.2	Address of the Firm	:
1.3	Phone No. Mobile no. of contact person	:
1.4	Contact Person (Office Address and Contact No)	: :
1.5	Address of Offices in Bhubaneswar:	:
2.	i. Date of establishment of the firm/ Agency	:
	ii. Date since H.O & B.O are functioning at the existing station.	:
3.	Agency/Firm's Income Tax PAN No.	:
4.	Agency/ Firm's GST registration No.	:
5.	Average Turnover of the firm for the last three years (in Rs.) (2015-16, 2016-17 and 2017-18):	: As per Form-2 annexed
6.	<b>Experience of the firm/ agency</b>	
7.1	Number and details of video documentary assignments	: As per Form-3 annexed
8	<b>Details of Others</b>	:
8.1	<b>Demand draft Details towards document fee</b> Amount: DD No.: Issuing Date: Name of the Bank:	:
8.2	<b>Demand draft Details towards EMD</b> Amount: DD No.: Issuing Date: Name of the Bank:	:
8.3	<b>Whether the agency was ever blacklisted:</b> Y/N If yes whether that blacklisting was not cancelled: Y/N	:

	(If yes, attach copy of same and the affidavit)		
8.4	<b>Confirm to carry assignment as per TOR</b>	:	YES
8.5	<b>Confirm to accept all term &amp; conditions specified in this RFQ documents</b>	:	YES

(Copy of supporting documents of the above all should be attached with the proposal otherwise the information furnished as above may not be considered)

Seal & Signature of the authorized person

Name of Agency/Firm

**FORM - 2**

**Financial Turnover of the Media Firm/ Agency during the last three years**

Sl. No.	Year	Turn Over in INR
1	2015 - 16	
2	2016 - 17	
3	2017 - 18	
Average Annual Turnover for the last three years (INR)		

*(Please provide the copies of the audited Balance Sheet and Profit Loss Statement for the corresponding period)*

Authorized Signatory [*In full and initials*]: \_\_\_\_\_

With Seal and date

**FORM -3**

**Similar Assignment (Video Documentary on Social Issue only) Undertaken for the last 3 years (From 1<sup>st</sup> December 2015 to 30<sup>th</sup> November 2018) only in each category**

<b>Sl. No.</b>	<b>Name of the Assignment</b>	<b>Name of the Client</b>	<b>Nature of Assignment (Please Specify the Work involved as detailed in scope of work)</b>	<b>Fees</b>	<b>Copy of work order /client certificate placed at page no.</b>
1					
2					
3					
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**Financial proposal**

**Financial proposal which is fixed as per the following rate prescribed by Information and Public Relation Department, Govt. of Odisha**

<b>SI No</b>	<b>Duration of the AV content</b>	<b>Pre-production Rate</b>	<b>Production rate</b>	<b>Post Production Rate</b>	<b>Total</b>
1	10 Seconds – 1 Minutes	Rs. 20,000/-	Rs. 50,000/-	Rs. 30,000/-	Rs. 1,00,000/-
2	1 minute – 2 Minutes	Rs. 25,000/-	Rs. 75,000/-	Rs. 50,000/-	Rs. 1,50,000/-
3	2 Minutes – 5 Minutes	Rs. 35,000/-	Rs. 1,25,000/-	Rs. 60,000/-	Rs. 2,20,000/-
4	5 Minutes – 15 Minutes	Rs. 50,000/-	Rs. 1,75,000/-	Rs. 75,000/-	Rs. 3,00,000/-

**(As per the I&PR Notification no 7757/ IPR, Bhubaneswar, Dated 26.06.2018)**