

# **Terms of Reference**

**for**

## **Tentage, Advertisement & Publicity for Organisation of State Level Mango Festival-2019**



SIRD Campus, Unit – 8, Bhubaneswar, Pin - 751012  
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**ToR FOR TENTAGE, ADVERTISEMENT & PUBLICITY WORKS FOR  
ORGANISATION OF STATE LEVEL MANGO FESTIVAL -2019**

**BIDDER DATA SHEET**

<b>Sl. No.</b>	<b>Particular</b>	<b>Details</b>
1.	Name of the Client	Chief Executive Officer, ORMAS, Panchayati Raj & Drinking Water Department, Government of Odisha
2.	Method of Selection	Least Cost Selection (LCS)
3.	Joint Venture/Consortium	Not Allowed
4.	Date of Issue of Tender	12.05.2019
6.	Last Date and Time for submission of Tender	20.05.2019 at 2.00 PM
7.	Date & Time for opening of the Tender	20.05.2019 at 4.00 PM
9.	Bid Processing Fee (Non-Refundable)	2,000/-INR + GST-12 % = Rs. 2,240/- in shape of Banker's Cheque / Demand Draft in favour of "ORMAS" drawn in any scheduled commercial bank payable at Bhubaneswar
10.	Earnest Money Deposit (EMD) (Refundable)	20,000/ - INR in shape of Banker's Cheque / Demand Draft in favour of "ORMAS" drawn in any scheduled commercial bank payable at Bhubaneswar
11.	Address for Submission of Proposal	The CEO ORMAS, SIRD Campus Unit-8, Bhubaneswar, PIN-751012, Odisha Mode of Submission: Speed Post / Registered Post / Dropped in the Tender Box at ORMAS office only to the address as specified above during the office hour only. Submission of bid through other mode and late bid will be out rightly rejected.
12.	Place of Opening of the Tender:	Conference Hall of ORMAS, SIRD Campus, Unit-8, Bhubaneswar

For details, please visit: [www.ormas.org](http://www.ormas.org) / [www.olm.nic.in](http://www.olm.nic.in) / [www.odishapanchayat.gov.in](http://www.odishapanchayat.gov.in).

## A. Introduction

**Odisha Rural Development and Marketing Society (ORMAS)**, an autonomous body under Panchayati Raj & Drinking Water Department Government of Odisha. Formed under Societies Registration Act, 1860, It works on rural development, women's empowerment, livelihood activities, rural marketing. ORMAS have been successfully operating since 25+ years in creating different marketing channels for the micro enterprises, rural producers to develop sustainable livelihood through adopting appropriate rural technology, product development & diversification with accepted designs, packaging, certification, branding activities etc.

Objectives of ORMAS are as follows:

- ORMAS is involved in both backward & forward linkage, an array of activities relating to *marketing* at the state level for identified rural products (Agri/Horti - based, NTF) in different clusters of Odisha. Identification of Activity cluster for production, Value Addition, Proper Packaging of the rural products.
- Product diversification & value addition, certifying & branding of products etc. Helping rural producers in improving their product quality by introducing appropriate technology.
- Facilitating bulk purchase of rural produces by establishing institutional / corporate tie-ups. Retail outlets, Government Organizations for marketing tie-up. Sales channel for identified rural products
- Organising exhibitions at National, State and District levels for display and sale of rural products.

## B. Background- State Level Mango Festival -2019 :

**Angul, Rayagada, Mayurbhanj, Sambalpur, Bolangir, Koraput, Dhenkanal and Gajapati** districts of Odisha produce a large number of good varieties of mangoes. These varieties have good market demand both inside and outside the state. In the present context mango is sold through different channels & intermediaries to the bulk buyers and local traders. In this process, the farmers used to get a marginal price over their produce.

The purpose of these retail sales of Mango is to capitalize on the seasonal opportunity and provide a better price to the mango farmers/PG members.

For the same, ORMAS will take an initiative for retail sales of mango through

- A. State Level Mango Festival** at Bhubaneswar &
- B. District Level Mango Festival** at District Head Quarter.

## C. Objective:

The objective is to expose the producer group/Producer Company members to retailing, and get into the higher ladder in the value chain by

- Exposing the Producer group/ Producer Company members to the real time retail market practices.
- Maximizing the income of the producer group/PC members.
- Brand building and Visibility.

**D. Description of Tentage, Advertisement & Publicity works for State Level**

**Mango Festival -2019:** Description of works covered under advertisement and publicity works is given hereunder: The details technical specification is elaborated at annexure-1.

1. **Design Development** - (Design development for flex banner, Road Standee, Auto Display, Filler, Certificate, Badges, Advertisement in Social media, T shirt, Cap, Apron, Leaflet, Facia.
2. **Publicity:** Publicity of the event should be made through Road Shows (flex banner, Road Standee, Filler, Certificate, Badges, Advertisement in Social media, T shirt, Cap, Apron, Leaflet, Facia.
3. **Tentage:** Erection of Stalls for sale cum display, Storage godown for stock keeping, Electricity, light & Fan arrangements to be provided by the Agency during the event.

**E. Bid Price**

1. The Quotation shall be for the full quantity as described above. Corrections, if any, shall be made by crossing out, initialing, dating and re writing.
2. All duties, taxes and other levies payable by the Agency under the quotation shall be included in the total price.
3. The rates quoted by the Agency shall be fixed for the duration of the event and shall not be subject to adjustment on any account.
4. The Prices should be quoted in Indian Rupees only.

**F. Bid Validity:** Bid validity period is 60 days from the bid due date.

**G. Submission of Tender:**

Agency must submit their tender through **Registered Post / Speed Post / Courier and Dropped in the Tender Box** only to the specified address on or before the last date and time for submission of proposals as mentioned above. The Client will not be responsible for postal delay / any consequence in receiving of the proposal. Any Proposal received after the deadline will be out rightly rejected.

**H. Evaluation of Quotations**

- A. The Purchaser will evaluate and compare the quotations determined to be substantially responsive i.e. which
  1. are properly signed ; and
  2. Confirm to the terms and conditions, and specifications.
  3. Filled in Indian Currency
  4. Quoted in Unit
- B. The price evaluation shall be made putting together the entire item. The lowest price will be determined summing all the items.

**I. Eligibility Criteria:**

List of the documents to be attached along with the tender.

**Technical Capacity**

1. An earnest money of Rs. 20,000/- (Twenty Thousand only) in shape of demand draft/pay order in favour of ORMAS payable at Bhubaneswar.

2. **The bid processing fee** (Non Refundable) amounting to **2,000/-INR + GST-12 % = Rs. 2,240/-** in shape of Banker's Cheque / Demand Draft in favour of "ORMAS"
3. The agency must be registered firm / Company/ Partnership/ Sole Proprietorship. Registration Certificate (RoC) of firm/ agency to be attached.
4. Copy of Goods and Services Tax Identification Number (GSTIN) & PAN.
5. The agency must have completed atleast, one similar assignment value of Rs. 4.00 lakh in last three year. Copy of work orders/ experience certificate to be attached.

### **Financial Capacity**

6. Average Annual Financial Turnover during the last three year, ending 31st March 2019, must be Rs. 10.00 Lakhs. Audited financial statement for last three year duly certified by the Chartered Accountant to be attached.

### **J. Other Terms & Conditions**

- a. The tenderers are required to deposit an **Earnest Money of Rs.20,000/- (twenty thousand only)** in shape of demand draft/pay order in favour of ORMAS payable at Bhubaneswar.
- b. Exemption of EMD cost is not applicable.
- c. The E.M.D. amount of the unsuccessful Agency will be refunded within a month on award of contract to the successful bidder.
- d. The EMD of the successful Agency shall be retained & treated as Performance Security. In case of any unsatisfactory work and delay in execution of work etc the Performance Security amount will be forfeited as per the decision of the authority. The performance security shall be refunded after successful completion of the assignment.
- e. **The bid processing fee** (Non Refundable) amounting to **2,000/- INR + GST-12 % = Rs. 2,240/-** in shape of Banker's Cheque / Demand Draft in favour of "ORMAS" drawn in any scheduled commercial bank payable at Bhubaneswar Proposals received without bid processing fee will be rejected.
- f. The Purchaser will award the contract to the Agency whose quotation has been determined to be substantially responsive and who has offered the lowest evaluated quotation price.
- g. Notwithstanding the above, the Purchaser reserves the right to accept or reject any quotations and to cancel the bidding process and reject all quotations at any time prior to the award of contract.
- h. Payment shall be made immediately after delivery of the goods and inspection of the item as per specification.
- i. The duration of the exhibition will be for 7 days. In case of any extension of the event, no extra payment will be entertained for the additional days. The venue shall be made available to the Agency by ORMAS before 10 days of commencement of the exhibition. All the desired works should be completed at least one day before the scheduled date and time of the inauguration of event and should be handed over all the works as per specification, to the in-charge of event.

- j. The Agency will be responsible for upkeep and maintenance of the entire work done' by them till the closing the event.
- k. It shall be responsibility of the successful Agency to obtained requisite permission for electricity connection / fire services for the event period from statutory bodies. The agency / event management unit have to supply fire protection equipments like fire extinguishers arid adhere to the fire safety norms & fire retardant liquid spray every 5 days interval over flammable materials use for stalls.
- l. In regard to electrical fittings etc. agency shall have to engage qualified licensed electrician/Agency entitled erect, handle and maintain supply-line and its upkeep.
- m. **The rate offered by the agency shall be inclusive of GST & Other Taxes.**
- n. The selected Agency/ firm should open its own office having the technical man power & manager throughout the Mela period to handle any work to be assigned by the authority.
- o. The Agency shall quote their price for all the items without leaving blank. If found so, the bid will be treated as non-responsive and rejected.
- p. The authority is not bound to accept the lowest tender and reserves the right to inspect / verify the stock of materials required for this work, in Go-down of Agency by nominating a Committee to ascertain the credibility of the firm. Further the undersigned reserves the right to reject any or all tenders without assigning any reasons thereof.
- q. The Agency should be prepared to provide additional materials in case of requirement at the market price for the items not mentioned in the tender.
- r. The Agency has to quote the rate as per the given format.
- s. On completion of the exhibition, the Agency shall have to take away all the materials within seven days & vacate the place with the same condition while occupying the ground.
- t. Agency will be responsible for upkeep and maintenance of the entire work done by him till the closing of the exhibition. ORMAS will not be responsible for any breakage, damage, fire, theft etc. of his materials and insurance if any.
- u. No part of the contract will be sub-let.
- v. It shall be the responsibility of the successful tenders/Agency to obtain requisite permission for electricity connection / fire services for the exhibition period from statutory bodies. The Agency has to supply the fire protection equipment like extinguisher as per the requirement from the Fire Officer of the concerned area and adhere to the fire safety norms.
- w. The Agency has to treat the materials to be used in Tentage & allied works (like clothes & other inflammable materials), with fire repellent chemical. The entire tentage works has to be certified by the Fire Officer of the concerned area.
- x. In regard to electrical fittings etc. the Agency shall have to engage qualified licensed electrician/Agency entitled to erect, handle and maintain high tension supply line and its up keep and maintenance.
- y. The Agency or the representative of the Agency should attend the opening event of the tender with all original documents /papers for verification, if required.

- z. Non-submission of any document required indicated in the ToR will render the Bid to be rejected.
  - aa. The authority is not bound to accept the lowest and reserve the right to reject any or all quotations and tenders without assigning any reasons thereof.
- K. Anti-corruption Measure:**
- a. Any effort by Agency(s) to influence the Client in the evaluation and ranking of financial proposals, and recommendation for award of contract, will result in the rejection of the proposal.
  - b. A recommendation for award of Contract shall be rejected if it is determined that the recommended Agency has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question. In such cases, the Client shall blacklist the Agency either indefinitely or for a stated period of time, disqualifying it from participating in any related bidding process for the said period.

**L. Legal Jurisdiction:**

All legal disputes are subject to the jurisdiction of civil court of Bhubaneswar only.

**M. Penalty:**

The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the Agency liable for liquidated damages and thereafter the Client holds the option for cancellation of the contract for pending activities and complete the same from any other agency. The Client shall fix suitable penalty in full or part from the performance security.

**N. Client's right to accept any proposal, and to reject any or all proposal/s**

The Client reserves the right to accept or reject any proposal, and to annul or amend the bidding / selection / evaluation process and reject all proposals at any time prior to award of contract award, without assigning any reason there of and thereby incurring any liability to the Agency. Misrepresentation/improper response/ by the Agency may lead to the disqualification of the bid. If such disqualification/rejection occurs after the Proposals have been opened and the highest ranking Applicant gets disqualified/rejected, then the client reserves the right to consider the next best Agency, or take any other measure as may be deemed fit in the sole discretion of the Client, including annulment of the selection Process.

**DECLARATION**

I/We hereby declare that all the statement(s) made in this application are true, complete and correct to the best of my knowledge and belief. I understand that in the event of any information being found false or incorrect or any other figure inflated or misleading at any stage or I am/ we are not satisfying the eligibility criteria prescribed in the relative advertisement of my tender is liable to be cancelled. I am/ we are willing to abide by the terms and conditions laid by ORMAS. In case of any lapse on my/our part which may affect the performance of the job or the quality of the work is found substandard or the service or response is found poor, penalty may be imposed from my bills as deemed to be proper by the competent authority.

**Signature of the Agency with seal**

Place:

Date:

**Price Bid format  
for Tentage, Advertisement and Publicity works for Organization of the State  
Level Mango Festival-2019**

To

The CEO,  
ORMAS, Bhubaneswar

Sir,

I / We do hereby submit item wise price bid below for Tentage, Advertisement & Publicity towards organization of the State Level Mango Festival-2019.

Sl.	Items (Specification)	Unit	Rate per Unit [In Rs.] including GST	Quantity (Pcs/ Package)	Total Amount [In Rs.] including GST
1	Design Development Design development for Flex Banner-Backdrop, Road Standees, Leaflets, Side wall, Facia, Apron, Cap, Carry bag, Certificate, Badges, online publicity through facebook.	Lump sum		1 package	
2	Erection of Stall	Per stall		16	
3	Erection of Go down cum storage [ size 60 X 40 ft]	Single package		1 package	
4	Road standee-(3ft X6ft each) (with star flex print & Installation)	Rate per Sqr ft		200 pcs	
5	T Shirt (40 Size T-shirt with colour printed matter in the back & front side of the T shirt as per design given by ORMAS)	Rate per Pices		40 pcs	
6	Apron (Sleeveless jacket for ladies with colour print as per the design given by ORMAS)	Rate per Pices		20 pcs	
7	Cap (white colour cap with colour print)	Rate per Pices		60 pcs	
8	Non-woven carry bag (18 inch L X 12 inch W) both side colour print	Rate per Pices		1000 pcs	
9	Non-woven carry bag ( 20 inch L X 16 inch W ) both side colour print	Rate per pics		1000 pcs	
10	<b>Badges with neck cord</b> Size : 6 CM X 12 CM Printing : Offset Printing, Both Side Colour : Multi colour Paper : Art Paper Board, 220 GSM Accessories : Plastic pouch and Clip type Neck Cord	Rate per pcs		50 pcs	
11	Flex print & installation	Rate per Square Ft		1000 sqr ft	
	G. Total including GST				

We agree to supply the above goods/service in accordance with the technical specifications for a total contract price of Rs. .... (amount in figures)  
[Rs. .... (amount in words)]  
Including GST within the period specified in the Invitation for Quotations. We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery.

**Signature of bidder with seal**



**Technical Specification**

**Detailed Technical Specification of the Works is as follows:**

**1- Construction of Stalls:** For the State Level Mango Festival, minimum of 16 numbers of stall will be constructed. The details of the stall specifications are given below:

<b>Sn.</b>	<b>Particulars</b>	<b>Stall Specification</b>
1	Structure	Bamboo ( <b>3 to 6 inch</b> )& cloth ( <b>with Anti Fire Chemical Treatment</b> ) structure, Size of each stall – 10' X 10' with tarpaulin water proof roofing.
2	Flooring	Wooden plank platform of 6" height from the ground covering with synthetic matting in entire stall area.
3	Ceiling & Wall	Three sides including partition walls of stall will be covered with white cloth. Backside outer wall will be covered with tarpaulin and <b>G.I. Sheets (22 Gage Corrugated Sheet)</b> . The GI Sheets shall be fixed horizontally supported with wooden bellies. <b>(All New White Cotton Clothes To Be Used)</b>
5	Facia	<b>A Wooden Batten Frame For Running Facia Will Be Constructed [10 X 4 Sq.ft]. The Facia Will Be Covered With Good Quality Of Flex [10 X 4 Sq. ft].</b> A running white cloth jhallar of 1' width will be put in the front side, below to the facia frame. Flex facia will be printed by the contractor as per the design given by ORMAS.
6	Furniture	One Front counter table in wooden batten and planks / steel table and two back side table for display with size 8' x 2' X 3' height and wrapped with new white cotton cloth. Plastic moulded Chair – 2 nos.
7	Electric Fittings	T5 Light – 3 no. (2 number of light should be connected with generator) & a on/off switch for use in night time after closing, Ceiling Fan – 1 no. connected with an on/off switch in each stall. 1 no. of 5 Amp Plug Point, if required.
8	Numbering of Stall	All stalls should be numbered with vinyl with sun board. Vinyl name plate mentioning state's name should pasted on each stall.
9	Closures	Front cloth drops/screens. Daily putting up and off of the same is the responsibility of the bidder.
10	Anti Fire Chemical Treatment	The materials (like clothes & other inflammable materials), to be used for construction of stalls, should be treated with fire repellent chemical.

**2- Godown-cum-Storage room:** One storage room will be constructed in following specification. The bidder has to be quoted as a package against the detail specifications given below:

Sn.	Particulars	Work Specifications
1	Structure	With Bamboo, Ballha & covered with water prop roofing- Tarpaulin, separated with 8 equal blocks for eight districts for mango storing.
2	Size	60 ft X 40 ft.
3	Ceiling & Wall	Ceiling of store room shall be finished with white Cotton Cloth properly stretched on wooden batten frame. Side wall be constructed with fixing of half tin for ventilation.
5	Flooring	Straw bed with minimum 6 inch height of the entire flooring area for storing of mango.
6	Furniture	24 chair,
7	Electric Fittings	Tube Light – 20 no. , Ceiling Fan – 20 no. with minimum 5 ft hanging stick/pipe, 10 no of sound less pedestal fan, 5 white Mercury light (100 watt) (to be connected with a on/off switch in the each room, 6 no. of 5 Amp Plug, 2 no. 15 Amp.
12	Anti Fire Chemical Treatment	The materials (like clothes & other inflammable materials), to be used for construction of Coordination Cell-Cum-VIP Lounge, should be treated with fire repellent chemical.