



**EXPRESSION OF INTEREST  
FOR  
SELECTION OF ADVERTISING AGENCY TOWARDS PUBLICITY  
AND BRANDING ACTIVITIES OF  
ODISHA CRAFTS MUSEUM - KALA BHOOMI  
BHUBANESWAR**



**State Institute for Development of Arts & Crafts (SIDAC)**

Handicrafts Complex, Gandamunda, Bhubaneswar-30

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**STATE INSTITUTE FOR DEVELOPMENT OF ARTS & CRAFTS (SIDAC),  
HANDLOOMS, TEXTILES & HANDICRAFTS DEPARTMENT, GOVT. OF  
ODISHA**

**EXPRESSION OF INTEREST FOR SELECTION OF ADVERTISING AGENCY TOWARDS  
PUBLICITY AND BRANDING ACTIVITIES OF ODISHA CRAFTS MUSEUM - KALA  
BHOOMI, BHUBANESWAR**

**No. 1611**

**Date: 06. 06. 2022**

State Institute for Development of Arts & Crafts (SIDAC) on behalf of Handlooms, Textiles & Handicrafts Department, Govt. of Odisha is the implementing partner of Kalabhoomi-Odisha Crafts Museum.

Expression of Interest (EOI) in sealed cover along with requisite documents are invited from interested & experienced advertising agency having experience in Advertising, Branding and Publicity in relevant field to provide end to end service for selection of advertising agency for publicity and branding activities of Odisha Crafts Museum - Kala Bhoomi, Pokhariput, Bhubaneswar.

The Bid Document can be downloaded from the website: [www.sidacodisha.org.in](http://www.sidacodisha.org.in) / [www.odishacraftsmuseum.com](http://www.odishacraftsmuseum.com). The bidder has to submit the cost of document i.e. Rs.500/- in shape of DD favoring Member Secretary, SIDAC with the technical bid. The last date of receipt of the sealed offers in the office at SIDAC is up to 5pm **on dt. 20.06.2022** by **Speed Post/ Registered Post/ Courier** only. The "Technical Bids" will be opened at 11.00 AM **on dt. 22.06.2022** in presence of the bidders or their authorized representatives. After that, the "Financial Bids" of qualifying bidders will be opened.

The bidders have to submit documents along with technical bid in conformity.

**The authority reserves the right to accept or reject any or all the offers without assigning any reason thereof.**

**-Sd-  
Member Secretary**

### DATA SHEET

<b>Sl. No.</b>	<b>Particulars</b>	<b>Details</b>
1	Name of the Client	State Institute for Development of Arts & Crafts (SIDAC), Handlooms, Textiles & Handicrafts Deptt., Govt. of Odisha
2	Date of Issue of EOI	06.06.2022
3	Deadline for receipt of Proposal	20.06.2022(5:00 PM)
4	Date of opening of Technical Proposal and Financial Proposal	22.06.2022 (11:00 AM)
5	Bid document Fee (Non-Refundable)	Rs 500/- (Rupees Five Hundred) only in shape of DD favouring Member Secretary, SIDAC drawn in any scheduled commercial bank payable at Bhubaneswar.
6	Earnest Money Deposit (EMD)* *Refundable subject to satisfactory performance & compliance to laid down conditions.	Rs. 5,000/- (Rupees Five Thousand) only in shape of DD favouring Member Secretary, SIDAC drawn in any scheduled commercial bank payable at Bhubaneswar.
7	Contact Person	Sri Manas Ranjan Sethy Handicraft Promotion Officer, SIDAC Ph: 7978319959
8	Postal Address for submission of Proposal	Member Secretary, State Institute for Development of Arts & Crafts, Handicrafts Complex, Gandamunda Khandagiri, Bhubaneswar Odisha-751030 Phone: 0674-2350318 Email: sidacorissa@gmail.com
9	Mode of Submission of proposal	Speed Post/ Registered Post/ Courier only to the address as specified at Sl. No. 8 during the office hour only. Submission of bid through any other mode and late bid will be rejected.
10	Place of opening of proposal	Conference Hall, SIDAC, Bhubaneswar
11	Website to visit for download of bid document.	www.sidacodisha.org.in www.odishacraftsmuseum.com

# **EXPRESSION OF INTEREST FOR SELECTION OF ADVERTISING AGENCY TOWARDS PUBLICITY AND BRANDING ACTIVITIES OF ODISHA CRAFTS MUSEUM - KALA BHOOMI, BHUBANESWAR**

## **TERMS OF REFERENCE**

### **1. Introduction- SIDAC**

- 1.1. “State Institute for Development of Arts & Crafts” (SIDAC) is an organization under Handlooms, Textiles & Handicrafts Department Government of Odisha, registered under societies registration Act XXI of 1860 bearing no 21959/137 of 2004-05 dated 15.10.2004 with its registered office at Handicrafts Complex, Gandamunda, Bhubaneswar.
- 1.2. It has been created to function as an autonomous agency for all round development of Handicraft sector of the state such as: survey and diagnostic study of crafts and craft clusters, capacity building of artisans/ entrepreneurs, cluster development programs, skill up gradation training, organizing design development program, facilitation for export marketing, participation in international level trade fairs, organization of national level exhibitions, enterprise development, revival of languishing craft, craft documentation, establishing common facility center, GI and IPR registration of crafts & artisan welfare.
- 1.3. SIDAC is the implementing partner of Kalabhoomi-Odisha Crafts Museum.

### **2. Introduction - Odisha Craft Museum (OCM) - Kalabhoomi**

- 2.1. Kala Bhoomi is a one-of-a-kind Crafts Hub created to display all the Handicrafts and Handlooms of the state in one place. The journey to create this museum started almost 8 years ago when the Handicrafts and Handlooms department set out to look for a piece of land in the capital.
- 2.2. Inaugurated by the Chief Minister on the 22nd of March 2018, the museum has been attracting people organically ever since. The Handicrafts and Handlooms department has taken constructive steps to increase awareness and bridge the gap between the consumer and maker.
- 2.3. Spanning across 12.68 acres at Pokhariput, Kala Bhoomi was developed as the one stop for Odisha Handicrafts and Handlooms. Featuring 10 galleries 8 of which are open, the campus also has an impressive set of other amenities. The galleries cover Terracotta, Traditional Paintings, Stone and Wood carving, Metal crafts, Natural Crafts, Tribal Crafts, Pre-weaving techniques and Cocoons and lastly Handlooms.
- 2.4. Other than that, there is an Outdoor Amphitheatre, special workshop area, children’s play area, an outdoor canteen and a souvenir shop. A unique feature of the museum is the outdoor display sections in the form of courtyards. Courtyards dedicated to Tribal living and Temple architecture are part of the museum complex while the entry courtyard which leads up to the museum has a special large container display section as well as a Kuldevi temple.
- 2.5. A readily built-up canteen area is available in the premises of OCM-Kalabhoomi for Museum Canteen having 900 sqft. for kitchen and two big dining areas with 21 persons sitting capacity at one go in each of the dining space.

### **3. Objective**

- 3.1. The objective of the EOI is to select a professional advertising agency for Advertising, Branding and Publicity activities of Odisha Crafts Museum.

### **4. Duration**

- 4.1. 1 Year from the date of agreement. The duration may be renewed subject to satisfactory performance as decided by SIDAC authority.

## **5. Scope of Work**

5.1. The selected bidder would be required to provide end-to-end services for all aspects of the scope of work for a duration of 1 year. The detailed scope of work, which inter alia includes but is not limited to the following:

- ✓ Designing and releasing of advertisements in Print & Electronics Media and Radio in I&PR/ DAVP/Commercial Rates.
- ✓ Designing and Printing of Flex Banners, Booklets, Brochures, Leaflets, Greeting Cards, Books etc.
- ✓ Designing material for outdoor activities like Hoardings, Bus Shelters, Airport.
- ✓ Production of Audio-Visual and IEC activities.
- ✓ Designing material for Social Media i.e. Facebook, Instagram, Twitter and website.

## **6. Eligibility Criteria**

The agency has to fulfill the below mentioned eligibility criteria:

- 6.1. The agency must have full INS accreditation for at least 10 years and full-fledged office at Bhubaneswar.
- 6.2. The agency must have creative department in Bhubaneswar office.
- 6.3. Minimum average annual turnover should not be less than 1 Crore for the last 3 financial years. (Certified Copy of Chartered Accountant & Balance sheet to be submitted)
- 6.4. Agencies must have experience in handling total publicity activities of an event for Government, Semi-Government, reputed corporate house in Odisha. (Work order value not less than Rs. 5 lakh).
- 6.5. Valid GST Registration Certificate, PAN Card and Upto date IT Return copies of 2020-21.
- 6.6. EMD in shape of DD drawn in any schedule commercial bank in favour of Member Secretary, SIDAC of Rs. 5000/- (Rupees Five Thousand) only.
- 6.7. Cost of EOI document Rs. 500/-(Rupees Five Hundred) only non-refundable in shape of DD drawn in any schedule commercial bank in favour of Member Secretary, SIDAC.

## **7. Technical Bid**

7.1. The bidder has to submit the Technical Bid in the prescribed format i.e., Covering letter and other information as per the “Annexure-IV” along with following documents fulfilling the eligibility criteria.

- 7.1.1. The agency must submit proof of doing these types of publicity activities.
- 7.1.2. For annual turnover Copy of the certificate of chartered accountant/Copy of P/L & Balance sheet to be submitted.
- 7.1.3. The agency must be in advertisement business for at least 10 years.
- 7.1.4. Valid GST Registration Certificate, PAN Card and Upto date IT Return for two years i.e. (i.e. 2019-20, 2020-21)
- 7.1.5. Demand Draft of Rs. 500/- (Rupees Five Hundred) only in favour of Member Secretary, SIDAC, drawn in any scheduled commercial bank payable at Bhubaneswar towards bid document cost.
- 7.1.6. Earnest Money in form of a demand draft of Rs. 5,000/- (Rupees Five Thousand) only in favor of Member Secretary, SIDAC, drawn in any scheduled commercial banks payable at Bhubaneswar.
- 7.1.7. Undertaking that no criminal case is pending with the police at the time of submission of bid. (Annexure-I).
- 7.1.8. Undertaking in shape of affidavit for not have been blacklisted by any Central/ State Govt./ any autonomous bodies during the recent past (Annexure-II).
- 7.1.9. Undertaking in shape of affidavit regarding trueness and correctness of the information submitted by the firm (Annexure-III).
- 7.1.10. The bid submission checklist (Annexure-VII).

7.2. Anyone found guilty of furnishing false information shall be blacklisted by the H.T&H Department, Govt. of Odisha and EMD or performance bank guarantee or both of such agencies shall be forfeited.

**8. Evaluation of Technical Bids**

- 8.1. The technical bid will be evaluated on the basis of bid documents submitted by the bidders.
- 8.2. The eligible Ad agencies would be required to make a power point presentation regarding their past experience, design inputs & performance.
- 8.3. Discrepancies observed (if any), the committee will lead to disqualification of the bidder for opening of the financial bid.
- 8.4. The bid of the agencies full filling all the eligibility criteria and have submitted the EMD and other relevant documents will be eligible for opening of the financial bid.

**9. Financial Bid**

- 9.1. The Financial Bids of technically qualified will be opened in the prescribed date & time in presence of bidder/representative.
- 9.2. The bidder with lowest Financial Bid (L1) with satisfactory presentation will be awarded the job.

**10. Mode of Payment:**

- 10.1. The entire annual maintenance cost for the year will be deposited by the selected bidder on the execution of the agreement. The selected bidder shall pay other fees or taxes to SIDAC authority in connection with the regulation /monitoring / management of the business.

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**UNDERTAKING**

*(On the Bidder's Letter Head regarding not have any pending judicial proceedings for any criminal offence)*

I, hereby undertake that there is no criminal case pending in any Court of Law against our agency or against the Proprietor/ Director/ Persons to be deployed by our agency.

I/ we further certify that Proprietor/ Director/ Persons to be deployed by our company have not been convicted of any offence in any Court of Law during the recent past. I understand that I am fully responsible for the contents of this undertaking and its truthfulness.

Yours sincerely,

Authorized Signature  
(in full and initials)

Name and Designation of the Signatory:

Name of the Bidder and Address:

**UNDERTAKING**

*(On the Stamp Paper of appropriate value in shape of affidavit from the Notary regarding non-blacklisting)*

I, hereby undertake that, our agency has not been blacklisted/ debarred by any of the Central Government/ State Government Department/ Office or by any Public Sector undertaking (PSUs) and not blacklisted by any authority during the recent past.

Yours sincerely,

Authorized Signature  
(in full and initials)

Name and Designation of the Signatory:

Name of the Bidder and Address:



**UNDERTAKING**

*(In shape of affidavit regarding trueness of the submitted information)*

I hereby declare that all the information and statements provided in the technical proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal.

Yours sincerely,

Authorized Signature  
(in full and initials)

Name and Designation of the Signatory:

Name of the Bidder and Address:

**TECHNICAL BID COVERING LETTER**  
*(ON BIDDER LETTER HEAD)*

[Location Date]

To

[Name and Designation of  
Tender Inviting Authority]  
(Office Address and Location]

Sub: - Tender for selection of an Advertising Agency towards Publicity and Branding activities of Odisha Crafts Museum - Kala Bhoomi, Bhubaneswar (Technical Proposal).

Sir,

I, the undersigned, offer to participate in the tender process to provide services in accordance with your EOI Notice No.: \_\_\_\_\_ Date\_\_\_\_\_. We are hereby submitting our proposal, which includes Technical Proposal sealed in an A4 size envelope.

I, hereby declare that all the information and statements provided in the technical proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal.

I, hereby unconditionally undertake to accept all the terms and conditions as stipulated in the EOI document. In case any provision of this tender is found violated by our agency, then your office shall have the rights to reject our proposal including forfeiture of the earnest money deposit absolutely.

I remain,

Yours faithfully,

Authorized Signatory  
with Date and Seal

Name and Designation of the Signatory:

Name of the Bidder and Address:

<b>Sl. No</b>	<b>Specification</b>	<b>Details</b>
1	Name of the Bidder	
2	Details of Bid Document Cost (Demand Draft Details)	DD No:
		Date:
		Amount(Rs.)
		Drawn on Bank.
3	Details of EMD: (Demand Draft Details)	DD No:
		Date:
		Amount(Rs.)
		Drawn on Bank.
4	Name of the Director/ Proprietor	
5	Full Address of Registered Office if any	Postal Address:
		Telephone No.
		FAX No.
		E-Mail Address
6	Name & telephone number of the authorized person signing the bid	
7	Bank Name	Account Number:
		Bank and Branch Name:
		IFSC Code
8	PAN No. (Attach self attested copy )	
9	GSTIN (Attach self attested copy)	
10	Acceptance to all the terms & conditions of the tender (Yes/ No)	
11	Power of Attorney/authorization letter for signing of the bid documents (submitted/ not submitted)	
12	Please submit an undertaking that no criminal case is pending with the police at the time of submission of bid. (submitted/ not submitted)	
13	Kindly mention the total number of pages in the tender document	
14	No. of Samples of Previous Work done	

15. Details of the similar type service provided by the bidder in last 2 years/ since inception as requested in the eligibility criteria:

Period	Name of Authority with complete address & Phone No.	Type of services provided with details	Contract Amount (in INR)	Duration	
				From	To

16. Financial Turnover of the bidder for the previous 2 financial years/ since inception as certified by Chartered Accountant firm.

Financial Year	Turn over Amount (in INR)	Average Turnover (in INR)
FY2 (2019-20)		
FY3 (2020-21)		

17. **Declaration**

I, Shri \_\_\_\_\_, Son/ Daughter/ Wife of Shri \_\_\_\_\_ Proprietor/ Director/ Authorized signatory of \_\_\_\_\_ (Name of the Service Provider), competent to sign this declaration and execute this tender. I have carefully read and understood all the terms and conditions of the tender and undertake to abide by them.

The information and documents furnished along with the tender are true and authentic to the best of my knowledge and belief. I am well aware of the fact that, furnishing of any false information/ fabricated document would lead to rejection of our tender at any stage besides liabilities towards prosecution under appropriate law.

(Signature of Authorized Representative with seal)

Place: \_\_\_\_\_

Date \_\_\_\_\_

Enclosures:

- i. Bid processing Fee in the form of Demand Draft in original.
- ii. EMD in the form of Demand Draft in original.
- iii. Copy of tender document (each page must be signed and sealed)
- iv. Duly filled Technical Bid
- v. List of Documents as applicable.

**FINANCIAL BID COVERING LETTER**  
**(ON BIDDER LETTER HEAD)**

[Location Date]

To  
[Name and Designation of  
Tender Inviting Authority]  
(Office Address and Location]

Sub:- Tender for selection of an Advertising Agency towards Publicity and Branding activities of Odisha Crafts Museum - Kala Bhoomi, Bhubaneswar (Financial Proposal)

Sir,

I, the undersigned, offer to provide the services for (*insert title of the Service*) in accordance with your EOI No.:\_\_\_\_\_ Dated\_\_\_\_\_. Our attached financial price is *{insert amount(s) in words and figures} for the proposed service}*. This amount is inclusive of the taxes applicable as per GST Act. I do hereby undertake that, in the event of acceptance of our bid, the services shall be provided in respect to the terms and conditions as stipulated in the tender document.

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations. I have carefully read and understood the terms and conditions of the tender to provide the services accordingly.

I understand that you are not bound to accept any proposal you receive.  
I remain,

Yours faithfully,

Authorised Signatory  
(in full and initials)

Name and Designation of Signatory with Date and Seal:\_\_\_\_\_

Address of the Bidder:\_\_\_\_\_

**FORMAT FOR FINANCIAL BID**

<b>Name of the Work</b>	<b>Percentage of Discount</b>
Maximum discount can be given by the organization on Publication of Advertisement through Pront Media & Electronic Media and Radio on I & PR/DAVP Rate.	

Signature of the Bidder

Name and Designation of Signatory with Date and Seal: \_\_\_\_\_

Address of the Bidder: \_\_\_\_\_

**BID SUBMISSION CHECK LIST**

<b>Sl. No.</b>	<b>Description</b>	<b>Submitted (Yes/No)</b>	<b>Page No.</b>
<b>TECHNICAL BID (ORIGINAL)</b>			
1	Covering letter along with information in Bidders Letter Head		
2	Bid Processing Fee (Demand Draft)		
3	EMD (Demand Draft)		
4	Valid registration/ incorporation certificate of the bidder towards its constitution from the designated authorities of relevant department/ establishment of State/ Central Govt.		
5	Copy of the GST Registration Certificate, PAN Card and Upto date IT Return for two years (2019-20, 2020-21)		
6.	The copy of completion certificates/ work orders in support of executing similar kind of projects/ assignments for past 2 years/since inception		
7.	Power of Attorney in favour of the person signing the bid on behalf of the bidder.		
8.	Undertaking for not have been black-listed by any Central/State Govt./any Autonomous bodies during the recent past		
9.	Undertaking for not having any judicial proceedings pending against the bidder in the court of law.		
10	Undertaking in shape of affidavit regarding trueness of information submitted.		
11	Detailed profile of the bidder including the list of manpower to be associated & their details like Name, Father's name, permanent address, correspondence address, current contact number, qualification etc.		
<b>FINANCIAL BID (ORIGINAL)</b>			
1	Covering Letter in Bidders Letter Head		
2	Duly filled in Financial Bid		

***It is to be ensured that:***

All information has been submitted as per the prescribed format only.

Each part has been separately bound with no loose sheets and each page of all the three parts are page numbered along with Index Page.

All pages of the proposal need to be sealed and signed by the authorised representative.

Authorised Signatory (in full and initials): \_\_\_\_\_

Name and Designation with Date and Seal: \_\_\_\_\_