



**FISHERIES & ANIMAL RESOURCES DEVELOPMENT DEPARTMENT, GOVT. OF
ODISHA**

DIRECTORATE OF FISHERIES, ODISHA, CUTTACK

Website: <https://odishafisheries.nic.in> , <https://dahvs.odisha.gov.in>

Phone: 0671-2414061, Email: director.odifish@gmail.com

REQUEST FOR PROPOSAL

RFP No. 7558

Dated: 09.05.2023

Fisheries & Animal Resources Development Department, Odisha intends to engage a **media consulting agency for IEC strategy and creative productions** for smooth operationalization of the IEC activities taken up by the two Directorates i.e. Directorate of Fisheries and Directorate of AH&VS under the F&ARD Deptt. Hence, Director of Fisheries, Odisha, Cuttack of Department of Fisheries & Animal Resources Development, Odisha invites sealed proposal from the eligible bidders having their office in Odisha for “media consulting agency for IEC strategy and creative productions” under the administrative control of Director of Fisheries, Odisha, Cuttack.

The RFP Document containing **details of scope of work, professional requirements and other bidding parameters** can be accessed and downloaded from the website of Directorate of Fisheries, Directorate of Animal Husbandry & Veterinary Services, Odisha at <https://odishafisheries.nic.in>, <https://dahvs.odisha.gov.in> & tendersodisha.gov.in

Important dates for the bidding process:

SI No.	Critical Events	Time Line
1.	Date of Issue of RFP	11.05.2023
2.	Last Date and Time for Submission of Bid	26.05.2023 upto 5.30 PM
3.	Opening of Technical Bid	29.05.2023 at 3.30 PM
4.	Technical Presentation	05.06.2023 at 3.30 PM
5.	Opening of Financial Bid	06.06.2023 at 3.30 PM

The proposal complete in all respects in a sealed envelope clearly mentioning on the top of it “**Selection Of A Media Consulting Agency For IEC Strategy And Creative Productions**” must reach the undersigned through **Speed Post / Registered Post** or can be dropped in the tender box placed at Directorate of Fisheries, Odisha, Mangalabag, Cuttack latest by 26.05.2023 upto 5.30 PM. The proposals received beyond the scheduled last date and time shall not be considered and will be outrightly rejected. Subsequent corrigendum/addendum if required shall only be available in web site indicated above. Further, the authority reserves the right to reject any/all proposals without assigning any reason thereof.

**Sd/-
Director of Fisheries**

REQUEST FOR PROPOSAL

**SELECTION OF A MEDIA CONSULTING AGENCY FOR IEC STRATEGY AND
CREATIVE PRODUCTIONS**



GOVERNMENT OF ODISHA

DEPARTMENT OF FISHERIES & ANIMAL RESOURCES DEVELOPMENT

MAY 2023

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DISCLAIMER

This Request for Proposal (**RFP**) is issued by the **Director of Fisheries, Odisha under the Department of Fisheries & Animal Resources Development, Government of Odisha.**

The information contained in this Request for Proposal document ("**RFP**") or subsequently provided to Bidders, whether verbally or in documentary or any other form by on behalf of the Authority or any of their employees or advisors, is provided to Bidder on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information provided. This RFP is not an agreement and is neither an offer nor invitation by the Authority to the prospective Applicants or any other person.

The purpose of this RFP is to provide interested bidders with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the assignment. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisors to consider the objectives, technical expertise and particular needs of each part who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Applicants is on a wide range of matters, some of which depend upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a

complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Authority, its employees and advisors make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assumptions, assessments, statements or information contained therein or deemed to form part of this RFP or arising in any way in the Selection process. The Authority also accepts no liability of any nature whether resulting from negligence or otherwise, however caused arising from reliance of any Applicant upon the statements contained in this RFP.

The issue of this RFP does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for service and the Authority reserves the right to reject all or any of the Proposals without assigning any reason whatsoever. Director of Fisheries, Odisha under the Department of Fisheries & Animal Resources Development, Government of Odisha shall be the sole and final authority with respect to selection of a Consultant/ Agency through this RFP.

BIDDER DATA SHEET

Sl. No.	Particular	Details
1.	Name of the Client	Director of Fisheries, Odisha, Fisheries & ARD Department
2.	Method of Selection	Quality and Cost Based Selection (QCBS) Method
3.	Availability of RFP Document	Detail RFP documents are available in following website: https://odishafisheries.nic.in/ https://dahvs.odisha.gov.in & tendersodisha.gov.in
4.	Date of Issue of RFP	11.05.2023
5.	Deadline for Submission of Pre Bid Query	15.05.2023, director.odifish@gmail.com in MS Word format shall be clarified
6.	Pre-Bid Meeting	16.05.2023 at 11.30 AM
7.	Last Date and Time for submission of Bid	26.05.2023 up to 5.30 PM
8.	Date of opening of Technical Proposal	29.05.2023 at 3.30 PM
9.	Date of Technical Presentation	05.06.2023 at 03.30 PM (Tentatively)
10.	Date of opening of Financial Proposal	06.06.2023 at 03.30 PM (Tentatively)
11.	Expected Date of Commencement of Assignment (Tentative)	15.06.2023 (Tentatively)
12.	Pre-Bid meeting	Venue- Conference Hall of OPDC Ltd., Nayapalli, Bhubaneswar.
14.	Bid Processing Fee (Non-Refundable)	Rs 5,900/- INR (Five thousand Nine Hundred) including GST in shape of Demand Draft drawn in favour of “Director of Fisheries, Odisha, Cuttack” in any Scheduled Commercial Bank payable at Cuttack.

15.	Earnest Money Deposit (EMD) (Refundable)*	Rs.1,00,000/-INR (Rupees One Lakh) in shape of Demand Draft in favour of “Director of Fisheries, Odisha, Cuttack” in any Scheduled Commercial Bank payable at Cuttack. Exemption of EMD only as applicable to government rules.
16.	Performance Security	5% of the Contract Value in shape of Bank Guarantee in favour of “Director of Fisheries, Odisha, Cuttack” in any Scheduled Commercial Bank payable at Cuttack. Relaxation as applicable.
17.	Address for Submission of Proposal	Directorate of Fisheries, Odisha, Mangalabag, Cuttack.
18.	Mode of Submission of Proposal	Through Speed Post / Registered Post or the proposals in sealed envelope can also be dropped in the Tender box placed at Directorate of Fisheries, Odisha, Mangalabag, Cuttack-753001
19.	Place of Opening of Technical Proposal:	Conference Hall of OPDC Ltd., Nayapalli, Bhubaneswar
20.	Joint venture/ consortium	Not allowed / Not applicable

- **For details on the selection process, please visit:** <https://odishafisheries.nic.in> <https://dahvs.odisha.gov.in> & tendersodisha.gov.in
- Requirement of EMD is exempted from those bidders firms who are registered with NSIC/ SSI/ MSME having NSIC /MSME registration certificate shall be exempted from EMD. (Copy of the valid registration certificate must be provided align with).

SECTION: 1

LETTER OF INVITATION

LETTER OF INVITATION

Name of the Assignment: “Selection of a Media Consulting Agency for IEC Strategy And Creative Productions” under Department of Fisheries & Animal Resources Development, Government of Odisha officiating at Director of Fisheries, Odisha.

1. Director of Fisheries, Odisha under Fisheries & Animal Resources Development Department, Government of Odisha **invites sealed proposal from eligible bidders for Selection of a Media Consulting Agency for IEC Strategy and Creative Productions” under administrative control of Director of Fisheries, Odisha under Fisheries & Animal Resources Development Department, Odisha.** The details on the proposed assignment are provided at **Section-3: Terms of Reference** of this RFP Document.
2. **An Agency having their office in Cuttack/Bhubaneswar will be selected under Quality and Cost Based Selection (QCBS) procedure as prescribed in the RFP Document in accordance with the policies and procedures accompanying the Guidelines of Finance Department issued vide Office Memorandum No. 37323/F, Dated: 30.11.2018 of Finance Department, Government of Odisha. Agencies that do not have an office in Bhubaneswar/ Cuttack may participate and they must set up an office in Cuttack/Bhubaneswar if they are awarded the bid.**
3. The proposal should be complete in all respect as specified in the RFP Document and must be accompanied with a non-refundable amount of Rs. 5,900/- (Rupees Five Thousand only) including GST towards Bid Processing Fee in shape of Demand Draft drawn in favour of “Director of Fisheries, Odisha, Cuttack” on any Scheduled Commercial Bank and payable at Cuttack, Odisha, failing which the bid shall be rejected. Rs. 1,00,000/-INR (Rupees One Lakh) in shape of Demand Draft in favour of “Director of Fisheries, Odisha, Cuttack” in any Scheduled Commercial Bank payable at Cuttack. Exemption as applicable. .
4. The proposal must be delivered at the specified address as per the Bidder Data Sheet by Speed post / Registered Post or dropped in the Tender Box kept **at the reception of the Directorate of Fisheries, Odisha, Mangalabag, Cuttack within the timeline, i.e dt. 26.05.2023 (5.30pm).** The Director of Fisheries, Odisha, Cuttack shall not be responsible for postal delay or any consequence. Submission of proposal through any other mode shall not be accepted and will be outrightly rejected.
5. The last date and time for submission of proposal complete in all respects is **26.05.2023 up to 5.30 PM** and the date of opening of the Technical bid is **29.05.2023 at 3.30 PM** in the presence of the bidder’s representative at the specified address as mentioned in the Bidder Data Sheet. Representatives of the bidders may attend the meeting with due authorization letter on behalf of the bidder.
6. **This RFP includes following sections:**

- a. Letter of Invitation [**Section –1**]
 - b. Information to the Bidder [**Section –2**]
 - c. Terms of Reference [**Section –3**]
 - d. Technical Proposal Submission Forms [**Section – 4 (Part – A & B)**]
 - e. Financial Proposal Submission Forms (**Section–5**)
 - f. Annexure (**Section –6**)
7. While all information/ data given in the RFP are accurate within the consideration of scope of the proposed assignment to the best of the **Directorate of Fisheries and Department of Fisheries & Animal Resources Development's** knowledge, Directorate of Fisheries and **Department of Fisheries & Animal Resources Development, Odisha, Bhubaneswar** 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.
8. The **Directorate of Fisheries and Department of Fisheries & Animal Resources Development**, Govt. of Odisha, Bhubaneswar reserve the right to accept/reject any/all proposals, terminate the entire selection process at any stage without assigning any reason thereof.

**Director of Fisheries
Department of Fisheries & Animal Resources Development, Odisha**

SECTION: 2

INFORMATION TO THE BIDDER

Pre-Qualification /Eligibility Criteria:

Bidders must confirm to the eligibility criteria given below and to this effect must produce the required supportive documents/information as indicated against each as part of their technical proposal:

SI.No	Eligibility Criteria	Supporting Documents Required
1	The Bidder must be a company incorporated under the Companies Act 2013 / limited liability Partnership Firm registered under Limited Liability Partnership Act 2008/ society/Trust registration Act registered in India under relevant law/ Registered Firm or agency	Copy of certificate of Incorporation / Registration of the bidder
2	The bidder should have minimum average annual turnover of Rs.100.00 lakh from creative services and IEC/media strategy/Content business in three financial years (FY 2019-20, 2020-21 & 2021-22) as on 31.03.2022	Copies of audited balance sheet/ Income Expenditure Statement for last five financial years i.e. FY 2017-18 to 2021-22. (TECH A – 3)
3	The bidder should have experience in minimum 5 Creative Campaigns/Production of contents/ IEC Events for Central/ State Government/PSU/Private Organisation during the last 5 years as on bid due date (minimum value for each relevant assignment is 8 lakh rupees with maximum of 2 work orders per campaign/production). At least one such Creative Campaigns/ Production has been executed in the financial year 2021-22. A creative campaign/production includes maximum 2 work orders per campaign/production of IEC materials/ activities like production of videos/jingles/short video serial/video campaign/designing of collaterals (backdrops/standees/hoardings etc.) in a specific subject.	Copies of Work Orders/Contract Documents awarded by executing Organization.
4	The bidder should not be debarred/ blacklisted by any State Government or Central Government or their agencies at the time of submission of bid.	Self-Declaration by the authorized representative on the bidder's letter head.
5	The bidder shall furnish an affirmative statement as to the existence of any potential conflict of interest on the part of the bidder due to prior, current, or proposed agreements, engagements, or affiliations with the Client.	Self-Declaration from the Bidder as per prescribed format (TECH A-6)

6	None of the functionaries of the organization should have political affiliation and furnish an undertaking to the effect	Self-Declaration by the authorized representative on the bidder's letter head.
7	Participating agencies must have at least one creative personnel who is fluent and literate in Odia. In case the agency does not have one active personnel who is fluent and literate in Odia, they must submit an undertaking to hire said individual if the agency is awarded the bid.	Self Declaration is to be submitted to this effect
8	Participating Bidding Agency must have at least one Senior Communication Associate having 3 years of experience and one Junior Communication Associate having one year of experience	Self Declaration is to be submitted to this effect
9	Bidder may have local office at Bhubaneswar / Cuttack (In case the bidder does not have an office space in Bhubaneswar / Cuttack, the bidder needs to give a declaration, as part of the technical proposal, to set up an office in Cuttack/ Bhubaneswar for the period of the engagement for coordination of the assignment.	Proof of office

Documents to be submitted along with TECHNICAL PROPOSAL (PART-A):

The bidders have to furnish the following documents duly signed in along with their Technical Proposal:

- i) Filled in Bid Submission Check List in original (**Annexure-I**)
- ii) Covering letter (**TECH A – 1**) on bidder's letterhead requesting to participate in the bid process.
- iii) Bid Processing Fee & Earnest Money Deposit (EMD) as applicable.
- iv) Copy of Certificate of Incorporation/Registration
- v) Copy of PAN
- vi) Copy of Goods and Services Tax Identification Number (**GSTIN**)
- vii) Copies of audited balance sheet/income Expenditure Statement for last three financial years to be submitted. bidding agency may submit balance sheet/income expenditure Statement for the last 3 years (FY 2019-20, 2020-21 & 2021-22) as on 31.03.2022
- viii) General Details of the Bidder (**TECH A –2**)
- ix) Financial Details of the bidder (**TECH A – 3**) along with all supportive documents such as Balance Sheet and Income/Expenditure Statement duly certified and signed by the bidder.
- x) Power of Attorney (**TECH A – 4**) in favour of the person signing the bid on behalf of the bidder. (To be signed by the Partner/ Head of the agency)
- xi) List of completed/ongoing assignments of similar nature (**Past Experience Details, TECH A – 5**) along with copies of contracts / work orders / experience certificate.

- xii) Self Declaration regarding an affirmative statement as to the existence of any potential conflict of interest on the part of the bidder due to prior, current, or proposed agreements, engagements, or affiliations with the Client (**TECH A –6**)
- xiii) Undertaking for not having been black-listed by any Central / State Government / Any other Autonomous Body / International & National Organisation at the time of submission.
- xiv) The Chief Functionary of the organization should not have affiliation to any political party and furnish on undertaking to the effect. (Declaration to be submitted)
- xv) Participating bidding agency must have at least one creative personnel who is fluent and literate in Odia. In case the agency does not have one creative professional who is fluent and literate in Odia, they must submit an undertaking to hire the said individual if the bid is awarded. (**Declaration to be submitted**).
- xvi) Participating Bidding Agency must have at least one Senior Communication Associate having 3 years of experience and one Junior Communication Associate having one year of experience. The educational qualification of the Senior/Junior Communication Associates shall be Post Graduate Degree or Diploma in Journalism / Mass Communication/Agriculture/ Fisheries/ Veterinary/Agri Business/Marketing from any recognized University/ Government Approved Institution. (**Declaration to be submitted**).

NB: Bidders should submit the required supporting documents as mentioned above. Bids not conforming to the eligibility criteria and non-submission of required documents as listed above will lead to summary rejection of the bid. Submission of forged documents will also result in rejection of the bid. Bidders are advised to study all instructions, forms, terms & conditions and other information as mentioned in the RFP Document. The proposal must be complete in all respect indexed. Each page should be numbered and certified by the authorized representative. Failure to comply with the RFP requirements will result in outright rejection of the proposal.

1. BID PROCESSING FEE:

The bidder must furnish, as part of technical proposal, the required bid processing fee amounting to **Rs. 5,900/- (Rupees Five Thousand nine hundred Only) including GST** in shape of DD from any Scheduled Commercial Bank drawn in favour of “**Director of Fisheries, Odisha**” payable at Cuttack. Proposals received without bid processing fee will be outrightly rejected.

2. Earnest Money Deposit (EMD):

The bidder must furnish, as part of the technical Bid, an Earnest Money Deposit (EMD) amounting to Rs. 1,00,000/- (One Lakh) in shape of DD from any scheduled commercial bank in favour of “**Director of Fisheries, Odisha**” payable at Cuttack. Proposals received without bid processing fee will be outrightly rejected. The EMD of unsuccessful bidders shall be refunded after finalization of selection process and award of contract.

The EMD will be forfeited on account of the following reasons:

- Bidder withdraws its Bid during the bid validity period as specified in NIT.
- Bidder does not respond to requests for clarification of its Bid.
- Bidder fails to provide required information during the evaluation process or is found to be non-responsive or has submitted false information in support of its qualification.
- If the bidder fails to
 - agree to decisions of the contract negotiation meeting
 - sign the contract in time
- Any other circumstance which holds the interest of the Client during the overall selection process.

3. **Performance Security:** -

Within 7 days of notifying the acceptance of proposal for the award of Contract, the qualified bidder shall have to furnish a Performance Bank Guarantee amounting to 5% of the contract value from a Scheduled Commercial Bank situated in Cuttack in favour of “**Director, Fisheries, Odisha**” as per the prescribed format attached in **Annexure-III**, for a period of three months beyond the entire contract period (i.e. PBG must be valid from the date of effectiveness of the contract to a **period of 3 months beyond the contract period**) as its commitment to perform services under the contract. Failure to comply with the requirements shall constitute sufficient grounds for the forfeiture of the PBG. The PBG shall be released immediately after three months of expiry of Contract provided there is no breach of Contract on the part of the qualified bidder. No interest shall be paid on the PBG.

Validity of the Proposal:

Proposals shall remain valid for a period of **180 (One hundred eighty) Days** from the date of opening of the technical proposal. **The Director of Fisheries, Odisha** reserves the right to reject a proposal valid for a shorter period as non-responsive and will make the best efforts to finalize the selection process and award of the contract within the bid validity period. The bid validity period may be extended on mutual consent.

4. **Pre-Bid Meeting:**

A pre-bid meeting will be organised to address the queries relating to the overall selection process and scope of the work. To this respect, bidders can submit their queries, as per the prescribed format provided at (**Annexure-II**), to **Director of Fisheries, Odisha** through e-mail at director.odifish@gmail.com up to **15.05.2023** from the level of the authorized representative of the bidder only. **Any request for clarification submitted beyond the above deadline will not be entertained during the pre-bid meeting.** The pre-bid meeting will be held on **16.05.2023 at 11.30 AM** in the **Conference Hall of OPDC Ltd., Nayapalli, Bhubaneswar**. Representatives (*maximum up to 2 members from each bidder*) with due authorization letter will be allowed to attend the pre-bid meeting. Clarifications to the submitted queries will be uploaded in the website of Directorate of Fisheries for information of the bidders. Any

such clarification / corrigendum shall be deemed to be part of this RFP. Request for alternation / change in existing terms and conditions of the RFP will not be considered / entertained thereafter.

5. Authentication of Proposal:

The proposal should be accompanied by a power-of-attorney in the name of the signatory of the proposal as per the format **TECH A-4** as provided in the RFP.

6. Submission of Proposal:

Bidder must submit their proposals by **Registered Post / Speed Post** to the specified address or **Drop in the Tender Box** kept at Directorate of **Fisheries**, Odisha, Mangalabag, Cuttack-753001 on or before the last date and time during office hours of working days for submission of proposals as mentioned in Bidder Data Sheet. The Director of **Fisheries**, Odisha will not be responsible for postal delay / any consequence in receiving the proposal after the deadline as prescribed in the Bidder Data Sheet. Any Proposal received after the deadline shall not be accepted and will be outrightly rejected.

The procedure for submission of the proposal is described below:

i) Technical Proposal (PART-A) & (PART-B):

The envelope containing technical proposal, i.e two different parts, **Part-A and Part-B** should be bound together and furnished inside one envelope and shall be **SEALED AND SUPERSCRIBED** as “**Technical Proposal – selection of a media consulting agency for IEC strategy and creative productions**”. The duly filled-in technical proposal submission forms along with all the supportive documents and information have to be furnished as part of technical proposal as per the requirement.

ii) Financial Proposal

The duly filled-in financial proposal submission forms should contain the detailed price offer for the proposed assignment and have to be furnished as per the prescribed format only. The envelope containing financial proposal shall be **SEALED AND SUPERSCRIBED** as “**Financial Proposal – selection of a media consulting agency for IEC strategy and creative productions**”.

Both the above envelopes have to be sealed and placed inside a **third main envelope**, which has to be **SEALED AND SUPERSCRIBED** as “**selection of a media consulting agency for IEC strategy and creative productions under Director of Fisheries, Odisha**” and submitted to the **Director, Fisheries, Odisha, Mangalabag, Cuttack-753001**.

7. Opening & Evaluation of the proposal:

- a. The FIRST ENVELOPE containing **TECHNICAL PROPOSAL** will be opened in the initial stage by the client in presence of the bidders' representatives at the location, date and time specified in the Bidder Data Sheet. The client will constitute a Technical Committee (approved by Govt.) to evaluate the proposals submitted by bidders.
- b. Only one representative with proper authorization letter from the participating bidder will be allowed to attend the bid opening meeting. The SECOND ENVELOPE containing **FINANCIAL PROPOSAL** of the **technically qualified bidders** will be opened after completion of technical evaluation stage by the evaluation screening Committee formed (approved by Govt.). The date and time for opening of the financial proposal will be intimated accordingly to the technically qualified bidders well in advance.

8. Evaluation of Proposal:

A three stage process will be adopted as explained below for evaluation of the proposals.
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- I. **Preliminary Evaluation (1st Stage):** Preliminary evaluation of the proposals will be done to determine whether the proposals are in order & complete, and the requisite documents have been properly furnished by the bidder or not. Submission of following documents / information will be verified:
 - i) Filled in Bid Submission Check List in Original (**Annexure-I**)
 - ii) Covering letter (TECH A – 1) on bidder's letterhead requesting to participate in the selection process.
 - iii) Bid Processing Fee & Earnest Money Deposit (EMD) as applicable
 - iv) Copy of Certificate of Incorporation/Registration
 - v) Copy of PAN
 - vi) Copy of Goods and Services Tax Identification Number (GSTIN)
 - vii) Copies of audited balance sheet/Income Expenditure Statement for last three financial years to be submitted. companies may submit along balance sheet/income expenditure Statement for the specified three years .
 - viii) General Details of the Bidder (TECH A –2)
 - ix) Financial Details of the bidder (TECH A – 3) along with all supportive documents as applicable duly signed as per the instruction.
 - x) Power of Attorney (TECH A – 4) in favor of the person signing the bid on behalf of the bidder.
 - xi) List of completed assignments of similar nature (Past Experience Details, TECH A – 5) along with copies of contracts / work orders / experience certificate from previous clients.
 - xii) Self Declaration regarding an affirmative statement as to the existence of any potential conflict of interest on the part of the bidder due to prior, current, or proposed agreements, engagements, or affiliations with the Client (**TECH A –6**)

- xiii) Undertaking agency is not blacklisted by any Central / State Government / Autonomous bodies/ International & National Organisation
- xiv) All the pages of the proposal and enclosures are signed by the authorized representative or not.
- xv) Undertaking to the effect that the Chief Functionary of the organization should not have affiliation to any political party.
- xvi) Undertaking to the effect that the Participating agencies must have at least one active personnel who is fluent and literate in Odia. In case the agency does not have one active personnel who is fluent and literate in Odia, they must submit an undertaking to hire said individual if the agency is awarded the bid.
- xvii) Participating Bidding Agency must have at least one Senior Communication Associate having 3 years of experience and one Junior Communication Associate having one year of experience. The educational qualification of the Senior/Junior Communication Associates shall be Post Graduate Degree or Diploma in Journalism / Mass Communication/Agriculture/ Fisheries/ Veterinary/Agri Business/Marketing from any recognized University/ Government Approved Institution. ***(Declaration to be submitted)***

Any deviation from the prescribed procedures/formats/conditions/requirements shall result in outright rejection of the proposal. Bids with conditional offer shall be outrightly rejected. All the pages of the proposal must have to be sealed and signed by the authorized representative of the bidder.

- II. **Technical Evaluation (2nd Stage):** Technical proposal will be opened and evaluated for those bidders who qualify the preliminary evaluation stage. Detailed evaluation process will be adopted for evaluation of the proposals. The proposals will be evaluated as per the parameters vide **Score Sheet** detailed below.

Bidders accompanied by the Consultants will make a presentation before the Client during the technical evaluation stage. The objective of the presentation is to enable the Client to evaluate the bidders about their understanding and preparedness for the proposed assignment. Clarifications, if any, as required by the Client will also be discussed during the meeting. The detail schedule along with an outline for presentation will be intimated to the concerned bidders before 7 days from the date of technical presentation. The financial proposals of the technically qualified bidders will be opened on same day / subsequent working day. Hence, the bidder should make themselves available for the same. **The bidder whose technical proposal secures a score equal to or above the minimum qualifying mark of 70% of the technical evaluation criteria (SI No-1 to 8) stage will be technically qualified. After technical presentation, the bidders who scored 70 marks out of 100 marks are eligible for opening of their financial proposals.**

Sl.	Technical Evaluation Criteria	Maximum Marks
1	<p>Average annual turnover of Rs.100.00 lakh from Creative Campaigns/Production for last five years.</p> <ul style="list-style-type: none"> ● 100 lakh to 200 lakh – 15 marks ● > 200 lakh - 300 lakh - 3 marks to be added ● > 300 lakh - 2 marks to be added 	20
2	<p>Experience in minimum 5 Creative Campaigns/Productions of content/ IEC Event for Central/ State Government/PSU/Private Organisations during last 5 financial year as on bid due date (minimum value for each campaign is 8 lakh rupees with maximum of 2 work orders per campaign/production). At least one such campaign/production has been executed in the Financial year 2021-22.</p> <p>a. 5 engagements – 10 marks</p> <p>b. Between 6 – 10 engagements- 1 mark each (marks to be pro-rated) – 5 marks</p> <p>c. >10 engagements – 1 mark each (marks to be pro-rated) – Max. 5 marks</p>	20
3	<p>Number of experienced creative professionals (minimum 6 creative professionals)</p> <p>a. 6 creative professionals with 5 years of experience each – 10 marks</p> <p>b. Between 7 – 8 creative professionals with 5 years of experience each – 2 marks (one mark for each professional to be pro-rated)</p> <p>c. More than 8 creative professional with 5 years of experience each – 3 marks (one mark for each professional to be pro-rated and maximum 3 marks)</p> <p>A Creative Professional shall be a graphic designer/ videographer/ content writer/ cinematographer/ Film Director/ Social media handler (Blog Writer/You tuber/Facebook handler/Instagram and twitter handler/Whats-app/Koo), designer of backdrop/standee/banner/ hoarding, designer of booklet/poster/leaflet/magazine/ coffee table book/pocket book/souvenir, designer of /logo/advertisement template for newspaper.</p>	15
4	<p>Presentation:</p> <p>Quality of creative designs/ collaterals/media content etc. prepared in previous assignments, understanding and clarity of Scope of Work (samples to be shown and assessed during presentation)</p> <p>Presentation shall be in a PPT mode limited to approximately time of 15 minutes as per the following points.</p> <ul style="list-style-type: none"> ● Profile of the bidding agency. ● Major assignments of the bidding agency in the last 5 years related to creative campaign/production. <p>Understanding & scope of work in F&ARD Department (Directorate of Fisheries & Directorate of AH&VS)</p>	45
	TOTAL	100

The bidders who scored minimum 70 marks out of 100 marks are eligible for opening of their financial proposals.

- III. **FINANCIAL EVALUATION (3rd Stage):** The financial proposals of the technically qualified bidders only shall be opened at this stage in the presence of the bidder's representative who wishes to attend the meeting with proper authorization letter. The name of the bidder along with the quoted financial price will be announced during the meeting.

9. Evaluation Process:

QCBS method will be followed during the overall selection process. The financial bids of technically qualified bidders will be opened on the prescribed date in the presence of bidder's representatives.

The lowest evaluated Financial Bid (Fm) shall be given the maximum financial score (Sf) of 100. The formula for determining the financial scores of all other bids shall be calculated as follows: $Sf = 100 \times Fm/F$, in which "Sf" is the financial score, "Fm" is the lowest price, and "F" the price of the bid under consideration. The weights given to the Technical (T) and Financial (P) Bids shall be:-

T = 70, and

P = 30

Bids shall be ranked according to their combined scores, calculated using the technical score (St) and financial score (Sf) and the weights as follows:

$$S = St \times T\% + Sf \times P\%$$

The bidder, who has the highest score in the QCBS and shall be called for further process leading to the award of the contract. The bid price will include all taxes as applicable and shall be in Indian Rupees. Prices quoted in the bid must be firm and final, and shall not be subject to any modifications on any account whatsoever.

For the purpose of evaluation, the total evaluated cost shall be inclusive of Remuneration cost and overhead expenses for which the Client will make payment to the Agency.

10. Contract Negotiation:

- i. Negotiations will be held at the address indicated in the Data Sheet. The aim shall be to reach agreement on all points and sign a contract.
- ii. The negotiations will conclude with a review of the draft form of the contract. To complete negotiations the Client and the firm will make initials on the agreed

contract. If negotiations fail, the Client will invite the firm whose proposal received the second highest score to negotiate a Contract.

11. Award of Contract:

- i. The contract will be awarded following negotiations. After negotiations are completed, the Client will promptly notify other Firms on the shortlist that they were unsuccessful and return the unopened Financial Proposals of those Firms who did not pass the technical evaluation.
- ii. The firm is expected to commence the assignment on the date and at the location as specified by the Client during issue of work order.

12. Conflict of Interest:

Conflict of interest exists in the event of: (i) conflicting assignments, including implementing, providing consultation, monitoring and evaluation/environmental assessment of the same scheme / project at a different level by the eligible bidder; (ii) Consultants, agencies or institutions (individuals or organisations) who have a business or family relation with officials of the Client directly or indirectly; and (iii) practices prohibited under the anti- corruption policy of the Government of India and Government of Odisha. The bidders are to be careful so as not to give rise to a situation where there will be any conflict of interest with the Client as this would amount to their disqualification and breach of contract.

13. Disclosure:

- a. Bidders have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the bidder or termination of its contract.
- b. Bidders must disclose if they are or have been the subject of any proceedings (such as blacklisting) or other arrangements relating to bankruptcy, insolvency or the financial standing of the Bidder, including but not limited to appointment of any officer such as a receiver in relation to the Bidder's personal or business matters or an arrangement with creditors, or of any other similar proceedings.
- c. Bidders must disclose if they have been convicted of, or are the subject of any proceedings relating to:
 - a criminal offence or other serious offence punishable under the law of the land, or where they have been found by any regulator or professional body to have committed professional misconduct;
 - corruption including the offer or receipt of an inducement of any kind in relation to obtaining any contract;
 - failure to fulfill any obligations in any jurisdiction relating to the payment of taxes or social security contributions.

14. Anti-corruption Measure:

- a. Any effort by Bidder(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 bidder 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 bidder either indefinitely or for a stated period of time, disqualifying it from participating in any related bidding process for the said period.

15. Language of Proposals:

The proposal and all related correspondence exchanged between the bidder and the Client shall be written in the **English** language only. Supporting documents and printed literature that are part of the proposal may be in another language provided they are accompanied by an accurate translation of the relevant passages in English with self-certification for accuracy, in which case, for the purposes of interpretation of the Proposal, the translated version shall govern.

16. Cost of bidding:

The Bidder shall bear all costs associated with the preparation and submission of its proposal. The Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process. Bidder/s are not allowed to submit more than one proposal under the selection process. Alternate bids are also not allowed.

17. Proposal Forms:

Wherever a specific form is prescribed in this Request for Proposal (RFP) document, the Bidder shall use the form to provide relevant information. If the form does not provide space for any required information, space at the end of the form, additional sheets shall be used to convey the required information. For all other cases, the bidder should design a form to hold the required information. *Any deviation to the prescribed format of the RFP results in rejection of the proposal.*

18. Local Conditions:

Each bidder is expected to become fully acquainted with the local conditions and factors, which may affect the performance of the contract and/ or the cost. The bidder is expected to know all conditions and factors, which may have any effect on the execution of the Contract after issue of letter of Award. The client shall not entertain any request for clarification from the bidder regarding such local conditions. It is the bidder's responsibility that such factors have been properly investigated and considered before submitting the Proposal. No claim, whatsoever, including that for financial adjustment to the Contract awarded under the bidding document will be entertained by the Client.

Neither any change in the time schedule of the Contract nor any financial adjustments arising thereof shall be permitted on account of failure of the bidder to know the local laws/ conditions. The Bidder is expected to visit and examine and study the location of Government offices and its surroundings and obtain all information that may be necessary for preparing the Proposal at its own interest and cost.

19. Legal Jurisdiction:

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

20. Governing Law and Penalty Clause:

Indemnity and Liability provisions will be mutually agreed by the parties before the release of the work order. This shall be final and binding upon the parties. In any case the aggrieved party has the right to approach the court for claiming damages in case of breach.

21. Confidentiality:

Both Parties agree that the information provided under this Agreement is confidential and neither Party shall at any time during the Term or upon early termination, divulge to any person(s), firm or company, business entity, or other organisation whatsoever, any Confidential Information that the Party may acquire during the course of such association concerning the other Party's business, property, contracts, clients or affairs, except to its employees and third parties on a need to know basis for services under this Agreement.

22. Amendment of the RFP Document:

At any time, prior to the date of submission of RFP, Director, Fisheries, Odisha may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the RFP. The amended RFP shall be notified by the Director, Fisheries, Odisha on the following website – [odishafisheries.nic.in/ tendersodisha.gov.in](http://odishafisheries.nic.in/tendersodisha.gov.in). These amendments will be binding on the bidders. In order to afford prospective bidders reasonable time to take these amendments into account in preparing their bids, Director, Fisheries, Odisha may, at its discretion, extend the deadline for the submission of bids.

23. 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 bidders. Misrepresentation/improper response/ by the bidder 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 bidder, or take any other measure as may be deemed fit in the sole discretion of the Client, including annulment of the selection Process.

24. Copyright, Patents and Other Proprietary Rights:

Fisheries & Animal Resources Development Department, Government of Odisha shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, Copyrights and trademarks, with regard to documents and other materials which bear a direct relation to or are prepared or collected in consequence or in the course of the execution of this contract. At the Client's request, the Agency shall take all necessary steps to submit them to the Client in compliance with the requirements of the contract. However, it is agreed that all the rights relating to the trademarks and copyrights in the materials which are created by the Agency and submitted with the Proposal, shall vest with the Client upon receipt of full payment by the Agency.

25. Settlement of Disputes:

The Client and the agency shall make every effort to resolve amicably, by direct informal negotiation, any disagreement or dispute arising between them under or arising from or in connection with the Contract within thirty (30) days from the commencement of such informal negotiation. In case any dispute will arise between the parties, the same shall be resolved mutually and in case the disputes further subsides, the same shall be referred to the Director Fisheries whose decision shall be treated as final and binding on the parties.

26. Limitation of Liability –

In no event shall either party be liable for consequential, incidental, indirect, or punitive loss, damage or expenses (including lost profits).

27. Indemnification:

Both parties shall indemnify, defend and hold harmless during the term of the Agreement from and against all liabilities, damages, losses, expenses, deaths, demands, actions, proceedings, costs and claims of any nature whatsoever, including without limitation legal fee and expenses, suffered as a result of or arising out of or in any way connected with the acts, omissions, negligence, nuisance, breach of this Agreement and failure to perform obligations hereunder of or by the licensee and its employees, agents, representatives and contractors, including the use or violation of any copyright work or literary property or patented invention, article or appliance, except to the extent that such injury, damage or loss is attributable to a negligent or willful act or omission of either of the parties.

28. Disqualification of Proposal:

The proposal of the bidder is liable to be disqualified in the following cases as listed below:

- i) Proposal submitted without Bid Processing Fee & EMD
- ii) Proposal not submitted in accordance with the procedure and formats as prescribed in the RFP
- iii) During validity of the proposal, or its extended period, if any, the bidder increases

his quoted prices

- iv) Proposal is received in in complete form
- v) Proposal is received after due date and time for submission of bid
- vi) Proposal is not accompanied by all the requisite documents /information
- vii) A commercial bid submitted with assumptions or conditions
- viii) Bids with any conditional technical and financial offer
- ix) If the bidder provides any assumptions in the financial proposal or qualifies the commercial proposal with its own conditions, such proposals will be rejected even if the commercial value of such proposals is the lowest / best value
- x) Proposal is not properly sealed or signed
- xi) Any deviation in the technical and financial proposal
- xii) Proposal is not conforming to the requirement of the scope of the work
- xiii) Bidder tries to influence the proposal evaluation process by unlawful/corrupt/fraudulent means at any point of time during the bid process
- xiv) If any of the bid documents (including but not limited to the hard and soft/electronic copies of the same, presentations during evaluation, clarifications provided by the bidder), excluding the commercial bid, submitted by the bidder is found to contain any information on price, pricing policy, pricing mechanism or any information indicative of the commercial aspects of the bid;
- xv) Bidders or any person acting on its behalf indulges in corrupt and fraudulent practices
- xvi) Failure to agree with terms and conditions of the RFP
- xvii) *The quoted professional fee not within the prescribed limit of the RFP.*
- xviii) *Any other condition/ situation which holds the paramount interest of the client during the overall selection process.*

SECTION: 3

TERMS OF REFERENCE

GENERAL INFORMATION

1. About Fisheries & Animal Resources Development Dept., Govt. of Odisha

The Directorate of Animal Husbandry & Veterinary Services, Odisha & Directorate of Fisheries under the umbrella of Fisheries & Animal Resources Development Dept. are working for the socio-economic development of farmers & their welfare in every respect. A number of central sector and State Sector schemes are being implemented to cater to the need of the livestock, poultry and fish farmers/fishermen and augment their livelihood by disseminating the technical knowhow/ knowledge at their doorstep through a number of tools and techniques of extension & communication. IEC (Information, Education & Communication) - one State Plan Scheme is being implemented by the Directorate of Fisheries and Directorate of Animal Husbandry & Veterinary Services, Odisha to provide handful extension knowledge on Fisheries, livestock and poultry sector. In order to carry out the IEC work executed in two Directorates viz. DAH&VS and DoF, there is an immense need for selection of a media consulting agency for IEC strategy and creative production.

2. Objective of the Assignment

The agency will be on-boarded for 3 major objectives.

- **Create and implement programme specific IEC Plan** - Plan to spread information about key programmes of the department
- **Design collaterals required by the department** - Backdrops, standees, booklet, leaflets, advertisement, logos etc.
 1. **Social Media Management** - Managing Departments' & both the Directorates' Facebook, YouTube, Twitter, Instagram, Telegram, WhatsApp, Koo accounts etc.
- **Create Contents both in Odia & English:** Creation of contents for short messages, press notes, video scripts etc.

3. Scope of Work

The selected agency will carry out the following work.

3.1 Create and implement Program Specific IEC campaigns - To design a creative plan to spread information about key programs/initiatives of the department. It includes initiatives / disease specific campaigns/ scheme specific campaigns and executions (tentatively 10 initiatives per year in discussion with department). The prime schematic programmes/initiatives will include all the Schemes implemented along with infrastructure development in Fisheries and ARD Sector. Creation of videos as per requirement will be prepared by the Agency as per approved rate of I&PR Department . All the other collaterals will be created by selected agency. The cost for medium of dissemination will be borne by the client.

- (i) A Creative Campaign includes maximum 2 work orders per campaign/production.

(ii) A Creative Professional shall be a graphic designer/ videographer/ content writer/ cinematographer/ Film Director/ Social media handler (Blog Writer/You tuber/Facebook handler/Instagram and twitter handler/Whats-app/Koo), designer of backdrop/standee/banner/ hoarding, designer of booklet/poster/leaflet/magazine/ coffee table book/pocket book/souvenir, designer of /logo/advertisement template for newspaper

(iii) A Creative Design includes a graphic designing/ videography/ content writing/ cinematography/ Film Direction/ Social media handling (Blog /You tube/Facebook /Instagram /twitter/Whats-app/Koo), designing of backdrop/standee/banner/ hoarding, designing of booklet/poster/leaflet/magazine/ coffee table book/pocket book/souvenir, designing of /logo/advertisement template for newspaper.

(iv) Front-end office shall be provided to the agency at client site with provision of office space. One Creative Professional shall be stationed at F&ARD Department, Bhubaneswar and other five(5) creative consultants to be stationed at DAH&VS and DoF, Cuttack. Over and above, the two (2) of photographic team to be stationed at DAH&VS and DoF, Cuttack

3.2 Design collaterals required by the department - The agency will conceptualize, design, graphic design, studio work, digital art designing, info graphics, layout of booklet pages etc. and other pre press work for the IEC print materials like booklet, brochure, Folders, leaflets, posters, banners, calendars, Success Stories , Videos, Jingles, coffee table books, annual reports, manuals, compendiums, primers, magazines, guidelines, tin sheet panelling, illuminated signage, display panel, wall painting, hoarding, template design in ARD & Fisheries Rath in English & Odia language etc.

3.3 Social Media Management – Regularly posting on the social media channels of the Client (Facebook, Twitter, YouTube, Instagram, Telegram, WhatsApp, Koo etc. basing on the IEC Campaign/Program Specific Campaign, other department events and news.) developing promotional items (Videos, Images reels) for social media usage, social media planning and booking for advertisements etc.

The extent of social media usage and the choice of usage of specific social media channels shall be a part of the media strategy that should be presented by the participating agencies during the technical presentation. This may be decided as per the reach, usage and engagement of target beneficiaries with different social media channels and the overall of communication/media usage in the IEC campaign.

Creation of videos as per requirement of the client will be prepared by the Agency at I&PR approved rates. For still photography, 2 of photographic team (photography team consists of photographer, assistant photographer and photographic equipment) and both the photographic team shall be deployed at the front end office of the Client. The bidding Agency to quote the photographic team as annual retainer basis.

3.4 Create Contents both in Odia & English - Creative writing and graphic design of backdrops, fascia, standees, banners, wall panel and other creative items used in work shop, seminars, meetings, symposiums, conclave, exhibitions at state level and outside state (for every campaign workshop or initiative the detail brief shared by Director of AH&VS/Director, Fisheries containing the list of activities to be performed and creative material required). The contents should be vetted by the respective Directorate. Each Directorate shall nominate one Nodal Officer and the Nodal Officers shall share the requirements of the concerned Directorate to the agency. The agency shall respond with its plan and the deliverable timeline will be fixed mutually by both the parties. The payment to Agency to be made from DoF. Besides, two Nodal Officers will be nominated from Fisheries & ARD Department for the purpose.

The Agency will make Creative design of e-Brouchers, e-Annual Report, e-Book, e-magazine, e-newsletter, PPTs, Slides share etc.

The agency will also work for creative writing (English & Odia), conceptualize and design the advertisement material like curtain raiser, press release, press briefings, draft speeches, messages for farmers, article for newspaper, newspaper and magazine advertisement templates, reports, testimonials, scripts for videos/jingles etc. for print & electronic media etc.

The client shall approve the creative design templates of e-brochures, e-annual reports, e-books, e-magazines, e-newsletters, PPTs, Slide Shares etc. prepared by the agency.

3.5: The Bidding Agency should have minimum 6 creative professionals and two photographic team.

4. KEY DELIVERABLES

Sl. No.	Key Deliverables	KPIs
1	Initiatives/schemes/Disease specific campaign and execution Tentatively 10 initiatives per year in discussion with the Department, DoF and DAH&VS – (20% variation could be there) Design of collaterals as at Point-4 (10% variation could be there)	Design of all the collaterals proposed in media Campaigns should be provided to Department/DoF/DAH&VS as per the timeline decided by both the parties.
2	Improving the engagement on Social Media Channels organically	Social Media Post within 2 hr of intimation from Department/Directorates. In case of any event, social media post should come instantly or live as the case may be.

Tentative quantum of work **defined in Key Deliverables (point 4)**

(10% variation could be there & any additional quantum of work assigned apart from the work defined the agency will be paid as per the unit cost provided by the agency)

In case the department doesn't provide the requisite number of collaterals for design in a year, the quantum will carry forward to subsequent year.

S.No.	DESIGN COLLATERALS REQUIRED BY DEPT. of F&ARD	SIZE	No.
1	Booklet: cover page & inner page layout colour/BW with infographic) – no. of booklets (Price may be quoted for designing of each 4 pages of Booklet. The agency shall arrange photographs and content which will be edited by the client.	A4 / ¼ demy/ Crown/ 1/8 demy	20
2	3-fold Brochure	39cmx25cm	20
3	Poster	44cmx56cm	10
4	Calendar	44cmx56cm	2
5	Leaflet (Both side)	22cmx28cm	20
6	Greeting Card	1/8 demy	2
7	Banner	Different size	30
8	Mascot		2
9	Coffee table book (Price may be quoted for designing of each 4 pages of Coffee Table Book. The agency shall arrange photographs and content which will be edited by the client.)	crown	2
10	Compendiums/Annual Reports/Guidelines/Pocket Books (Price may be quoted for designing of each 4 pages) The agency shall arrange photographs and content which will be edited by the client.)	22cmx28cm	10
11	Newsletters/e-Magazine (Price may be quoted for designing of each 4 pages of Newsletters/e-Magazines. The agency shall arrange photographs and content which will be edited by the client.)	22cmx28cm	8
12	Virtual backdrops, design, concept & creative		20
13	Logo Design		4
14	PPT Template for F&ARD Department (Once)		2
15	Newspaper advt	Full/Half/quarter	20
16	Wall painting		10
17	Hoarding	20ft x 10ft & 15*10 ft	4
18	Standees	3ft x 6ft	30

19	Template unique design of Ratha (Medium range pick up van- one for Fisheries and another for ARD sector. Each Rath will touch all the GPs of Each Block of the State for creation of awareness)		2
20	Template unique design of Livestock Stalls & Fisheries Stalls in Krushi Mela/ARD Mela/BaliYatra etc.		10

5. PAYMENT TERMS

Payments will be made on a quarterly basis taking into account the assignments completed and performance of the agency (Excepting the Creation of videos as per requirement of the client by the Agency at I&PR approved rates). The payment towards Creation of videos shall be released by the client in favour of the agency on I & PR approved rate only after the assigned task is accepted by the client.

6. PERIOD OF ENGAGEMENT

The Agency will be engaged initially for a period of two years with effect from signing of Agreement and contract period will be renewed for subsequent 2 years as decided by monitoring committee setup by the department. In case of the Agency does not fulfill the terms and conditions of contract, there is delay in submission of reports, there is lack of quality work, etc. the contract period will not be renewed.

SECTION: 4

TECHNICAL PROPOSAL SUBMISSION FORMS

SECTION - 4
TECHNICAL PROPOSAL

(PART – A)

TECH A-1
COVERING LETTER
(ON BIDDERS LETTER HEAD)

[Location, Date]

To

The Director of Fisheries,
Mangalabag, Cuttack, 753001

Subject: Selection of Agency for “Media Consulting Agency for IEC Strategy and Creative Production” under the Director of Fisheries, Odisha of the Department of Fisheries & Animal Resources Development, Odisha **[TECHNICAL PROPOSAL: PART – A]**

Dear Sir,

I, the undersigned, offer to participate in the selection process for _____ in accordance with your Request for Proposal No.: _____, dated _____. I, hereby submitting our proposal, which includes Technical Proposal and Financial Proposal sealed in separate envelopes.

I, hereby declare that all the information and statements made in this Technical Proposal and Financial Proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. Our proposal will be valid for acceptance up to **180 Days** and I confirm that this proposal will remain binding upon us and may be accepted by you at any time before the validity of the bid.

I hereby unconditionally undertake to accept all the terms and conditions as stipulated in the RFP document. In case any provision of this RFP are found violated, then your Department shall without prejudice to any other right or remedy be at liberty to reject our proposal including forfeiture of the full said earnest money deposit absolutely.

I remain,

Yours faithfully,

Authorized Signatory with Date and Seal:

Name and Designation: _____

Address of the Bidder: _____

TECH A -2
Bidder's Organisation (General Details)

SI No.	Description	Full Details
1	Name of the Bidder	
2	Address for communication: Tel : Fax: Email id:	
3	Name of the authorized person signing & submitting the bid on behalf of the Bidder: Mobile No. : Email id :	
4	Registration / Incorporation Details Registration No: Date & Year. :	
5	Local office in Odisha If Yes, Please furnish contact details	Yes / No
6	Bid Processing Fee Details Amount : BC/DD No. Date: Name of the Bank:	
7	EMD Details Amount : BC/DD No.: Date: Name of the Bank:	
8	PAN Number	
9	Goods and Services Tax Identification Number (GSTIN)	
10	Willing to carry out the assignment as per the stipulated scope of work of the RFP	YES
11	Willing to accept all the terms and conditions as specified in the RFP	YES

Authorized Signatory [In full and initials]:_____

Name and Designation with Date and Seal:_____

TECH A -3

Bidder Organisation (Financial Details)

	Financial Information in Lakh			
Details	FY2019-20	FY2020-2021	FY2021-22	Average Turnover
Turnover of the organization				

Supporting Documents:

Audited certified financial statements for the last five FYs (Submission of copies of Income & Expenditure Statement and Balance Sheet for the respective financial years is mandatory along with this form)

Filled-in information in this format must have to be jointly certified and sealed by the CA and the authorized representative of the bidder and to be furnished in original along with the technical proposal failing which the proposal will be out rightly rejected. No scanned copy will be entertained.

Signature and Seal of the Company Auditor with Date in original

Authorized Signatory [In full initials with Date and Seal]:_____

Communication Address of the Bidder:_____

[NB: No Scanned Signature will be entertained]

TECH A- 4

FORMAT FOR POWER OF ATTORNEY

(To be provided in original on Bidder Letter Head as part of the Technical Proposal duly signed by the competent authority of the bidder)

Dated: _____

POWER OF ATTORNEY

To Whom It May Concern

Know all men by these presents, we _____(name and registered office address

Of the Applicant) do hereby constitute, appoint and authorize Mr. _____(Name of the Person(s)), domiciled at _____(Address), acting as _____(Name and Designation), as Authorised Signatory and whose signature is attested below, as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our Proposal for award of contract under [Name of the Assignment] involving the deliverables as per agreement with, _____, vide Request of Proposal (RFP) Document dated, issued by Director of Fisheries, Odisha under F&ARD Department, Government of Odisha including signing and submission of all documents and providing information and responses to clarifications/ enquiries etc. as may be required by the tender inviting authority or any representing us in all matters before the tender inviting authority and generally dealing in all matters in connection with our Proposal for the said assignment.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

For: _____

(Signature of the Authorized Representative with Date) ACCEPT:

Signature, Name & Designation of person executing attorney:

NB:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants (s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. Also, wherever required, the executants (s) should submit for verification the extract of the charter documents and documents such as a board resolution / power of attorney in favour of the Person executing this Power of Attorney for the delegation of power hereunder on behalf of the executants (s).

TECH A- 5

(BIDDER'S PAST EXPERIENCE DETAILS)

Table -1 (Lists of completed/ongoing Assignments of similar nature during last 5 years)

Sl No	Items	Description
1	Project Name:	
2	Project Location :	
3	Project Cost :	
4	Name of Client :	
5	Start Date (Month/Year):	
6	Completion Date: (Month/Year)	
7	Name of Associated Firm(s), if any:	
8	Detailed Narrative Description of project	
9	Detailed Description of Actual Services provide by the firm:	
10	Sample copies of creative works prepared during the assignment	
11	Approx. Value of Services (INR):	

Note: Bidders are requested to furnish the list of the assignments undertaken/ completed during the last 5 Financial Years having contract value equal to or more than Rs.8 Lakhs as per the above prescribed format only. Information not conforming to the above format will be treated as non-responsive. Copies of the Work order / Contract Document / Completion Certificate from the previous Clients need to be furnished along with the above information.

Notes:

Supporting documents (Work Orders or agreements) should necessarily be submitted by the bidders without which the submission shall not be considered for evaluation

Authorized Signatory [In full initials with Date and Seal]:_____

Communication Address of the Bidder:_____

TECH A- 6

**AFFIRMATIVE STATEMENT AS TO THE EXISTENCE OF ANY POTENTIAL
CONFLICT OF INTEREST ON THE PART OF THE BIDDER DUE TO PRIOR,
CURRENT, OR PROPOSED AGREEMENTS, ENGAGEMENTS, OR AFFILIATIONS
WITH THE CLIENT.DECLARATION THEREOF**

IN BIDDER'S LETTER HEAD

I, hereby declare that our agency is not having any conflict of interest due to prior, current or proposed agreements, engagements or affiliations with the Director of Fisheries, Odisha which can be termed as of nature as mentioned in **Section 2: [Information to the Bidder] under Eligibility Criteria: Para (6).**

I, also acknowledge that in case of misrepresentation of the information, our proposal / contract shall be rejected / terminated by the Client which shall be binding on us.

Authorized Signatory [In full initials with Date and Seal:_____

Communication Address of the Bidder:_____

SECTION - 4
TECHNICAL PROPOSAL

(PART – B)

TECH B -1
COVERING LETTER
(On Bidder's Letter Head)

[Location, Date]

To

The Director of Fisheries
Mangalabag, Cuttack-753001

Subject: Selection of Agency for “Media Consulting Agency for IEC Strategy and Creative Production” under the Director of Fisheries, Odisha, Cuttack under the Department of Fisheries & Animal Resources Development, Odisha **[TECHNICAL PROPOSAL: PART - B]**

Dear Sir,

I, the undersigned, offer to provide the services for the proposed assignment in respect to your Request for Proposal. I hereby submitting the proposal which includes this technical proposal sealed under a separate envelope. Our proposal will be valid for acceptance up to **180 Days** and I confirm that this proposal will remain binding upon us and may be accepted by you at any time before this expiry date.

All the information and statements made in this Technical Proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. If negotiations are held during the period of validity of the proposal, I undertake to negotiate on the basis of the proposal submitted by us. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

I have examined all the information as provided in your Request for Proposal (RFP) and offer to undertake the service described in accordance with the conditions and requirements of the selection process. I agree to bear all costs incurred by us in connection with the preparation and submission of this proposal and to bear any further pre-contract costs. In case, any provisions of this RFP/ ToR are found deviated, then your department shall without prejudice to any other right or remedy be at liberty to reject our proposal including forfeiture of the Earnest Money Deposit absolutely. I confirm that I have the authority to submit the proposal and to clarify any details on its behalf. I understand that you are not bound to accept any proposal you receive.

I remain,

Yours faithfully,

Authorized Signatory with Date and Seal:

Name and Designation: _____

Address of Bidder: _____

TECH B -2

BIDDER ORGANISATION
(Brief Profile)

[Provide here a brief description regarding professional background of the organization]

Authorized Signatory *[In full and initials]*:

Name and Designation with Date and Seal:

[NB: Bidder needs to restrict the above information within 3-5 pages only]

TECH B - 3 (I)

Bidder's Past

Experience Table -1

(Lists of Assignments of similar nature during last 5 years)

Sl. No.	Period	Assignment and Duration	Name of the Client	Contract Value (in INR) and Duration In Month	Date of Award / Commencement of assignment	Date of Completion of assignment	Remarks if any
A	B	C	D	E	F	G	H
1							
2							
3							
4							
5							

NB:

- *Bidders are requested to furnish the information up to 5 best projects only under Table- 1 having contract value equal to or more than Rs. 12 lakhs during the last 5 years. Copies of Work Order / Contract Document / Experience Certificate for the respective assignments need to be furnished along with the technical proposal failing which the assignment will not be taken into consideration for evaluation purpose.*

Authorized Signatory [In full and initials]:

Name and Designation with Date and Seal: _____

TECH B -3(II)
Bidder Experience

*[Using the format below, provide information on each assignment for which your organisation was legally contracted as **single entity** for carrying out consulting services similar to the ones requested under this assignment during last **five years**]*

Assignment name:	Value of the contract (in INR):
Location:	Duration of assignment (months):
Name of Client:	Total No. of staff-months of the assignment:
Address:	
Start date (month/year):	No. of professional staff-months deployed with details:
Completion date (month/year):	
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

[NB: Bidders are requested to provide the details about the lists of assignments as provided in Table -1 of TECH B - 3 (I) respectively]

TECH B - 4

**Comments and Suggestions of the Agency on the Terms of Reference /
Scope of Work and Counterpart Staff and Facilities to be provided by
the Client**

A: On the Terms of Reference / Scope of Work:

[Present and justify here any modifications to the Terms of Reference you are proposing to improve performance in carrying out the assignment (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your technical proposal.]

B: On Input and Facilities to be provided by the Client:

[Comment here on inputs and facilities to be provided by the Client according to Information to the Consultant and Scope of Work]

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

TECH B - 5

DESCRIPTION OF APPROACH, METHODOLOGY STATEMENT

[Technical approach, methodology and work plan are key components of the Technical Proposal. In this Section, bidder should explain his understanding of the scope and objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. Further, he should highlight the problems being addressed and their importance, and explain the technical approach to be adopted to address them. It is suggested to present the required information divided into following four sections]

A. Understanding of Scope, Objectives and Completeness of response

Please explain your understanding of the scope and objectives of the assignment based on the Terms of Reference (ToR), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output(s), and the degree of detail of such output. ***Please do not repeat/copy the ToR here.***

B. Description of Approach and Methodology:

C. Project Management Plan for the Client:

D. Staff Deployment Strategy:

The bidder should propose and justify the structure and composition of the team and should enlist the main activities under the assignment in respect of the Key Professionals responsible for it.

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

NB: Bidders are requested to furnish the above information limiting it up to 5-7 pages only with Arial Font Size-10.

TECH B – 6

Format of Curriculum Vitae (CV) for approved manpower to be engaged

SI No	Items	Description		
1	Proposed Position			
2	Name of Firm			
3	Name of Expert	[First] [Middle] [Surname]		
4	Date of Birth	DD/MM/YYYY		
5	Nationality			
6	Education	[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and year of obtainment starting from the latest degree]		
7	Employment record [Starting with present position, list in reverse order every employment held by staff member since graduation]	Name of Organization	Position Held	Duration
8	Details of tasks assigned			
	Relevant projects undertaken	[Among the assignments in which the Staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks assigned for the project under RfP] Name of assignment or project, Year, Location, Client Project cost Main project features, Positions Held, Activities Performed:		

Certification:

I, the undersigned, certify that to the best of my knowledge and belief that this CV correctly describes my qualifications and past experiences. I will undertake this assignment for the full project duration in terms of roles and responsibilities assigned in the technical proposal or any agreed extension of activities thereof. I understand that any misstatement herein leads to disqualification of CV.

Date:

Signature of Key Professional with Date _____

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

NB: CV write-up should be restricted to 3 pages only with quality information relevant to key professional requirements.

TECH B -7

Team Composition and Task Assignment
Proposed personnel to be engaged & Task Assigned

S I. N O	Category of personnel	Task Assigned
1	Creative Professional Communication expert, Social media expert, Other associates support team like Art Director/ Visualizer, Graphic designer and Copy writers, Media story writer etc.	Communication Need Assessment <hr/> Initiative/crop specific campaign and execution <hr/> Monthly tasks defined on day to day work by DoF and DAH&VS <hr/> Improving the engagement on Social Media Channels organically

Authorized Signatory [In full and initials]:_____

Name and Designation with Date and Seal:_____

Proposed Pool of Technical personnel from the Bidder:

Apart from the above positions, the Agency is expected to have a pool of technical personnel available on need basis that the Core team has access to. This pool is expected to add to the Bidders' strength in replacing the non-performers and vacancies arising from any cause thereof. Bidders are expected to provide a summary (as per table given below) and CVs of the proposed resources for this shared support.

Sl No.	Position	Name of the Expert	Summary of Qualification	Summary of Experience
Theme 1: Reserve pool of personnel on board				
1.				
2				
3				
4				
5				
6				
7				
8				

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal:__

SECTION: 5

FINANCIAL PROPOSAL SUBMISSION FORMS

FIN-1
COVERING LETTER
(In Bidder's Letter Head)

[Location, Date]

To:

The Director of Fisheries,
 Odisha, Cuttack

Sub: RFP for Selection of a Media Consulting Agency for IEC Strategy and Creative Production.

Having gone through the RFP and having fully understood the scope of work for the captioned assignment as set out in the RFP; we are pleased to quote the following lump sum **Annual Retainer fees and Cost per designing of artwork** for the Assignment:
 In case the actual creative exceeds the estimated 150, the agency will be compensated as cost per Cost per designing of art work quoted in this document

	Annual amount in figures (Exclusive of GST)	Annual amount in words (Exclusive of GST)
Communication need assessment per programme		
Create and implement programme specific communication plan		
Design collaterals required by Department(Annual retainer basis on the quantum of work defined)		
social media management		
Still photography across the state with 2 photographic teams by the Agency in an annual retainer basis. (Expenses of the photographic team like accommodation or transportation will be borne by the client at a rate mutual agreed by Agency and Client)		
Grand Total excluding GST		

Item wise pricing (Design collaterals required by Department(Annual retainer basis on the quantum of work defined)				
S.No	Type of design collaterals	SIZE	Annual amount in figures (Exclusive of GST)	Annual amount in words (Exclusive of GST)
1	Booklet: cover page & inner page layout colour/BW with infographic) – no. of booklets (Price may be quoted for designing of each 4 pages of Booklet. The agency shall arrange photographs and content which will be edited by the client.	A4 / ¼ demy/ Crown/ 1/8 demy		
2	3-fold Brochure	39cmx25cm		
3	Poster	44cmx56cm		
4	Calendar	44cmx56cm		
5	Leaflet (Both side)	22cmx28cm		
6	Greeting Card	1/8 demy		
7	Banner (designing per 10 sq ft of flex banner)	Different size		
8	Mascot			
9	Coffee table book (Price may be quoted for designing of each 4 pages of Coffee Table Book. The agency shall arrange photographs and content which will be edited by the client.)	crown		

10	Compendiums/Annual Reports/Guidelines/Pocket Books (Price may be quoted for designing of each 4 pages. The agency shall arrange photographs and content which will be edited by the client.)	22cmx28cm		
11	Newsletters/e-Magazine (Price may be quoted for designing of each 4 pages of Newsletters/e-Magazines. The agency shall arrange photographs and content which will be edited by the client.)	22cmx28cm		
12	Virtual backdrops, design, concept & creative			
13	Logo Design			
14	PPT Template for F&ARD Department (Once)			
15	Newspaper advt	Full/Half/quarter		
16	Wall painting (Rates may be quoted for 100 sq ft with design of text and drawing)			
17	Hoarding(designing of flex for existing structure of hoarding 20ft x10 ft and 15 ft x 10 ft)	20ft x 10ft & 15*10 ft		
18	Standees	3ft x 6ft		
19	Designing and Moving of Rath-- There shall be two Rathas (Medium range pick up van) one for Fisheries and another for ARD sector. Each Rath will touch all the GPs of Each Block of the State for creation of awareness- Rates may be quoted for each Rath for designing and moving per Block per month.			

20	Template unique design of Livestock Stalls & Fisheries Stalls in Krushi Mela/F&ARD Mela/BaliYatra etc.			
----	--	--	--	--

Our *Financial* Bid shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the Bid.

We understand you are not bound to accept any Bid you receive.

Yours sincerely,

Signature of the
Authorized Signatory

Name of the Signatory: _____

Designation: _____

Name of Firm: _____

Address: _____
Bidder

Seal of the

SECTION -6

ANNEXURES (I to III)

ANNEXURE – I**BID SUBMISSION CHECK LIST**

SI no	Description	Submitted (Yes/No)	Page No.
TECHNICAL PROPOSAL (PART – A)(ORIGINAL)			
1	Filled in Bid Submission Check List(ANNEXURE-I)		
2	Covering Letter (TECH A -1)		
3	Bid Processing Fee of Rs.5,900/- including GST in form of DD		
4	EMD in form of DD		
5	Copy of Certificate of Incorporation / Registration of the Bidder		
6	Copy of PAN		
7	Copy of Goods and Services Tax Identification Number (GSTIN)		
8	Copies of IT Returns for the 3 AYs (18-19,19-20 & 2020-21)		
9	General Details of the Bidder (TECH A - 2)		
10	Financial details of the bidder (TECH A - 3)along with all the supportive documents such as copies of Income-Expenditure Statement and Balance Sheet for the concerned period		
11	Power of Attorney (TECH A - 4) in favour of the person signing the bid on behalf of the bidder.		
12	List of completed assignments of similar nature (Past Experience Details) (TECH A - 5) along with the copies of work orders / contract paper for the respective assignments		
13	Self Declaration pertaining to an affirmative statement as to the existence of any potential conflict of interest on the part of the bidder due to prior, current, or proposed agreements, engagements, or affiliations with the Client(TECH A – 6)		
14	Undertaking for not have been black-listed by any Central / State Govt. /any Autonomous bodies during its business career.		
15	The Chief Functionary of the organization should not be a formal member of any political party and furnish on undertaking to the effect.		
15	Participating agencies must have at least one active personnel who is fluent and literate in Odia.		

(PART – B)			
1	Covering Letter (TECH B -I)		
2	Bidder Organisation (TECH B -2)		
3	Bidder Experience (TECH B - 3)		
4	Comments and Suggestions (TECH B –4)		
5	Description of Approach, Methodology & Work Plan (TECH B –5)		
6	CV of Key Professionals (TECH B –6)		
7	Team Composition and Task Assignment (TECH B – 7)		
FINANCIAL PROPOSAL			
1	Covering Letter (FIN-1)		

Undertaking:

- 1) *All the information has been submitted as per the prescribed format and procedure.*
- 2) *Each part has been separately bound with no loose sheets and each page of all the two parts are page numbered, along with Index Page.*
- 3) *All pages of the proposal have been sealed and signed by the authorized representative of the bidder.*

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

FORMAT FOR SUBMISSION OF PRE-BID QUERY

The bidders will have to ensure that their queries in soft copy for the pre-bid meeting should reach to Director of Fisheries, Odisha through email at odishafisheries.nic.in latest by **09.03.2023 up to 5.30 PM** as per the prescribed format only as mentioned below.

S. N o.	RFP Document [Section & Page Number]	Content of RFP requiring Clarification(s)	Clarification Requested
1.			
2.			
3.			
6.			

- Any other form of submission will not be entertained.
- The Client shall not be responsible for ensuring that the bidders' queries have been received by them. Any requests for clarifications post the indicated date and time as per the Instruction sheet of the RFP shall not be entertained by the Client.
- The purpose of query clarification is to provide the bidders with information regarding the RFP, project requirements, and opportunity to seek clarification regarding any aspect of the RFP and the project.
- The Client will endeavor to provide timely response to the queries by uploading in website. No individual response to be given. However, the client makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does it undertake to answer all the queries that have been proposed by the bidders.

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

PERFORMANCE BANK GUARANTEE FORMAT

To,
The Director of Fisheries
Mangalabag, Cuttack-753001

WHEREAS _____ (Name and address of the Agency) (hereinafter called "the Agency") has undertaken, in pursuance of RFP no..... dated to undertake the service _____ (description of services) (herein after called "the contract").

AND WHEREAS it has been stipulated by _____ (Name of the Client) in the said contract that the Consultant shall furnish you with a bank guarantee by a scheduled commercial bank recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract;

AND WHEREAS we have agreed to give the supplier such a bank guarantee;

NOW THEREFORE we hereby declare that we are guarantors and responsible to you, on behalf of the Consultant, up to a total of (amount of the guarantee in words and figures), and we undertake to pay you, upon your first written demand declaring the consultant to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the consultant before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the consultant shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This performance bank guarantee shall be valid until theday of ,20...

Our branch at Bhubaneswar (Name & Address of the Bank) is liable to pay the guaranteed amount depending on the filing of claim and any part thereof under this Bank Guarantee only and only if you serve upon us at our Bhubaneswar branches a written claim or demand and received by us a tour. Bhubaneswar branch on or before Dt _____ otherwise _____ bank shall be discharged of all liabilities under this guarantee thereafter.

.....

(Signature of the authorized officer of the Bank)

.....

**..... Name and designation of
the officer**

.....

.....

**..... Seal, name & address of the Bank
&Branch**

******End of the Document******