

Tender Documents

**SELECTION OF EVENT MANAGEMENT AGENCY FOR
NATIONAL LEVEL PALLISHREE MELA'2025**

ORMAS

**Odisha Rural Development and Marketing Society
Panchayati Raj & Drinking Water Department, Government of Odisha**



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BIDDER DATA SHEET

Sl. No.	Particular	Details
1.	Name of the Client	Chief Development Officer-cum-Executive Officer, Zilla Parishad, Puri
2.	Method of Selection	Open Tender(L1 Bidder)
3.	Joint Venture/Consortium	Not Allowed
4.	Date of Issue of TENDER CALL NOTICE	04.06.2025
5.	Last date for submission of Pre-bid queries through email to dsmspuri@gmail.com	06.06.2025 by 6 PM
5.	Date of Pre-Bid Meeting	09.06.2025 at 11:00 AM
6.	Last Date and Time for submission of Bid	13.06.2025 at 5:00 PM
7.	Date & Time for opening of Technical Bid and Presentation	16.06.2025 at 11.00 AM
8.	Date & time for opening of Financial Bid	17.06.2025 at 11.00 AM (Tentative)
9.	Tender Processing Fee (Non-Refundable)	10,000/-INR + GST-18 % = Rs. 11,800/- shall be transferred in the following SB Account Name of the Account Holder:- M/S Chief Executive Dist Supply & MKTG Society, Puri Name of the Bank & Branch:- Union Bank, Kacheri Road, Puri SB Account Number:- 045810011008580 IFSC Code :- UBIN0804584 <i>(Any kind of exemption/ relaxation is not applicable for this assignment)</i>
10.	Earnest Money Deposit (EMD) (Refundable)	Rs. 1,00,000/-INR (Rupees One Lakh) shall be transferred in the following SB Account Name of the Account Holder:- M/S Chief Executive Dist Supply & MKTG Society, Puri Name of the Bank & Branch:- Union Bank, Kacheri Road, Puri SB Account Number:- 045810011008580 IFSC Code :- UBIN0804584 <i>(Any kind of exemption/ relaxation is not applicable for this assignment)</i>
11.	Performance Security	Rs. 1,20,000/- (Rupees One Lakhs twenty thousand) in shape of Banker's Cheque / Demand Draft in favour of "M/S Chief Executive Dist Supply & MKTG Society, Puri" drawn in any scheduled commercial bank payable at Puri.
12.	Place of Opening of Technical& Financial Bid:	Conference Hall of Zilla Parishad, Puri



SECTION: 1

LETTER OF INVITATION

TENDER CALL NOTICE No:-

Dated:-

Name of the Assignment: Selection of Event Management Agency for the NATIONAL LEVEL
PALLISHREE MELA'2025.

1. The Chief Development Officer-cum-EO, ZP, Puri (The Client) invites online Tender from eligible bidders for "Selection of Event Management Agency for NATIONAL LEVEL PALLISHREE MELA'2025". More details on the proposed assignment are provided at Section-3: Scope of Work of this TENDER CALL NOTICE.
2. Agency will be selected under open Tender through L1 bidder.
3. The bid must complete in all respect as specified in the TENDER CALL NOTICE Document must be accompanied with a Non- refundable amount of Rs. 10,000/- + GST 18 % - Rs. 1800 = Rs. 11,800 (Rupees Eleven Thousand Eight Hundred) towards Tender Processing Fee and a Refundable amount of Rs. 1,00,000/- (Rupees One Lakh only) towards EMD failing which the bid will be rejected.
4. The last date and time for submission of Bid complete in all respects is Dt. 13.06.2025 by 5:00 PM through Speed Post/Regd Post/Courier. The date for opening of the technical bid is on Dt. 16.06.2025 at 11.00 AM & financial bid is on dt.17.06.2025 at 11.00 AM(Tentative) in the presence of the bidder/bidder's representative at the specified address as mentioned in the Bidder Data Sheet (Sl. no.12). Representative of the bidder may attend the meeting with due authorization letter on behalf of the bidder.
5. This TENDER CALL NOTICE includes following sections:
 - a. Letter of Invitation [Section – 1]
 - b. Information to the Bidder [Section – 2]
 - c. Scope of Work [Section – 3]
 - d. Technical Bid Submission Forms [Section – 4]
 - e. Financial Bid Submission Forms (Section –5)
 - f. Annexure [Section – 6]
6. While all information/data given in the TENDER CALL NOTICE are accurate within the consideration of scope of the proposed assignment to the best of the Client's knowledge, the Client holds no responsibility for accuracy of information and it is the responsibility of the bidder to check the validity of information/specifications/narrations included in this document.
7. The Client reserves the right to accept / modify/ reject any/all Bids / cancel the complete tender or part of it at any stage without assigning any reason thereof.

Sd/-

Chief Development Officer-cum-EO,
Zilla Parisahd, Puri



SECTION: 2

INFORMATION TO THE BIDDER

Pre-Qualification/Eligibility Criteria:

Bidders should conform 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 Bid:

Sl. No.	Eligibility Criteria	Documents Required For Pre Qualification
1	The bidder should have been in the business of providing Advertisement & Publicity or Event Management Services to the Central / State Government / Corporate Bodies / National & International Organisations for at least 10 years as on 31 st March'2025.	1.Proof of Certificate of Incorporation / Registration of the Agency/ 2.Copy of PAN 3.Copy of Goods and Services Tax Identification Number (GSTIN). 4.Updated GST clearance in GST 3B Form 5.PASARA License with EPF, ESI and ISO Certificate of the Security Agency.
2	The agency should have an average annual turnover of Rs. 1.00 crore (Rupees One crore only) from Event Management Services during the last three financial years (2021-22, 2022-23 &2023-24).	Copies of audited balance sheet for the last three financial years and CA certificate certifying that the Event management agencies should have an average annual turnover more than Rs. 1.00 crore (Rupees One crore only) during the last three financial years from Event Management Services in India. Provisional Audit Report of any of the FYs will not be accepted.
3	i. Three Similar [Advertisement & Publicity Work / Event Management works for National/ State/ District Level Exhibitions] completed works/assignments costing not less than the amount equal to Rs. 20 lakhs (Rupees twenty lakhs) each OR ii. Two similar works costing not less than the amount equal to Rs.30.00 Lakhs (Rupees Thirty Lakhs) each OR iii. One similar works costing not less than the amount equal to Rs. 50.00 Lakhs (Rupees Fifty Lakhs.) each	Work orders/ Contract Document/ Completion of Work Certificates from the previous Clients to be submitted.
4.	The bidder should not have been blacklisted by Central / State Govt. Institutions for any means of non-obligation.	Self-Declaration from the Bidder as per the format enclosed at Tech-5.

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

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

- Filled in Bid Submission Check List in Original (**Annexure-I**)
- Covering letter (**TECH – 1**) on bidder's letterhead requesting to participate in the tender process.
- Bid Processing Fee & Earnest Money Deposit (EMD) as applicable.
- Copy of Certificate of Incorporation/ Registration of the agency.
- Copy of PAN.
- Copy of Goods and Services Tax Identification Number (GSTIN).
- Copy of Updated GST Clearance Certificate.
- Copy of PASARA License with EPF, ESI and ISO Certificate of the Security Agency.
- General Details of the Bidder (**TECH – 2**)
- Financial Details of the bidder (**TECH – 3**) along with all the supportive documents such as Balance Sheet and Income/ Expenditure Statement duly signed as per the instruction.
- List of completed assignments of similar nature (Past Experience Details, **TECH – 4**) along with copies

of contracts / work orders / completion certificate from previous clients.

- PASARA License & Work Experience of the Security Agency.
- Self-Declaration from the Bidder on not blacklisted (TECH-5)

NB: Bidders should submit the supporting documents mentioned as above. Bids of agencies not conforming to the eligibility criteria listed above will be summarily rejected. Submission of forged documents will also result in rejection of the bid.

1. Tender Processing Fee :

The bidder must furnish as part of technical Bid, the required bid processing fee amounting to **Rs. 10,000/- + GST 18 % - Rs. 1800 = Rs. 11,800** (Rupees Eleven Thousand Eight Hundred) shall be transferred in the following SB Account

Name of the Account Holder:- M/S Chief Executive Dist Supply & MKTG Society, Puri

Name of the Bank & Branch:- Union Bank, Kacheri Road, Puri

SB Account Number:- 045810011008580

IFSC Code :- UBIN0804584

Bids received without tender processing fee will be 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 Only)** shall be transferred in the following SB Account

Name of the Account Holder:- M/S Chief Executive Dist Supply & MKTG Society, Puri

Name of the Bank & Branch:- Union Bank, Kacheri Road, Puri

SB Account Number:- 045810011008580

IFSC Code :- UBIN0804584

The EMD of unsuccessful bidders shall be refunded after finalization of selection process and award of contract. The EMD of the successful bidder will be released only after successful completion of the work. The EMD will be forfeited on account of the following reasons:

- Bidder withdraws its Bid during the bid validity period as specified in TENDER CALL NOTICE
- 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: -

The successful bidder will submit another Rs.20,000/- in shape of DD/BC from any scheduled commercial bank in favour of "M/S Chief Executive Dist Supply & MKTG Society, Puri" payable at Bhubaneswar, which will make Performance Security as **Rs. 1,20,000/- (Rupees One lakhs twenty only)** (i.e. EMD- Already paid- Rs.1,00,000/- + Rs.20,000/- paid now). The performance security of successful bidders shall be refunded after completion of the entire process.

4. Pre Bid Meeting:

A Pre-Bid meeting will be organized by ORMAS, Puri to address the queries relating to the overall selection process and scope of the work. The Pre-Bid meeting will be held on **Dt.06.06.2025 at 11.00 AM** at Zilla Parishad Conference Hall, Puri. The client will address the queries submitted by the bidders. Representatives (Maximum 2 member from each bidder) with due authorization letter are allowed to attend the meeting.

The Bidder may request a clarification of any part of the Tender Call Notice prior to the last date for submission of queries through email, as indicated in the Bidder's Data Sheet. The Client's responses to Bidder queries will be made available to all Bidders and shall be uploaded on the Client's website. It shall be the Bidder's responsibility to check the Client's website for the responses to the queries or requests for clarification.

5. Submission of Bid :-

The bid paper should be submitted through Speed Post/Regd. Post/Courier only .

6. Process of the Bid:

A TWO stage process will be adopted as explained below for evaluation of the Bids.

Pre-qualification (1st Stage): Pre-qualification Bid will be opened and observed the requisite documents as per the listed documents:

1. Bid Processing Fee & Earnest Money Deposit (EMD) as applicable
2. Copy of Certificate of Incorporation/ Registration of the agency.
3. Copy of PAN
4. Copy of Goods and Services Tax Identification Number (GSTIN).
5. Copy of Updated GST Clearance Certificate.
6. Copy of EPF/ESI Registration Certificate.
7. Experience of having successfully completed similar works during last three financial year **(2021-22, 2022-23 & 2023-24)** should be either of the following.
 - a. Three Similar [Advertisement & Publicity Work / Event Management works for National/ State/ District Level Exhibitions] completed works/assignments costing not less than the amount equal to Rs. 20 lakhs (Rupees Twenty lakhs) each OR
 - b. Two similar works costing not less than the amount equal to Rs.30.00 Lakhs (Rupees Thirty Lakhs) each OR
 - c. One similar works costing not less than the amount equal to Rs. 50.00 Lakhs (Rupees Fifty Lakhs.) each.
8. Financial Statement of last three year and the agency should have an average annual turnover of **Rs. 1.00 crore (Rupees One crore only)** from Event Management Services during the last three financial years **(2021-22, 2022-23 & 2023-24)**.
9. Copy PASARA License & Work Experience of the Security Agency to be engaged by the agency.

Bidders 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 during pre-bid meeting. The financial Bids of the technically qualified bidders will be opened on same day (Tentative). Hence, the bidder should make themselves available for the same.

FINANCIAL EVALUATION (2nd Stage): **FINANCIAL EVALUATION (2nd Stage):** The financial Bids of the technically qualified bidders only shall be opened at this stage in the presence of the bidder's representative. The bidder will be selected on the basis of Lowest Quoted Price(L1).

7. Award of Contract:

The Client will notify the successful bidder in writing by issuing an offer letter / work order. ***Sub-contracting is not allowed under this assignment.***

8. Other Terms & Conditions

a. Date & Venue of Mela

Name of the Event	Date	Venue
National Level Pallishree Mela-2025	25 th June to 7 th July'2025	Puri Sea Beach

- b. A dedicated staff from the successful bidder (event management team) will sit at the coordination cell throughout the event for proper coordination.
- c. Event wise separate work order/ purchase order will be issued in favor of the approved bidder by ORMAS for NATIONAL LEVEL PALLISHREE MELA'2025.
- d. Design for Hoardings, Road Standees, Auto Back Display, Invitation Card, Badges, Facia & Other publicity materials will be given by ORMAS, Puri.
- e. Advertisement & Publicity materials will be printed and installed by the selected Event Management agency as per the design given by ORMAS.
- f. Advertisement film (60 Sec) & Radio Jingle. (1 min.) Will be developed by the Event Management agency.



- g. In case of any extension of Mela period, no extra payment will be entertained for the additional days. The venue shall be made available to the contractor by ORMAS before 10 days of commencement of the exhibition. All the desired works should be completed at least one day before the scheduled date and time of the inauguration of exhibition and should be handed over all the works as per specification, to the in-charge of exhibition.
- h. The firm should submit the documents in duplicate like **Registration Certificate**, Experience certificate of Security Agencies for execution of similar nature of work should be enclosed.
- i. ORMAS will not be responsible for any occurrence like theft & missing of any articles while deployment of guards during the exhibition period.
- j. In case of any occurrence of theft, the Security Agency will conduct proper inquiry.
- k. During inquiry if it is found any fault or lapses on the part of security personnel for theft, the Security Agency will be responsible to pay the amount of loss towards theft of any article during the exhibition period from the premises. The same will be deducted from payment.
- l. Arrangement of lodging, boarding & logistics of the guards during the mela period will be the responsibility of the Security Agency.
- m. The required no. of security personnel & the time period of deployment will be intimated separately, well in advance of each exhibition.
- n. The Agency will be responsible for upkeep and maintenance of the entire work done' by them till the closing the event.
- o. It shall be responsibility of the successful agency to obtained requisite permission for DCP, ACP-Traffic, Puri Municipality and other statutory bodies for permission for organization of the event and Installation Publicity materials during the event.**
- p. The rate offered by the agency shall be including of GST & Other Taxes.**
- q. The selected Agency/ firm should open its own office having the technical man power & manager throughout the Mela period to handle any work to be assigned by the authority.
- r. The bidder shall quote their price for all the items without leaving blank. If found so, the bid will be treated as non-responsive and rejected.
- s. The authority is not bound to accept the highest scorer and reserves the right to inspect / verify the stock of materials required for this work, in Go-down of bidders by nominating a Committee to ascertain the credibility of the firm. Further the undersigned reserves the right to reject any or all tenders without assigning any reasons thereof.
- t. The bidder has to quote the rate as per the given format.
- u. The final payment will be made on the basis of the actual work done and Work Assessment Report in the specified format by the Mela-in-charge. The agency shall not use any additional materials other than the work specified in the work order without the prior permission of the Mela-in-charge. In case of any additional requirement, the contractor has to take the prior written permission from the Mela-in-charge.
- v. Upon selection, the Agency shall furnish to the Client, a performance security of the amount mentioned above, on or before execution of the Contract to secure the due performance of the obligations of the Agency under the Contract. Exemption of Performance Security is not applicable.
- w. The agency should be prepared to provide additional materials in case of requirement at the market price for the items not mentioned in the tender.
- x. Non-submission of any document required indicated in the Tender Call Notice will render the Bid to be rejected.
- y. The authority is not bound to accept the highest scorer and reserve the right to reject any or all quotations and tenders without assigning any reasons thereof.

9. 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 creditor, 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:
- Criminal offence or other serious offence punishable under the law of the land, or where They have been found by any regulatory 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.

10. Anti-corruption Measure:

- a. Any effort by Bidder(s) to influence the Client in the evaluation and ranking of financial Bids, and recommendation for award of contract, will result in the rejection of the Bid.
- 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.

11. Legal Jurisdiction:

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

12. Governing Law and Penalty Clause:

The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the bidder liable for liquidated damages and thereafter the Client holds the option for cancellation of the contract for pending activities and complete the same from any other agency. The Client may deduct such sum from any money from their hands due or become due to bidder. The payment or deduction of such sums shall not relieve the bidder from his obligations and liabilities under the contract. The rights and obligations of the Client and the bidder under this contract will be governed by the prevailing laws of Govt of India. Failure on bidder's part to furnish the deliverables as per the agreed time line will enforce a penalty of **3% of the total contract value**. The amount will be deducted from the subsequent payment.

13. Client's right to accept any Bid, and to reject any or all Bid(s)

The Client reserves the right to accept or reject any Bid, and to annul or amend the bidding / selection / evaluation process and reject all Bids 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 Bids 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.

14. Number of Bids:

Each Bidder shall submit only one (1) Bid, in response to this TENDER CALL NOTICE. Any Bidder who submits or participates in more than one Bid shall be disqualified. The Bidder shall be responsible for all costs associated with the preparation of its Bid and its participation in the bidding process.

15. Advances

No advances will be given to the successful bidder during the period of mela.

SECTION: 3
SCOPE OF WORK

About the Event –NATIONAL LEVEL PALLISHREE MELA'2025 Fair

Ministry of Rural Development, Government of India has sanctioned a **National Level Marketing Event** named as **“National Level Pallishree Mela'2025”** to be held from **25th June to 7th July'2025** at Sea Beach in front of Puri Hotel, Puri . **“National Level Pallishree Mela'2025”** is being organised by ORMAS (Odisha Rural Development & Marketing Society), Puri under Zilla Parishad, Puri. Other Government Departments/Agencies involved in Micro Enterprise Development in Rural India are also associate themselves in this event; like: KVIC, KVIB, H & CI, TRIFED, DIC and MISSION SHAKTI with an objective to provide a platform to the rural producers for display, sales, interact and to know the taste & preferences of urban consumers. It also helps in establishing trade link and getting remunerative price for their produces.

The exhibition will be designed to create the atmosphere of a village where there will be an indigenous and contextual setting for Rural Entrepreneurs to display, demonstrate and market their skills and products in an environment akin to their own habitat. The entire layout, design and landscaping will be vernacular in approach. It will be a congregation of stalls grouped as per their classification homogeneously. The whole set up would create awareness on rural ethnic products among the masses. *The overall objective of the mela is to popularize the ethnic and other rural products of Odisha & India and create opportunities for the artisans/producers to build up long term marketing tie-up with prospective buyers.*

The Event Management Agency Should Provide the Following Services

Sl. No	Works to Be Done	Particulars	Remarks
A	Advertisement & Publicity	1. Printing, Distribution & Installation of the Advertisement & Promotional Materials. 2. Publicity of the event through Road Shows, Print Media 3. Online Promotion through social networking site 4. Media Management- Holding of Press Conference 5. Other Promotional Works. 6. Dossier on Media Coverage	Detail work plan are to be presented during the technical presentation.
B	Stage	Light & Sound for Stage	
C	Printing	Printing of Materail(I CARD, Invitation Card, Certificate)	
D	Documentation	<ul style="list-style-type: none"> • Still Photography • 3 nos. of Coffee Table Book design & Print • Videography • TVC • Jingle • Promotional content for Social Media • 5 best case study teasers • 2 no of edited video(15 min & 5 min) • Manpower & equipment Services for Documentation of the entire event. <p>All Raw data in External Hard disk</p>	
E	Security Services	Providing Private Security Service at Mela Venue & Accommodation Place of the participants during the event	
F	Cultural Programme	Organizing daily Cultural Programme by Inviting eminent Artists / Singers & Troup during the event(Except Local Troupes).	Details day wise plan along with name of the of Eminent Artists/ Singer & Troup to be presented during Technical Presentation
G	Pantry Service	Pantry Services in Coordination Cell for Officials & VIP and providing Tea/ Snacks/ Tiffin/Lunch during Inauguration and valediction day.	

H	Local Transportation	Providing Local Transportation services to participants during the event and providing hired vehicle for official use.	
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Details of the Items wise work to be provided:-

A- Advertising & Publicity Works to be done in NATIONAL LEVEL PALLISHREE MELA'2025

The detail works to be done is given hereunder:

- Publicity:** Publicity of the event should be made by Branding of ORMAS through Road Shows (Hoardings, Road standee & Auto rickshaw branding), Print Media (News coverage/Press release in Newspaper), and Electronic Media (TV Channels & FMs- Advertisement in highest TRP program) & online through social networking site (Like Facebook/ Instagram/ twitter etc.) for public awareness of the Melas.
- Media Management:** conduct of press conference by inviting minimum 25 accredited journalists attached to reputed news agencies along with arrangements for refreshment & issue of media kits.

Details of the Advertisement & Publicity works are given below:

Sl.	Specifications	Quantity (Pcs./ Package)
A	Publicity:	
1	Plane Hoardings – (10 ft X 12 ft each) - Printing and installation with flex in iron frame and bamboo at different place in BBSR (design will be provided by ORMAS, Puri)	10 pcs.
2	Road standee-(3ft X6ft each) (design will be provided by ORMAS, Puri)	300 pcs.
3	Auto rickshaw branding through sticking of 3X2ft size of Eco-solvent flex on backside of Auto (design will be provided by ORMAS)	350 Pcs.
4.	Online publicity through social networking site: Facebook, Twitter, Instagram for public awareness of the Melas and its designs and daily update with photographs, media coverage & Ad film upload during the event. (3 rd January'2024- Per day report on link, share & comment – 80 nos., 5 posts every day on Twitter, Facebook & Instagram on banner, teaser, customer feedback, sales. Stall review)	1 package
C	Media Management:	
	1. Conducting Press conference by inviting minimum 25 accredited journalists attached to reputed news agencies along with arrangements for refreshment & issue of media kits. Writing of daily press news and release of the same in newspaper.	3 Nos.
	2. Regular release of article during the event, in different newspapers Odia- Samaj, Sambad, Dharitri, Prameya; English-Times Of India, Indian Express, The Telegraph, The Hindu.	In Package

B- Light and Sound for Stage

The light and sound for the stage will be done as per the requirement of the artist. A tentative specifications of the light and sound arrangement for the stage is given below:-

Specification for light:

i) PAR-64-1000 wt (OSRAM, Sylvania or GE Bulb only) CP-60,61,62	50 nos.
ii) Galileo Scanner-1200 wt(SGM)	4 nos.
iii) Multi twenty- 2K	6 nos.
iv) Multi ten- 1K	4 nos.
v) Jumbo Smoke Machine	2 nos.
vi) Jumbo Strobe Light	2 nos.



vii) 1 Colour Laser	2 nos.
viii) Moving Head(SGM)	2 nos.
ix) Led Par	10 nos.
x) Halogen 1kw	10 nos.

Specification For Sound:

i) Bass Bin	2 nos.
ii) High range top box (pee-vay/JBL, 400wt.)	4 nos.
iii) High range frequency box (Pee-vay/JBL)	4 nos.
iv) HF box	4 nos.
v) Cordless Micro Phone	2 nos.
vi) Cord Micro Phone	6 nos.
vii) 24 channel Mixture	1 nos.
viii) High wattage amplifier	4 nos.
ix) Effect processor	1 no.
x) 3 kw stabilizer	3 nos.
xi) DVD Player	1 no.
xii) Stereo Deck	1 no.
xiii) Meeting Microphone (Anti feedback microphone)	2 nos.
xiv) Standing Box Audience capturing	4 nos.
xv) Stage Monitor Box	4 nos.
xvi) Singer Micro Phone	2 nos.

Besides the event management agency will be responsible to provide additional requirements (sound & Light) of the artists/musicians. A Generator set of 62KVA with fuel will be provided by the agency for the stage.

Food, accommodation and travel of the artisan will be borne by the agency.

C- Printing (Design will be provided by ORMAS, PURI)

Details of the Printing works to be done for National Level Pallishree Mela'2025 are given below:

A) **NATIONAL LEVEL PALLISHREE MELA'2025 Works:**

1. National Level Pallishree Mela Identity Card with Neck Cord (50 nos. for Officials)

- i. Size : 14 CM X 10 CM
- ii. Printing : Offset Printing, One Side
- iii. Colour : **Multi colour**
- iv. Material : Plastic
- v. Accessories : Neck Cord

2. National Level Pallishree Mela Identity Card with Cover and Neck Cord (800 Pcs.)

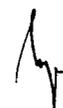
- vi. Size : 14 CM X 10 CM
- vii. Printing : Offset Printing, Both Side
- viii. Colour : **Multi colour**
- ix. Paper : Art Paper Board, 220 GSM
- x. Accessories : Plastic pouch and Clip type Neck Cord

3. National Level Pallishree Mela Invitation Card with Envelope (200 Pc.)

- i. Size : 42 CM X 29 CM (Triple folded- with creasing)
- ii. Printing : Offset Printing
- iii. Colour : **Multi Colour**
- iv. Paper : 220 GSM Glossy sheet (Imported)
- v. Envelop : Fit to card, multy colour printing

4. National Level Pallishree Mela Certificat (800pcs. For participants + 200 pcs. For Artist-Cultural Program)

- i. Size : A4
- ii. Printing : Offset Printing
- iii. Colour : **Multi Colour**
- iv. Paper : 300 GSM Art Paper Board



D- Documentation – Photography & Videography

Documentation of the **National Level Pallishree Mela'2025** will be done for better and high quality photos & video to be used in the events/ workshops/ coffee table books/ social media etc.

Still Photography:- 2 nos. of Sony A7R-IV / CANON EOS-R5 type of mirror less high-end cameras With Lens Kit (24-70 MM 2.8 , 50 MM -1.8 , 14 MM - 1.4 , 70-200 MM - 2.8 with IS), should be used for photography. The photo should be of excellent quality, so that it can be used, for documentation purpose.

Job Responsibility for photography:-

- The still photographs of each day event activities as well as regular happenings of **National Level Pallishree Mela'2025** should be captured without missing.
 - (The still photographs should cover all aspects of Inaugural & Validation function, Gate & Stage, Mela Advertising & Publicity Workshops, Interaction with customers/sellers/ officials, Product Photographs, Cultural Programmes, live demonstration, Success Stories, etc.)
- 20 best photos of each day including event activities will be shared by the agency to the ORMAS team by 11 PM of the same day positively for Social Media posting.
- For photography during night, the agency should use proper light and required equipment's (2 Nos. Speed Light Setup : Godox AD400 Pro / 600 Pro MK-II or equivalent with Octa Soft Box) for best quality images.
- A set of 350 nos. of best high-resolution photographs out of the entire event will be selected by ORMAS Authority. The photos should be of thematic wise starting from Inaugural Sessions of the event to the closing ceremony. Coffee Table Book of size 12X18 inches and 80 Pages will be designed and 5 Copies of the Coffee Table book will be printed as per the technical specification given below.
- Coffee- Table Book Print Specification:
 - Size - 12X18 (80 Pages) , QTY - 3 Copies
 - Paper - 220 GSM (NT Gloss-Metallic / NT - Matte-Metallic)
 - Cover - Hard Bound with Sparkle Coating
- A two member team of ORMAS will coordinate with the agency for the specific assignment. All the captured raw photos of the entire event should be submitted to ORMAS team for the publication of SISR SARAS Coffee Table Book within 5-7 days of the closing of the event.

Videography:

- 3 nos. of 4K Professional Telecast Quality video camera likes Sony PXW series OR other equivalent make. should be used for videography for the entire event. Tripod, 2 Nos. cordless lapel mic for interview and lights should be used for the videography work.
- 1 nos. Sony Alfa IV equivalent DSLR with Gimbals and wireless video RF transmitter & receiver to be used as free movable camera to cover different activities, food court, different stalls all across the Mela Ground.
- 1 Nos Action camera to be used to capture Time Lapse / Hyper Lapse shots of the Mela.
- Drone must be used for taking the aerial view of the mela ground during visitors rush in day And night time.
- A short film of the entire National Level Pallishree Mela of 15 minutes duration (4K Resolution) should be made after the completion of the program. Similarly, another short film (4K Resolution) of 5 minutes duration will also be made for social media and in house exhibition purpose.
- The film should include shots of the program and bytes of guests, visitors, customers, participants and Mela Authorities.
- Two - Nos. Shehenizer/DJI wireless lapel microphone to be used for professional audio recording in the bytes.
- For videography during night, the agency should use proper light and required equipment's for taking interview/bytes.
- Proper voice over, background music etc. must be use while making the short films.
- 5 best case study teasers of 2 minutes duration each of special stalls on the basis of unique products, sale, branding and publicity etc. should be prepared by the agency which must include shots of the stall, sale activities, display, bytes of seller and customers.
- Necessary suggestions and permission should be taken before the shooting of the case study



teasers from the concerned officials of ORMAS.

- The short film of Mela should be submitted in ORMAS office within 15 days of the completion of the event.
- Social media Promotional Content: 1 Nos. Advance Promos /Teasers/Digital Posters will be provided on daily basis for day wise events -social media promotion.
- 1 No. Television Commercial (TVC) on “Promotion of the Exhibition-1 minutes duration” of will be provided before 5 days before start of the Exhibition.
- 1 No. of radio jingle will be provided on “Promotion of the Exhibition-2 minutes duration” of will be provided before 5 days before start of the Exhibition.

N.B.

1. **All the documents (Raw data of Photos & Videos, deliverables) should be submitted in external hard disk to ORMAS, Puri.**
2. **All camera equipment physical verification will be done by mela Authority on daily basis.**
3. **Equipments must be technical match with our requirements list given in the tender documents.**

Mela Documentation:

- 2 nos of experts for data management (Registration, Stall allocation, day to day Sale report Collection and validation, Grievance Management, Issue of certificate and gate pass etc.) of entire event.
- 2 nos of experts preferably graduate in MBA or pursuing MBA to prepare a Detailed Mela Report with graphical charts design as per the requirement and submit the approved soft copy to the Mela authority.
- 2 nos of laptop/Desktop must be provided by the vendor for smooth operation of the documentation activity.

E- SECURITY

All Security Guards provided by the Agency should be smart, trained and should have requisite skill in the following aspects:

- To put on proper uniform
 - Well behaved & disciplined
 - Able to read, write & speak Oriya. Working knowledge of Hindi & English.
 - Able to keep proper watch & ward
 - Knowledge of fire extinguisher operation
 - Able to ride motor bike
 - Minimum Qualification: Matriculation, +2 will be added advantage
- Each guard should be aware of their duties & responsibilities during the duty hours.

Tentative Requirement of Security Personnel in per event

Security Guard with Lathi - As per requirement

Supervisor - As per requirement

Security personnel will be deputed at Mela ground and Accommodation places of NATIONAL LEVEL PALLISHREE MELA-2025 participants on shift basis, as per the requirement and direction of Mela Management Team

F- CULTURAL PROGRAMME:

- Daily cultural programme by eminent artists & cultural troupes (Except Local Troupes) for Bhajan Sandhya will be organized by the client during NATIONAL LEVEL PALLISHREE MELA-2025 at Puri Sea Beach, Puri.
- The Bidder will organize the Bhajan sandhya only for 6 days.
- Details of the Programmes as given below:



SN	Type Of Cultural Programme
1	Bhajana Sandhya (Mahaprasad Kar, Subhash Das, Geeta Das, Sourav Bharadwaj, Satyajit Pradhan, Kumar Bapi, Diptimayee Dash, Namita Agrawal, T Shourie & Shri Charana Mohanty)

G- Pantry Services

Providing Daily Mineral Water, Tea, Coffee, Snacks, Tiffin, Lunch, Dinner to the Officials/ Guest/ VIP & VVIP at Coordination Cell during the event. The billing will be done on actual basis, duly certified by the Mela-In-Charge in each bill. The waiter boy / girls with proper uniform to be provided by the selected agency.

H- Local Transportation

Carrying participants from Mela Ground to Accommodation places at Bholanath Bidyapitha High School, near Gundicha Temple, Puri or any other accommodation place inside Puri through bus on daily basis (Morning & Evening) during Mela Period. (for Pallishree Mela from 26th June to 7th July'2025).

Details of the Local Transportation arrangements are to be made are given below:

SN	Type of Vehicle	Particulars
1	Bus (40 – 50 seater)	/10 Km. Running Per One Litre Fuel Mela Ground to Accommodation places at Bholanath Bidyapitha High School, near Gundicha Temple, Puri or any other accommodation place inside Puri. (Morning 7+ Evening 9 = 12 trip approx.)



SECTION: 4

TECHNICAL BID SUBMISSION FORMS

TECH -1 COVERING LETTER

(ON BIDDERS LETTER HEAD)

[Location, Date]

To:

**The Chief Development Officer-cum-EO,
Zilla Parishad, Puri, 752001**

**Sub: Selection of Event Management Agency for NATIONAL LEVEL PALLISHREE MELA'2025
[TECHNICAL BID]**

Dear Sir,

I, the undersigned, offer to participate in the selection process for _____ in accordance with your Request for Bid No.: _____, dated _____. We are hereby submitting our Bid, which includes Technical Bid and Financial Bid (Separately).

I hereby declare that all the information and statements made in this Technical Bid and Financial Bid are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our Bid. I confirm that this Bid 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 TENDER CALL NOTICE document. In case any provision of this TENDER CALL NOTICE are found violated, then your department shall without prejudice to any other right or remedy be at liberty to reject our Bid 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 -2
Bidder's Organisation (General Details)

Sl 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 Bhubaneswar 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 scope of work of the TENDER CALL NOTICE	YES
11	Accept all the terms and conditions as specified in the TENDER CALL NOTICE	YES

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____



TECH -3
Bidder Organisation (Financial Details)

Financial Information in INR			
Details	FY 2021-22	FY 2022-23	FY 2023-24
Turnover from Event Management Services (in Cr/ lakh)			
<p><i>Supporting Documents:</i></p> <p>Audited certified financial statements for the last three FYs (2021-22, 2022-23 & 2023-24) (Submission of copies of Income & Expenditure Statement and Balance Sheet for the respective financial years is mandatory along with this form). Provisional audit report for any of the FYs will not be accepted.</p> <p><i>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 Bid failing which the Bid will be out rightly rejected. No scanned copy will be entertained.</i></p>			

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]

1

TECH - 4

(BIDDER'S PAST EXPERIENCE DETAILS)

**Table -1 (List of completed assignments only of similar nature during last 3 years)
(2021-22, 2022-23 & 2023-24)**

Sl. no.	Period	Name of the Assignment with details there of	Name of the Client with complete address	*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							

Note: Bidders are requested to furnish the list of the assignments undertaken during the last three year 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. Bidders are requested to attach at least 5 best photographs of their creative from each assignment.

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

Communication Address of the Bidder: _____

TECH - 5

FORMAT FOR AFFIDAVIT CERTIFYING THAT BIDDER IS NOT BLACKLISTED

Affidavit

I M/s. , (the name of the Bidder and addresses of the registered office) hereby certify and confirm that we or any of our promoter/s/ chief executive officer/ directors/managers are not barred or blacklisted by any government or government instrumentality or public sector in India or in any other jurisdiction to which we or our Affiliates belong or in which we or our Affiliates conduct business from participating in any project or being awarded any contract, either individually or as member of a consortium and no such bar or blacklisting subsists as on the Proposal Due Date.

We further confirm that we are aware our interest for the work of ORMAS would be liable for rejection in case any material misrepresentation is made or discovered with regard to the requirements of this tender at any stage of selection and/or thereafter during the term of the Contract.

Dated thisDay of, 2025

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

Signature : _____



SECTION: 5
FINANCIAL BID SUBMISSION FORMS
FIN-1
COVERING LETTER (In Bidders Letter Head)

[Location, Date]

To,

**The Chief Development Officer-cum-EO,
Zilla Parishad, Puri, 752001.**

**Sub: Submission of Financial Bid for Event Management Services of NATIONAL LEVEL
PALLISHREE MELA'2025.**

Sir

I, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your Request for Bid No. _____, Dated: _____. Our attached Financial Bid is for the sum of [Insert amount(s) in words and figures*]. 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 CALL NOTICE document. Items wise rate as per format given in the TENDER CALL NOTICE documents are given below:

Sl	Items	Unit	NATIONAL LEVEL PALLISHREE MELA'2025		
			Rate per Unit/ sqrft/ spot	Quantity (Pcs./ Package)	Total Amount [In Rs.] Excluding GST
A	Advertisement & Publicity				
A	Publicity: Publicity of the event should be made through electronics media through highest TRP in TV / Radio programme				
1	Plane Hoardings – (10 ft X 12 ft each) - Printing and installation with flex in iron frame and bamboo at different place in BBSR (design will be provided by ORMAS)	Rate per Sqrft		10 pcs.	
2	Road Standee-(3ft X6ft each) (design will be provided by ORMAS)	Rate per Sqrft		300 pcs.	
3	Auto rickshaw branding through sticking of 3X2ft size of Eco Solvent flex on backside of Auto (design will be provided by ORMAS)	Rate per auto		350 Pcs.	
4	Online publicity through social networking site:- Facebook, Twitter & Instagram for public awareness of the Melas and its designs and daily update with photographs, media coverage & Ad film upload during the event. (3rd January'2024 onwards- Per day report on link, share & comment – 80 nos., 5 posts everyday on Twitter, Facebook & Instagram on banner, teaser, customer feedback, sales. Stall review)	Lump sum		1 package	
a	Media Management: Conducting Press conference by inviting minimum 25 accredited journalists attached to reputed news agencies along with arrangements for refreshment & issue of media kits. Writing of daily press news and release of the same in newspaper.	Rate per press conference		3 Nos.	
B	Light & Sount of the Stage	Lump sum		1 package	
C	Printing	Lump sum		1 package	
D	Documentation: <ul style="list-style-type: none"> • Still Photography • 3 nos. of Coffee Table Book design & Print • Videography • TVC • Jingle 	Lump sum		1 package	4

Sl	Items	Unit	NATIONAL LEVEL PALLISHREE MELA'2025		
			Rate per Unit/sqft/ spot	Quantity (Pcs./ Package)	Total Amount [In Rs.] Excluding GST
	<ul style="list-style-type: none"> Promotional content for Social Media 5 best case study teasers 2 no of edited video(15 min & 5 min) Auto rickshaw Dakabaji Publicity for 3 days Manpower & equipment Services for Documentation of the entire event. All Raw data in External Hard disk				
E	Security Services				
1	Guard with Lathi (Rate Per Shift -8 Hour)	Rate per guard/ shift		As per requirement	
2	Supervisor (Rate Per Shift- 8 Hour)	Rate per supervisor/ shift		As per requirement	
F	Cultural Programme (Rate per day/ Package)				
1	Arrangement of Lights, Sounds and Generator for the Stage	Lumpsum		1 package	
2	Bhajana Sandhya (Mahaprasad Kar, Subhash Das, Geeta Das, Sourav Bharadwaj, Satyajit Pradhan, Kumar Bapi, Diptimayee Dash, Namita Agrawal, T Shourie & Shri Charana Mohanty)	Lumpsum		1 package	
G	Pantry Services (only for Inaugural and Closing ceremony) Providing Mineral Water, Tea, Coffee, Snacks, Tiffin to the Guest/VIP/ Officials at Coordination cell during Inaugural and Closing ceremony as per the order of the melain charge				
	Mineral water (ISI Marked) - Rate per 500 ml bottle	Rate per bottle		1	
	Mineral water (ISI Marked) - Rate per 1 ltr bottle	Rate per bottle		1	
	Tea / Coffee- Rate per cup	Rate per plate		1	
	Snacks (Category-I)- Dry fruits (for VIP & VVIP) - (Roasted & salted Cashew & Pista/Almond, Salted bakery biscuits, chips, seo bhujia)	Rate per Plate		1	
	Snacks (Category-II)- Tiffin (for Staff) (1 Bada, 1 Samosa, 1 Alu chap & 2 sweet) Rate per plate	Rate per plate		1	
	Break-fast (Idli/Puri/Vada/Veg Paratha/ Vegetable Upama(Suji +Seemai Mix) with Chutney or Sambar/ Veg Sandwich	Lumpsum		1 package	
	Lunch (Plain Rice/Hot Roti/ Dal Fry/ Veg Curry (seasonal Veg)/ Special items like Panner/ Mushroom/ Fish/ Chicken alternatively/Water Bottle (500ml)	Lumpsum		1 package	
	Dinner Hot Roti/ Veg Curry/ Non-Veg Curry/ Sweets (one each)/ Water Bottle (500ml)	Lumpsum		1 package	
	The waiter boy / girls with proper uniform to be provided for entire event (12 days)	Per day/ per person		12 days	
H	Local Transportation				
	Bus (Mela Ground to Accommodation places at Yatri Niwas / SIRD & PR Campus or any other accommodation place inside Bhubaneswar). (40-50 seater) (Morning 6 + Evening 6 = 12 trip approx. per day)	Rate Per Trip		12 days	

Sl	Items	Unit	NATIONAL LEVEL PALLISHREE MELA'2025	
			Rate per Unit/ sqft/ spot	Quantity (Pcs./ Package)
Total Quoted Amount excluding GST				
			Add :-GST (CGST + SGST) – 18%	
Grand Total Quoted Amount including GST				
Rupees in words _____ only including GST.				

I have carefully read and understood the terms and conditions of the TENDER CALL NOTICE and do hereby undertake to provide the service accordingly.

I understand that you are not bound to accept any Bid you receive.

I remain,

Yours faithfully,

Authorized Signatory [In full and initials]:

Name and Designation of Signatory with Date and Seal:

Address of the Bidder:

[Handwritten mark]

SECTION - 6

ANNEXURE-I BID SUBMISSION CHECK LIST

Sl no	Description	Submitted (Yes/No)	Page No.
1	Filled in Bid Submission Check List (ANNEXURE-I)		
2	Covering Letter (TECH A -1)		
3	Bid Processing Fee of Rs. 10,000/- + GST 18% - Rs. 1800 = Rs. 11,800 (Rupees Eleven Thousand Eight Hundred) (date of deposit/transfer)		
4	EMD of Rs. 1,00,000/- (Rupees one lakh only) (date of deposit/transfer)		
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	PASARA License with EPF, ESI and ISO Certificate of the Security Agency & Work Experience of the Security Agency to be engaged by the agency.		
9	General Details of the Bidder (TECH - 2)		
10	Financial Statement details of the bidder (TECH - 3) along with all the supportive documents such as copies of Income-Expenditure Statement and Balance Sheet for the concerned period		
11	List of completed assignments of similar nature (Past Experience Details) (TECH - 4) along with the copies of work orders for the respective assignments		
12	Undertaking for not have been black-listed by any Central / State Government/any Autonomous bodies during its business career.) (TECH - 5)		
13	Copy of the Electrical License/ Contractor hired by the Agency.		
1	Covering Letter (FIN-1)		
2	Summary of Financial Bid		

Undertaking:

- All the information have been submitted as per the prescribed format and procedure.
- All pages of the Bid have been sealed and signed by the authorized representative.

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____