

**The Oriental Insurance Company Limited**  
(A Government of India Undertaking)  
**Regional Office- Bhubaneswar**

# Tender for Publicity Activities in Various Parts of Odisha



**Issued By**

**The Oriental Insurance Company Limited**  
Regional Office 4<sup>th</sup> Floor, Alok Bharati Towers  
Saheed Nagar, Bhubaneswar, Odisha-751007

<b>RFQ REFERENCE NO.</b>	<b>OIC/BHRO/MKTG/2019/01 DATED 10<sup>TH</sup> JUNE 2019</b>
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## NOTICE

**The Oriental Insurance Company Limited** (hereinafter as OICL or The Company), a Public Sector Undertaking, invites Quotation (hereinafter called RFQ) in Two Bid-System from eligible Advertising Agencies (hereinafter called Agency/ies) to carry out publicity activities in various parts of Odisha.

The RFQ Document (including Annexure-A) containing the details of scope of work, eligibility criteria, submission requirement and payment of remuneration etc. can be downloaded from the official website of the Company: [www.orientalinsurance.org.in](http://www.orientalinsurance.org.in) under the link Tenders.

Duly completed application along with Annexure-A and other required documents is to be submitted in sealed envelopes at the following addresses.

**Regional Manager, Marketing**  
**The Oriental Insurance Co. Ltd.**  
**Regional Office, 4<sup>th</sup> Floor, Alok Bharati Towers**  
**Saheed Nagar, Bhubaneswar, Odisha-751007**

Kindly note the following points: -

- Documents to be submitted with this RFQ are as under-
  - Copy of registration of the firm/company/establishment
  - Copy of the PAN card
  - Address Proof
  - Details of infrastructure including human resources

Failure to produce above documents and Annexure-A along with RFQ application/ proposal may render the applicant ineligible for award of work order.

Any other document/information that may be required shall be submitted by the Applicant in demand of OICL.

**Last date for submission of Quotation is on or before June 17, 2019. We will not review/consider any application if we receive it after 04:00 PM on June 17, 2019.**

Important Dates:            Pre Bid Meeting June 14, 2019  
   Submission of Bid Documents June 17, 2019  
   Opening of Technical Bid June 18, 2019 (11:00 AM)  
   Opening of Financial Bid June 18, 2019 (03:00 PM)  
   Award of Work Orders June 24, 2019  
   Completion of Work other than Auto Voice-Over on or before June 30, 2019

This RFQ document is neither an offer letter nor a legal contract, but an invitation for quotation. No contractual obligation on behalf of the Insurer whatsoever shall arise from this RFQ process unless and until a formal contract is executed by duly authorized officers of OICL and the Agency.

## A. BROAD SCOPE OF WORK

The Company has planned to carry out publicity activities 5 districts of Odisha (Bargarh, Bhadrak, Gajapati, Jajpur and Jagatsinghpur) through Hoardings/ Wall Wraps at Block Headquarters (Preferably Near Local Vegetable Markets), Flex Posters in metal frame for wall mounting at all Gram Panchayats and other selected places (Government Bodies), Auto Stickers, Auto Voice-Over at Block Level and Wall Poster/ Wall Wraps at all Commercial Banks, Regional Rural Banks and other selected places (Government Bodies) in the aforementioned 5 districts. Hence Agencies having the required infrastructure shall be empaneled as per details given below: -

SL. NO.	CATEGORY	Details of Services to be provided by the Advertising Agency
1	Hoardings/ Wall Wraps	The Agency will install Hoardings/ Wall Wraps at selected spots in the dimensions of 20' X 10'. The service will include preparation of the Hoardings/ Wall Wraps as per the design provided by The Company. The Agency will ensure that the Hoardings/ Wall Wraps stay in place for the period required by the Company. <b>Location</b> : Near Collectors' Office (One in each Dist.), Near Dy. Director Agriculture Office (One in each Dist.), Near Block level Agriculture Officers' Office (One in Each Block) and Two/Four Hoardings in prominent locations in each block to be specified by OICL. Total 150+ Hoardings/Wall Wraps
2	Flex Posters On Metal Frames	Dimension of the Frames on which Flex will be installed will be 2'X3'. <b>Location</b> : At each Gram Panchayat Office, Bank, CSC, Cooperative Bank Branches. Total 6000 Approx.
3	Wall Painting	The Agency will conduct Wall Painting at selected areas promoting various products and schemes of The Company. 10 Locations in Each Block. Total 440 paintings Approx.
4	Auto Sticker	In each of the 44 Blocks, branding in form of flex wraps on 50 Auto-rickshaws to be done for 1 month.
5	Auto Voice-Over	In each of the 44 Blocks, Voice-Over through Auto-Rickshaws will be done for 3 hours (One time in the Month of June & Three times in the month of July 2019). Content will be provided by the Company and voice recording will be done by the Agency.
6	Street Play	Hiring, branding of a small pick-up van (e.g. Tata Ace) with no contractual obligation of OICL to the owner of the vehicle. At least three artists to perform on the script approved by OICL. The play shall be conducted for at least 30 minutes at each location for around 5 locations in each block.

Interested Agencies who are meeting the Eligibility Criteria as set up under para (C) may respond for one or more of the above categories.

## B. EVALUATION PROCESS:

1. A committee constituted by Regional Office shall oversee and finalize the agencies to be empaneled to carry out the publicity activities as mentioned under Para A.
2. Complete application along with Annexure A and other required documents is to be submitted at the addresses mentioned in page 2.

3. After receipt of applications, the designated Committee will scrutinize the same on the basis of infrastructure, fulfilling of eligibility criteria and experience of the people employed in the agency. The incomplete applications/applications with mismatched profiles will be rejected. Further to such scrutiny, the applicant(s) shall be called for personal interview, presentation on similar activities carried out earlier for other PSUs.
4. Based on these parameters, if the Committee is satisfied about the credentials of the Agency and found as 'fit and proper' in the light of the nature of work, a decision to empanel will be recorded and communicated to the applicant. Mere eligibility, filing application and attending interview does not confer any right on the part of the applicant to be empaneled.
5. The Applicant whose application is rejected or empanelment suspended can apply only after the expiry of one year from the date of such rejection or suspension.
6. The Agency, so selected for empanelment, shall be empaneled for a period of one-year subject to satisfactory performance. However, such agency will be eligible for continuation subject to satisfaction of the Committee.
7. The panel of agency shall be reviewed annually by the Committee.

OICL reserves the exclusive right to make any amendments / changes or cancel any of the above or all actions related to this Expression of Interest.

Note: The Oriental Insurance Company Limited shall not be responsible for non-receipt / non-delivery of the RFQ documents due to any reason whatsoever.

### **C. ELIGIBILITY CRITERIA (TECHNICAL BID):**

1. **The Agency should be any of the legal entities as under:**
  - a. A Propriety Concern
  - b. A Partnership Firm registered under Indian Partnership Act, 1932 (9 of 1932)
  - c. A Company formed under the Companies Act
  - d. A Limited Liability Partnership formed and registered under the Limited Liability Partnership Act, 2008.
2. **Infrastructure / Experience:** The Agency should have an independent office in the state of Odisha, equipped with adequate manpower and must have performed similar work for at least 3 Public Sector Undertaking Companies/ Any Government Body in past 2 years.
3. **Rights/Authorization:**

The Agency must have authorization from the Local Authorities for installing Hoardings/ Wall Wraps. Preference shall be given to those Agencies who have sole authorization for the concerned place of advertisement. The Company shall not be liable to any Local/ Municipal Bodies or any such Authorities for any breach of Authorization by the Agency.

### **D. DISCLOSURE:**

The agency shall submit declaration stating that it will immediately inform the Company of any changes in the information submitted to the Company within 15 days of such change and shall obtain written confirmation of the acceptance of change by the Company for further work assignment. If application is not complete in all respects and not conforming to the instructions specified in the application, shall be rejected.

The Competent Authority may require an applicant to furnish any information/ clarifications and if so required may ask for personal representation or any communication for empanelment.

### **E. PAYMENT OF REMUNERATION:**

Agencies shall be required to submit price bids as per Annexure B of the RFQ Document. The agency with lowest bid for each location shall be awarded with work order to conduct the publicity activity. Payment shall be made after the publicity period is over and on submission of proofs of the publicity activity being carried out (photographs and/or videos as the Company desires). Periodicity or submission of such proofs shall be mentioned in the work orders as and when they are issued.

OICL holds the rights to withhold / reject the bill raised by the agency if proof of the publicity activity does not satisfy the Competent Authority.

### **F. CANCELLATION:**

OICL may, at its sole discretion, cancel the contract with the empaneled Agency during the period of empanelment, in case of deviation from agreed terms and conditions on the part of Agency or in extraordinary circumstances.

### **G. DETAILS OF AREA:**

<b>DISTRICT</b>	<b>NO OF BLOCKS</b>	<b>NO OF GRAM PANCHAYATS</b>	<b>NO OF BANKS</b>	<b>NO OF PRIMARY AGRICULTURE CO-OP. SOCIETY</b>
BARGARH	12	258	151	57
JAGATSINGHPUR	8	200	159	110
JAJPUR	10	313	198	112
BHADRAK	7	223	140	108
GAJAPATI	7	151	65	50

### **H. PROCEDURE FOR SUBMISSION OF QUOTES:**

The bidders will be required to submit following three documents in two separate envelopes:

#### **1. Technical Bid consisting:-**

- Hard copy of the complete technical-bid document spirally bound with Technical Specification Compliance Annexure- A as per the format given in the RFQ.

#### **2. Commercial Bid consisting:-**

- Commercial Bid duly filled in with item wise prices in Annexure- B

Two sealed envelopes containing Technical Bid and Commercial Bid should be submitted in another envelope super-scribed “**PUBLICITY - OIC/BHRO/MKTG/2019/01 Dated 10<sup>th</sup> June 2019**”.

## ANNEXURE - A

### TECHNICAL QUALIFICATION OF ADVERTISING AGENCIES TO CARRY OUT PUBLICITY ACTIVITIES

SL. NO.	PARTICULARS	DETAILS
1	Name of the Agency	
2	Head Office Address (Attach a proof of address)	
3	Status of the Agency (Please tick)	a) A Propriety Concern b) A Partnership Firm registered under Indian Partnership Act, 1932 (9 of 1932) c) A Company formed under the Companies Act d) A Limited Liability Partnership formed and registered under the Limited Liability Partnership Act, 2008
4	Name of the Chairperson / Director, Qualification and Telephone & Mobile number	
5	GST Number	
6	Office Phone numbers	
7	Fax	
8	E-mail	
9	Website (if any)	
10	Registration Number (Attach proof)	
11	PAN No. of the Agency (Attach proof)	
12	Detailed strength of staff handling the work assignment in the agency	
13	Details of Authorization / Rights (Attach Proof)	
14	No. of year(s) of experience in the field	
15	Detail of similar assignments handled	
16	List of PSUs with whom the Agency has worked in the past. (Attach proof)	
17	Any other relevant information	

We hereby declare that the information submitted above is true to the best of our knowledge. We understand that in case any discrepancy is found in the information submitted by us our application for RFQ is liable to be rejected.

**PLACE:**

**DATE:**

**Authorized Signatory**

## ANNEXURE – B

### FINANCIAL BID

District/ Activity	Bargarh	Bhadrak	Gajapati	Jajpur	Jagatsinghpur
Hoarding *					
Flex Poster **					
Wall Painting #					
Auto Sticker ##					
Auto Voice Over ##					
Street Play ###					

\* Per Square-Foot Per Month Inclusive of Flex Printing, Transportation and Installation. No additional cost shall be payable for second or further installation in the event of loss or damage to the hoarding.

\*\* Unit Cost Inclusive of Flex Making, Framing, Transportation and Installation

# Per Square-Foot inclusive of all charges

## Per Auto Rickshaw

### Per location inclusive of all charges

(All the above quotes shall be exclusive of GST)

We hereby declare that the information submitted above is true to the best of our knowledge. We understand that in case any discrepancy is found in the information submitted by us our application for RFQ is liable to be rejected.

PLACE:

DATE:

Authorized Signatory