

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

**Request for Quotation for Advertising Agencies to Carry Out Publicity  
Activities (Street Play/ Folk Plays) in the District of Gajapati**



**Issued By**  
**Chief Regional Manager**  
**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/2018/02 DATED 6<sup>th</sup> DECEMBER 2018</b>
<b>Number of Pages</b>	<b>7</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 Street Play/ Folk Play in the District of Gajapati.

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 11<sup>th</sup> December, 2018. We will not review/consider any application if we receive it after 12:00 Noon on 11<sup>th</sup> December, 2018.**

Important Dates:      Pre Bid Meeting 10<sup>th</sup> December, 2018  
                                 Submission of Bid Documents Dec 11, 2018  
                                 Opening of Technical Bid Dec 11, 2018 (03:00 PM)  
                                 Opening of Financial Bid Dec 11, 2018 (05:00 PM)  
                                 Award of Work Orders Dec 12, 2018 (11:00 AM)  
                                 Completion of Work on or before Dec 23, 2018

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 (Street Play/ Folk Play) in the district of Gajapati at the following villages. The activity shall constitute

1. Hiring, branding of an appropriate vehicle with no contractual obligation of OICL to the owner of the vehicle
2. At least four artists to perform on the script approved by OICL in line with PMFBY Rabi 2018.

Sl. No.	Block Name	Village Name
1	Ramagiri	Alama
2	R.Udayagiri	Anukumpa
3	Serango	Bapunibudi
4	R.Udayagiri	Chadiapada
5	Mohana	Gobindapur
6	Mohana	Govindapur
7	Mohana	Jubagaon
8	Mohana	Kaithapada
9	R.Udayagiri	Kankadaguda
10	Garabandha	Koinpur
11	R.Udayagiri	Kusapalli
12	Mohana	Labarsingi
13	Rayagada	Landusahi

Sl. No.	Block Name	Village Name
14	R.Udayagiri	Luburusing
15	R.Udayagiri	Luhangar
16	R.Udayagiri	Makapada
17	R.Udayagiri	Phatachanchada
18	Mohana	Rajpur
19	R.Udayagiri	Sabarpali
20	Serango	Sauri
21	R.Udayagiri	Sundaraba
22	R.Udayagiri	Tabarada
23	Paralakhemundi	Tarangada
24	Serango	Tarava
25	Serango	Titising

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 for the empanelment of agency, 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 equipped with adequate manpower and must have performed similar work for at least 3 Organizations/ Companies/ Any Government Body in past 2 years.

- 3. Rights/Authorization:**

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:**

Empaneled 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. 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 “**RFQ PUBLICITY - OIC/BHRO/MKTG/2018/02 Dated 6th December 2018**”.

## ANNEXURE - A

### APPLICATION FORMAT FOR 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 organizations 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

To  
The Regional Manager, Marketing  
The Oriental Insurance Co. Ltd.  
Regional Office - Bhubaneswar

Dear Sir,

**SUB: FINANCIAL BID FOR CARRYING OUT PUBLICITY ACTIVITIES (STREET PLAY/ FOLK PLAYS)  
IN THE DISTRICT OF GAJAPATI.**

We hereby submit our bid for conducting the above activity inclusive of all ancillary charges in the 25 Villages of Gajapati as listed in Page 4 as under.

**Street Play:**

₹ \_\_\_\_\_ (Rupees \_\_\_\_\_)

**Folk Play (*Pala/ Das Kathia*):**

₹ \_\_\_\_\_ (Rupees \_\_\_\_\_)

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