Government of Odisha
Department of Sports & Youth Services
C-1, Nayapalli, Bhubaneswar-751012
Tele fax: 0674-2396715/2536793/2390283

No. 8264 /SYS, Bhubaneswar Dated: 28.9.2015

From: 9ele 610- 001/2 93-14

Sri A.K. Jena
Director-cum-Addl. Secretary to Govt.,
Sports & Youth Services Department, Bhubaneswar

To
The Director,
I & PR Department,
Odisha, Bhubaneswar

Sub: Publication of Advertisement for Expression of Interest (EOI) for screening of advertisement on "Active Citizenship Programme" in theatres.

Sir,

In enclosing herewith the text of the advertisement both in soft and hardcopy, I would request you to kindly publish the same in The Samaj and The New Indian Express by 29.09.2015 for information of general public.

Yours faithfully

[Signature]
Director-cum-Addl. Secretary

Memo NO. 8265 /SYS, Bhubaneswar Dated: 28.9.2015

Copy along with text of the advertisement and other details forwarded to IT section of Sports & YS Department for uploading the same in the official website for information of all concerned.

[Signature]
Director-cum-Addl. Secretary
DEPARTMENT OF SPORTS AND YOUTH SERVICES
C-1, NAYAPALLI, BHUBANESWAR-751012, Phone: 0674 – 2396022

ADV No: 8260 Date: 29.09.15

INVITATION FOR EXPRESSION OF INTEREST (EOI) FOR SCREENING OF ADVERTISEMENT ON
'ACTIVE CITIZENSHIP PROGRAMME' IN THEATRES

Department of Sports and Youth Services, Government of Odisha, invites EXPRESSION OF
INTEREST (EOI) from Advertising Agencies of repute for screening of short advertisement of
60 seconds duration on Active Citizenship in all the digital theatres of District Headquarters
and Municipal Corporations of Odisha. All the bidders are required to submit the quotations
in sealed envelopes super scribed with "EOI for screening ACP Advertisement" during office
hours on or before 9th October 2015 at the address stated above. Detailed Terms &
Conditions with bid documents can be downloaded from the website of Department of
Sports and Youth Services i.e. www.dsyo.we.gov.in.

Sd/-
Director
DEPARTMENT OF SPORTS AND YOUTH SERVICES  
C-1, NAYAPALLI, BHUBANESWAR-751012

INVITATION FOR EXPRESSION OF INTEREST (EOI) FOR SCREENING OF ADVERTISEMENT ON 'ACTIVE CITIZENSHIP PROGRAMME' IN THEATRES

Department of Sports and Youth Services, Government of Odisha, invites EXPRESSION OF INTEREST (EOI) from Advertising Agencies of repute for screening of short advertisement on Active Citizenship in selected theatres across the State. Department intends to screen short advertisements of 60 second duration as a mass campaign on Active Citizenship. Advertisement will be screened in all the digital theatres of District Headquarters and Municipal Corporations of Odisha. All the bidders are required to submit the quotations in sealed envelopes super scried with "EOI for screening ACP Advertisement" on or before 9th October 2015 at the address stated below:

DEPARTMENT OF SPORTS AND YOUTH SERVICES  
C-1, NAYAPALLI,  
BHUBANESWAR-751012  
Email: tsu.dsys@gmail.com  
Phone: 0674 – 2396022

Schedule of Events

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<thead>
<tr>
<th>S.No.</th>
<th>Event Description</th>
<th>Estimated date/time</th>
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<tbody>
<tr>
<td>1.</td>
<td>Last date of receiving bids</td>
<td>9th October</td>
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<td>2.</td>
<td>Opening of quotations</td>
<td>10th October</td>
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<td>3.</td>
<td>Presentation cum Interaction</td>
<td>12th October</td>
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Detailed Terms & Conditions can be downloaded with bid documents from the website of Department of Sports and Youth Services i.e. [www.dsysodisha.gov.in](http://www.dsysodisha.gov.in) or a hard copy can be obtained from the office on the above mentioned address.
TERMS AND CONDITIONS

GENERAL CONDITIONS

1. Advertising Agencies shall have to submit its bid in the prescribed format (attached in Appendix I and II) in sealed covers superscribed with EOI for screening ACP Advertisement addressed to "The Director, DEPARTMENT OF SPORTS AND YOUTH SERVICES, C-1, NAYAPALLI, BHUBANESWAR-751012".

2. Eligibility Criteria: The following are the eligibility criteria for selection of advertising agencies. The advertising agency should have –
   - Minimum 5 year experience in advertising and mass communication.
   - Having Access to digital theatres in the State
   - Experience of work undertaken for government/public sector undertakings/private sectors and such other similar Bodies.
   - Handled at least five State/National level campaigns.
   - Certified annual turnover of business – Rs.5 crores.
   - Latest Income Tax, Sales Tax, Service Tax, etc. clearance.

3. Scope of Work:

   Screening of Short Advertisements of 60 sec duration on Active Citizenship in all the digital theatres of District Headquarters and Municipal Corporation during Prime Screening Time (PST).

4. Bidders shall quote both unit rate and total prices in figures as well as in words for the different categories of theatres.

5. All column of the proforma at Appendix-I and II should be duly filled and supporting documents should be enclosed. All the pages of the bid document shall be signed by the bidder/ or his authorised signatory and stamped with the bidders seal as token of acceptance of the contents therein.

6. Incomplete Bid shall not be considered and will be summarily rejected. Delayed/ late bids are likely to be rejected.

7. No advance payment shall be made to the agency at any circumstances. The payment shall be released by Department of Sports and Youth Services against the bill/in voice received from the agency on mutually agreed terms and conditions.

8. Along with the bill/in voice for payment the agency shall furnish electronic logs for every spot screened in the digital theatres.

9. All payments shall be subject to TDS and submission of proper screening certificate.
11. Either party may terminate contract by giving a notice of three months in writing.

12. In case of breach of contract by the Agency, Department of Sports and Youth Services shall have the authority to cancel/terminate the Contract.

13. Contractor shall be subject to Bhubaneswar jurisdiction. In case of any dispute the decision of Commissioner cum Secretary, Department of Sports and Youth Services shall be final.

14. Agency must furnish detail of PAN, Service Tax, Sales Tax, VAT and also attach a copy of each of these documents.

15. Department of Sports and Youth Services reserves its right to modify or cancel the bidding process anytime without informing any parties. Department of Sports and Youth Services shall not entertain any further communication on this regard.

List of Documents to be enclosed with application:

I. Name of the Advertising Agency/ Brief Profile of Executives and their experience in the Advertising field.
II. Date of establishment.
III. Agency Structure (whether a partnership firm/ sole proprietor/ a limited company etc.)
IV. Principal places of business, that, the head office and their branch offices with detailed addresses, contact numbers, fax no. & email.
V. Profile of its managerial team handling publicity work, their qualifications and experience.
VI. Details of membership with other professional organizations/ associations and international alignments, if any.
VII. Details of experience in dealing with Government of India/PSU/Private Sector, service organizations, Central/ State Govt. Departments.
VIII. List of clients.
IX. Sample of creative work. Experience in advertising, (PR) work related to campaigns handled in the last two/three years.
X. Annual turnover of the agency along with the gross billing in preceding three financial years duly certified by a chartered accountant.
XI. Its permanent account number and published balance sheet for the past three years.
XII. Self Declaration to Certify that the agency is not black listed by the Department/ Central/ State Government
XIII. Any other information that the agencies may like to provide.
XIV. Please note that inability of submitting any of the documents listed above may disqualify the agency from short listing.
Appendix-I

Format for Quotation

1. **Name of the Advertising Agency** :
   a) Whether Proprietorship/ Pvt Ltd/Ltd Co. :
   b) Constitution :
   c) Name of the Director/in-charge :
   d) Name(s) of the contact person(s) :

2. **Year of Establishment (attach evidence)**

3. **Principal Place of Business, Head Office & Branch Office (if any)**
   a) Address :
   b) Telephone No.(s) :
   c) Fax No. :
   d) Email :

4. List of Key Functionary with CV :
   Staff Strength (full time) Profile of its Management
   Team. Brief Profile of Executives and their experience
   in the advertising field

5. **Annual Turnover of last three years** :
   (Furnish copy of CA certificate/ certified copy of Income Expenditure Statement)
   Financial Year
   Rs. In Lakh(s)

6. Are your serving any client on DAVP rate(s). Please furnish list of clients with copies of empanelment letters.
   a) PSUs :
   b) Central/State Govt Department :
   c) Private Sector Co.'s of Repute :

7. **Name of Bankers with full address** :
8. Whether any line Civil Suit/ litigation arises in the contracts executed during the last three years/ being executed. If yes, please furnish the name of the contract, employer, nature of work, contract value, work order and date and brief details of litigation.

9. Any other information which you like to add.

10. I/ We do hereby certify that the information as provided above is correct and are true in all respect. In case of furnishing of any false information or suppression of any material information, the application shall be liable for rejection besides initiation of Penal proceedings by Department of Sports and Youth Services, if it deemed fit.

Place

Signature

Name & Designation of

the

Authorized Signatory

with Official

Stamp
FINANCIAL BID

1. Name of the Organisation Address & Telephone Number

I. Service Tax No.
II. PAN No.

2. Rates offered with Tax Details

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<th>Sl.No.</th>
<th>Item with Specification</th>
<th>Unit</th>
<th>Rate</th>
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DECLARATION

We have gone through the terms and conditions stipulated in the EOI and confirm to abide by the same. It is certified that the information furnished above is correct. The signatory to this bid is authorized to sign such bids on behalf of the organization.

Place: _____________________________

Date: _____________________________

Signature:

Name: _____________________________

Designation: _____________________________

(with official stamp)