

Odia Language Literature & Culture Department
Bhubaneswar
Government of Odisha



RFQ NO: 376

REQUEST FOR QUOTATION

FOR

**MEDIA OUTREACH, ADVERTISING & PROMOTIONAL SERVICES FOR
“MUKTESWAR DANCE FESTIVAL-2025 FROM 23.01.2026 TO 25.01.2026”
(CATEGORY “A & B”)**

TENDER SCHEDULE

Availability of Tender documents	: 08.01.2026 at 11.30 A.M.
Last date for submission of Sealed Tender	: 13.01.2026 up to 12:30 P.M.
Opening of Technical bid	: 13.01.2026 at 04.30 P.M.
Opening of Financial bid	: 15.01.2026 at 11.30 A.M.

Issued by:

Director

Odia Language Literature & Culture Department

Bhubaneswar



Odia Language Literature & Culture Department

Sanskriti Bhawan, Bhubaneswar, Odisha

Letter No. 376

Date: 08 / 01 / 2026

1.	The Odia Language Literature & Culture Department, Government of Odisha invites financial proposals from the empaneled bidders under Category "A & B" for "Media Outreach, Advertising & Promotional Services for Celebration of Mukteswar Dance Festival-2025 from 23.01.2026 to 25.01.2026 (Category A & B)". The interested and empaneled bidders with OLL&C Department, as detailed in DTCN, may apply for the same in OFF-LINE mode.		
2.	Nature of Works	:-	"Media Outreach, Advertising & Promotional Services for Celebration of Mukteswar Dance Festival-2025 From 23.01.2026 To 25.01.2026 (Category A & B)"
3.	Availability of bid document in the website	:-	From 11.30 AM of 08.01.2026 to 13.01.2026 up to 12.30 P.M.
4.	Last date of receipt of Bid	:-	13.01.2026 up to 12.30 P.M.
5.	Mode of Receipt of Bids	:-	Through Speed Post/ Registered Post (India Post)/Courier and by hand.
6.	Date of opening of Technical Bid	:-	Date: 13.01.2026 at 04:30 P.M.
7.	Date of opening Commercial Bid	:-	Date: 15.01.2026 at 11.30 A.M.
8.	Address for Business query and correspondence	:-	Odia Language Literature & Culture Department, Sanskriti Bhawan BJB Nagar, Bhubaneswar-751014 Website- https://culture.odisha.gov.in/ E-mail Id- directorofculture@gmail.com
9.	Category of Empanelled Event Management Agencies	:-	Category "A & B" Only.
10.	Duration of the Event	:-	From 23.01.2026 to 25.01.2026
11.	The bidders have to participate in OFF-LINE bidding only. Further details can be seen from the Notice Board of Sanskruti Bhawan of Odia Language Literature & Culture Department. Any addendum /corrigendum / cancellation of tender can also be seen in the said websites.		


8.1.26
Director

Odia Language Literature & Culture Department
Bhubaneswar

1. GENERAL TERMS AND CONDITIONS

- a) Bids are restricted only to agencies empanelled of Category “A & B” under OLL&CD and valid as on bid due date.
- b) Quotations which shall be placed in sealed covers super scribing the name of work and the due date shall be received by the Director, Odia Language Literature & Culture Department in a sealed envelope up to **13.01.2026 by 12.30 P.M.** The quotations will be opened on **13.01.2026 at 04.30 P.M.**
- c) Period of completion of the work is 20 days which shall be reckoned from the day of placing of work order. If you fail to complete the work within the stipulated period and no justifiable reasons are found for the delay, you shall be liable to pay the compensation for delay at the rate of (1%) one percent of the total value of work order per week of delay subject to a maximum of 5% of the work order value. The amount of compensation for delay or waiver of compensation for delay in case of justified reasons shall be decided at the discretion of the Director, Odia Language Literature & Culture Department and the same shall be final and binding on the concerned party.
- d) On satisfactory completion of work, final bill shall be submitted by the successful bidder to the Director, Odia Language Literature & Culture Department and same shall be processed for payment through E- Payment only. Successful bidder should give their bank details for e payment. **OLL&CD does not make any advance Payment.**
- e) The rates quoted shall be all inclusive such as Excise Duty, Transportation, freight, packing & forwarding, installation etc and **exclusive of GST**. The work shall be carried out as per the specifications mentioned in the Annexure –II or better.
- f) The OLL&CD reserves the right to exclude any party from the quotation process, postpone/cancel the quotation process or vary the quantity of items without assigning any reason thereof. In any disputes arising out of this, the decision of the Director, Odia Language Literature & Culture Department shall be final and binding on both the parties.
- g) Submission of quotation implies that the bidder has read all the terms & conditions and he has made himself aware of the scope and specifications of the supply to be done and of conditions and other factors having bearing on the execution or the nature of the specified work.
- h) All rates shall be quoted on the quotation prescribed form. Rates given on separate pages will not be entertained. Only quoted rates shall be considered. Any quotation containing percentage below/above the rates quoted is liable to be rejected.
- i) A Bidder shall submit a responsive bid, failing which his Quotation will be liable to be rejected, A responsive bidder is one who submits priced Quotation and accepts all terms and conditions and the specifications of contract documents without any major modifications.

- j) The bidder further guarantees that, the equipment supplied by him shall be free from all defects in design, material and workmanship and shall, upon written notice from the purchaser fully remit, free of expenses to the purchaser such defects as developed under the normal use of the equipment within a period of guarantee specified in the relevant clause of the general terms and conditions of the Purchase Order.
- k) The bidder wherever applicable, shall properly pack all equipment in such a manner so as to protect them from deterioration and damage during Air/Rail and Road Transportation to the site and the bidder shall be held responsible for all damages due to improper packing. The cost of damages or replacement of store will be on account of the bidder.
- l) The successful bidder shall also give all dispatch information concerning the right size and the content of each packing including any other information' the Purchase may require.
- m) The successful bidder shall in his own interest arrange, secure and maintain insurance as may be necessary against all possible risks, at his own cost.
- n) The OLL&CD reserves the right to terminate the contract either in part or in full due to any reasons other than terms and conditions specified herein, by giving 5 days' notice in writing to the bidder of his intention to do so.
- o) The selected agency shall abide by all the conditions of the RFP and Service Level Agreement (SLA) signed with the Department.
- p) The Bidder has to quote his best suited final price as per the scope mentioned in the Annexure III.
- q) In case, during execution, there are items not included in the Bill of Quantities (BOQ), the bidder must obtain prior approval from the competent authority before proceeding with the work. Only after receiving final approval should the bidder execute the additional items. Failure to obtain such approval before execution will result in no claim or payment for those items

r) Submission of Quotation:

- i. Quotations must be submitted in the prescribed format, duly signed and sealed by the authorized signatory of the agency, within the stipulated date and time mentioned in the notice.
- ii. The Quotations shall not have any conditions.
- iii. The Quotations shall be submitted which shall include three envelopes
 - i) Technical Documents with methodology & Approach
 - ii) Financial Quotations
 - iii) Cover Envelope comprising both the documents.

s) Empanelment Restriction:

Only agencies empanelled under the Odia Language, Literature & Culture Department are eligible to participate. Quotations received from non-empanelled agencies shall be summarily rejected.

t) Validity of Offer:

The quoted rates shall remain valid for a minimum period of 30 (thirty) days from the date of submission of quotation.

u) Rates & Taxes:

All rates shall be quoted in Indian Rupees (INR), exclusive of GST. Applicable taxes shall be shown separately. The quoted rates shall include delivery, installation, dismantling, transport, and all incidental charges.

v) Price Escalation:

No escalation of rates will be allowed under any circumstances during the validity period of the quotation.

w) Work Order:

The work order shall be issued to the agency whose quotation is found to be lowest (L1) and responsive to the requirements of the Department.

x) Execution of Work:

The agency shall be responsible for complete and timely execution of the assigned work as per approved design, specification, and instructions of the Nodal Officer.

y) Safety and Security:

The agency shall ensure adequate safety arrangements during execution of work. Any loss or damage to public property or injury to any person arising out of negligence of the agency shall be the sole responsibility of the agency.

z) Permissions and Clearances:

All statutory, police, traffic, and civic permissions required for the event shall be obtained by the agency in coordination with the Department. Necessary documentation shall be produced for record.

aa) Workmanship and Materials:

All materials and installations shall be of good quality, safe, and conform to the approved standards. The Department reserves the right to inspect and reject sub-standard work.

bb) Inspection and Supervision:

The work shall be carried out under the supervision of the Department's authorized officer. The Department reserves the right to verify, inspect, and test any part of the work at any stage.

cc) Payment Terms:

Payment shall be made on successful completion of the event and submission of the final bill along with photographs, videos, and satisfactory performance report certified by the Nodal Officer.

Ab) Deductions:

Statutory deductions such as TDS, GST-TDS, etc. shall be made as per prevailing Government rules.

Ac) Liquidated Damages:

In case of delay or non-performance, liquidated damages up to 1% of the total value per day, subject to a maximum of 10%, may be imposed at the discretion of the Department.

Ad) Termination:

The Department reserves the right to terminate the work order at any stage without assigning any reason, if the performance of the agency is found unsatisfactory or non-compliant.

Ae) Force Majeure:

Neither party shall be liable for failure to perform obligations due to unforeseen circumstances such as natural calamity, civil disturbance, or Government restrictions.

Af) Blacklisting / Debarment:

Any agency found indulging in fraudulent practice, misrepresentation, or poor performance may be blacklisted/debarred from future assignments of the Department.

Ag) Dispute Resolution:

Any dispute arising out of this quotation or work order shall be referred to the Secretary, OLL&CD, whose decision shall be final and binding. Jurisdiction shall lie with the Courts at Bhubaneswar only.

Ah) Right of Rejection:

The Department reserves the right to accept or reject any or all quotations, or to cancel the quotation process at any stage, without assigning any reason thereof.

Ai) Interpretation:

In case of any ambiguity or dispute regarding interpretation of any clause in this document, the decision of the Department shall be final and binding.

2.0 Scope of Work

For Media Management, Advertising & Promotional Services

The selected agency shall be responsible for end-to-end planning, execution, monitoring, and reporting of all promotional, publicity, media coordination, and digital engagement activities for “Celebration of Mukteswar Dance Festival-2025”. The detailed scope of work (with indicative quantities) is provided below:

1. Print Media Outreach

Drafting and publication of:

- Event announcements
- Daily event highlights
- Closing ceremony coverage

Coverage in:

- Leading Odia dailies
- English national newspapers
- Cultural and heritage magazines

Minimum size:

- Full / Half / Quarter page advertisements

2. Electronic Media Outreach

TV news coverage:

- Doordarshan
- Leading regional Odia news channels
- News bytes, scrolls, interviews with:
 - Hon’ble dignitaries
 - Eminent monks / scholars
 - Department officials

Live or recorded coverage of:

- Inauguration
- Major rituals
- Cultural evenings

3. Digital & Social Media Outreach

Include a separate sub-scope, such as:

Dedicated social media campaign on:

- X (Twitter)
- Facebook

- Instagram
- YouTube

Content formats:

- Short reels (30–60 sec)
- Daily photo stories
- Quote cards (teachings of Guru Padma Sambhava)
- Countdown creatives before the event

Suggested hashtag strategy:

- #GuruPadmaSambhava
- #OdishaBuddhistHeritage
- #SpiritualOdisha

4. Documentary Film Ideas (Core Deliverable Section)

Main Documentary Film- Duration: 20–30 minutes

Language: English (master version) & Odia version

Optional: Tibetan subtitles

Suggested storyline:

1. Historical background of Guru Padma Sambhava
2. Linkage with Odisha
3. Significance of the ceremony
4. Major rituals and teachings during the event
5. Messages of peace and global harmony
6. Vision of Govt. of Odisha in cultural preservation

(B) Short Documentary Capsules

- 5–7 short films (3–5 minutes each) on:
 - Rituals and ceremonies\
 - Interaction of monks and devotees
 - Cultural performances
 - International delegates
 - Behind-the-scenes preparations

(C) Event Promo & Teaser Films

- Pre-event teaser (45–60 seconds)
- Daily highlight video (2–3 minutes)
- Post-event summary film (5–7 minutes)

7. Photography & Videography Coverage

a) Professional Photography

- Coverage for entire 3 days.
- Quantity: Minimum 200 edited photographs per day

b) Videography

- Event highlights, crowd engagement, VIP visits, cultural shows.
- Quantity:
 - 1 daily summary video (1–2 minutes).
 - 1 event highlight film (5–7 minutes).
 - Drone videography for crowd aerial shots (3 days).

8. Monitoring, Reporting & Documentation

- Daily report of activities (media, digital, on-ground).
- End-of-event Media Impact Report
- Ad performance analysis
- Digital engagement analytics
- PR coverage booklet
- Photobook (300+ curated photos)
- Final documentary film.

9. Internet Connectivity

3.0 Evaluation of bids

Evaluation of the Technical and financial proposals will be based on **Quality and Cost Based Selection** mode with weightage of 70% and 30% for technical and financial proposals, respectively.

- In the first phase the Technical Proposals shall be evaluated based on eligibility criteria as mentioned in this TOR.
- In the second phase the firms which satisfy the eligibility criteria shall be given marks based on Table: 1 as below TOR. Accordingly, firms will be ranked based on the marks allotted to them.

Sl.No	Parameters	Maximum Marks
1	Experience	20 Marks

	The Bidder must have similar nature of Central/State Government experience in the last 5 years from the date of submission: i- 01 Events- 05 Marks ii- 02 Events – 10 Marks iii- Above 05 Events -20 Marks	
2	Approach & Methodology	
	a) Understanding of the Event & Target Audience b) Creative Strategy & Communication Concept c) Media Planning & Promotion Strategy d) Digital & Social Media Strategy e) Innovation & Value Addition f) Team & Resource Deployment Plan	80 Marks
	Approach & Methodology must be submitted along with the work plan in maximum 20 nos. of A4 pages. No Further presentation shall be conducted	
3	Maximum Marks	100 Marks

- a) For each Technical Proposal, the total points that can be awarded for each Bidder are 100, and the minimum technical score (T) that a Bidder requires to qualify for opening of the Financial Proposal is 70.
- b) The highest evaluated Technical Proposal (Th) shall be given maximum Technical Score (St) of 100. The formula for determining the Technical Scores (St) of all other proposals is calculated as following:

$$St = 100 \times T/Th$$
in which “St” is the Technical Score, “Th” is the highest Technical Score given, and “T” is the Technical Score of the proposal under consideration.
- c) **FINANCIAL EVALUATION (3rd Stage):** The financial proposals of the bidders qualifying the technical evaluation (2nd Stage) 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.
- d) The lowest evaluated financial proposal (Sf) will be given a maximum financial score (Fm) of 100 points. The formula for determining the financial scores of other proposals will be computed as follows:

$$Sf = 100 \times Fm/F$$
in which “Sf” is the financial score, “Fm” is the lowest price,
f) and “F” the price of the Proposal under consideration.

4.0 Evaluation process:

Proposals shall be ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal (0.7); P = the weight given to the Financial Proposal (0.3); T + P = 1) as following:

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

The Selected Applicant shall be the First Ranked Applicant (having the highest combined score). The Second and Third Ranked Applicant shall be kept in reserve and may be invited for negotiations in case the first ranked Applicant withdraws or fails to comply with the requirements specified in the RFP document.

ANNEXURE -I

TECHNICAL BID

Sr. No.	General particulars of the Agency	Details to be filled up by the Bidder
1	(a) Name of the Agency	
	(b) Registered address with telephone nos.,	
	Mobile no.	
	E-mail ID	
	(c) Year of Establishment/ Incorporation	
	(d) Authorized Person's i. Name & Designation ii. Tel. No. Landline iii. E-mail ID: iv. Mobile v. fax:	
2	Type of Firm: Private Ltd./ Public Ltd./ Cooperative/ PSU. (Please enclose copy of Memorandum/ Articles of Association/ Certificate of Incorporation)	
3	GST No	GST No. (Copy of self-attested certificate attached) Yes/ No (page No.)
4	The firm/ agency should have PAN No.	PAN No. (Copy of self-attested certificate attached) Yes/ No (page No.)

Note: Agencies/ Bidders not submitting full information/ documents at the first instance shall be rejected

Signature with stamp: _____

Date: _____

Full Name: _____

Address: _____

Annexure II

FINANCIAL BID

Name of Work: - **Media Outreach, Advertising & Promotional Services for “Celebration of Mukteswar Dance Festival-2025 From 23.01.2026 To 25.01.2026 (Category A & B)”**.

Sl.No	Nature of Works	Financial Quote
1	As per the Scope Mentioned in the Annexure -III	
	Total (In Rs.)	
	In Words	

NOTE:

1. Above rates are inclusive of all types of Duties & Levies, Transportation Charges and Transit Insurance where necessary, Packing & Forwarding and other miscellaneous Overheads, installation charges etc. and excluding GST.
2. The Bidder has to go through the scope of work in detail before submitting the final rates.
3. The scope of work may vary upon actual requirements/execution.
4. If it is determined that the quoted bid price is significantly lower than the prevailing market rates, the authority reserves the right to reject the bid and consider awarding the contract to the H2 bidder.
5. When requested by the Employer or the Competent Authority, the bidder shall provide a detailed cost breakup of the quoted price for each individual item included in the bid.
6. The lowest cost will be selected.
7. Validity of quotation: 90 days
8. All the Designs & Sizes should be followed as per I&PR Norms.

I/We have carefully read and understood the terms and conditions of the arrangements for the supply of listed item and the prescribed specifications for which this quotation is submitted and in the event of my/our quotation being approved we undertake to strictly comply with them.

Date: Signature of Bidders:

Place:

Full Name:

Address (with seal):

**MEDIA OUTREACH, ADVERTISING & PROMOTIONAL SERVICES FOR
“CELEBRATION OF MUKTESWAR DANCE FESTIVAL-2025 FROM 23.01.2026 TO
25.01.2026 (CATEGORY A & B)”**

Sl.No	Nature of Works	Qty	Rate (Excl. GST)	Amount (Excl. GST)
1	Television Promotion			
a	a) Production of a 10-second Ad Film • High-quality HD footage (script + shoot + edit + voice-over + graphics).	2TVC		
b	b) Prime Time Telecast on Local Odia Television Channels. • Broadcast on at least 3 leading Odia channels. • Minimum 25 prime-time telecasts over 03 days.	L.S		
2	Short Documentary Capsules (3–5 minutes each) covering rituals, interactions, cultural performances, delegates and behind-the-scenes activities. (05 Nos.)	L.S		
3	Main Documentary Film (20–30 minutes) in English with Odia version and optional Tibetan subtitles including scripting, filming, editing, voice-over, music and post-production.(Qty. -01 Nos.)	L.S		
4	Event Promo & Teaser Films including pre-event teaser, daily highlight videos and post-event summary film (Qty. -01 Nos.)	L.S		
5	Newspaper Advertisement • Designing promo ads (full page/half page/quarter page). Full Page - 01 Nos. Half Page- 02 Nos. Quarter Page- 05 No.	L.S		
6	Others • Preparation of Theme Badges as per approved design Qty. -1000 Nos. • Printing of Leaflets as per approved design Qty- 2000 Nos. • Internet Connectivity for Live Telecast.	L.S		

7	<p>Digital Media Campaign</p> <p>a) Paid Advertisements on Social Media Platforms -Facebook, Instagram, YouTube, X (Twitter), ShareChat.</p> <p>b) Pre-event: Minimum 10 days promotion.</p> <p>c) During event: Continuous boosting. Influencer Marketing Activities: walkthrough videos, reels, stories, event highlights.</p> <p>d) Social Media Countdown Creatives • 03 days countdown posters. • Quantity: 05 creatives.</p> <p>e) Daily Cultural & Feedback Reels • Shoot + edit + post reels during all 03 days of the event. • Quantity: Minimum 2 reels per day (6 reels total)</p>	L.S		
8 a	<p>Photography & Videography Coverage</p> <p>a) Professional Photography</p> <ul style="list-style-type: none"> • Coverage for entire 03 days. • Quantity: Minimum 200 edited photographs per Day 	L.S		
b	<p>b) Videography</p> <ul style="list-style-type: none"> • Event highlights, crowd engagement, VIP visits, cultural shows. • Quantity: <ul style="list-style-type: none"> o 1 daily summary video (1–2 minutes). o 1 event highlight film (5–7 minutes). o Drone videography for crowd aerial shots (3 days). 	L.S		
c	<p>Live Telecast</p> <p>Live Telecast on the inauguration day</p> <p>Technical Requirements:</p> <ul style="list-style-type: none"> Sony HSC 100 Traix Cable Setup Data Video 12 Ch Switcher Sound Mixer Wireless Talk Back For Stream Licensed Software Needed DJI Cine Drone Internet Connectivity 	L.S		

Total (Excl. GST)
In Words (Excl. GST)

Signature with Seal