

**REVISED
REQUEST FOR PROPOSAL

FOR
HIRING A CITY BRANDING, COMMUNICATIONS, MARKETING
& IMPLEMENTATION AGENCY FOR VARIOUS ACTIVITIES
UNDER THE BHUBANESWAR.ME PROJECT**



Akash Shova Building, Pandit Jawaharlal Nehru Marg
Bhubaneswar – 751001, Odisha

Schedule of Bidding Process

Period of Availability of RFP document:	from 27/08/2018 onwards (Downloadable from website: http://bdabbsr.in)
Pre-bid Meeting:	3:00 PM on 07/09/2018 in the Conference Hall of BDA
Last Date for Receipt of Proposals:	4:00 PM on 01/10/2018 (Through Speed Post /Registered post/ courier. No drop box facility available and hand delivery is not allowed)
Place of Submission of Proposal:	Secretary Bhubaneswar Development Authority Akash Shova Building, Sachivalaya Marg, Bhubaneswar-751 001
Opening of Technical Proposals:	5:00 PM on 01/10/2018
For Further Information:	Secretary Bhubaneswar Development Authority Akash Shova Building, Sachivalaya Marg, Bhubaneswar-751 001 e-mail:pmu.bdabbsr@gmail.com

DISCLAIMER

Bhubaneswar Development Authority (BDA), Govt. of Odisha has prepared this document to give the interested parties the background information on the selection of an Agency for conceptualisation & implementation of thematic Heritage Walks in Bhubaneswar.

While BDA has taken due care in the preparation of the information contained herein and believe it to be accurate, neither BDA nor any of its authorities or agencies nor any of their respective officers, employees, agents or advisors give any warranty or make any representations, express or implied as to the completeness or accuracy of the information contained in this document or any information which may be provided in association with it.

The information is not intended to be exhaustive. Interested parties are required to make their own inquiries and respondents will be required to confirm in writing that they have done so and they do not rely solely on the information given in this document while submitting their proposals.

BDA reserves the right not to proceed with the selection process at any point of time during the bidding process or to change the configuration of the project to alter the timetable reflected in this document or to change the process or procedure to be applied.

It also reserves the right to decline to discuss the matter further with any party expressing interest. No reimbursement of cost of any type will be paid to persons or entities submitting their proposals.

1. Project Background and Objectives

The City of Bhubaneswar, Odisha, invites all interested communications, creative design and brand development firms to submit a proposal to implement the city's brand image through various activities and communication channels. The focus of this plan should be on implementing a cohesive campaign to project the new brand identity of Bhubaneswar's image- "Bhubaneswar.ME". This comprehensive branding campaign should consider both residential and business desirability, promoting Bhubaneswar as a premier and diverse place to live, visit and work.

The envisaged comprehensive branding activities to be taken-up has been divided into two packages, as detailed out below and through this RFP, BDA desires to select Agencies to take up the city branding activities:

1. Package A: Brand Audit, creation of brand identity and Assistance in its Implementation
2. Package B: Implementation of various City Branding Activities

The selected Agency for Package A will conduct research, develop several branding options, and establish an implementation schedule, with City staff assistance and input. Anticipated services may include, but not limited to conducting quantitative and qualitative research, analyzing results, creative development, and identifying a strong, unique, complementary, and differentiated brand that captures the multi-faceted essence of Bhubaneswar.

The selected Agency for Package B shall be involved in the implementation of various city branding activities as envisaged in the Terms of Reference, adhering to the brand identity finalized.

1.1. Project Background

Bhubaneswar holds a formidable place in the history of coastal India. A temple town with a concentration of ancient temples, heritage wells and water tanks, its amplitude of monuments stands testimonial to an immemorial consistent architectural and historical heritage. Known as the "Temple City of India", even today Bhubaneswar has

the highest density of heritage structures with around 700 and more heritage structures within city. Early remnants of civilization in the city date back to the 3rd century B.C. including Ashokan rock edits, the ruins of Sisupalgarh and the ancient wall at *Dhauili*. The city witnessed drastic changes in its physical form, socio – religious character and its ethnic composition from century to century with the influence of Buddhism, Jainism, Vaishnavism and Shaivism.

The transformation of the temple town to a capital city was indeed a major step towards the development of the state of Odisha. At the dawn of 1948, post the independence of India, setting up of the capital city at the religious abode of Bhubaneswar was welcomed by all, making Bhubaneswar one of the first planned cities in post-independence India. Today, Bhubaneswar is progressing rapidly towards implementing its award-winning Smart City Proposal, which will bring in a new era of socially responsible growth paradigm in the country.

As a part of its Smart City proposal, BMC, BDA & BSCL collaboratively have launched a compelling city branding project. Inspired from global cities such as Amsterdam, Edmonton, New York, and other similar cities, BMC has adopted a multi-faceted approach to develop a new, refreshed overall brand strategy for Bhubaneswar, that will build on the strong reputation and history of the city, while positioning it for continued growth and success in the future. The intent of the project is to promote the City to local, national and international audiences as an emerging and dynamic place to live, visit, work, study, invest and play in the Indian sub-continent.

Under this umbrella project, the City has crafted a new identity for itself through the creation of the Bhubaneswar.Me brand story. The Bhubaneswar.me brand is rooted in the emerging transformation of Bhubaneswar as a HUB for education, technology, tourism, sports, culture & art in India. The city offers a balanced and a high quality of life with access to natural and living heritage, open spaces such as urban forests in the heart of the city, and increasing investment in recreation and leisure facilities. The city's bold and progressive vision and ability to engage stakeholders and citizens in helping shape its future is the factor for new residents, visitors and investors moving into the city; as well as the reason for “.me” used as part of the brand identity to emphasize the powerful role an individual plays in defining a city.

1.2. Objectives

This project, Bhubaneswar.ME, is envisioned to be the first-of-its-kind in Odisha, and strives to achieve the following objectives:

- 1) Promotes its special events, programs, tours through the annual calendar, annual report, monthly newsletter, local media, website and social media including Facebook, Twitter, Instagram, YouTube, and other new channels.
- 2) Position the Bhubaneswar.me brand through a comprehensive storytelling concept including city's tangible and intangible assets such as temples, stupas, parks and gardens, forests, art & culture, food, music & dance, literature, etc.; by curating the most appropriate programming and providing unique branding support.
- 3) Recommend brand standards and identity guidelines applicable on all these communication channels for promotional and branding purposes. The promotion & branding tools shall include, but not limited to, brochures, magazines, city maps, branding collaterals, short videos, development of blogs & social media posts, curated city tours and heritage walks.
- 4) Formulate an internal brand design guideline to embed the Bhubaneswar.ME brand themes and ingredients into the internal culture and organization in all city agencies.

All newly proposed activities or programmes shall give due consideration to ongoing programmes/activities in the city, such as Ekamra Walks and shall include it in overall programming, making a comprehensive, well curated experience for the citizens as well as visitors. The project will be an important part of the Bhubaneswar Smart City Limited and Government of Odisha's tourism initiatives and a symbol of Bhubaneswar's uniqueness in India.

2. Scope of Work:

The selected consultants/agencies will have a proven track record in creative excellence in brand research, design, development, and implementation. They will conduct research, develop several branding options, and establish an implementation schedule, with City staff assistance and inputs.

The scope of work is comprised of 2 Packages:

- 1) Package A: This will involve creation of overall brand identity for the city including brand audit, brand identity finalization, creating guidelines for implementation of this brand identity as well as assistance in the roll-out of the identified brand identity. The detailed scope of work for Package A is detailed out below.
- 2) Package B: This will mainly involve the implementation of various city branding activities as detailed out below as per the brand identity finalized under Package A.

Any interested applicant can apply for any of the Package or both, provided it fulfills the eligibility criteria for each Package as detailed out in clause 11. In case a bidder applies for both Package, it must fulfill the cumulative eligibility criteria for both Packages.

2.1. Scope of Work – Package A

The Scope of Work for Package A shall include following tasks:

2.1.1.Task 1: Formation of Overall Brand Identity and its Creative Elements

2.1.1.1. Sub-Task 1.1: Brand Audit:

The first step will be conducting a thorough audit of all marketing (websites, brochures), facility (vehicles, signage, buildings) and programming (events) - digital and physical- across Bhubaneswar that need to be updated and/or replaced with the new Bhubaneswar.ME brand. As part of this step, the selected agency shall also prepare a comprehensive list and calendar of various previous or ongoing initiatives that are directly or indirectly connected with the new Bhubaneswar.ME brand, whether it is curated publicly or privately. The intent is to prepare a comprehensive database of the various individual activities that are associated with Bhubaneswar's identity and need to be woven into the overall strategy for rolling out the Bhubaneswar.ME brand.

Some of these activities include:

- Existing Bhubaneswar.me Digital presence
- **STAMP:** Street Art and Murals Project
- **Events:** Path Utsav, Music in the Park, Ekamra walks, Dhauli Light and Sound Show, Craft workshops, Night Bazaar etc.

- **Museums of Bhubaneswar:** Listing of all existing Museums
- **LQC projects:** Lighter, Quicker & Cheaper projects
- **City Parks:** Cohesive branding & conceptualisation
- Existing Signage

The listing shall include the details related of such initiatives/projects, such as – duration, operation time, funding, response from users, reasons for success/failure, key features, key experts/agencies involved, key target user group, etc.

Deliverables:

- **Brand Audit PowerPoint** presentation giving details on ongoing & previous initiatives related to city promotion and branding in Bhubaneswar.
- **Calendar of Events** (existing) in Bhubaneswar.

Deliverables	Units	Timelines	Financial Quote	Payment Mechanism
1. Brand Audit Report/ PowerPoint	1	15 days from Signing of Agreement	20% of Lump-sum Quote for Task 1	Invoice raised after submission of Deliverables
2. Calendar of Events				

2.1.1.2. Sub Task 1.2: Creation of Brand Identity:

Post the Brand Audit, the agency shall be required to undertake process for determining the Brand Identity for the City. The primary goals/objectives to be achieved by the branding initiative include, but are not limited to:

- **Uniformity** - The brand should convey a common message and image to audiences both within and outside of the City.
- **Community Identity/Pride** – Identify and promote what makes the City of Bhubaneswar distinct and appealing for investors, businesses, retailers, visitors, and residents.
- **Flexibility** - The brand must be flexible and adaptable in order to meet the needs of a variety of departments and municipal functions within

the City, as well as groups and businesses within the City in their specific marketing initiatives while maintaining consistency with the overall brand. It must also be flexible enough to grow and evolve along with any changes with time.

- Endorsement - The brand must be authentic and resonate with citizens, businesses, and community groups within the City
- Community and Economic Development Promotion – Promote a healthy economy, attract private investment, new residents and young professionals, and retain key businesses and creative talent.

As part of the creation of brand identity, the agency shall undertake research and stakeholder interactions for the development of a brand concept, creative elements, messaging/positioning and the overall brand initiative. The consultant will create and implement a brand research plan, which will include qualitative and quantitative research with key stakeholders, groups, or influential individuals, as well as a cross section of citizens.

The research would be followed by ideation and development of creative elements that include design concepts, logos, messages, mission statement, tagline, and other products to support the overall brand initiative.

The following is an indicative list of touch points that should be taken into consideration by the selected agency while implementing the Bhubaneswar.ME brand:

Internal Touch-Points:

- City Maps
- Signage (facility, park, streets, etc.)
- Promotional Merchandising
- Letters & Stationery
- Brochures
- Newsletters
- City Events & Festivals
- Facilities (city vehicles, buses, customer service counters)
- City Websites & Apps

External Touch-Points:

- Airport
- Railway Stations
- Advertising material promoting Bhubaneswar
- Corporate events including trade shows by industry associations
- Media- Press & Television

Deliverables:

- Minimum of three distinct creative options must be presented, based on the results of the research. The Creative elements options will be delivered with a style manual and guidelines for use and the capability of use in the following:
 - Print and electronic advertising
 - Website design
 - Media placement
 - Public Relations
 - Events

Deliverables	Units	Timelines	Financial Quote	Payment Mechanism
Creative Elements - Three Options (Presentation before the Authority)	1	30 days from Signing of Agreement	30% of Lump-sum Quote for Task 1	Invoice raised after submission of Deliverables and Presentation

2.1.1.3. Sub Task 1.3: Brand Manual and Promotional Video:

Based on the selected Creative Element, a Brand Manual needs to be prepared which will include the **Brand standards** (i.e. brand standard phrases, taglines, and narratives) **and identity guidelines** (colour palette) including the logo design, brand identity system and image standards, and templates. The creative elements should also take into consideration items such as building signs, vehicle signs and wayfinding signs.

The brand manual would also include the guidelines for application/use of selected creative elements across various media and formats including usage in black and white, in reverse, four color printing, digital application usage, 3D usage etc.

The templates in the Brand Manual should include brochures, Power Point Presentation templates, business cards, stationary, ID cards, and newsletter, website and calendar design templates, and other similar collateral.

The selected agency for Package A shall also undertake production of one (1) promotional video of around 2 min for the Bhubaneswar .ME brand. Videos should target prospective and current businesses while also target business travelers and everyday visitors. A TVC of the same material of 30 sec – 45 sec duration and useable on all social media platforms shall also be prepared.

The agency shall also prepare an Action Plan to conduct a “soft” launch Bhubaneswar.ME brand on multiple platforms- digital, print, and media and assist Authority in conducting the event. The promotional video may also be launched along with the launch of Bhubanewar.me brand.

Deliverables:

- Brand Manual
- Promotional Video: 1 video of 4K quality of 2 minutes’ length targeting multiple audiences and usable on all social media: General | Tourists | Business | Investor as well as TVC of the same material of 30 sec – 45 sec duration and useable on all social media platforms for Newcomers | Youth | Business | Tourists

Deliverables	Units	Timelines	Financial Quote	Payment Mechanism
Brand Manual	1	45 days from Signing of Agreement	50% of Lump-sum Quote for Task 1	Invoice raised after submission of Deliverables
Promotional Video of 4k quality 2 minutes in length	1			

videos as well as TVC of 30 sec – 45 sec durations				
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2.1.2.Task 2: Assistance in Roll Out of Brand Identity:

Post the brand launch, the Agency shall also be responsible for giving assistance to BDA in brand roll-out. Branding tools that incorporate all possible touch points, in addition to traditional marketing and communications platforms, are expected to be deployed.

The agency shall prepare a **Strategic and Implementation Plan** which will include implementation, management and promotion of the brand identity to include, but not be limited to the following:

- Promotion of the use of the brand among many City and community agencies, groups and businesses while maintaining brand integrity.
- Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies.
- Recommendation of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.
- Estimated costs/budget associated with the implementation process.
- Proposed timelines with the implementation process

The **Strategic and Implementation Plan** shall be prepared and submitted to the Authority within 45 days from Signing of Agreement.

Post the submission of **Strategic and Implementation Plan**, the Agency shall be required to assist BDA in the brand roll out as per the **Strategic and Implementation Plan**. The agency shall be responsible for successful implementation of city branding activities including various campaign, events etc.

Following cost must not be included in the financial quote for the task:

- The cost of manufacturing or production of creative elements for branding during the Implementation phase

- Event Management or conducting events as envisaged during the Implementation phase

Deployment of Resource:

- The selected agency is required to deploy one Client Relationship Manager with 5 years of experience at Bhubaneswar for liasoning and understanding the requirement of the client. (CV of the resource to be submitted as per the format prescribed in Annexure IV). The individual should be embedded into the BDA organization and co-located in its premises.
- Team Leader/Art Director of the selected agency is required to travel to BDA for develop strategy/review in each quarter or as per the requirement during the assignment.

Financial Quote and Payment Mechanism:

The Agency need to quote lump-sum cost for Task 1 and 2 separately for the contract period as per the format given in Annexure V(A). The payment for Task 1 shall be as per the milestones given above. The payment for Task 2 shall be paid monthly for an amount equal to 1/12 th of the lump-sum quote for Task 2, subject to the Agency raising invoice for the said amount and deployment of required resources.

2.2. Scope of Work – Package B

The Agency hired for Package B shall deliver the deliverables as envisaged below. Additionally, it shall deploy small team of required professional at BDA's office and help BDA in implementation of day to day branding activities. The details of Professional to be deployed is detailed out "Deployment of Resource" section.

The agency hired for Package B shall adhere to the brand standards and guidelines and branding strategy and implementation plan as prepared by the Agency hired for Package A.

The detailed scope of work for the Agency hired for Package B shall be as follows:

2.2.1. Task 1: City Branding Elements:

2.2.1.1. Sub Task 1.1: City Video Series

The selected agency for Package B shall undertake production of videos as mentioned below for the Bhubaneswar.ME brand.

Deliverables:

- Promotional Video: 3 numbers of 4k quality 2-2.5 minute in length videos targeting multiple audiences and usable on all social media: General | Tourists | Business | Investor as well as TVC of the same material of 30 sec – 45 sec duration and useable on all social media platforms for Newcomers | Youth | Business | Tourists
- Provide high quality and current video files of people, artwork, food, businesses, facilities and events, tourism destination etc. to use for the City's marketing materials (min. duration of 2 minutes) – 20 numbers.

Deliverables	Units	Timelines	Financial Quote	Payment Mechanism
Promotional Video of 4k quality 2-2.5 minute in length videos as well as TVC of 30 sec – 45 sec duration	3	Over the Contract Period of 1 year, as and when BDA instructs	Rate per Video	Invoice raised after submission of Deliverables
High quality and current video files for use for the City's marketing materials	20	Over the Contract Period of 1 year, as and when BDA instructs	Rate per Video	Invoice raised after submission of Deliverables

2.2.1.2. Sub Task 1.2: City Image Gallery

The selected agency will provide high quality and current photographs of people, artwork, food, businesses, facilities, and events to use for the City's marketing materials, website, newsletter and social media. Aerial drone photos shall also be taken. All photographs taken will be the property of BDA. The client reserves the right to reuse the images as they deem appropriate with due credit given to the agency's photographer, where feasible.

Deliverables:

- Images: The agency need to provide a photographer for a minimum duration of 100 days of work in a year and deliver high resolution photographs at the rate of 50 photographs per day.
 - The high-resolution photographs will be uploaded on a cloud-based application for sharing with city agencies. The uploaded files shall be appropriately tagged with “tags” hinting the content in the photograph such as #Pottery, #Food, #kids, etc.
 - Selected images will be uploaded on the city’s website/image gallery in consultation with the client with a Bhubaneswar.ME watermark.
 - Images should be high-resolution for large-size printing of banners, posters and other marketing collateral.
- Collaterals for Kiosk: Design collaterals for a Bhubaneswar.ME exhibition kiosk that the city may use for roadshows to promote the city.

Deliverables	Units	Timelines	Financial Quote	Payment Mechanism
Photographer capable of producing high quality photographs @ of 50 photos per day (Min.)	100 Man days	Over the Contract Period of 1 year, as and when BDA instructs	Rate per Man Day	Invoice raised after submission of Deliverables
Design collaterals for a Bhubaneswar.ME exhibition kiosk	10	Over the Contract Period of 1 year, as and when BDA instructs	Rate per Design of collaterals for one kiosk	Invoice raised after submission of Deliverables

2.2.1.3. Sub Task 1.3: City Map Series

The Agency will design a series of orientation (print) map for distribution that may also be used as a digital, interactive map, at a later date. While the selected consultant/agency will not have to collect data for the map, the consultant will be responsible for working with BDA staff to prioritize layers and data inclusion with

diverse user(s) in mind. All maps should follow a design language which is easy for people to understand with street names, labels of specific landmarks, travel time, etc.

Deliverables:

- Thematic Map:
 - Design a series of **pocket-sized maps (5No.s)** featuring suggestions of things to do and places in Bhubaneswar by neighbourhoods/ key destinations. Examples include: <https://www.behance.net/gallery/7355747/India-Design-ID-Delhi-Maps> / <https://www.omy-maison.com/en/the-collection/47-barcelone-pocket-maps-.html>
 - Create a series of maps based on diverse users: kids, young adults, families and retirees, giving them specific ideas of great social experience in Bhubaneswar (5no.).
 - Create different types of maps based on different categories such as museums in the city, Heritage sites in the city, best places to visit/eat. (5 Nos.)
- Interactive Map: Design interactive map using mapping platforms in a portable and updatable format, for multiple browsers and responsive mobile compatibility.
- City Guide: Prepare a city guide covering an info graphical map for the city that will include all locations of importance to tourists and citizens. The guide should also cover basic info on important locations with pictures and directional guidance at a minimum.

Deliverables	Units	Timelines	Financial Quote	Payment Mechanism
Thematic Maps	15	Over the Contract Period of 1 year, as and when BDA instructs	Rate per Map	Invoice raised after submission of Deliverables
Interactive Map	1	Over the Contract Period of 1 year, as	Rate per Map	Invoice raised after submission of Deliverables

		and when BDA instructs		
City guide covering an info graphical map	1	Over the Contract Period of 1 year, as and when BDA instructs	Rate per City Guide	Invoice raised after submission of Deliverables

2.2.1.4. Sub Task 1.4: City Magazine

Layout and design of bilingual Bhubaneswar.ME City magazine, which is published up to 13 times per year, averaging 8-10 pages of content provided by the City in English and Odia. The selected agency shall develop a magazine to be published on 5th day of every month, including content generation, design, and advertisement generation.

The selected agency should estimate at least three rounds of layout and content edits prior to providing print-ready and web-optimized PDF files to the City for production.

Exclusion: In case content from people of importance/writers of repute is generated from the city magazine, the cost of the same shall be separately paid.

Deliverables:

- Creating three to five advertisements per issue.
- Placing provided copy, photos, captions and headlines in English and Odia as provided by the city.

Deliverables	Units	Timelines	Financial Quote	Payment Mechanism
Submission of Layout and design of Bilingual Magazine	13	Over the Contract Period of 1 year, as and when BDA instructs	Rate per publication	Monthly Invoice raised after submission of Deliverables

2.2.2.Task 2: City Website and Social Media

The City recently launched the Bhubaneswar.ME website to promote the city of Bhubaneswar as a premier destination in India. The selected agency is expected to develop and implement an online marketing strategy through the official website **Bhubaneswar.ME**.

The selected agency will work with the city's existing website developer and IT-PMU to integrate the **Bhubaneswar.ME brand** into all City websites and social media platforms. The agency will take responsibility of coordination for all aspects of the Bhubaneswar.ME website, content management system (CMS) and related hosting with the city's website developers.

Deliverables:

The scope of services shall include, but not limited to:

A. Website Content Development and Management

- a. Deploy a minimum of 5 content writers & Graphic Designers (approved by BDA) to develop website content for the Bhubaneswar.ME website
- b. Develop and execute a Search Engine Optimization (SEO) strategy in coordination with the website developer for the City's Bhubaneswar.ME website- Analyse results, optimize based on those results, and report results monthly.
- c. Photos - constant updates on BBSR.ME Photo gallery and moderation and integration of city photographs received through Instagram
- d. Create a SOP for collecting events information from various institutions and update the events page on weekly basis
- e. Create Blogs/vlogs -2 blogs per week
- f. Integration with 5 popular travel/food websites such as Trip Advisor, Lonely Planet, Trivago, Zomato, etc to be done in coordination with website developer.
- g. Five numbers of banner videos (20 seconds each) shall be prepared for each major head of the website and shall be changed every six months

- h. Communicate news and information efficiently and effectively
 - i. Utilize responsive, secure and reliable on-line services that are accessible from any operating platform (i.e. Windows, iOS, Android, etc.)
 - j. Offer a robust CMS that allows administrator staff to easily update some portions of the website content
 - k. Include Google and other analytics features accessible by BDA's social media team (BUKC)
- B. Social Media Marketing (Branding and promotion through Facebook, Twitter and Instagram, Did you know facts etc.) Quiz and competitions shall be organised on the social media platforms.

Deliverables	Units	Timelines	Financial Quote	Payment Mechanism
Website and Social Media	1	Over the Contract Period of 1 year	Lump-sum quote	Monthly Invoice raised @ 1/12th of the Lump-sum quote

2.2.3.Task 3: City Events: Branding and Curation

In order to ensure coherence and uniformity amongst various initiatives being taken up in the city and to ensure the same are in line with city brand/branding manual, it is expected that selected agency will take up branding and curation of various city events. An indicative list of events is given below:

1. Music in the park
2. Night bazaar
3. Patha Utsav
4. Photography – imagine/click Bhubaneswar
5. Buddha Jayanti Park festivals (art form training to the kids on a Sunday morning, not performing arts) or any other

**The above mentioned events are tentative in nature and may change as per requirement of BDA.*

The agency shall be responsible for curation as well as creation of a strategy for branding of such and any other events on both conventional print media and social media as well. The agency shall also be responsible for getting partner organization/agency (one or more as required, preferably non-profit) for conducting these events. The agency shall also be responsible for suggesting funding mechanism for these events including arranging funding agency/sponsorship for events.

Exclusion:

- The manufacturing or production of the branding materials shall be excluded.
- A separate event management organization shall be responsible for conducting these events. Hence, no cost shall be accounted for conducting the event.

Deliverables:

1. A guideline document giving details on curation and branding strategy for various events which shall include:
 - a. Design of Logo
 - b. Curation of Content in a small booklet brochure
 - c. Creation of Website/Facebook Page/Instagram/Twitter Handle with same design language and integrate with Bhubenswar.me event page
 - d. Two 30-50 Sec Video Teasers of the event
 - e. Domain & Hosting Charges
2. Preparing branding collaterals, social media posts, for the events based on 3 categories as :
 - a. Pre-event
 - b. Post-event
 - c. During event, in case of a longer duration event such as Buddha Jayanti Park Festivals or repetitive event such as Music in the parks

These shall include:

- a. Designing of Brochure, Flex Design, A3 Size printouts, Invitation Cards, Posters, Pamphlets, Banners, Hoardings, Lollipops, Bus Stand Backdrops, Welcome Gate, Backdrop design, Side Wings Design
- b. Social Media Marketing
- c. Website Maintenance Charges
- d. Creating Events and Promotions digitally as per requirement
- e. High Resolution Photographs (50 No.s)

Deliverables	Units	Timelines	Financial Quote	Payment Mechanism
Guideline document on curation/concept/structure and branding strategy for each type of event	5	Within 2 months from signing of Agreement	Quote per each type of event	Invoice raised after submission of Deliverables
Preparation of branding collaterals, social media posts for each event	100	Over the Contract Period of 1 year	Quote per each event	Invoice raised after successful completion of event

2.2.4.Task 4: Additional Scope of Work by Specialized Agencies(SA):

BDA, at its discretion, may request the selected Agency to onboard Specialized Agencies (SAs) who are experts in the scope of work given in this task. The SAs may also include Independent consultant, Expert or Firms dealing with such work. A fixed amount (though indicative) has been given in the financial proposal for this Task. If BDA notifies Selected Agency to undertake this Task, then Selected agency will prepare and submit a plan considering the budgeted amount for the task and indicating timelines and resources to be deployed for ensuring the deliverables. It is clarified that proposals from at least three reputed SAs will be required for submission to BDA for finalization of the SA for taking up this Task. BDA shall evaluate and approve the same on recommendation of a Technical Committee constituted for the purpose. After approved, the agency shall immediately onboard SAs for delivering this Task. The scope of work for this Task shall be as follows:

1. Creation of Audio Guides with Latest Technology for a particular monument/tourist place or for walks and trails
2. Creation of AR/VR Mobile Apps including Navigation Assistance for a particular monument/tourist place or for walks and trails
3. **Citizen Connect Programme:** The selected agency may be required to undertake Citizen connect Programme as and when instructed by the Authority. The citizen Connect Programme would involve design and implementation of public outreach campaigns and public participation programmes for various purpose. For the same, the selected agency can hire

an a Specialized Agency (SA) with expertise in the above area as per the terms and conditions in this clause.

4. **Deployment of Subject Specific Experts** - The selected agency may be required to deploy a subject matter expert for taking up work not envisaged in any other task. These short term engagements would be at the request of Authority. Such experts may be required from the field of signage design, public engagement, social media, campaign design etc.

5.

Deployment of Resource:

The bidder must have a core team of six members with relevant experience in branding, content writing, graphic designing, videography, curation of guided tours, documentation, website development, handling social media etc.

Financial Quote and Payment Mechanism:

The Applicants is required to quote item-wise quote as per the format provided in Annexure V(B). The payment shall be as per the mechanism given above, subject to the Agency raising invoice for the said amount

3. **Contract Period:** The contract period will be for one year for both Packages and may be extended for another one years by the authorities.
4. **Signing of Agreement:** The selected Agencies will have to sign a Contract Agreements with BDA or any other designated city agencies within 7 days from Issuance of Letter of Award. BDA, at its discretion, may designate any other city agencies (including Bhubaneswar Smart City Ltd) to undertake the activities envisaged in this RFP through these Selected Agencies and in that scenario, the designated City Agency shall sign the Contract Agreements.
5. **Default of service:** Deviation and/or Refusal and/or Non-Performance towards any of the obligations described in the Scope of Work would be treated as default of service by the Agency. Upon default of service, BDA would reserve the right to forfeit the payment outstanding (if any) for the said job till that particular stage. In addition, BDA would also have the right to terminate the agreement with the selected Agency.

6. Confidentiality / Secrecy

- a) The Agency, its supervisors, its personnel and any one acting under it for the purpose of this Agreement shall maintain strict confidentiality of the information belonging to Bhubaneswar Development Authority that may have come into its / their possession or knowledge because of the services rendered by them under this Agreement. Such information shall not be diverted or disclosed to any third party under any circumstances whatsoever without obtaining prior written permission from Bhubaneswar Development Authority.
- b) The Agency shall not be associated with Bhubaneswar Development Authority in any manner other than that for the purpose of rendering the services under this agreement.

7. Liability and Indemnity

The Agency shall be responsible & liable for any or all indemnity against any and all claims, liabilities, damages, losses, costs, charges, expenses, proceeding & actions of any nature whatsoever made or instituted against or caused to suffer directly or indirectly by reasons of:

- a) Any wrongful, incorrect, dishonest, criminals, fraudulent or negligent work default, failure, bad faith, disregard of its duties and obligation hereunder service act or omission by the Agency and / or its facility staff.
- b) Any theft, robbery, fraud or other wrongful action or omission by the Agency and / or any of its facility staff.

8. Sub-Contracting

The Agency shall be allowed to subcontract up to 35% the Total Contract Value. The rest of the contract need to be performed by the Agency itself.

The Agency shall not assign or transfer or sub-contract any of its rights and obligations under this Agreement to any third party without the prior written permission from competent authority.

9. Breach of Agreement

In case of breach of Agreement by the Agency, BDA shall have a right of lien over all the properties of the Agency lying in its premises in addition to other remedies like forfeiture of security deposit and legal action for recovery of payment. The Authority shall be then at liberty to terminate this Agreement.

10. Format and Signing of Proposal

The proposal shall be submitted in two parts –

- Part A - Technical Proposal
- Part B - Financial Proposal

The proposal shall be typed or written in indelible ink and shall be signed by the applicant or a person or persons duly authorized. Any interlineations, erasures or overwriting shall be valid only if they are initialed by the person or persons signing the proposal prior to opening of the same.

11. Eligibility Criteria

Applicants must read carefully the minimum conditions of eligibility (the “Conditions of Eligibility”) provided herein. Proposals of only those Applicants who satisfy the Conditions of Eligibility will be considered for evaluation of Technical and Financial Bid.

The general eligibility criteria for both the Part are as follows:

- (i). The applicant for this contract shall be a Company / Firm / Trust / Organisation. Appropriate documents supporting their incorporation/registration status must be submitted along with the proposal.
- (ii). Consortiums / Joint Ventures are allowed.
- (iii). Any interested applicant can apply for any of the Packages or both, provided it fulfils the eligibility criteria for each Package as detailed out below. In case a bidder applies for both Package, it must fulfil the cumulative eligibility criteria for both Packages.

- (iv). The applicant shall submit only one Technical Proposal irrespective of number of Packages applied for. However, the financial proposal needs to be submitted separately in case the applicant is applying for both Packages as per the format given in the Annexure V

11.1. Minimum eligibility criteria for Package A

11.1.1. Technical eligibility: The bidder must have experience of conducting at least one Similar Assignment/Project for a minimum duration of one year.

Similar assignment/project for Package A means an assignment/project involving at least three of the following elements:

1. Experience of conducting Brand Auditing for any Place Branding such as City, State, Country, Tourism Destination or for any Government/ Government Department/Government Agency/PSU or equivalent
2. Experience of creation of Brand Identity for City, State, Country, Tourism Destination or for any Government/ Government Department/Government Agency/PSU or equivalent
3. Experience of preparation of Brand Manual for any City, State, Country, Tourism Destination or for any Government/ Government Department /Government Agency/PSU or equivalent
4. Experience of creating Branding Strategy and Implementation Plan for any City, State, Country, Tourism Destination or for any Government/ Government Department /Government Agency/PSU or equivalent
5. Experience of creating promotional video for any City, State, Country, Tourism Destination or for any Government/ Government Department /Government Agency/PSU or equivalent

Corresponding Work Order, Completion Certificate or any other supporting document should be submitted.

11.1.2. **Financial eligibility:** Annual Turnover of the Bidder in the last financial year should be minimum **Rs. 50 Cr (Rupees Fifty Crores only)** as per the Audited Financial Statement.

11.2. Minimum eligibility criteria for Package B

11.2.1. **Technical eligibility:** The bidder must have experience of conducting at least one Similar Assignment/Project for a minimum duration of one year. Experience of conducting similar activities in Odisha will be preferred.

Similar assignment/project for Package B means an assignment/project involving at least three of the following elements:

1. Undertaking Branding activities for any Government/ Government Department /Government Agency/PSU or equivalent including making Promotional Videos, Producing Images, Designs or Maps
2. Development of Merchandise for any Place Branding & Tourism Activities or any Government initiatives
3. Design and Publishing of any City/Tourism related Magazine
4. Handling of website and social media (including social media strategy) of any Government/ Government Department /Government Agency/PSU or equivalent
5. Branding and curation of City or Tourism related events

Corresponding Work Order, Completion Certificate or any other supporting document should be submitted.

11.2.2. **Financial eligibility:** Annual Turnover of the Bidder in the last financial year should be minimum **Rs. 30.00 Lakhs (Rupees Thirty Lakhs only)** as per the Audited Financial Statement.

12. Evaluation Criteria

Only those Bidders who meet the Eligibility criteria shall qualify for evaluation of their Technical and Price Bids. Bids of Bidders who do not meet these criteria shall be rejected.

The General cum Technical evaluation for **Package A** will be carried out as specified below:

Sr. No.	Subject description	Requirements	Marks
A	Desk evaluation		50
1.	Applicant's experience for taking assignments (completed) during last three years;	No. of similar Assignments undertaken (5 marks per Assignment/ project)	30
2.	No. of creative professionals (CV of each resource to be submitted as per the format in Annexure- IV)	At least 5 creative professionals consisting of Art Director/Visualizer. Graphic/Web Designer and Copy writers. Each professional should have been involved in brand campaigns for at least 3 clients of Govt. / PSU / Corporate.	20 (4 marks for each creative professionals)
B	Presentation on proposal		50
1.	Technical Approach, Methodology and presentation	The applicant shall explain understanding of the objectives of the assignment as outlined in the Terms of Reference (TOR), the technical approach, and the methodology that would be adopted for implementing the tasks.	20
2.	Thematic Concept and Value Addition Components	Presentation of proposed thematic concept showing all major elements and incorporating innovative concepts to enhance overall experience of the project	30

The General cum Technical evaluation for **package B** will be carried out as specified below:

Sr. No.	Subject description	Requirements	Marks
A	Desk evaluation		60
3.	Applicant's experience for taking assignments (completed) during last three years; (5 marks per Assignment/project)	Undertaking Branding activities for any Government/ Government Department /Government Agency/PSU or equivalent including making Promotional Videos, Producing Images, Designs or Maps	10
		Assignments/projects undertaken related to Handling of website and social media (including social media strategy) of any Government/ Government Department /Government Agency/PSU or equivalent	10
		Assignments/projects undertaken related to Branding and curation of City or Tourism related events	10
		Assignments/projects undertaken related to Development of Merchandise for any Place Branding & Tourism Activities or any Government initiatives	5
		Assignments/projects undertaken related to Design and Publishing of any City/Tourism related Magazine	5
		Total	40
4.	Key Personnel qualifications and competence for the assignment	<p>The applicant shall provide organisation chart with key roles and responsibilities based on the preferred team organization provided in the above section.</p> <p>Preference shall be given to applications that include people with experience to conduct</p>	20 (4 marks per each key personnel)

		tours/walks and managing social media, creating content & design, curation, etc. include Historian, Heritage conservation expert & heritage walk planning & design curator.	
B	Presentation on proposal		40
3.	Technical Approach, Methodology and presentation	The applicant shall explain understanding of the objectives of the assignment as outlined in the Terms of Reference (TOR), the technical approach, and the methodology that would be adopted for implementing the tasks.	20
4.	Thematic Concept and Value Addition Components	Presentation of proposed thematic concept showing all major elements and incorporating innovative concepts to enhance overall experience of the project	20

For each Technical Proposal, the maximum points that can be awarded for each applicant are 100, and the minimum technical score that an applicant requires to qualify for evaluation of the Financial Proposal is **60**, for each of the Package.

Based on the technical evaluation, a list of short-listed applicants shall be prepared and subsequently, a financial evaluation will be carried out. **The proposals will finally be ranked according to their combined technical and financial scores (weightage of technical and financial scores shall be in the ratio of 70:30).**

13. Local Office

The bidder or any one member of bidder in case bidder is Consortiums / Joint Ventures, must have a registered office in Odisha.

14. Number of Proposals

A bidder is eligible to submit only one proposal for this project.

15. Tender Document Fee

Non-refundable Tender Document (downloaded from <http://bdabbsr.in>) cost in shape of Demand Draft from any scheduled commercial bank in favor of Bhubaneswar Development Authority, Bhubaneswar payable at Bhubaneswar for INR 11,800/- (Rupees Eleven Thousand and Eight Hundred Only) is to be furnished by the bidder along with the Technical Bid. Bid without the requisite tender Document cost shall be treated as non-responsive and rejected. The mentioned Tender cost is inclusive of the GST of 18%.

16. Earnest Money Deposit (EMD)

EMD in shape of Demand Draft from any scheduled commercial bank in favor of Bhubaneswar Development Authority, Bhubaneswar and payable at Bhubaneswar for **INR 1, 00,000/- (Rupees One Lakh only)** is to be furnished by the bidder along with the Technical proposal. Proposals without the requisite EMD shall be treated as non-responsive and rejected. No exemption from submission of EMD is allowed. No adjustment of EMD with respect to other works previously lying in BDA, Bhubaneswar is allowed. Unsuccessful bidder's EMD will be discharged / returned within 30 days from the date of execution of the agreement between BDA and the selected Agency. No interest will be paid on EMD. The EMD of the successful bidder shall be returned immediately execution of the contract agreement with BDA. The EMD may be forfeited in the following cases:

- a) If a bidder withdraws its bid during the period of validity of the Bid
- b) In case of a successful bidder, if the bidder fails to execute the work assigned

17. Validity of Bid

Proposal shall remain valid for 180 days from the last date of submission of Proposal. A Proposal valid for a shorter period shall be rejected as non-responsive.

18. Disputes

All legal disputes are subject to the jurisdiction of Bhubaneswar Court only.

19. Addendum / Corrigendum / Notice

Any Addendum / Corrigendum / Notice etc. for this assignment issued by Bhubaneswar Development Authority will be hosted only on the website <http://bdabbsr.in/>.

20. Acknowledgement by Bidder

It shall be deemed that by submitting the Proposal, the Agency has:

- a) made a complete and careful examination of the RFP, general condition of contract, submission formalities and evaluation mechanism
- b) received all relevant information requested from BDA
- c) acknowledged and accepted the risk of inadequacy, error or mistake in the information provided in this invitation document or furnished by or on behalf of BDA;
- d) satisfied itself about all matters, things and information necessary and required for submitting the proposal and performance of all of its obligations there under;
- e) agreed to be bound by the undertaking provided by it under and in terms hereof.

BDA shall not be liable for any omission, mistake or error on the part of the Agency in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to this invitation document or the selection process, including any error or mistake therein or in any information or data given by the BDA.

21. Right to reject any or all Proposals

Notwithstanding anything contained in this invitation document, BDA reserves the right to accept or reject any Proposal and to annul this selection Process and reject all proposals, at any time during the bidding process without any liability or any

obligation for such acceptance rejection or annulment, and without assigning any reasons thereof.

BDA, also, reserves the right to reject any Proposal if:

- a) at any time, a material misrepresentation is made or uncovered, or
- b) the Agency does not submit sufficient information as being asked for

22. Submission of Proposal - Packing, Sealing and Marking

Any interested applicant can apply for any of the Packages or both, provided it fulfils the eligibility criteria for each Package as detailed in clause 11. In case a bidder applies for both Package, it must fulfil the cumulative eligibility criteria for both Packages.

The Applicant shall prepare its Proposal which shall consist of the following:

- **Part-A** - Technical Proposal as per the Format attached in the Annexures-I, II, III, IV of this RFP
- **Part-B** - Properly sealed Financial Proposal in the specified format as per Annexure V

The applicant shall submit only one Technical Proposal (Part A) irrespective of number of Packages applied for. However, the Financial Proposal (Part B) needs to be submitted separately in case the applicant is applying for both Packages as per the format given in the Annexure V, but both Financial Proposal shall be inserted into the same Envelope.

The Technical Proposal (Part A) and Financial Proposal (Part B) must be inserted in separate sealed envelopes, along with applicant's name and address in the left hand corner of the envelope and super scribed in the following manner.

Part-A:
Technical proposal for

**“HIRING A CITY BRANDING, COMMUNICATIONS, MARKETING &
IMPLEMENTATION AGENCY FOR VARIOUS ACTIVITIES UNDER THE
BHUBANESWAR.ME PROJECT”**

Part-B:

Financial Proposal for

**“HIRING A CITY BRANDING, COMMUNICATIONS, MARKETING &
IMPLEMENTATION AGENCY FOR VARIOUS ACTIVITIES UNDER THE
BHUBANESWAR.ME PROJECT”.**

Both the envelopes i.e. envelope for **Part-A** and Envelope for **Part-B** must be packed in a separate sealed outer cover and clearly super scribed with the following:

Proposal for

**“HIRING A CITY BRANDING, COMMUNICATIONS, MARKETING &
IMPLEMENTATION AGENCY FOR VARIOUS ACTIVITIES UNDER THE
BHUBANESWAR.ME PROJECT”**

The **Applicants’** Name & address shall be mentioned in the left hand corner of the outer envelope. The inner and outer envelopes shall be addressed to BDA, Bhubaneswar at the following address:

**Secretary
Bhubaneswar Development Authority
Akash Shova Building, Sachivalaya Marg
Bhubaneswar - 751 001**

Note:

If the outer envelope and the financial proposal envelope is not sealed and marked as mentioned above, then BDA will assume no responsibility for the tender’s misplacement or premature opening. Telex, cable or facsimile tenders will be rejected.

The opening of the Financial Proposal shall be made after evaluation of technical proposal and as per the scheduled dates which shall be intimated by BDA to the eligible applicants. In case of any discrepancy between figures and words in the financial proposal, the one described in words shall be adopted.

23. Documents to accompany the proposal:

PART - A (Technical Proposal)

The bidder must submit the following particulars/documents along with the Technical proposal failing which the proposal may be treated as non-responsive:

- (a) Covering Letter and Details of Applicant as per Annexures I and II, respectively.
- (b) Non-refundable Document Purchase Fee of INR. 11,800/- (Rupees Eleven Thousand Eight Hundred Only) (including GST) in the form of Demand Draft payable in favor of "Bhubaneswar Development Authority" payable at "Bhubaneswar" drawn on any scheduled commercial bank.
- (c) Refundable Earnest Money Deposit of INR. 1, 00,000/- (Rupees One Lakh only) in the form of a Demand Draft as Bid Security in favor of "Bhubaneswar Development Authority" payable at "Bhubaneswar" drawn on any scheduled commercial bank.
- (d) The Agency shall submit their Agency Registration Certificate, Photocopy of PAN Card, Odisha GST Registration.
- (e) Balance Sheets and Income Statements for the last Financial Year (2017-2018) duly certified by Chartered Accountant indicating the Annual Turnover for the mentioned years.
- (f) All the page of the tender document shall be initialed with date by the Agency at the lower left hand corner.

- (g) The Agency should not be blacklisted by any Government Institution/Private Agency. A self-declaration of non-blacklisting shall be submitted.
- (h) Proof of work experience of similar nature or experience demonstrated for evaluation purpose in the form of Work-Orders and Client Certificates issued from the organizations in each such case has to be submitted in the format mentioned in Annexure III.
- (i) CV of each resource to be submitted as per the format in Annexure- IV (Only Package A)
- (j) The Agency failing to submit all the specified documents shall be summarily rejected.

PART - B (Financial Proposal)

The Applicant must submit the Form Annexure V as the format for the Financial Proposal. The Applicant need to quote a lump-sum cost for Package A as per the format given in Annexure V(A), while it needs to quote item-wise cost for each of the item as given in the Annexure V(B).

The Financial Proposal needs to be submitted separately in case the applicant is applying for both Packages as per the format given in the Annexure V (A&B), but both Financial Proposal shall be inserted into the same Envelope.

24. Amendment / Modification

At any time prior to the deadline for submission of Proposal, the BDA may, for any reason, whether at its own initiative or in response to clarifications requested by an Applicant, modify any of the terms mentioned in this invitation document by the issuance of Addendum/ Amendment. All such amendments/ addendum will be circulated to the bidders and will be binding on all. In order to abide by the issuance of the amendment or allow the bidder for giving a reasonable time for considering an

amendment into their proposal, or for any other reason, the BDA may, in its sole discretion, extend the Proposal Due Date.

25. Language

The Proposal and all communications in relation to or concerning the Selection Process shall be in English language and strictly on the formats provided in this invitation document.

26. Bid Submission Due Date

Duly sealed proposal from the bidder filled in all respect must reach BDA at the address, time and date specified in the RFP through Speed / Regd. Post or courier. If the specified date for the submission of proposal is declared as a holiday for BDA, Bhubaneswar, the proposal will be received up to the appointed time on the next working day. Hand delivery is not allowed.

27. Late Submission

Proposal received after the deadline for submission prescribed by BDA will not be entertained and be rejected.

28. Modifications and Withdrawal of Proposals

No modifications to the Proposals shall be allowed once it is received by BDA, Bhubaneswar.

29. Bid Opening Date

BDA will open all technical bids, in the presence of authorized representatives who choose to attend, at the date and time mentioned and in the following location:

BDA Conference Hall

1st Floor, Akash Shova Building

Sachivalaya Marg, Bhubaneswar - 751 001

The representatives of bidders who are present shall sign a register evidencing their attendance. In the event of the specified date being declared a holiday for BDA, the proposal shall be opened at the appointed time and location on the next working day.

The authorized representative of the bidding Agency with the letter of authorization shall be allowed in the meeting for the said project.

30. Award of Consultancy

After selection, a Letter of Award (the “LOA”) shall be issued, in duplicate, by BDA to the selected bidder and the bidder shall, within 7 (seven) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event the duplicate copy of the LOA duly signed by the selected Agency is not received by the stipulated date, unless it consents to extension of time for submission thereof, the right to signing of the agreement would be forfeited by BDA and the next eligible Agency may be considered for the project.

31. Execution of Agreement

After acknowledgement of the LOA as aforesaid by the selected Agency, it shall execute the Contract Agreement within the period of 7 days from the date of issuance of LOA. The successful bidder shall not be entitled to seek any deviation in the Agreement.

32. Commencement of Assignment

The selected Agency shall commence the assignment within 7 days from the date of signing of the Agreement. If the bidder fails to commence the assignment as specified herein, BDA may, unless it consents to extension of time thereof, cancel the contract with the Agency.

33. Performance Guarantee

The selected implementing agency need to submit 10% of the Annual contract value as performance security deposit in the form of a Demand Draft in favour of ‘Bhubaneswar Development Authority’, prior to signing of the contract.

Annexure- I

Covering Letter

(On the Letterhead of the applicant)

To,

Date: _____

Secretary

Bhubaneswar Development Authority

Akash Shova Building

Sachivalaya Marg

Bhubaneswar, Odisha.

Ref: "HIRING A CITY BRANDING, COMMUNICATIONS, MARKETING & IMPLEMENTATION AGENCY FOR VARIOUS ACTIVITIES UNDER THE BHUBANESWAR.ME PROJECT"

Being duly authorized to represent and act on behalf of (hereinafter referred to as "the Applicant"), and having reviewed and fully understood all of the Proposal requirements and information provided and collected, the undersigned hereby submits the Proposal on behalf of _____ (*Name of Applicant*) for the captioned Project with the details as per the requirements of the RFP, for your evaluation. We confirm that our Proposal is valid for a period of 180 days from the last date of submission of proposal.

We are applying for the following Package(s):

Sr. No.	Bidding Options	[√]*
1	Package 1	
2	Package 2	

**: Place right tick mark in front of relevant Packages*

We also hereby agree and undertake as under:

Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our Proposal we hereby represent and confirm that our Proposal is unconditional in all respects and we agree to the terms and conditions of the Request for Proposal.

We hereby certify and confirm that in the preparation and submission of our Proposal, we have not acted in concert or in collusion with any other applicant or other person(s) and also not done any act, deed or thing which is or could be regarded as anti-competitive.

Yours faithfully,

For and on behalf of (*Name of Applicant*)

Duly signed by the Authorised Signatory of the Applicant
(Name, Title and Address of the Authorised Signatory)

Annexure-II

Details of Applicant

(In case of Consortium, this sheet needs to filled up and submitted by both members of the consortium)

(On the Letter Head of the Applicant)

- (a) Name of the Agency:**
- (b) If the Agency is the Lead Member/Prime Bidder in the Consortium:**
- (c) Name of the contact Person :**
- (d) Designation:**
- (e) Address:**
- (f) Telephone Number :**
- (g) E-mail Address :**
- (h) Fax Number :**
- (i) Mobile number:**
- (j) Registration Number of the Company:**
- (k) If the Agency has a registered office in Odisha (Yes/No):**
- (l) Full address of Registered Office in Odisha:**
- (m) Phone Number of Registered Office in Odisha:**
- (n) Mobile Number of the contact person at Registered Office in Odisha:**

(o) Odisha GST Registration number:

(p) Average Annual Turnover (2017-18):

**Duly signed by the Authorised Signatory of the Applicant
(Name, Title and Address of the Authorised Signatory)**

Signed and sealed by a Chartered Accountant

Membership No.

Annexure- III

Format for Project Data Sheet

Sl.No.	Parameters	Remarks
1	Project Title	
2	Project Description	
3	Location	
4	Name of Client	
5	Total value of work order (In Indian Rupees)	
6	No. of manpower supplied	
7	Period of Services rendered by the Applicant (Start date and End date)	
8	Scope of Service	
8	Fees of the Applicant (In Indian Rupees)	
9	Present Status of the Assignment (Completed/ongoing)	
10	Other Information relating to Project	
11	Copy of Appointment Letters and Completion Letter	

Note: The work order along with other relevant documents shall be attached with every project. Experience of completed and ongoing projects will be considered for evaluation.

**Duly signed by the Authorised Signatory of the Applicant
(Name, Title and Address of the Authorised Signatory)**

Annexure IV
(Format for CV)

	Position:				
	Name of Firm:				
	Name of Expert:	<i>[First] [Middle] [Surname]</i>			
	Date of Birth:	<i>DD/MM/YYYY</i>			
	Nationality:				
	Education:	<i>[Indicate college/university and otherspecialized education of the resource,giving names of institutions, degreesobtained, and year of obtainment startingfrom the latest degree]</i>			
	Other Training/ publications:				
	Languages :	Languages	Read	Write	Speak
		English			
		Bengali			
		Hindi			
	Employment Record :	From			
		To			
		Employer			
		Positions Held			
		From			
		To			
		Employer			
		Positions Held			
		From			
		To			
		Employer			
		Positions Held			
		From			
		To			
		Employer			
		Positions Held			
	Detailed Task Assigned:				
	Work Undertaken that best Illustrates Capability to handle the Tasks assigned	Name of the assignment or project			
		Year:			
		Location:			
		Client:			
		Positions held:			
		Activities performed:			

	Certification:	<p>I, undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged</p> <p style="text-align: right;">_____ (NAME)</p> <p>Place:</p> <p>Date:</p>
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Annexure V

FINANCIAL PROPOSAL

To,
Secretary
Bhubaneswar Development Authority
Akash Shova Building, Sachivalaya Marg
Bhubaneswar - 751 001

Ref: "HIRING A CITY BRANDING, COMMUNICATIONS, MARKETING & IMPLEMENTATION AGENCY FOR VARIOUS ACTIVITIES UNDER THE BHUBANESWAR.ME PROJECT"

We, the undersigned, offer to provide the agency services for the **CITY BRANDING, COMMUNICATIONS, MARKETING & IMPLEMENTATION FOR VARIOUS ACTIVITIES UNDER THE BHUBANESWAR.ME PROJECT** in accordance with your Request for Proposal dated [Insert Date] and our Financial Proposal (For One year of Service).

We have applied for below packages and our financial quote(s) are as per below mentioned details.

Sr. No.	Bidding Options	Applied [√]*	Financial Quotes (Inclusive of GST)
1	Package 1		<hr/> (both in words and figure) ¹
2	Package 2		<hr/> (both in words and figure) ²

*: Place right tick mark in front of relevant Packages

Our Financial Proposal shall be binding upon us for the assignment and this proposal would be valid up to 180 days from the last date of submission of proposal.

¹ The amount given in Point 5 in Annexure V(A)

² The amount given in Point 18 in Annexure V(B)

The Financial Proposal is without any condition.

Yours faithfully,

For and on behalf of (*Name of Applicant*)

Duly signed by the Authorised Signatory of the Applicant
(Name, Title and Address of the Authorised Signatory)

Annexure V(A)

FINANCIAL PROPOSAL FOR PACKAGE A

Sr. No.	Details	Amount
1	Lump-sum Quote for Task 1: Formation of Overall Brand Identity and its Creative Elements	
2	Lump-sum Quote for Task 2: Assistance in Roll Out of Brand Identity	
3	Total Lump-sum Quote (1+2) (both in words and figure) <i>*Exclusive of applicable Goods & Service tax</i>	
4	Add: Goods and Service Tax (as Applicable)	
5	Total Cost of Financial Proposal for Package A (3+4) (both in words and figure) <i>*Inclusive of applicable Goods & Service tax</i>	

Annexure V(B)
FINANCIAL PROPOSAL FOR PACKAGE B

Sr. No. (1)	Description of work (2)	Unit (3)	Quantity (4)	Unit Rate (5)	Total Amount (6)=(4)*(5)
Task 1: City Branding Elements					
Sub Task 1.1: City Videos Series					
1	Promotional Video - 4k quality 2-2.5 minute in length videos & TVC of 30 sec – 45 sec duration	Rate per Video	3		
2	High quality and current video files for use for the City’s marketing materials	Rate per Video	20		
3	Sub Total for Sub Task 1.1: Promotional Brand Videos (1+2)				
Sub Task 1.2: City Image Gallery					
4	Photographer capable of producing high quality photographs @ of 50 photos per day (Min.)	Rate per Day of Deployment of a Photographer	100		
5	Design collaterals for a Bhubaneswar.ME exhibition kiosk	Rate per Design of collaterals for one kiosk	10		
6	Sub Total for Sub Task 1.2: City Image Gallery (4+5)				
Sub Task 1.3: City Map Series					
7	Thematic Maps	Rate per Map	15		
8	Interactive Map	Rate per Map	1		
9	City guide covering an info graphical map	Rate per City Guide	1		

10	Sub-Total for Sub Task 1.3: City Map Series (7+8+9)				
Sub Task1.4: City Magazine					
11	Submission Final Layout of Bilingual Magazine	Rate per publication	13		
12	Sub Total of Task 1: City Branding Elements (3+6+10+11)				
Task 2: City Website and Social Media					
13	Website and Social Media	Lump-sum Quote	1		
Task 3: City Events - Branding and Curation					
14	Branding and Curation of city events	Quote per each type of event	5		
Task 4: Additional Scope of Work					
15	Budgeted Fixed Amount for Additional Scope of Work				40,00,000
16	TOTAL (12+13+14+15) * (both in words and figure) <i>*Exclusive of applicable Goods & Service tax</i>				
17	GST (As Applicable)				
18	Grand Total (16+17) (both in words and figure) <i>*Inclusive of applicable Goods & Service tax</i>				