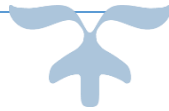




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**EXPRESSION OF INTEREST FOR  
ODISHA ONLINE FAIRS**

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**EOI Ref No. OCAC-SEGP-SPD-0031-2020-20034**



**ODISHA COMPUTER APPLICATION CENTRE**

[TECHNICAL DIRECTORATE OF E&IT DEPARTMENT, GOVERNMENT OF ODISHA]

OCAC Building, Acharya Vihar Square, Bhubaneswar-751013, Odisha, India

**W:** [www.ocac.in](http://www.ocac.in) | **T:** 0674-2567295/2567283 | **F:** 0674-2567842

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## 1. Background

The Government of Odisha through its nodal agency Odisha Computer Application Centre, herein referred as OCAC, proposes to organize multiple Virtual fairs instead of the regular physical one. Many more such fairs are planned to be done over the course of next one year. In an unprecedented time like this, where the corona virus has contaminated human lives as well as the entire global economic state, an unfortunate fact is that events in their conventional format might not be possible in the near future. A large number of businesses continue to struggle in terms of meeting lead generation targets due to the suspension of traditional, in-person activities. Hence, a virtual platform offers an alternate solution to assist the artisans/producers by providing a dynamic platform to effectively showcase and engage with prospective buyers.

Considering pandemic is preventing public gathering the businesses (buyers-sellers) are operating from the safety of home, this strengthens the fact that they are more likely to be spending immense time in front of their screens. In situations like these, audiences are usually very understanding and more often than not, will respond favorably to the switch to online. Based on this understanding, Govt. of Odisha is reshaping its strategies into allocating more of its activities on digital frontiers and utilizing virtual substitutes to remain active and relevant.

## 2. Schedule of Events

SL#	Event	Schedule
1	Last date for submission of queries seeking clarification	<b>By 12.30 PM of 12.10.2020</b>
2	Date and Time of Pre-bid meeting	<b>13.10.2020 at 12:30 PM</b> (in VC mode through Microsoft team)
3	Last date and time for submission of EOI	<b>By 3 PM of 22.10.2020</b>
4	Opening of EOI	<b>22.10.2020 at 4 PM</b>
5	Presentation/POC	<b>28.10.2020 at 12.30 PM onwards</b> (in VC mode through Microsoft team)

**3. ELIGIBILITY CRITERIA FOR SUBMISSION OF BIDS:**

Agencies having following minimum qualifications are hereby invited to bid for the fair on the turnkey basis.

- Must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable may be quoted in the technical bids format and copy of the certificate/proof must be attached. These documents should be in the name of applicant organization only and not that of group/sister organizations. In other words, the name of the applicant organization should be the same in all the documents submitted.
- Agency should have developed its own virtual platform. No collaboration or joint venture with any third party platform will be allowed.
- Agency should have executed at least one virtual exhibition / fair for any government entity in post COVID time on their own indigenously developed virtual platform.
- Agency should not have been penalized for any shortcomings by any commodity board / Govt. entity. An affidavit on Non-judicial paper regarding non-blacklisting by any government organization/ commodity board should be furnished.

**4. Indicative scope of work**

- As the virtual events are planned in lieu of traditional physical event, the virtual platform to be provided should encompass all the relevant technical features capable of almost replacing, wherever feasible, the physical display settings which were in practice in the traditional fairs/exhibitions and also provide a platform for online meeting between the buyers and sellers through text chat / video chat facilities.
- The virtual platform should have the capacity to handle 2000 to 3000 exhibitor booths with desired features and should be able to handle at least 10,000 visitors' traffic at a given point of time and upto 100,000 floating visitors.
- Platform should have a payment gateway capable of managing instant buying and selling of multiple products at each virtual stall / shop.
- Platform should be able to conduct webinars, multiple one-on-one meetings and panel discussions.
- Platform should have dynamic dashboard for all the visitors/buyers/attendees, exhibitors, panelist,presenters and helpdesk.
- Platform should also have features like: Chat Bot, Live polling, feedback survey, attendance management, chat windows, recorded sessions, agendas & sessions to integrated with calendar.

- Platform's mobile application for android and IOS.
- Briefcase (Dropbox) features for downloading and storing of files.
- Platform should have customizable branding opportunities for exhibitors, event organizer and others.
- Social media integration with option of live feed.
- Platform should have features to store all the visitor's information (Lead capture) with proper attendee management and CRM integrations.
- Platform should be able to manage food court, entertainment zone, sponsors and other smaller event like conference, inauguration, webinar etc.

**Following features are very essential for the virtual platform to be offered by the agency:**

**A. Provide a unified platform compliant to conduct virtual fairs with following features:**

**I. GENERIC FEATURES:**

- Exclusive Event website.
- Floor plan, exhibition/fair area for product segmentation
- Auditorium room to have live presentations, pre-recorded presentations, cultural programs
- Lobby area for information, guidance to the buyers, sellers and visitors
- Information desk with live multiple Hostess facility during official event timings with offline and online facilities.
- Screen for Promotional AV display, inaugural message etc.
- Feature to have live inauguration
- Display of show directory, general brochure etc. at help desk
- Pavilion for the organizer with Live text chat (multilingual) / video chat
- Pavilion for technical team
- Easy navigation to switch access to lobby area, Auditorium room, exhibition booths, Amusement area
- Platform should be a secured one
- Post event and live analytics & reports

**II. EXHIBITOR SPECIFIC FEATURES:**

- Individual display for each exhibitor booth.

- Unlimited product display with a facility to upload, delete the product profile / catalogue.
- View Product profile and download only if necessary.
- Feature to restrict viewing and /or downloading of product images.
- Company profile and video screening for each participant company.
- Floor plan for easy navigation.
- Scroll and Audio Module Search option of products and company.
- Ability to send and receive message and arrange meetings.
- Organize video meetings as per agreed pre-schedule or schedule fresh meeting during the event with facilities to modify / cancel if needed.
- Personalized dashboards for exhibitors indicating the number of visitors, details of visitors, no. of meetings confirmed, completed, pending and communicate with the visitors through message.
- Meeting scheduler.
- Visitor notification to the exhibitor to their registered mobile number and/or email upon entry of a visitor to the virtual booth of the exhibitor.
- Multi room facilities to be attended by designated official representatives of the exhibitor to entertain more than one visitor simultaneously.
- Ability for the exhibitors to upload their profiles and update them as per requirements.
- Technical support for on-boarding of exhibitors in preparing & uploading their profile, brochures, logo & videos etc.
- AV tutorial guiding the exhibitors on various tools and features.
- Visitors tracking report for each exhibitor.
- Download/ export data of messages, visitor details
- Ensure 24\*7 support and response management system during the fair.
- The system should be totally secured with data privacy considerations.
- To provide the required data and report for records and submission to Government.
- Payment gateway with features of add to cart, checkout page, all mode of payments (UPI, credit card, debit card, virtual wallets etc.) of multiple products at each virtual stall/shop/booth.

## **B. VISITOR SPECIFIC FEATURES.**

- To take registration of visitors for the virtual fair
- Send messages to the exhibitors
- Fix up meeting schedule with the exhibitor
- Receive messages from exhibitors and respond to them
- Ensure full security of the data of the buyer

- Download product catalogue of the participant and export the same

**C. Promote the virtual exhibition/fair via social media and other digital marketing.**

**D. Each participating exhibitor would be entitled to at-least the following facilities.**

- To upload Products with images / product catalogues
- Feature to add company's logo and profile
- To upload company brochures
- To upload Company Video
- Text Chat, Video Chat option (between buyer and seller)
- Feature to add company's social media handles
- Information in Virtual Show Directory
- Ready access to the visitor details of the visitors viewed their virtual page and chat
- Schedule a meeting with the visitor
- Technical Assistance/ Guidance for preparation and uploading the company profile, product brochures, video etc.

**5. SCHEDULE OF SERVICES:**

- End to End Virtual Project Management
- Create Virtual Platform & design the Booths & meeting schedule.
- Registration and Inquiries & scheduling of Meetings.
- Virtual Venue Management
- Virtual show directory and other collaterals pertaining to the event
- Any other related activities as assigned by Govt. of Odisha.

**6. Instructions to Bidders**

- OCAC shall hold a pre-bid meeting with the prospective bidders on **13.10.2020** at 12:30 PM at Odisha Computer Application Centre in VC Mode (through Microsoft Team)
  - The Bidders will have to ensure that their queries for Pre- Bid meeting should reach to General Manager (Admin) only by email ([gm.ocac@odisha.gov.in](mailto:gm.ocac@odisha.gov.in)) with a copy to [bibhuti.ojha@odisha.gov.in](mailto:bibhuti.ojha@odisha.gov.in) on or before **12.10.2020** by 12:30 PM.
  - If any bidder wants to participate the pre-bid meeting, they should submit a request (by mentioning the firm name, contact person name, WhatsApp number and e-Mail id) by email to [bibhuti.ojha@odisha.gov.in](mailto:bibhuti.ojha@odisha.gov.in) on or before **12.10.2020** by 12:30 PM.
- 
- Only one person will be allowed to participate against one firm. The link for

participation will be shared to the authorised persons one hour before pre-bid meeting.

- d. The queries should necessarily be submitted in the following forma (Soft copy in .doc or .xls file to be attached):

<i>S#</i>	<i>EOI Document Reference(s) (Section &amp; Page Number(s))</i>	<i>Content of EOI requiring Clarification(s)</i>	<i>Points of clarification</i>

- e. OCAC shall not be responsible for ensuring receipt of the bidders' queries. Any requests for clarifications post the indicated date and time may not be entertained by OCAC.

**Responses to pre-bid queries and issue of corrigendum**

- a. The Nodal Officer notified by the OCAC will endeavour to provide timely response to all queries. However, Purchaser makes no representation or warranty as to the completeness or accuracy of any response made in good faith.
- b. At any time prior to the last date for receipt of bids, OCAC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the EOI document by issuing a corrigendum.
- c. The corrigendum (if any) & clarifications to the queries from all Bidders will be posted on the [www.ocac.in](http://www.ocac.in) and [www.odisha.gov.in](http://www.odisha.gov.in)
- d. Any such corrigendum shall be deemed to be incorporated into this EOI.
- e. In order to afford prospective bidders reasonable time in which to take the corrigendum into account in preparation of their bids, Purchaser may, at its discretion, extend the last date for the receipt of EOI Bids.

**7. GENERAL:**

- The selected Agency will offer turnkey project management services for Organizing Virtual Fair.
- The selected Agency will ensure that the event is executed as per plan by offering professionals to work on the project.



- The selected Agency will identify & execute the entire Show services, which need to be Designed, procured and Coordinated in consultation with OCAC for a successful virtual fair.
- The selected Agency has to offer a Sr. Project Head & complete Technical Services to manage the Project. The Project Head to be supported by additional project managers once Project plan is finalized.
- The selected Agency has to ensure seamless project execution during the event setup and Virtualization.

#### **8. TERMS & CONDITIONS:**

- The approved agency will work under the directions and guidance of OCAC It shall be the sole responsibility of the Agency to ensure all activities undertaken by them are in accordance with the legal framework.
- Bid value should be quoted in Indian Rupees only. GST should be quoted as extra. Any services provided extra shall be reimbursed as per actual after submission of bills
- If there is any difference in the amount quoted in Value and in words, the amount mentioned in words will be taken as the correct one.
- Conditional Bids will not be accepted.
- Interested eligible agencies may submit their bids as per Appendix-I and II with supporting documents.
- The agency is required to sign each page of the bid documents by the authorized signatory.
- OCAC requires that agency under this contract observe the highest standard of ethics during the period of agreement and free from any vigilance enquiry. The agency has to bear the cost associated with the preparation and submission of tender documents.
- OCAC at any time will reject a proposal for award of work if it is determined that the agency recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
- An affidavit on Non-judicial paper regarding non-blacklisting by any government organization.

#### **OCAC RESERVES THE RIGHT TO:**

- 1) Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability.
- 2) Suspend the project, cancel the contract with the selected party in part or in the whole at any time if in the opinion of OCAC, it is necessary or expedient in the public interest. The

decision of the OCAC shall be final and binding in this regard and will not be responsible for any damage or loss caused or arise out of aforesaid action.

- 3) Modify terms and conditions of the contract which shall be granted to the successful agency after the bidding process, if it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the OCAC shall be final and binding in this regard.
- 4) **To place subsequent repeat orders on finally negotiated prices**, similar terms and conditions for upcoming virtual events to be held in the coming one year, extendable up to two years from the date of award of work. **All bidders should take into account this requirement while preparing their bid.**

#### **9. PROCEDURE FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS:**

- a. The agency has to submit Sealed technical (as per Appendix I) and financial (as per Appendix II) bids in separate envelopes. Agency may please note that conditional bids are not allowed and would be rejected summarily.
- b. The pre-qualification bid otherwise called technical bid should be put in a sealed envelope super scribed as **“Technical bid”** and financial bid in a sealed envelope super scribed as **“Financial bid”**. Both technical and financial bid have to be put inside a main envelope and sealed superscripted as **“Bid for Virtual Fairs”**
- c. The concept/design of the virtual Tribal Fair with layout, decoration plan etc. as indicated above must be submitted **in hard copy and in a pen drive.**
- d. The agency should send the filled in application in sealed cover as instructed above and the proposal should reach the following **address by 3.00 PM of 22.10.2020 .**

**To,  
The General Manager (Admin)  
Odisha Computer Application Centre,  
OCAC Building, Plot no. N1/7-D,  
Acharya Vihar, Bhubaneswar-751013**

**10. SELECTION PROCEDURE:**

- a. A Committee will carry out a preliminary screening of the agency and will shortlist the agency fulfilling the prescribed requirements. The short-listed agency will be required to make technical presentation through Virtual/Physical mode before the selection committee.
- b. The presentation may bring out their suggestions on the following areas:

Sr. No.	Areas	Score/ Weightage
1	Overall concept and design along with Security & Privacy Features	40
2	Feature to Host exhibitors such as uploading of product profile, company profile, Video, Dashboard, Visitor notification, digital trained voice recognition technology, webinar, webcast, panel discussion, refresh Less data loading platform and other areas like performance zone, entertainment zone, food court etc.	20
3	<ul style="list-style-type: none"> <li>• Messaging between buyer and seller</li> <li>• Online meeting capability of the platform between buyer and seller through Video Conferencing</li> <li>• Individual Meeting scheduler</li> <li>• Buyer Dashboard for individual visitor</li> </ul>	10

**11. OPENING OF FINANCIAL BIDS:**

- The marking would be done based on the presentations. The vendors who secure minimum 70% marks (49 out of 70 marks) in technical presentations will be short listed and only their financial bids shall then be opened.

Financial bid will carry a maximum of 30 marks. The calculation of marking will have the following method:

$L1 = 30 \text{ marks}$   $L2 = 30 \times \frac{L1}{L2}$  (the cost quoted by L1)/L2 (the cost quoted by L2) and in similar fashion for L3, L4 etc. (depending on no. of parties).

- After the financial marks are obtained the technical and financial marks will be added up and the agency scoring highest aggregate marks will stand selected.

- Selection Committee reserves the right to withdraw the announcement, accept or reject any or all the bids at any time prior to award of contract/order, without assigning any reasons and without incurrance of any liability on the OCAC.

## **12. FORCE-MAJEURE:**

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of OCAC as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

## **13. ARBITRATION:**

All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in Odisha only. Both the parties shall make all efforts to resolve any dispute by way of reconciliation. In the event of any question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to sole arbitration to be appointed by Government of Odisha and the decision given shall be binding on the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall apply on both the parties.

**Appendix – I****TECHNICAL BID FOR VIRTUAL FAIRS**

- a. Name of the Agency:
- b. Address:
- c. Name of the authorized person
- d. Telephone No:
- e. Office:
- f. Mobile:
- g. Email:

## 1. Documents to be enclosed:

<b>S.No</b>	<b>Prequalification criteria</b>	<b>Documents required</b>
1	Must be a registered business entity/service provider These documents should be in the name of applicant organization only and not that of group/sister organizations. In other words, the name of the applicant organization should be the same in all the documents submitted.	Self-attested copy of incorporation certificate under Companies act or any other appropriate act Self-attested Copy of Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc.
2.	Agency should have existence of at least 10 years	Self-attested copy of incorporation certificate under Companies act.
3.	Agency should have developed its own virtual platform. No collaboration or joint venture will be allowed	Self-declaration on company letter head bearing trademark / registration.
4.	Agency should have executed at least one virtual exhibition / fair for any government entity in post COVID time	Relevant Work Order/ Master Service Agreement copy
5.	Agency should not have been penalized for any shortcomings by the commodity board / Govt. entity	An affidavit on Non-judicial paper regarding non-blacklisting by any government organization

Any other Please specify:

Date:

Place:

Signature:

Company seal:

## Appendix – II

**FINANCIAL BID FOR ORGANISING VIRTUAL FAIRS**

Name of the Agency:

Address:

Name of the authorized signatory:

Office:

Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

<b>Event Particulars</b>			
Comprehensive Project Management fees for organizing Virtual fairs and allied services			
<b>S. NO.</b>	<b>Name of the Component</b>	<b>Details</b>	<b>Cost (in Rupees)</b>
1	Entire Virtual Platform **	One Time Subscription Cost – upto 18 events in 1 year	
2	AMC Cost	For tech support - per month (upto 18 events in 1 year)	
3	<b>Variable Cost - cost as per below details (per event)</b>		
a.	Event execution cost	per event	
b.	Digital Marketing Cost - per event cost	<b>Promotion:</b> Social Media marketing, Creatives, Content creation, Content aggregation, Influencer, Video, Data Analysis and extraction, Content Moderation, Search Engine Optimisation, Social Media Optimisation, Pay Per Click, Branding & Awareness	
c.	Promotional Video - per event cost	Branding Video, Animation, launch Video	
d.	Strategy, Planning, Execution - per event	cost for Digital Marketing	
4	Total Cost	without GST	
5	Add: GST	GST Amount	
6	Grand Total	Item 4 + Item 5	

\*\*One Time Subscription Cost - for 18 events in 1 year - extendable for 2 years

(Total amount (**as per Item No.11**) in words Rupees \_\_\_\_\_ only)**Payment Terms: (as per above Financial Bid)**

1. 40% of subscription cost with work order

2. 60% balance subscription cost after completion and successful first event.
3. AMC cost per month on last day of each month
4. Variable cost - after completion of each successful event

I/We agree to all the terms and conditions specified in the notice inviting bid for organizing Virtual fairs.

Date:

Signature:

Place:

Company seal: