



**Short Tender Call Notice for Live Streaming, Branding, Video Production, Documentation & Social Media Promotion at Janata Maidan Bhubaneswar for World Odia Language Conference-2024.**

**Tender Enquiry No. - OCAC-IF & ITP-511/23-363**

**Issued by  
ODISHA COMPUTER APPLICATION CENTRE (OCAC)**

**PLOT NO.-N-1/7-D, ACHARYA VIHAR SQUARE, P.O.-RRL, BBSR-15**

**PHONE: 91-674-2567280, 2567064, 2567295**

**FAX: 91-674-2567842**

Odisha Computer Application Centre (OCAC)

Signature of the Bidder with Seal



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## Introduction:

Odisha Computer Application Centre (OCAC) invites competitive bid proposals from interested firms who have experience in Design & Erection of IT Pavilion Stall at Janata Maidan Bhubaneswar, from 3rd Feb 2024 to 5th Feb 2024 for the "World Odia Language Conference".

## Broad Activities:

1. Overall AV Documentation of the Event using multiple offline Cameras. We may need to deploy 2-3 independent DSLR cameras for the purpose, and Drone and GoPro cameras etc., as required, across the event days.
2. Multi-Camera (5Camera Set up) Online Production of all activities on the Main Stage, including the Inaugural and Valedictory Ceremony.
3. Full Length record of all on-stage activities across all seminar halls with a single offline ENG camera, and submission of the raw footage to the client for future use and archiving.
4. Still Photography: Comprehensive Documentation of the Event with multiple DSLR cameras for Still Photography – covering the Main Stage, all Sessions, Overall/ Outdoor Activities etc. We shall engage over 6 DSLR cameras for the said purpose.
5. Shall engage a frontend/ backend team to select and share the photographs with the Dept. for quick posting on social media channels and sharing under Media PR along with the concerned stakeholders, from time to time, during and after the event.
6. Engaging multiple Reporting Teams with 2-3 independent DSLR Cameras to capture the bytes of the key officials, major stakeholders and visitors from time to time. This can help building multiple short AVs for quick social media posting – during and after the event.
7. LIVE Streaming of events taking place in the Main Stage, on the Social Channels of the Department. Live Streaming of the different Thematic Sessions/ Seminars can also be done. We shall deploy 4 independent Live Streaming Setups at the event to go live simultaneously, across all 3 days.
8. LIVE Feed from the Main Stage events can be given to the TV Channels and Web Platforms through the I&PR Dept. We can drop the Live Feed for the purpose in both FullHD and SD mode as per the requirement of various media channels.
9. LIVE Feed can also be shared with the Local LED at the Main Stage and at any other location where camera set up is engaged.
10. Social Media Videos: Shall develop multiple number of Short Video outputs, during and after the event, for social media promotion. With adequate manpower at the front and backend and with expertise on the area, we can produce over 15-20 short AV outputs in 3-5 days' time. The short videos can include, (a) highlights of key sessions, (b) bytes of key Officials and Speakers, (c) Thematic Stories, (d) Testimonials pieces based on the bytes of key personalities, and (e) Testimonials/ Experience of general Visitors to the event.
11. Can produce a Post-Event Overall Video Report highlighting the entire Event and touching all key aspects, in 8-10 minutes duration, which can be used by the Dept. for post-event showcasing in social media and sharing with the stakeholders. The AV can be done in Odia or English language as desired.

12. A comprehensive Photo Book (Coffee Table Book style) can be developed, after the event, highlighting the key activities taken place during the 3-day international event.
13. Our media team can help in developing text messages, in Odia language, on selected activities during the event, which can go in the social media handles of the government departments during and after the event.
14. Social Media Management: Ideation, Content Creation and Posting/ Sharing of regular content to the special social media handle of the event. And Boosting (primarily on Facebook) of selected posts, as per requirement, within the budget as proposed.

**Target Media and Communication Channels:**

- Web and Social media Channels of the Govt./ Dept.
- Leading Web and Social media Channels of Odisha
- Mass media including Print, TV Channels of Odisha
- Other Direct social channels like WhatsApp etc.
- Content Aggregation Platform like Dailyhunt etc.

**Target Language:**

- Odia

**Technical Parameters – Video Production:**

- All Videos in Full HD (1920 X 1080)
- Engaging professional DSLR/ ENG cameras and audio and light equipment, as required
- Engaging GoPro and Drone type cameras for 3 days for creative shots
- Good quality dynamic Info Gfx. in video packaging, where required
- Copyrights Free BGM to be used across the Video Output

The Event Partner will be required to share the indicative Designs for theme stall. The agencies are expected to use their creativity and suggest suitable stall design according to need and theme of the event.

**Eligibility Criteria:**

1. The Agency should be a registered firm having valid GST and PAN registration. Necessary documents should be submitted in this regard in the Bid Document.
2. The Agency must have at least 3 years of experience in digital branding, promotion, broadcasting etc. Proof to be attached. Agency having National & International level experience shall be given preference.
3. Agency must have an average annual turnover of 1 Crore for last three financial years ending with March 2023, from stall Design & Erection. Proof to be submitted. (Copy of the CA certificate to be provided).

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4. Conditional Bids shall not be considered and will be out-rightly rejected at the very first instance.
  5. OCAC reserves the right to accept or reject any bid without assigning any reason thereof and OCAC's decision in this regard will be treated as final.
  6. Un-signed & un-stamped bid shall not be accepted.
  7. Undertaking for subsequent submission of any of the document asked in the tender will not be entertained under any circumstances. However, OCAC reserves the right to ask clarifications on the already submitted documents.
  8. Over-writing/over-typing or erasing of the figures are not allowed and shall render the tender invalid.

#### **Submission of Bids:**

Interested agencies are invited to submit the bids with design layouts and Concept, printed outs and financial proposals in sealed envelope super scribed as 'Design & Erection of IT Pavilion Stall for World Odia Language Conference at Janata Maidan Bhubaneswar.

Each of these bids to be submitted in two separate sealed envelopes and should be marked as "General & Technical bid" and "Financial bid" respectively. Further these two envelopes should be enclosed in the main envelope super scribed as 'Design & Erection of IT Pavilion Stall for World Odia Language Conference at Janata Maidan Bhubaneswar.

#### **Bid Evaluation and Selection Criteria:**

All the bidders who qualify the eligibility criteria shall be invited to make a short power point presentation of their services on **30-01-2024**. These work will be evaluated by OCAC committee. The financial bid shall be opened only for those bidders, whose design is/are shortlisted. Subsequently OCAC may modify the design according to the need and requirement of OCAC and E&IT Department without additional cost. Out of the best designs shortlisted the agency with least cost (L1) will be considered for final selection.

OCAC may negotiate with the selected agency on financial bid and the work order will be awarded to the agency upon agreement of the final cost by both the parties.

#### **Other Terms & Conditions:**

1. Price must be mentioned inclusive of all taxes and Transportation.
2. The supplied materials must of top quality.
3. The price quoted should be firm and final.
4. Bid should be valid for 30 days from the specified date of closing.
5. Transportation will be at Suppliers risk.
6. The price offer through E-mail/Fax will neither be accepted nor entertained.
7. The firms/agencies must sign on each page of quotation documents with date and seal & to be submitted.

9. Payment: 100% after successful supply and completion of the event program.
10. Interested Firms/Agencies may quote their competitive price and other terms and conditions.
11. Bids once submitted shall not be withdrawn. Any default after acceptance of the bid shall be deemed to be non-compliance to the terms of contract and cancellation of contract.
12. The bidder shall be responsible for due payment of all applicable taxes, duties, levies changes and expenses with respect to or arising out of performance of this work/job. The contractor has to ensure all required statutory compliance including IT, ST, PF, ESI, Labor License, Work man Compensation, Payment of Minimum Wage etc. as in force.
13. In case of any dispute, the decision of General Manager (Admn.) shall be final and binding on you.
14. Incomplete offer or communication after due date and time will be rejected.

### Confidentiality:

All the information, records, reports, technical data, contact details, solution and any other documents provided to the Agencies during this bid process are sole property of OCAC. The agency has no rights to share, disclose, publish, sell or part with it in any manner. It is agency's responsibility and obligation to treat this information's as confidential.

### Fact Sheets

Particulars	Detail
Issue of tender:	24-01-2024
Tender Enquiry no.	OCAC-IF&ITP-511/23-363
Non-Refundable Tender Fee in shape of DD	Rs.1,000/- in favour of "Odisha Computer Application Centre (OCAC)", payable at Bhubaneswar ( Exempted for MSME/UDYAM /StartUp Registration )
Earnest Money Deposit in shape of DD	Rs.20,000/- in favour of "Odisha Computer Application Centre (OCAC)", payable at Bhubaneswar ( Exempted for MSME/UDYAM /StartUp Registration )
Last date for submission of tender:	30-01-2024, at 02.00 PM

Opening of Technical bids:	30-01-2024, at 04.00 PM	(42)
Technical Presentation:	31-01-2024, at 02.00 PM	
Opening of Financial bids:	31-01-2024, at 04.00 PM	

**N.B: OCAC reserves the right to accept or reject any or all the offers without assigning any reason thereof.**

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**FINANCIAL BID SUBMISSION FORM**

Tender Ref. no.

Date:

To,

**GENERAL MANAGER (Admn.)  
ODISHA COMPUTER APPLICATION CENTRE  
PLOT NO.-N-1/7-D, ACHARYA VIHAR SQUARE, P.O.-RRL, BBSR-15  
PHONE: 91-674-2567280, 2567064, 2567295  
FAX: 91-674-2567842**

**Sub: Financial quotations for the 'Design & Erection of IT Pavilion Stall at Janata Maidan Bhubaneswar.**

Having gone through the tender notice and having fully understood the scope of work for the captioned assignment as set out, we are pleased to quote the following lump sum amount (Inclusive of GST) for the Assignment:

Our Financial Bid shall be binding upon us subject to the modifications resulting from contract negotiations, up to completion the said event. We understand you are not bound to accept any bid you received.

Sl. No	Communication Activities	Quantity/ Days	Amount (INR)
1	Multi-Camera Production (5-Camera) set up at the Main Stage – for 4 days to cover all activities including Inaugural and Valedictory Ceremony.  Note: 3 Days event plus 1 Day for Installation and Testing (3+1 Days)  @Rs 74,600.00 for 5 Cam On-line Set up x 4 Days (As per I&PR Rate)	4 Days	
2	Comprehensive Still Photography @Rs 8,000.00 per unit x 7 Units x 3 Days  (Main Stage & VVIP Moments: 2 Units, Hall/Workshop: 4 Units, Overall Documentation: 1	3 Days	



	Unit) <ul style="list-style-type: none"> <li>• Overall Documentation</li> <li>• Quick Sharing of Photographs for Social media &amp; PR</li> <li>• Curation of selected photographs for submission of over 200-300 selected photographs covering the 3-day event</li> </ul>		
3	Video Documentation (Full-length capturing of the on-stage activity) across 4 Nos Hall/ workshop with 1 No. of off-line video camera at each workshop, for 3 days with output for local LED/Streaming @15,000.00 per unit x 4 Halls x 3 Days	3 Days	
4	LIVE Streaming of the activities on the main stage and workshop (in Full HD quality, across 2 social channels, 4 separate setups to conduct 4 streams simultaneously) @25,000.00 per set up per day x 4 set ups x 3 Days  #Client/ Dept. to provide a 20MBPS/ 1:1 leased internet line at the site for Live Streaming.	3 Days	
5	Developing multiple Short AVs including reels (1-2 minutes each, without voice over) based on various themes/ activities/ testimonial bytes etc. for social media promotion during and after the event. (Team will be focused to develop the stories and produce them promptly during and after the event.) @Rs 25,000.00 x 15 Nos Video	15 Nos	
6	Production of Short TVC <ul style="list-style-type: none"> <li>• Duration: 30 Sec</li> <li>• Language: Odia (As per I&amp;PR Rate)</li> </ul>	1 No	
7	Production of Radio Spot <ul style="list-style-type: none"> <li>• Duration: 30 Sec</li> <li>• Language: Odia (As per I&amp;PR Rate)</li> </ul>	1 No	
8	An overall AV Capsule of 6-8minutes duration based on the comprehensive documentation/ reporting of the 3-Days mega event to highlight all aspects for post-event promotion and archiving. Shall include the bytes of the guests, govt. officials, beneficiaries and other selected stakeholders.	1 No	



	Can engage 2-3 Offline cameras separately and a Drone for this comprehensive coverage from the field with adequate preparation for pre- and post-production. (As per I&PR rate)		
9	Social Media Management (Over 10 Days) <ul style="list-style-type: none"> <li>Ideation and Content Development for Social Media</li> <li>Posting/ Sharing of contents to the special social media handles</li> </ul>	Lumpsum	
10	Paid Boosting <ul style="list-style-type: none"> <li>Boosting of Page/ Selected Content posted to the social media handles (mainly Facebook), during the coverage period</li> </ul>	Lumpsum	
11	Develop and Design of Photo Book covering the 3 days activities of the Mega Event. (Over 60-80 Pages)	With 3 No. of Prints	
12	Purchase of a Hard Drive (HDD - 4TB Size) for sharing and archiving of the raw and final video output of the event.	1 No	
13	Consulting Fees <ul style="list-style-type: none"> <li>Strategic inputs</li> <li>Coordination across activities and stakeholders</li> <li>Project Management</li> <li>Logistics, Back-office support etc.</li> </ul>	N/A	
14	Design of Newspaper Ad (Full Page)	1 No.	
<b>Total Amount:</b>			

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of the Firm:

Address: